

Appendix 5. AREA PLANS – Neighbourhood Development and Improvement Plans

Contents

Brinsworth Northeast.....	2
Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31	2
Dinnington	14
Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31	14
Masbrough / Kimberworth.....	26
Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31	26
Parkgate (Rawmarsh East)	36
Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31	36
Thurcroft	46
Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31	46
Town Centre, Eastwood, Clifton, Boston Castle	57
Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31	57

Brinsworth Northeast

Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31

Monitoring Actions and Objectives

1. General Information

	Description
Governance	Declaration and Area plan approved by Cabinet on xxxxxxxxxxxxxxxxxxxxxxxxx Delivery group - Locality Area Managers Group (TASKing Chairs) – Monthly Management oversight – HoS Community Safety and Regulatory Services - Quarterly Feedback to CAPs quarterly along with wider quarterly figures. Steering group – Local stakeholders including Ward Members – Biannually
Area/Department	Corporate commitment across services, coordinated by Community Safety and Regulatory Services
Plan Period	Maximum 5 Years (e.g. February 2026 – February 2031) annually reviewed with option to close if objectives are met earlier.
Prepared by	Locality Area Managers Group (Chris Stone CPM, Andrea Peers, Neighbourhoods, INSp Darren Birley SYP, Nicola Macfarlane, Housing services)
Date Created / reviewed	23/07/2025

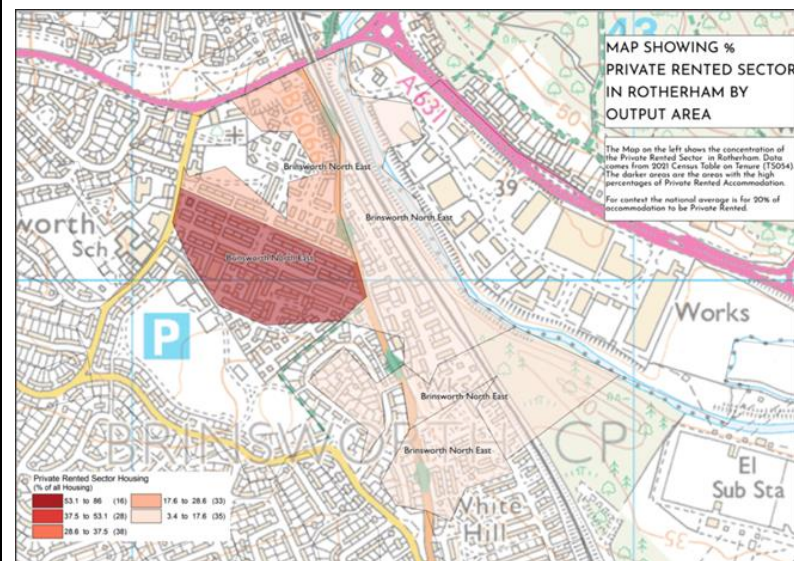
	Description
DECLARATION	Rotherham MBC made a declaration of Selective Licensing Cabinet Minute xxxxxx on the grounds of Poor Housing Conditions for the area of Brinsworth detailed in the map below.
Under Pinning Policies	Council Plan 2020-25 Housing Strategy 2020 -30 Rotherham's Homelessness Strategy Empty Homes Strategy Antisocial Behaviour Policy General Enforcement Policy Strategic Vision for Environmental Services (Grounds & Streets + Waste Management)
Budget	The licence fee income can support the administration of the licence scheme in Brinsworth and all associated enforcement.
Monitoring	Section 84 (3) of the Housing Act 2004 requires local housing authorities to review the operation of a designation made by them from time to time. The best practice guidance included in the General Approval, requests local authorities to publish the outcome of any reviews that they undertake in respect of the selective licensing scheme(s) in a timely manner on their website. If following a review, they consider it appropriate to do so, they may revoke the designation if objectives have been achieved earlier. This plan will be reviewed ANUALLY, and the outcome published within 1 month of the review.
Summary	Selective Licensing objectives for Brinsworth (2026–2031) Brinsworth Northeast LSOA, while not statistically flagged as a high-priority area, is believed to face significant underlying challenges that are not fully captured in official data. A culture of under-reporting—rooted in historic crime and anti-social behaviour—has led to a reluctance among residents to engage with authorities, masking the true extent of local issues. The area has experienced demographic shifts due to increased migration, which has disrupted a previously stable community and contributed to racial tensions. Housing conditions are a concern, with the age and character of the stock suggesting that disrepair is more widespread than reported. Anti-social behaviour, particularly noise nuisance, fly tipping and poor waste management, remains persistent and is currently addressed through resource-intensive enforcement. The private rented sector has grown sharply, now comprising 55% of the housing stock compared to 14.23%

	Description
	across the wider ward. However, a key factor in the area's complexity is the presence of large, historic council estates to the north and northwest, which have transitioned into mixed-tenure communities through Right to Buy. These estates, while no longer predominantly social housing, still reflect the legacy of public sector provision and may be contributing to the wider area's ASB issues. A selective licensing declaration is proposed to enable more effective intervention, improve landlord accountability, and better understand the tenure dynamics across these interconnected neighbourhoods.

Partners Involved	
Agency and Responsible Person (see Actions & Expected Outcome above)	Areas Leading On
Community Protection	Tenant support / Landlord support / Enforcement
Public Health	Health Monitoring / Health education
Adult and Children's Service	Vulnerable resident assessment and support
Education	Attendance and identification of adverse environmental impact on learning
SY Police	Crime detection / prevention / education
NLRA	Landlord support
Probation services	Offender management
Neighbourhood	Ward Member and Town Council engagement
Key Choices	Tenant support and homelessness / eviction monitoring
Housing Strategy	Liaison with NLRA and policy / initiative development
Parish Council	Resident feedback via Steering group.

