

## PART B – Equality Analysis Form

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality and diversity.

This form:

- Can be used to prompt discussions, ensure that due regard has been given and remove or minimise disadvantage for an individual or group with a protected characteristic
- Involves looking at what steps can be taken to advance and maximise equality as well as eliminate discrimination and negative consequences
- Should be completed before decisions are made, this will remove the need for remedial actions.

Note – An Initial Equality Screening Assessment (Part A) should be completed prior to this form.

When completing this form consider the Equality Act 2010 protected characteristics Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity and other socio-economic groups e.g. parents, single parents and guardians, carers, looked after children, unemployed and people on low incomes, ex-offenders, victims of domestic violence, homeless people etc. – see page 11 of Equality Screening and Analysis Guidance.

<b>1. Title</b>	
<b>Equality Analysis title:</b>	
No family left behind Rotherham's commitment to addressing child poverty	
<b>Date of Equality Analysis (EA): 2<sup>nd</sup> April 2025</b>	
<b>Directorate: CYPS</b>	<b>Service area: Commissioning, Quality &amp; Performance</b>
<b>Lead Manager: Helen Sweaton</b>	<b>Contact number: 07554 436546</b>
<b>Is this a:</b>	
<input checked="checked" type="checkbox"/> <b>Strategy / Policy</b>	<input type="checkbox"/> <b>Service / Function</b> <input type="checkbox"/> <b>Other</b>
<b>If other, please specify</b>	

## 2. Names of those involved in the Equality Analysis (Should include minimum of three people) - see page 7 of Equality Screening and Analysis Guidance

Name	Organisation	Role (eg service user, managers, service specialist)
SLT	RMBC	Strategic Directors across all Directorates
Assistant Directors Group	RMBC	Assistant Directors across all directorates

## 3. What is already known? - see page 10 of Equality Screening and Analysis Guidance

### **Aim/Scope (who the Policy/Service affects and intended outcomes if known)**

*This may include a group/s identified by a protected characteristic, others groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)*

A council motion was passed in September 2024 calling for Cabinet to co-ordinate the development of a new strategy to reduce the impact of child poverty in Rotherham.

The Child Poverty Strategy represents the partnership commitment in Rotherham to address the root causes of poverty. The Strategy highlights the work that has been undertaken and what we will do moving forward to help achieve the ambition of preventing and reducing poverty to ensure that when people do find themselves struggling, we provide assistance, ensuring that no family is left behind.

While poverty can affect anyone, research highlights that certain groups are disproportionately vulnerable due to underlying inequalities. These inequalities not only increase the likelihood of experiencing poverty but also reduce the ability to mitigate its impacts.

This strategy reflects Rotherham's unwavering commitment to tackling the root causes of poverty, uniting efforts across the Borough to enhance family prosperity and create a more equitable future for all.

### **Priorities**

To achieve our ambition of ensuring no family is left behind, we focus on four key priorities:

- Help – help people when they need it the most by mitigating the impact of poverty.
- Opportunities – help people out of poverty through clear pathways that develop skills and capabilities, increasing their chances of finding secure, sustainable employment.
- Prevention – prevent poverty by increasing household income and giving people access to the resources they need.
- Engagement – address social exclusion by ensuring access to goods, services and facilities and giving young people and their families a voice.

