

Committee Name and Date of Committee Meeting

Cabinet – 09 June 2025

Report Title

Street Safe Team

Is this a Key Decision and has it been included on the Forward Plan?

Yes

Strategic Director Approving Submission of the Report

Andrew Bramidge, Strategic Director of Regeneration and Environment

Report Author(s)

Emma Ellis Head of Service Community Safety and Regulatory Services
Emma.ellis@rotherham.gov.uk

Ward(s) Affected

Borough-Wide

Report Summary

This report outlines the progress and plans for the new Street Safe Team in Rotherham Town Centre and the principal towns. This initiative aims to provide a welcoming presence for visitors to the area. The team will undertake a broad range of duties which will include signposting or providing information to the public as well as identifying and addressing issues in relation to the general street scene, such as littering, by enhancing the existing enforcement presence. The service is also aimed at enhancing community safety and improving perceptions of safety in town centres. The report highlights the importance of collaboration, continuous training, and community engagement in achieving the goals of the Street Safe initiative.

Recommendations

That Cabinet:

1. Approve the proposed implementation plan.
2. Commit to receiving a further update in March 2026 once the Team has had time to be established and operational.

List of Appendices Included

Appendix 1 – Equality analysis

Appendix 2 – Carbon Impact assessment

Background Papers

Anti-social Behaviour, Crime and Policing Act 2014

Anti-social Behaviour, Crime and Policing Act 2014: Anti-social behaviour powers

Statutory guidance for frontline professionals, Home Office, March 2023

Consideration by any other Council Committee, Scrutiny or Advisory Panel

None

Council Approval Required

No

Exempt from the Press and Public

No

Street Safe Team

1. Background

- 1.1 In March 2025, as part of the 2025/26 Budget, Council approved the revenue investment to create a new Street Safe Team. The new team represents a significant investment with 10 new front-line officers fulfilling brand new roles alongside the required management resources. This will be embedded within the Community Protection and Environmental Health Team, working in partnership with a range of internal and external partners to improve feelings of safety and security in town and village centre areas by providing a visible, uniformed Council presence, with a particular focus on Rotherham Town Centre, alongside a presence in the principal towns of the borough.
- 1.2 The Team will provide a visible, welcoming and engaging presence in Rotherham Town Centre and the principal towns (Maltby, Dinnington, Wath and Swinton) in order to provide reassurance to the public, improve feelings of safety and act as the eyes and ears of the Council, proactively identifying issues and working with relevant departments or partner organisations to resolve them. The Team will be aware of the areas they are working in and the local services or facilities and able to provide information to the public whenever approached.
- 1.3 In addition to the proactive visible and engaging presence, the Team will also support directly the delivery of a range of Community Protection and Environmental Health services within specific neighbourhoods, including enforcement and regulation, providing regulatory advice and guidance while supporting the delivery of projects aimed at prevention and early intervention, specifically:
 - Provide a dedicated resource which will enforce Public Spaces Protection Orders (PSPO) and wider relevant legislation including the Environmental Protection Act.
 - Contribute towards the improvement of efforts to address anti-social behaviour and feelings of safety in and around the town centres.
 - Proactively network, support and intelligence gather from partners and other RMBC town centre services and resources.
 - Provide a visible presence in the target locations, focus upon priorities and determine a working pattern to ensure appropriate coverage for daytime, evening and weekend issues.
 - Identify and report issues in the areas the Team are deployed.
 - Provide advice and guidance when approached by members of the public.
 - Contribute to the delivery of the Town Centre Strategy.

2. Key Issues

- 2.1 The 'Street Safe Team' aims to improve feelings of safety and security in town and village centre areas by providing a visible, uniformed Council presence, with a particular focus on hot spot areas in the town centres across the Borough. The Team will work both inside and outside of normal working

hours as well as regular weekend working to ensure the service is present when needed.

- 2.2 As noted under the Council plan theme 'People are safe, healthy and live well', 'everyone deserves to feel happy, healthy and secure'. Reducing crime and the fear of crime is a key area of concern for the community, the Council and its partners and will contribute to people's feelings of safety in public spaces. Negative perceptions of the Town Centre are seen to have a significant impact on people choosing to spend time in the town centres and when they do, not fully enjoying the experience, which is improving as a result of the Council's focus on regeneration.
- 2.3 The 'Street Safe Team' will provide dedicated resources and the ability to deploy various powers to bolster enforcement and provide a welcoming and reassuring presence in the town centres. By being a highly visible presence, the Team will act as the eyes and ears of the Council and will be expected to identify and report issues where they are unable to intervene directly as well as understand thoroughly the areas they are working in and be able to advise and engage with members of the public who approach them.
- 2.4 The Team will focus on making best use of intelligence data and information in order to target resources and problem solve Community Safety issues. The Team will do this by increasing capacity for both preventative and responsive interventions such as building and coordinating local intelligence, dealing with street drinking, anti-social behaviour, parking enforcement, as well as enforcement for issues such as littering and wider environmental issues (commercial waste etc).
- 2.5 The Team will work alongside a range of partners including South Yorkshire Police to undertake joint operations, conduct high visibility patrolling, undertake enforcement and engage with members of the public and businesses.
- 2.6 The aim is to reduce both actual and perceived crime and increase feelings of safety. This was a significant factor in the recent consultation exercise for the Long-Term Plan for Towns submission, and reflected the priority given to the issue in the Council Plan consultation in 2024.
- 2.7 Alongside direct delivery, a communications plan is being established to promote the investment and refreshed focus as well as routinely promoting the work of the Team to improve perceptions of safety.
- 2.8 Specific duties and requirements to include:
 - Enforcing the terms of the Public Spaces Protection Order (PSPO) and wider relevant legislation.
 - Patrolling the Town Centre within the PSPO boundary.
 - Patrolling within other Principal Town Centres - Dinnington, Wath, Swinton and Maltby – with the opportunity to work more widely on a demand-led basis.