2. Justifications

Map of location of PRS



Proposed boundary for Declaration Edged in blue, showing Right to Buy properties in green.



Area description

Brinsworth ward lies in the west of Rotherham Borough, with a population of 9,527 (2021 census). The ward is represented by two members of the Council. Most of the population live in the parish of Brinsworth (population 9,129) with the remainder in the Phoenix area north of Bawtry Road. Suburban housing predominates in Brinsworth and is popular with commuters to both Rotherham and Sheffield. Junction 33 of the M1 motorway is situated in the ward. Although there are deprived pockets, the ward is generally less deprived than average for Rotherham

The proposed boundary for Declaration includes half of Brinsworth North East and parts of Brinsworth North and Brinsworth Manor Lower Super Output Area's (LSOA) with a small element of Canklow south LSOA. The area contains extremely high concentrations (55%) of private rented sector (PRS) properties in Victorian terraces (Duncan / Ellis Streets) surrounded by high concentrations of social housing, many having been sold via the Right to Buy policy. It is currently unclear how many ex-social housing properties are now in the private rented sector. The area is bordered by more recent private property with lower levels of private rented stock.

RMBC Private Sector Housing Options Appraisal (Duncan / Ellis) 12986-LUC-XX-XX-RP-L-0006 Version 2.0 Date: 10th October 2024 Prepared by LUC, identified the area has many challenges and offered a range of options.

Area Assessment against possible selective licensing criteria – the detailed data presented in Appendix 1 of the Cabinet paper 13th October 2025 shows that Brinsworth has a range of issues relevant to selective licensing.

Housing Standards

As Brinsworth has not been subject to selective licensing previously the level of data available on housing conditions is more limited than other proposed declarations.

Housing in the relevant LSOA's are predominantly private rented housing. There are significant numbers of Right to Buy, private sector properties. (*evidenced -Appendix 1 Census 2021 & Ward Profile 2023*)

Approximately 230 addresses are contained in the Duncan / Ellis area of the LSOA, which are in private ownership. In 2015, 35% were found to be owned by landlords; with over 4/5ths of those properties (84%) being owned by absentee portfolio landlords. The overall numbers of private rented properties have since increased significantly with 55% of properties in the PRS in 2021 (2021 census). (UK average 19% English House Survey 2022 to 2023)

'Housing Deprivations' analysis in the 2021 Census shows the LSOA to be marginally over the Rotherham norm. The most current data available to the council on area wide property condition is the 2018 BRE house condition survey which stated that 21% of properties contain category 1 hazards, 18% of properties may contain fall hazards and that 19% were estimated to be in disrepair. Current data for EPCs in the area show that 74% private rented properties have an EPC D rating or below and 57% (146) properties are estimated to have a solid wall. This suggests a high potential for excess cold hazards, depending on the age and effectiveness of the heating systems installed and the level of retrofitted insulation. The number of reactive housing complaints and formal housing Notices issued by the council over the last 5 years, place the proposed area in the top 20 of the 78 postal areas in Rotherham. The age and character of the properties in the area would indicate that disrepair may be a bigger issue than reported. There are currently unknown levels of private lettings in ex-council stock and allegations that ASB in the area is being driven or supported by social tenants

Low Demand - Brinsworth North East LSOA, appear in the analysis of the 28 LSOA's with high levels PRS (Appendix1). It is ranked 14/28 for low demand on a composite scale, which considers housing sales volume, housing sale prices and numbers of empty properties.

Migration analysis shows a 19.9% migration rate over 5 years (above 10% is considered significant). Migration has increased over the last years in this area which has impacted on what was a traditional and settled community. The area now has several asylum properties in the PRS. Due to property values it is likely that this figure will rise.

‘Housing Deprivations’ analysis in the 2021 Census shows the LSOA to be marginally over the Rotherham norm.

Deprivation. The area ranks in the 3rd decile of the Indices of multiple deprivations nationally, (between 30%- 40% of most deprived LSOA’s nationally 2019).

Antisocial Behaviour - A summary of the reactive complaints received by the council in the Brinsworth ward over both two and five years, shows a disproportionately high level of reactive complaints over this period for the Brinsworth North East LSOA. Although the proposed selective licensing area is approximately $\frac{1}{4}$ of the residential area of the Brinsworth Ward, the number of complaints received from the proposed area, account for almost 50% of all complaints received for the Ward. Of the reported cases, noise, waste, ASB and housing standards account for 87%. In an area with such high levels of PRS this suggest poor housing and tenant management. A further analysis by postal area shows reactive housing complaints and formal housing Notices issued over this period are in the top 20 of the 78 postal areas in Rotherham. 12 of these 20 areas have been previously under Selective Licensing.

Crime

There are 13 of the 25 LSOA’s in Rotherham (with high PRS) with Crime Rates exceeding Rotherham Average (0.113) (Police Reported Crime Rate by LSOA (Jan - Dec 23)). Brinsworth north LSOA’s ranked 13th and has experienced Cannabis Cultivations in residential property.

Though South Yorkshire Police statistics on a Rotherham wide comparison do not flag this LSOA as a hot spot, the local impact of ASB and Crime is a concern to residents. Under reporting may be a significant issue. There is a historic legacy in the area from previous ASB and Crime which may still create a reluctance to report issues to the authorities.

Brinsworth North-East has recently been the subject of a [problem-oriented policing plan \(POP lite\)](#) due to burglary, which had peaked in the last year. The POP lite delivered a reduction in offending, however sustainability is an issue. The area has been subject to increased car crime and ASB. This area features in recent data for ASB in the dark nights period. The park within this area often attracts ASB and has been targeted by travellers on occasion. The area has an appreciable asylum seeker population housed in private rented properties. This has led to some tensions, with limited reporting of racial targeting.

The area wide statistic will not drive additional resource to the area, as its level of reporting sits below trigger levels, however, the area has its own problems and culture, which may currently be keeping issues off the radar.