**What equality information is available? (Include any engagement undertaken)**

- Based on research from End Child Poverty, 31% of Rotherham children were living in poverty in 2023/24. This is the same as the national average, and a slight increase on the 2022/23 figure of 30.3%.
- Around 4,400 people (a rate of 3.7%) aged 16 and over in Rotherham were unemployed in the year ending December 2024. This has decreased compared with the year ending December 2023 (6.6%) but is worse than the 2.9% across Yorkshire and the Humber.
- Data on the rate of children on a child protection plan (per 10,000 children in each area) shows a steady decline from a peak in 2018 of 114.8 to 45.6 at the end of March 2024. Low child protection plan rates are good.
- There has been a significant increase in the percentage of physically active adults in Rotherham, from 54.9% in 2018 to 64.4% in 2021.
- The percentage of eligible 2-year-olds in Rotherham taking up an Early Education place continues to rise, with 89% taking up a place in academic year 22/23. Take-up of early education has a positive impact on outcomes for children.
- In Rotherham, it is estimated that 16.6% of households were in fuel poverty in 2022. This figure is expected to increase with the continued rise in fuel prices. According to figures published in 2022, those from ethnic minorities (19.1%) are more likely to be in fuel poverty in England compared to white counterparts (12.6%).
- Almost 1 in 4 (24.7%) children aged 4-5 years and 2 in 5 (40.5%) aged 10-11 years were categorised as overweight or obese in 2023/24. For adults, almost 3 in 4 (74%) were categorised as overweight or obese in 2023/24.
- Our Free School Meals (FSM) entitlement rate is above the English national average (27.2% compared to 24.7% at Primary, 30.2% compared to 25.9% at Secondary – DfE 2024/25).
- The rate of depression in Rotherham has increased between 2013 and 2022, from 9.85% to 17.3%, with the gap between England and Rotherham growing by 4%.
- Healthy life expectancy at birth in Rotherham is 56 years for a male and 55.6 years for a female (2021-23), significantly lower than the England averages of 61.5 and 61.9, respectively.

**Are there any gaps in the information that you are aware of?**

While poverty can affect anyone, research highlights that certain groups are disproportionately vulnerable due to underlying inequalities. These inequalities not only increase the likelihood of experiencing poverty but also reduce the ability to mitigate its impacts.

This strategy reflects Rotherham's unwavering commitment to tackling the root causes of poverty, uniting efforts across the Borough to enhance family prosperity and create a more equitable future for all.

**What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics?**

Progress against the delivery plan and review of objectives will be undertaken annually by Rotherham Health and Wellbeing Board.

**Engagement undertaken with customers. (date and group(s) consulted and key findings)**

- Consultation with young people through the Children & Young Peoples Partnership Group – March 2025
- Consultation with key partners through the same group.

The survey responses described poverty as a lack of basic needs such as food, shelter, and clothing, or the financial inability to afford essentials, leading to significant challenges in daily life. Responses emphasised how children growing up in poverty face adverse impacts, including poor health, limited education, low self-esteem, vulnerability to bullying, and exclusion from experiences others take for granted. Respondents suggest solutions like expanding youth clubs, providing free school meals, and offering support systems for education and career guidance are important to address the effects of poverty on children and families.

**Engagement undertaken with staff (date and group(s) consulted and key findings)**

- SLT – 1<sup>st</sup> April 2025 and 5<sup>th</sup> August 2025
- Assistant Directors Group – 31<sup>st</sup> March 2025

This engagement informed the development of the strategy with additional information included in the key statistics, measures, prevention activity, support activity and longer term plans to achieve sustainable change.

**4. The Analysis - of the actual or likely effect of the Policy or Service (Identify by protected characteristics)**

**How does the Policy/Service meet the needs of different communities and groups?** *(Protected characteristics of Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity) - see glossary on page 14 of the Equality Screening and Analysis Guidance)*

The Family Prosperity Strategy aligns with the key local partnership priorities and plans including Rotherham Metropolitan Borough Council Plan 2022/25, Rotherham Safeguarding Children Partnership plan and associated strategies, Rotherham Health and Wellbeing Plan and Rotherham Health and Social Care Place Plan.

The Strategy describes how partners will work together to improve family prosperity, prevent and reduce the impact of poverty so that Rotherham is a great place to grow up, where children and young people have the best chance to reach their full potential. This will mean that children grow up happily, safe, in good health and develop the skills and qualifications they need to be successful.

The strategy targets children living in poverty (34.1%, as of 2023) and families struggling with unemployment, fuel poverty, or health disparities. It recognises the importance of addressing root causes to support the growth and well-being of children and young people.

The strategy acknowledges that some communities face deeper inequalities, such as ethnic minorities experiencing higher rates of fuel poverty (17.9%) and poorer health outcomes like lower healthy life expectancy and higher obesity rates among children and adults.