- Contribute towards the improvement and feeling of safety in and around the Town centre, Forge Island and pedestrian areas throughout the town centre.
- Pro-actively address street drinking, substance misuse and anti-social behaviour which may include developing cases for escalated enforcement such as injunctions or Criminal Behaviour Order's under Anti-social Behaviour, Crime and Policing Act 2014.
- Proactively network, support and Intelligence gather from other RMBC town centre services and resources.
- Conduct littering enforcement.
- Enforce relevant aspects of the Environmental Protection Act 1990.
- Maximise the proportion of available time providing a visible presence in the target locations, focus upon priorities and determine a working pattern to ensure appropriate coverage for daytime, evening and weekend issues.
- Identify and report issues in the areas the Team are deployed.
- Provide advice and guidance when approached by members of the public.

2.9 Recruitment and training

- 2.10 Whilst the roles will be required to fulfil the duties above, the Council are seeking candidates from a wide range of backgrounds and experience who will have excellent communication skills, the ability to manage conflict and experience of working with partners to achieve change.
- 2.11 The Street Safe officer roles will be offered at career progressive grades dependent on experience and this will offer a developmental opportunity for those with the right skills and approach to gain experience, knowledge and qualifications enabling progression. Officers will be offered the opportunity to undertake professional qualifications via the apprenticeship scheme currently operated within the service to encourage career development and progression within the service
- 2.12 The induction programme for new enforcement officers is designed to ensure thorough preparation, integration, and support for the new Team members who will be delivering new functions. The induction will span seven weeks, covering essential training, practical experience, partner collaboration, advanced skills, legal and technical training, and independent patrols. The programme aims to equip officers with the knowledge, skills, and confidence needed to perform their duties effectively and learning and development will continue to be reviewed and delivered as part of continuous professional development.
- 2.13 As Street Safe officers, they will be representing Rotherham Metropolitan Borough Council (RMBC) in all interactions with the community. Their conduct and attitude are essential to the success of the Team and the trust and respect of the public. Professionalism, empathy, and integrity should always guide their actions. Upholding these values will ensure that RMBC is seen as a supportive and effective presence in the community.

- 2.14 It is essential that Street Safe officers are able to articulate the plans and developments happening in the town centre and other principal towns when asked by members of the public, the ongoing training with internal partners from Events, Regeneration, Transport, Homelessness and Neighbourhoods Teams will ensure that the Street Safe Team are up to date with the most recent information. Regular Team Meetings will develop these relationships.
- 2.15 By combining thorough training, practical experience, partner collaboration, and continuous support, the programme aims to develop well-prepared, , and capable officers who can effectively, and confidently, contribute to community safety.

3. Options considered and recommended proposal

- 3.1 That Cabinet approve the proposed implementation plan and commit to receiving a further update in March 2026 once the Team has had time to be established and operational.

4. Consultation on proposal

- 4.1 Key stakeholders have been involved in the development of the induction programme and will be part of the recruitment and marketing of the roles

5. Timetable and Accountability for Implementing this Decision

- | | | |
|-----|---|-----------------------|
| 5.1 | Step 1: Interviews and assessment centre – (Multi agency) | 13/06/2025 |
| | Step 2: Potential start date (assuming 1 month notice) | 14/07/2025 |
| | Step 3: Training, onboarding and induction | 14/07/25 - 31/08/2025 |
| | Step 4: Team operational | 01/09/2025 |

6. Financial and Procurement Advice and Implications

- 6.1 There are no direct procurement implications associated with the recommendations detailed in this report.
- 6.2 On 5th March 2025 Council approved a £570k a permanent revenue budget investment as part of the Council's Budget and Council Tax Report 2025/26, to create this new Street Safe Team. Ongoing progress in relation to this budget investment will be reported to Cabinet, as part of the regular budget monitoring reports submitted to Cabinet.

7. Legal Advice and Implications

- 7.1 The legal implications in respect of the creating a new Street Safe Team are two-fold. The initial process of recruitment to the new roles must be completed in accordance with the Council's policies and procedures and the legal framework in respect of recruitment and selection.