Previous actions to address issues:

Historically, the area has experienced issues with ASB, Poor waste, property management and criminality. As a result, the area was considered for inclusion in the 2020-25 selective licensing declarations. At that time, it was considered that a less formal approach to resolving the areas issues would be tried as an alternative to selective licensing. After consultation, a three-phase project plan was developed and delivered, covering road and pavement improvements, street furniture and alley gate upgrades and rationalisation, concluding with contact with all known landlords to request improvements in their management of their properties and tenants. It was described as a voluntary alternative to selective licensing. Tenants were provided with details on local recycling sites and bulky waste services along with tenants' rights information. Landlords were signposted to the National Residential Landlord Association NRLA and the Rotherham landlord association for assistance with developing good property management practices. Landlords were encouraged to have all required certification, inspect properties quarterly, take up references from prospective tenants, have written tenancy agreement and were given information on managing ASB. A dedicated inbox was publicised for resident feedback Brinsworth.feedback@rotherham.gov.uk

The project delivered the public realm works, there was very little feedback provided from tenants or landlord. No landlords contacted the council to take up the offer of property inspections or to engage with a voluntary scheme.

Other measures taken

Community Clean up Days	Regular Community Action Partnership (CAP) meetings
Multi-agency walkabouts identifying issues and developing actions	Community Action Partnerships CAP Action plans developed to engage residents
Dedicated 4 week project to address alley gates and fly tipping on adopted service back alleys	Ward Councillors involved with CAP and Project Planning.
Offer of voluntary standards for landlords to adopt – self regulation.	Problem Oriented Policing plan (POP Lite) – burglary, vehicle theft
Repeated periods of enforcement for poor gardens and waste in private rented properties	Regular patrols by PCSO's and council enforcement officers.
Task and Finish Groups to address asylum property issues	

Challenges

- **Sustainability:** Concerns about cyclical enforcement—landlords often do only the minimum required and only after being served Notice. Need to change behaviour to more proactive style of property management by landlords.

- **Resources:** To minimise the impact of licence fees on landlords, fee levels are set mainly to cover staff costs over the life of the scheme. The challenge is to identify other funding mechanisms to support the areas and to lever other initiatives from partners and services, which are not funded directly from Selective Licensing, to enable wider improvements
- **To identify the of extent of PRS in surrounding council stock.** To assess conditions and the contribution these properties contribute to the area's ASB issues.

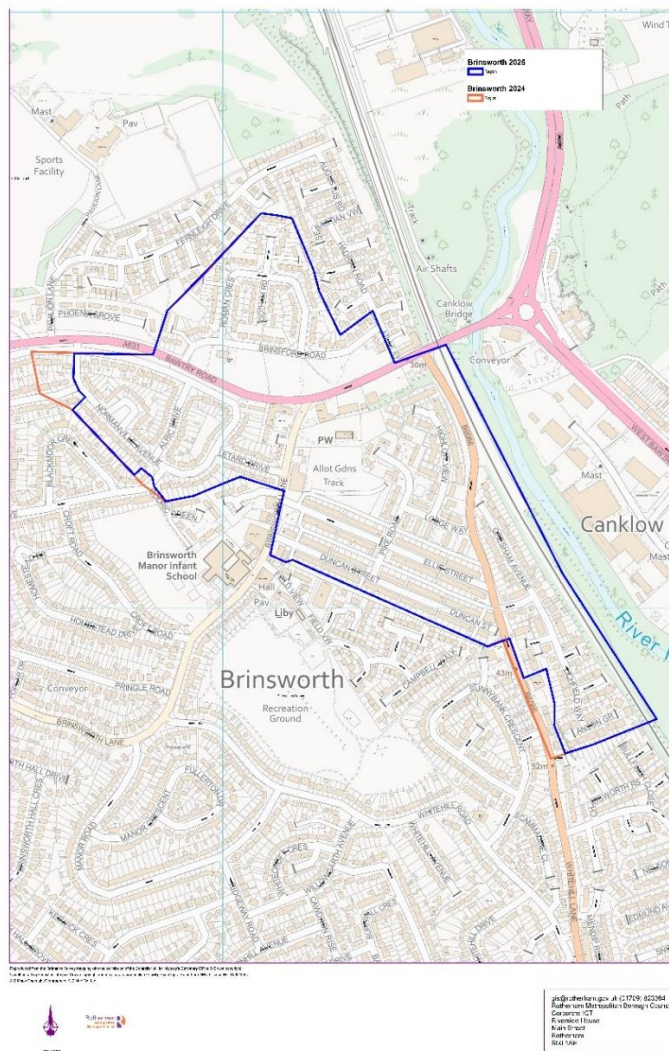
3. Consultation feedback

Following 13 weeks of statutory consultation, feedback from responders has been considered and the following changes have been made to the draft Area Plan for Brinsworth

- **The map of the proposed boundary**, which was presented for public consultation has been adjusted. Requests were received to remove parts of Whitehill Lane, Crownhill Road and Bawtry Road, at the extreme edges of the proposed area. Both requests have been actioned, as it would not affect the overall objectives of the declaration. Requests to remove Duncan and Ellis Streets could not be agreed, as they are the core of the proposed declaration.
- **Slight reduction in licence fees** with refocusing of costs on non-compliant applicants
- **Responder's priorities** incorporated into the priorities and objectives of this Area Plan
- Rename the Area Plan to the **Neighbourhood Development and Improvement Plan (NDIP)** to reflect the 'focus on' improving life for private renters, landlords, and the broader neighbourhood. Also to acknowledge the inclusion of other interventions outside of but complimentary to the Selective Licensing activity.
- **Area strengths and positives** identified by responders will be recognised, forming a basis for area development.
- **A steering group** of stakeholders will be established within the first year of operation to consider progress against the plan objectives.
- **Tenure neutral approach to enforcement** to address allegations made during consultation that social tenants cause problems in the area – proposed boundaries include social stock.