Other protected characteristics, including disability, sex, race, age, religion, and sexual orientation, are carefully considered to ensure fair access to services and opportunities.

**Does your Policy/Service present any problems or barriers to communities or Groups?**

No

**Does the Service/Policy provide any positive impact/s including improvements or remove barriers?**

Help	Opportunities	Prevention	Engagement
Help people with the impacts of poverty when they need it the most	Help people out of poverty through clear pathways that develop skills and capabilities	Prevent poverty by increasing household income and giving people access to the resources they need	Address social exclusion by ensuring access to goods, services and facilities and giving young people and their families a voice
<b>Key actions and programmes</b>			
<ul style="list-style-type: none"> <li>Childcare support and vouchers, including improved take up of free childcare for two-year-olds</li> </ul>	<ul style="list-style-type: none"> <li>Student support, counselling and mentoring</li> </ul>	<ul style="list-style-type: none"> <li>Family hubs offering neighbourhood-based support for new parents</li> </ul>	<ul style="list-style-type: none"> <li>Free use of PCs and free training at libraries, with free SIM cards at most sites; similar offer via Citizens Advice</li> </ul>
<ul style="list-style-type: none"> <li>Council tax support and discretionary housing payments to help with rent or housing costs</li> </ul>	<ul style="list-style-type: none"> <li>Employment Solutions service offering tailored pathways to access work and training</li> </ul>	<ul style="list-style-type: none"> <li>Free support and guidance on finances and benefit eligibility</li> </ul>	<ul style="list-style-type: none"> <li>Wide-ranging support for carers including young carers</li> </ul>
<ul style="list-style-type: none"> <li>Provision of free household and personal hygiene products</li> </ul>	<ul style="list-style-type: none"> <li>Employment and skills schemes addressing health and other barriers to work</li> </ul>	<ul style="list-style-type: none"> <li>Rotherham Federation/Citizens Advice 'Making our money go further' project</li> </ul>	<ul style="list-style-type: none"> <li>Healthy holidays scheme providing free activities for eligible children</li> </ul>
<ul style="list-style-type: none"> <li>Food vouchers during school holidays</li> </ul>	<ul style="list-style-type: none"> <li>SY investment zone and other sub regional investment programmes to create more good jobs</li> </ul>	<ul style="list-style-type: none"> <li>Open Arms project financial inclusion community hubs</li> </ul>	<ul style="list-style-type: none"> <li>Rothercard discount scheme and raising awareness of low-cost entertainment options</li> </ul>
<ul style="list-style-type: none"> <li>School uniform vouchers</li> </ul>	<ul style="list-style-type: none"> <li>Business support programmes helping people to start and grow businesses</li> </ul>	<ul style="list-style-type: none"> <li>Support packages for care leavers</li> </ul>	<ul style="list-style-type: none"> <li>Universal youth offer, expanding and enhancing youth services across the borough</li> </ul>
<ul style="list-style-type: none"> <li>Crisis support – foodbanks and crisis loans</li> </ul>	<ul style="list-style-type: none"> <li>Creating opportunities through social value commitments in council contracts</li> </ul>	<ul style="list-style-type: none"> <li>Social supermarkets offering low-cost food, plus advice and support</li> </ul>	<ul style="list-style-type: none"> <li>Improvements to children's play areas</li> </ul>
<ul style="list-style-type: none"> <li>Energy grant scheme to help with winter heating bills</li> </ul>	<ul style="list-style-type: none"> <li>Providing apprenticeships across Rotherham partners</li> </ul>	<ul style="list-style-type: none"> <li>Real Living Wage – paying people a fair wage and encouraging others to do the same</li> </ul>	<ul style="list-style-type: none"> <li>Increase access to public transport through bus franchising, demand-responsive transport trials, and concessionary fares</li> </ul>
		<ul style="list-style-type: none"> <li>Housing support, including increasing affordable housing provision and reducing fuel poverty</li> </ul>	<ul style="list-style-type: none"> <li>Warm Welcome offering free community spaces to meet people and make connections</li> </ul>
		<ul style="list-style-type: none"> <li>Baby packs containing essential items for newborns</li> </ul>	<ul style="list-style-type: none"> <li>Looked After Children Council improving services for looked after children</li> </ul>

**What affect will the Policy/Service have on community relations?** (may also need to consider activity which may be perceived as benefiting one group at the expense of another)

The strategy will ensure that the service continues to work with the specific specified groups identified through the Protected Characteristics and does not differentiate between different groups.