- 7.2 Once the recruitment process has been completed and the Street Safe Team has been established the role will involve working with Legal Services in respect of enforcement action. Week 6 of the proposed induction will address legal and technical training; it is crucial that this training gives Officers a thorough understanding of the legal processes involved in the enforcement process and the importance of compliance with the different pieces of legislation the Team will be utilising.

8. Human Resources Advice and Implications

- 8.1 Approval of the recommendations will contribute to the creation of a safe and attractive town centre and townships to create safer neighbourhoods and safeguarding of those at risk.
- 8.2 The new Enforcement Team will be managed in accordance with relevant policies and procedures.

9. Implications for Children and Young People and Vulnerable Adults

- 9.1 The Team will provide an increased focus on safeguarding vulnerable adults, children and young people and will receive additional training to identify and support vulnerable individuals, ensuring they receive appropriate help and protection.
- 9.2 The Team will need to understand and respond to trauma experienced by vulnerable individuals to respond to sensitive situations empathetically and build trust within the community, especially among vulnerable groups to enhance overall public safety and reducing risks for vulnerable individuals.

10. Equalities and Human Rights Advice and Implications

- 10.1 The Street Safe initiative has integrated equality and diversity considerations throughout its planning and implementation phases. The Team aims to create a safe and inclusive environment for all community members, particularly focusing on vulnerable groups. Specific measures include:
- Inclusive Recruitment: The recruitment process seeks to recruit candidates from diverse backgrounds and a range of employments, ensuring a wide range of skills, perspectives and experiences within the Team.
 - Training: Officers will receive training on cultural competency, safeguarding, and mental health awareness to handle diverse community needs sensitively and effectively.
 - Community Engagement: The Team will engage with various community groups to understand their specific safety concerns and needs, ensuring that the services provided are inclusive and equitable.

11. Implications for CO2 Emissions and Climate Change

- 11.1 The following sources of emissions are likely to result from the creation of the Street Safe Team:

- 11.2 **1. Increased Vehicle Emissions:**
- The use of vehicles can lead to higher carbon emissions, contributing to air pollution and climate change.
 - Inefficient patrol routes and unnecessary travel can result in excessive fuel consumption and emissions.
- Mitigation:
- Plan and optimise patrol routes to minimise travel distance and fuel consumption.
 - The service will seek to utilise electric or hybrid vehicles to reduce emissions from patrol activities where available.
 - Where time allows and distance allows, officers to be encouraged to travel by active travel, public transport or car sharing.
- 11.3 **2. Energy Consumption:**
- The operation of electronic devices such as body-worn cameras, communication tools, and other equipment can increase energy consumption, leading to higher carbon footprints.
- Mitigation:
- Use energy-efficient electronic devices and ensure they are powered by renewable energy sources where possible.
 - Implement energy-saving practices, such as turning off devices when not in use.
- 11.4 **3. Waste Generation:**
- The use of disposable materials and lack of recycling practices can contribute to increased waste and carbon emissions.
- Mitigation:
- Reduce paper usage by digitising records and reports.
 - Promote recycling and waste reduction within the Team.
- 11.5 **Training and Awareness:**
- Carbon emissions can further be reduced by:
- Providing training on environmental sustainability and encourage eco-friendly practices among Team members.
 - Raising awareness about the importance of reducing carbon emissions and how individual actions can contribute.

By implementing these strategies, the Street Safe Team can reduce carbon emissions and contribute to the Council's sustainability goals.

12. Implications for Partners

- 12.1 Creating the Street Safe Team will require enhanced coordination and collaboration with key partners such as South Yorkshire Police,

Neighbourhood Teams, Substance Misuse Services, Homeless Services and relevant Communications Teams to share progress and relevant information.

- 12.2 This collaboration will involve regular joint training sessions, information sharing, and coordinated responses to community issues. Partners will need to align their plans and resources to support the new Team effectively, ensuring a comprehensive and unified approach to community safety and the protection of vulnerable individuals. This increased collaboration aims to strengthen relationships, improve service delivery, and enhance overall perceptions of safety.

13. Risks and Mitigation

- 13.1 Creating a new Team involves potential risks such as recruitment and retention challenges and impact on the capacity of the wider Community Protection and Environmental Health service who will support the training and induction initially. To mitigate these, the service will implement clear role definitions, detailed budget planning, targeted recruitment strategies, and a structured induction programme.
- 13.2 Focusing on community engagement, regular joint training with partners, thorough legal training, mental health support, hands-on technology training, and strategic patrol plans will seek to ensure the Team's successful integration and operational capability.

14. Accountable Officers

Sam Barstow: Assistant Director Community Safety and Street Scene

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp OBE	23/05/25
Assistant Director, Financial Services (Deputy S.151 Officer)	Rob Mahon	14/05/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	15/05/25

Report Author:

Emma Ellis Head of Service Community Safety and Regulatory Services

Emma.ellis@rotherham.gov.uk

This report is published on the Council's [website](#).