Map of boundary of proposed declaration, after consultation

The adjusted proposed boundary is as below. The blue boundary shows the adjusted boundary with the orange line showing where areas have been removed, following consultation.



Area Feedback

In consultation residents, landlords, businesses and tenants prioritised the following;

a) Identify the problems

Consultation responses

Which of the following do you feel are problems in Brinsworth North East?	Count	%
Litter On The Street	21	11%
Problems Accessing Services For Example Schools And Doctors	19	10%
A High Level Of Crime And Antisocial Behaviour	17	9%
Fly Tipping On Open Land	16	8%
Dog Fouling	15	8%
No Problems	14	7%
Untidy Waste In Gardens	14	7%
Drug Use Dealing	10	5%
An Unfair Poor Perception Of Private Landlords	9	5%
A High Level Of Unemployment	7	4%
A High Turnover Of Tenants / Tenants Not Staying For Long	7	4%
People Not Being Able To Pay Their Bills	7	4%
Rats Mice	7	4%
Poor Physical And Mental Health	7	4%
Drug Cultivation	6	3%
Poor Housing Conditions	4	2%
Not Knowing Where To Go For Help	4	2%
Empty Houses	3	2%
Empty Properties	2	1%
Truancy	2	1%
Alley Gates	1	1%
Overcrowding	1	1%
	193	100%

b) Identify and Develop the Strengths

Brinsworth Strengths and Comments

The most common response was that the Community Relations was a strength within the proposed areas, with mention of friendly neighbours and community spirit. The Centre, community facility was valued along with the playing field, local shops and the doctors' surgery, as local amenities. The Parish Council's activities received support.

4. Strategic Objectives

5-year Neighbourhood Development and Improvement Plan

Objective Code	Strategic Objective Description
OBJ-01	To Licence all licensable properties within the declaration to establish a level playing field for all the PRS landlords.
OBJ-02	To Improve the management of PRS properties by affecting behavioural change in both landlords and tenants. Improve coordination with social sector to deliver tenure neutral management standard
OBJ-03	To improve living standards for tenants removing hazards, mitigating risk to injury/health.
OBJ-04	Improve external environmental and quality of life.
OBJ-05	In line with the Council's enforcement Policy Use of appropriate powers of all partners to achieve compliance where cooperation is not
OBJ-06	Monitoring & Evaluation To provide regular communications with stakeholder and to deliver performance management data to describe delivery of the AREA PLAN and other agreed measures to improvement of the area.

5. Plan delivery Notes

- **Overall Progress:** 85% of actions on track.
- **Adjustments Needed:** Brief to HoS and Cabinet Member for Housing on significant plan changes required.
- **Lessons Learned:** What worked, what didn't – review objectives and action during life of plan.
- **Next Review Date:** 1st April 2026

Dinnington

Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31

Monitoring Actions and Objectives

1. General Information

	Description
Governance	Declaration and Area plan approved by Cabinet on xxxxxxxxxxxxxxxxxxxxxxxxx Delivery group - Locality Area Managers Group (TASKing Chairs) – Monthly Management oversight – HoS Community Safety and Regulatory Services - Quarterly Feedback to CAPs quarterly along with wider quarterly figures. Steering group –Local stakeholders including Ward Members – Biannually
Area/Department	Corporate commitment across services, coordinated by Community Safety and Regulatory Services
Plan Period	Maximum 5 Years (e.g. Feb 2026 – Feb 2031) annually reviewed with option to close if objectives are met earlier.
Prepared by	Locality Area Managers Group (Chris Stone CPM, Andrea Peers, Neighbourhoods, INSp Darren Birley SYP, Nicola Macfarlane, Housing services)
Date Created / reviewed	23/07/2025
DECLARATION	Rotherham MBC made a declaration of Selective Licensing Cabinet Minute xxxxxx on the grounds of High Levels of Deprivation for the area of Dinnington detailed in the map below.
Under Pinning Policies	Council Plan 2020-25 Housing Strategy 2020-30

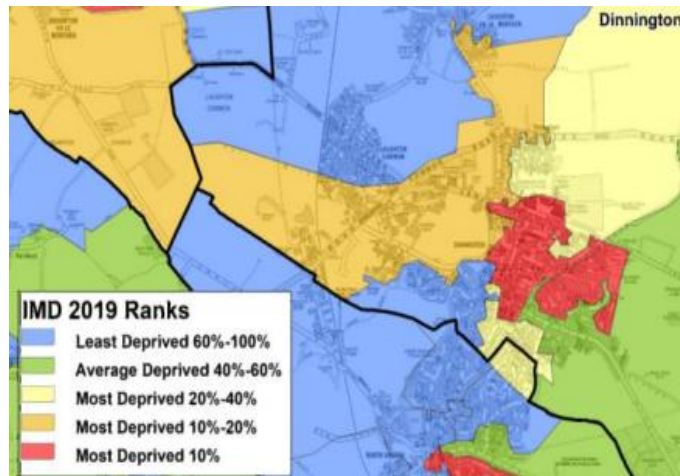
	Description
	Rotherham's Homelessness Strategy Empty Homes Strategy Antisocial Behaviour Policy General Enforcement Policy Strategic Vision for Environmental Services (Grounds & Streets + Waste Management)
Budget	The licence fee income can support the administration of the licence scheme in Dinnington and all associated enforcement.
Monitoring	<p>Section 84 (3) of the Housing Act 2004 requires local housing authorities to review the operation of a designation made by them from time to time. The best practice guidance included in the General Approval, requests local authorities to publish the outcome of any reviews that they undertake in respect of the selective licensing scheme(s) in a timely manner on their website. If following a review, they consider it appropriate to do so, they may revoke the designation if objectives have been achieved earlier.</p> <p>This plan will be reviewed ANUALLY, and the outcome published within 1 month of the review.</p>
Summary	<p>Selective Licensing objectives for Dinnington (2026–2031)</p> <p>Evidence exists to support a new Selective Licensing Declaration under the Criteria of High Levels of Deprivation, ASB & Crime or Poor Housing Conditions. The current selective licensing declarations have exposed continued poor management of the Private Rented Sector in both levels of disrepair, management of tenants and the environmental impact of the exteriors of private sector properties. Though some progress has been made over the 2020-25 scheme, the area is likely to benefit from a further period of selective licensing to help embed sustainable improved management standards. This approach has proved successful in the Maltby housing market. The proposed extension of the declaration boundary to encompass the historic social housing estates will allow a better understanding of the substantial 'Right to Buy' housing stock and create a more integrated management arrangement with the current social sector. To recognise the wide range of issues identified, a declaration will be progressed under the criterion of High levels of Deprivation, as this offers the widest opportunity for targeted intervention. The objectives will contribute to improved health impacts from further improving poor housing, improved ASB and Crime which contribute to the Multiple Indices of Deprivation. (IMD)</p> <p>It is acknowledged from the outset, based on the difficulties of the 2020-25 scheme, measuring improvements in deprivation at a local level is not possible, having regard to the multiple factors which contribute to it both</p>