Please list any **actions and targets** that need to be taken as a consequence of this assessment on the action plan below and ensure that they are added into your service plan for monitoring purposes – see page 12 of the Equality Screening and Analysis Guidance.

## **5. Summary of findings and Equality Analysis Action Plan**

If the analysis is done at the right time, i.e. early before decisions are made, changes should be built in before the policy or change is signed off. This will remove the need for remedial actions. Where this is achieved, the only action required will be to monitor the impact of the policy/service/change on communities or groups according to their protected characteristic - See page 11 of the Equality Screening and Analysis guidance

<b>Title of analysis:</b> No family left behind Rotherham's commitment to addressing child poverty
<b>Directorate and service area:</b> CYPS
<b>Lead Manager:</b> Helen Sweaton - Joint Assistant Director, Commissioning, Quality and Performance
<b>Summary of findings:</b>
<p>The Child Poverty Strategy places a strong emphasis on equality and inclusivity, ensuring that its aims and outcomes serve diverse communities and groups, especially those most affected by systemic inequalities.</p> <p>The strategy is committed to preventing and reducing child poverty while addressing the inequalities that disproportionately impact certain groups. It seeks to create sustainable and equitable opportunities for all families in Rotherham, guaranteeing that no family is left behind regardless of their background or circumstances.</p> <ol style="list-style-type: none"><li>1. Primary Beneficiaries:<ul style="list-style-type: none"><li>○ Children and Families: The strategy targets children living in poverty (31%, as of 2023/24) and families struggling with unemployment, fuel poverty, or health disparities. It recognises the importance of addressing root causes to support the growth and well-being of children and young people.</li></ul></li><li>2. Groups Identified by Protected Characteristics:<ul style="list-style-type: none"><li>○ The strategy acknowledges that some communities face deeper inequalities, such as ethnic minorities experiencing higher rates of fuel poverty (19.1%) and poorer health outcomes like lower healthy life expectancy and higher obesity rates among children and adults.</li></ul></li></ol>

- Other protected characteristics, including disability, sex, race, age, religion, and sexual orientation, are carefully considered to ensure fair access to services and opportunities.

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Cabinet paper approval	As Above	15/09/2025

**\*A = Age, D= Disability, S = Sex, GR Gender Reassignment, RE= Race/ Ethnicity, RoB= Religion or Belief, SO= Sexual Orientation, PM= Pregnancy/Maternity, CPM = Civil Partnership or Marriage. C= Carers, O= other groups**

## 6. Governance, ownership and approval

Please state those that have approved the Equality Analysis. Approval should be obtained by the Director and approval sought from DLT and the relevant Cabinet Member.

Name	Job title	Date
Nicola Curley	Strategic Director, CYPS	31/03/2025 & 11/08/2025
Cllr Victoria Cusworth	Lead Member, CYPS	

## 7. Publishing

The Equality Analysis will act as evidence that due regard to equality and diversity has been given.



If this Equality Analysis relates to a **Cabinet, key delegated officer decision, Council, other committee or a significant operational decision** a copy of the completed document should be attached as an appendix and published alongside the relevant report.

A copy should also be sent to [equality@rotherham.gov.uk](mailto:equality@rotherham.gov.uk) For record keeping purposes it will be kept on file and also published on the Council's Equality and Diversity Internet page.

<b>Date Equality Analysis completed</b>	02/04/2025
<b>Report title and date</b>	No family left behind Rotherham's commitment to addressing child poverty
<b>Date report sent for publication</b>	
<b>Date Equality Analysis sent to Performance, Intelligence and Improvement</b> <a href="mailto:equality@rotherham.gov.uk">equality@rotherham.gov.uk</a>	11/08/2025