	Description
	local and national. The Councils intention by declaring on the criterion of Deprivation, is to allow the council to address a wide range of issues. This declaration will aim to address those aspects of Deprivation which can be realistically impacted by a housing centred intervention. It does not aim to reverse Dinnington's ranking in the national IMD. It will measure its success, based on objectives and actions which impact the contributory factors to deprivation locally.

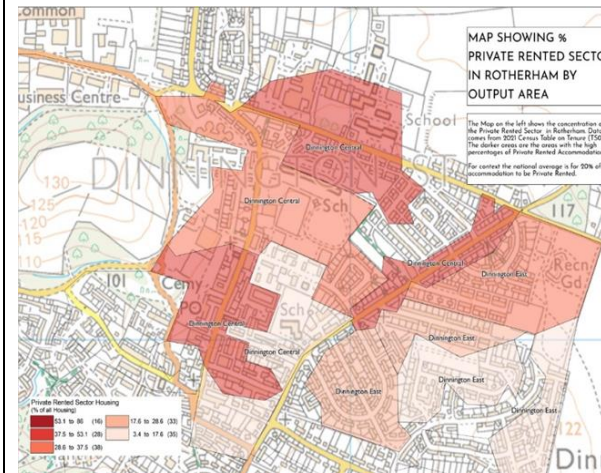
Partners Involved	
Agency and Responsible Person (see Actions & Expected Outcome above)	Areas Leading On
Community Protection	Tenant support / Landlord support / Enforcement
Public Health	Health Monitoring / Health education
Adult and Children's Service	Vulnerable resident assessment and support
Education -	Attendance and identification of adverse environmental impact on learning
SY Police	Crime detection / prevention / education
NLRA	Landlord support
Probation services	Offender management
Neighbourhood	Ward Member and Town Council engagement
Key Choices	Tenant support and homelessness / eviction monitoring
Housing Strategy	Liaison with NLRA and policy / initiative development
Dinnington Town Council	

2. Justifications

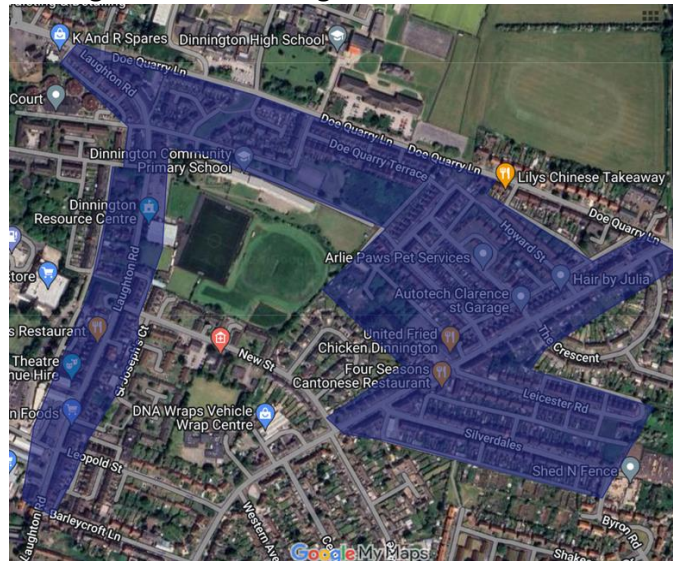
Indices of Multiple Deprivation 2019



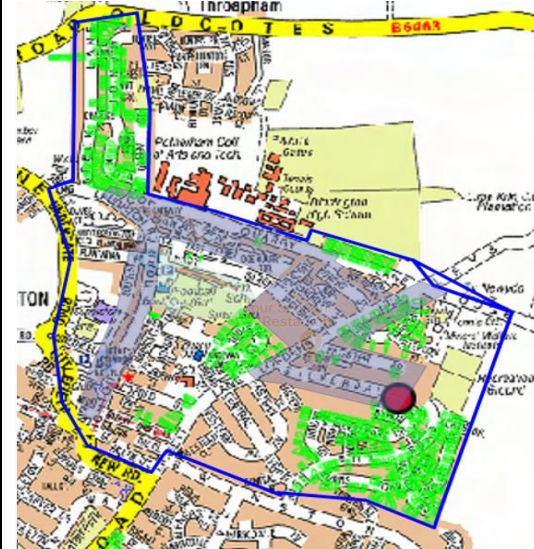
% of Private Rented Sector



Existing Selective licensing Area 2020-25



Proposed scheme boundary in blue, superimposed over the 2020-25 boundary (shaded). The green area indicates Right to Buy properties.



Area description

Dinnington lies in the south east of Rotherham Borough, with a population of 12,385 (2021 census). The Ward is represented by three members of the Council. The Ward is based on the small town of Dinnington and parish of Dinnington St Johns (total parish population 9,091), with the exception of Dinnington Park Avenue parish Ward, as well as the villages and parishes of Laughton en le Morthen (population 1,220), Firbeck (population 313), Letwell (population 217) and Gildingwells (population 207). Also included is the village of Laughton Common which is served by South Ward of Thurgroft parish (total parish population 7,908). The Ward is very varied with extensive rural areas as well as an industrial area, a deprived former mining community and modern suburban housing estates, popular with commuters.

RMBC Private Sector Housing Options Appraisal (Leicester Road) 12986-LUC-XX-XX-RP-L-0002 Version 2.0 Date: 10th October 2024 Prepared by LUC, identified that the area has many challenges and offered a range of options.

Area Assessment against possible selective licensing criteria – the detailed data presented in Appendix 1 of the Cabinet paper October 2025 shows that Dinnington has a range of issues relevant to selective licensing.

Poor Housing Condition. A summary of 2020-25 Selective licensing schemes records that of the 300 inspections undertaken 174 (58%) properties had Category 1 or 2 hazards (HHSRS). 44 category 1 and 638 category 2 hazards were found in the 300 properties. Only 83 properties received a rebate for good management and repair. Though there are a small number of larger portfolio holders operating in this market, the vast majority of licensees owned 1 or 2 properties, illustrating a high proportion of accidental or non- professional landlords. In the 2020-25 selective licensing scheme, Dinnington had the second lowest proportion of properties with hazards of the six areas in that scheme. However, 58% remains and unacceptably high number of properties and families living with hazards.

The evidence from the 2020-25 scheme shows that there is a lack of proactive maintenance or management. Though improvements have been delivered by earlier schemes in this area, there remains a lack of confidence that this improvement will be maintained.

Of the 222 enforcement notices served in this area in the last Selective Licensing scheme, 132 (60%) were because of poor housing conditions. The remaining 40% were due to ASB or poor gardens much of which should have been addressed by landlords with their tenants.

The declaration boundaries have been widened, to include all areas with the highest proportions of Private Rented properties and some of the areas of mixed tenure properties, which have higher levels of deprivation, to better understand the condition and the current tenure of large numbers of 'Right to Buy' properties.

Area Assessment – the detailed data presented in Appendix 1 of the Cabinet paper, 13th October 2025, shows that Dinnington has a range of issues relevant to selective licensing in addition to the poor housing conditions discussed above.

- **Low demand Areas** (Housing Sales Data and Empty Properties) Dinnington’s combined score is 15 from 25 (1 being worst).
- **Crime & Antisocial Behaviour.** There are 11 of the 25 areas in Rotherham (with high PRS) which have a higher anti-social behaviour (ASB) rate than the Rotherham Average (0.017) based on Police Reported Crime ASB Rate by LSOA (Jan - Dec 23). Dinnington Central is 3rd highest in the 11. Dinnington also features in the top 100 Output Area’s in Rotherham (out of 878 OAs) having high levels of private rented sector properties and Neighbourhood Crime & ASB volumes. (Neighbourhood Crime is taken to mean Residential Burglary, Personal Robbery, Theft from the Person, and all Vehicle Offences). South Yorkshire Police data of 01/11/2024. There are 13 of the 25 LSOA’s in Rotherham (with high PRS) with Crime Rates exceeding Rotherham Average (0.113) (Police Reported Crime Rate by LSOA (Jan - Dec 23). Dinnington Central is 3rd highest in the 13 and also features in the list of private sector rented properties identified with whole property Cannabis Cultivations
- **Levels of Migration** - Guidance suggests an increase of over 10% in population over a 5-year period would be considered significant. Dinnington Central LSOA is 24.9%
- **High Levels of Deprivation** – most of the proposed declaration is in the 10% most deprived areas in England (2019 IMD). A more recent, alternative measure of “Housing Deprivation” is contained in the 2021 Census. In this data, a household is classified as ‘deprived’ if the household's accommodation is either overcrowded, in a shared dwelling, or has no central heating. This data identifies that 18 LSOA’s (with High PRS) have higher ‘% Housing Deprivation’ than the Rotherham Average (4.28%). Dinnington Central LSOA ranks 12th of these 18.

Previous actions to address:

300 full HHSRS inspections of let properties.	Community engagements days providing advice and information.
Landlord newsletter sent direct via email to licence holders	Landlord Forum events including presentations regarding benefits and homelessness.
Offer of discounted Training via the NRLA.	Referrals to CAB , Key Choices
Landlord forums publicised to all licence holders held jointly with NRLA.	Community Clean up Days
Dedicated ‘selectivelicensing’ email for license holders to access the council team	Multi-agency walkabouts identifying issues and developing actions

Support and assistance available on request from council officers.	Task and Finish Groups
Landlord newsletter and NRLA publicised to Landlords.	CAP Action plans
132 Housing Enforcement Notices served to remedy identified Hazards within privately rented homes	Dinnington investment plan and high street improvements
90 Enforcement Notices served to remedy ASB and poor gardens / waste issues.	South Yorkshire Problem Oriented Policing (POP) plans to address youth ASB
Engagement and enforcement with tenants and landlords	Intensive police and council out of hours visibility patrol
Early Help diversionary and support interventions	Multiple intensive enforcement actions in the Leicester Road area

Challenges

- **Visibility:** Previous initiatives and improvements have been mostly within dwellings, resulting in responders challenging the achievements of previous selective licensing schemes.
- **Sustainability:** Concerns about cyclical enforcement—landlords often do only the minimum required and only after being served Notice. Need to change behaviour to more proactive style of property management by landlords.
- **Resources:** To minimise the impact of licence fees on landlords, fee levels are set mainly to cover staff costs over the life of the scheme. The challenge is to identify other funding mechanisms to support the areas and to lever other initiatives from partners and services, which are not funded directly from Selective Licensing to enable wider improvements
- **To identify** of extent of PRS in surrounding council stock and to review its condition and contribution to ASB

3. Consultation feedback

Following 13 weeks of statutory consultation, feedback from responders has been considered and the following changes have been made to the draft Area Plan for Dinnington

- **The map of the proposed boundary**, which was presented for public consultation has **not** been adjusted. Requests were received to remove Barleycroft Lane at the extreme edge of the proposed area. It is a street of mixed commercial and residential properties similar to others in the proposed area. The Lane was not included in the previous SL designation however, records show that 40% of reactive complaints received in the last 5 years relate to ASB (noise, waste, overgrown

land). The profile fits the wider area and the objectives of the SL designation. In the door knocking exercise in July 2025, 9 of the 13 residents spoken to (8 owner occupiers and 5 private tenants), supported the introduction of selective licensing.

- **Slight reduction in licence fees** with refocusing of costs on non-compliant applicants
- **Responder's priorities** have been incorporated into the priorities and objectives within the Area Plan
- Rename the Area Plan to the **Neighbourhood Development and Improvement Plan (NDIP)** to reflect the 'focus on' bettering life for private renters, landlords, and the broader neighbourhood. Also to acknowledge the inclusion of other interventions outside of but complimentary to the Selective Licensing activity.
- **Area strengths and positives** identified by responders recognised and will form a basis for area development.
- **A steering group** of stakeholders will be established within the first year of operation to consider progress against the plan objectives.
- **Tenure neutral approach to enforcement** to address allegations made during consultation that social tenants cause problems in the area – proposed boundaries include social stock.

Map of boundary of proposed declaration, after consultation

In consultation residents, landlords, businesses and tenants prioritised the following issues;

In consultation residents, landlords, businesses and tenants prioritised the following;

a) Acknowledge the Problems

Which of the following do you feel are problems in Dinnington?	Count	%
Fly Tipping On Open Land	32	10%
Litter On The Street	30	9%
Drug Use Dealing	30	9%
A High Level Of Crime And Antisocial Behaviour	28	8%
Untidy Waste In Gardens	26	8%
An Unfair Poor Perception Of Private Landlords	24	7%
Dog Fouling	22	7%
A High Level Of Unemployment	19	6%
Drug Cultivation	19	6%
Problems Accessing Services For Example Schools And Doctors	15	4%
Poor Housing Conditions	13	4%
Poor Physical And Mental Health	13	4%
Rats Mice	12	4%
No Problems	11	3%
People Not Being Able To Pay Their Bills	11	3%

Not Knowing Where To Go For Help	9	3%
A High Turnover Of Tenants / Tenants Not Staying For Long	5	1%
Empty Properties	5	1%
Truancy	3	1%
Other	3	1%
Empty Houses	2	1%
Nuisance Vehicles	1	0%
Parking	1	0%
Bins on Pavements	1	0%
Poor service from police and council	1	0%
	336	100%

b) Identify And Develop the Existing Strengths

The most common response was that the Community Relations was a strength within the proposed areas, with mention of friendly neighbours and community spirit. Good transport links are valued but ASB at the bus interchange deters use. Access to the countryside received multiple mentions. Local shops and the doctors' surgery are supported but local health care is considered stretched.

4. Strategic Objectives

5-year Neighbourhood Development and Improvement Plan

Objective Code	Strategic Objective Description
OBJ-01	To Licence all licensable properties within the declaration to establish a level playing field for all the PRS landlords.
OBJ-02	To Improve the management of PRS properties by affecting behavioural change in both landlords and tenants. Improve coordination with social sector to deliver tenure neutral management standard
OBJ-03	To improve living standards for tenants removing hazards, mitigating risk to injury/health.
OBJ-04	Improve external environmental and quality of life.
OBJ-05	In line with the Council's enforcement Policy Use of appropriate powers of all partners to achieve compliance where cooperation is not
OBJ-06	Monitoring & Evaluation To provide regular communications with stakeholder and to deliver performance management data to describe delivery of the AREA PLAN and other agreed measures to improvement of the area.

5. Plan delivery Notes

- **Overall Progress:** 85% of actions on track.
- **Adjustments Needed:** Brief to HoS and Cabinet Member for Housing on significant plan changes required.
- **Lessons Learned:** What worked, what didn't – review objectives and action during life of plan.
- **Next Review Date:** 1st April 2026

Masbrough / Kimberworth

Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31

1) General Information

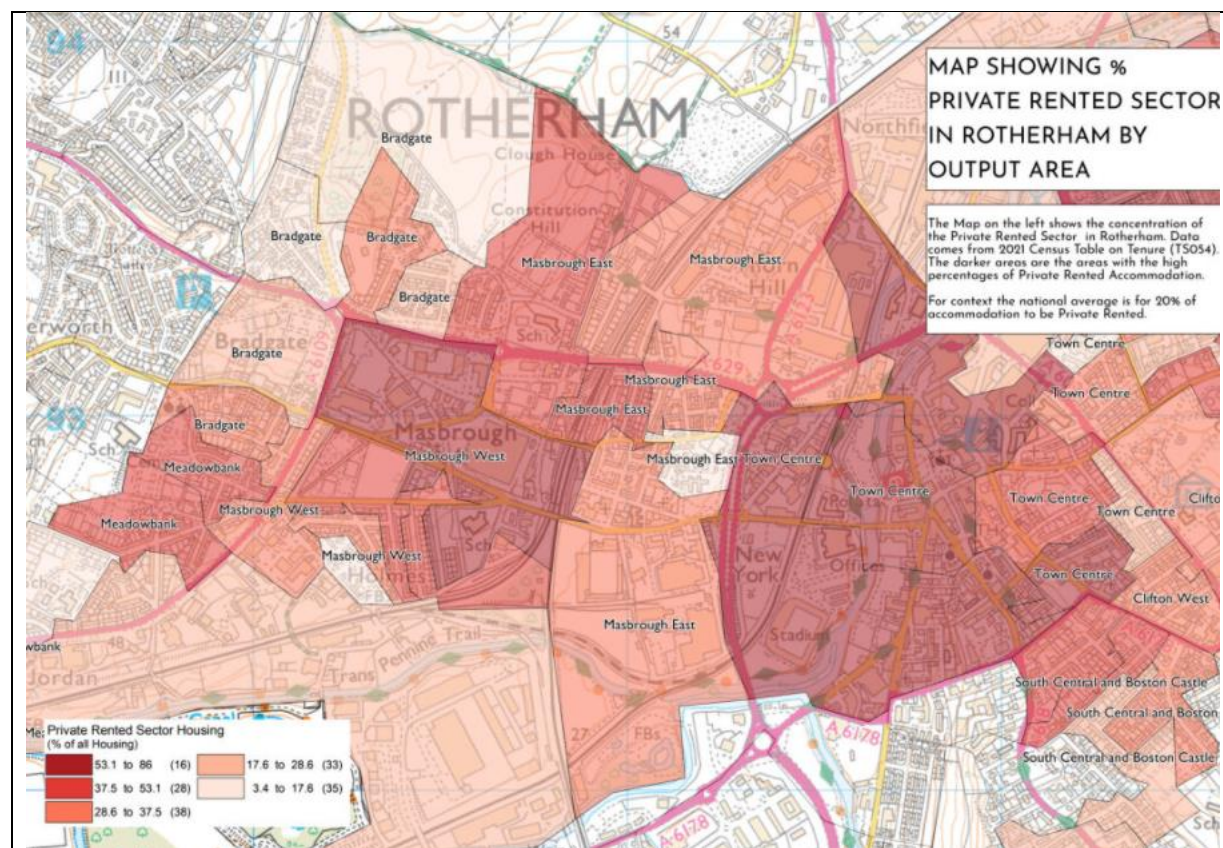
	Description
Governance	Declaration and Area plan approved by Cabinet on xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx Delivery group - Locality Area Managers Group (TASKing Chairs) – Monthly Management oversight – HoS Community Safety and Regulatory Services - Quarterly Feedback to CAPs quarterly along with wider quarterly figures. Steering group –Local stakeholders including Ward Members – Biannually
Area/Department	Corporate commitment across services, coordinated by Community Safety and Regulatory Services
Plan Period	e.g., February 2026 – February 2031
Prepared by	Locality Area Managers Group (Craig Cornwall CPM, Shaun Mirfield Neighbourhoods, INSp John Crapper SYP, Karen Milner Housing services)
Date Created / reviewed	23/07/25
DECLARATION	Rotherham MBC made a declaration of Selective Licensing Cabinet Minute xxxxxx on the grounds of Poor Housing Conditions for the area of Masbrough / Kimberworth detailed in the map below.
Under Pinning Policies	Council Plan 2020-25 Housing Strategy 2020-30 Rotherham's Homelessness Strategy Empty Homes Strategy Antisocial Behaviour Policy

	Description
	General Enforcement Policy Strategic Vision for Environmental Services (Grounds & Streets + Waste Management)
Budget	The licence fee income can support the administration of the licence scheme in Masbrough / Kimberworth and all associated enforcement.
Monitoring	<p>Section 84 (3) of the Housing Act 2004 requires local housing authorities to review the operation of a designation made by them from time to time. The best practice guidance included in the General Approval, requests local authorities to publish the outcome of any reviews that they undertake in respect of the selective licensing scheme(s) in a timely manner on their website. If following a review, they consider it appropriate to do so, they may revoke the designation if objectives have been achieved earlier.</p> <p>This plan will be reviewed ANUALLY, and the outcome published within 1 month of the review.</p>
Summary	<p>Selective Licensing objectives for Masbrough / Kimberworth (2026–2031)</p> <p>This Area Plan details the justification and objectives for a Selective Licensing designation for Masbrough / Kimberworth, declared on the grounds of 'Poor Housing Conditions'.</p> <p>Data from previous schemes shows that Masbrough had the worst inspection outcomes from 2020–2025, with high rates of Category 1 and 2 hazards (HHSRS) and poor eligibility for the 'better quality letting' rebate. These issues stem from inadequate property management and low investment. This plan will implement actions to develop the existing strengths within the wider community, support Landlords and tenants to change behaviours, whilst delivering focussed risk / intelligence-based inspection programme to target poor housing management.</p>

Partners Involved	
Agency and Responsible Person (see Actions & Expected Outcome above)	Areas Leading On
Community Protection	Tenant support / Landlord support / Enforcement
Public Health	Health Monitoring / Health education
Adult and Children's Service	Vulnerable resident assessment and support

Education -	Attendance and identification of adverse environmental impact on learning
SY Police	Crime detection / prevention / education
NLRA	Landlord support
Probation services	Offender management
Neighbourhood	Ward Member and Town Council engagement
Key Choices	Tenant support and homelessness / eviction monitoring
Housing Strategy	Liaison with NLRA and policy / initiative development

2) Justifications



Area description

The locality lies within the Rotherham West Ward of the Borough. Masbrough and Ferham have high minority ethnic populations, much terraced housing and high levels of deprivation. The Ward overall is the third most ethnically diverse Ward in the Borough, so community confidence and cohesion can be an issue. Private semi-detached housing predominates in the western part of the ward such as Kimberworth. The Local Ward Plan provides additional detail. RMBC Private Sector Housing Options Appraisal (Ferham & Masbrough) 12986-LUC-XX-XX-RP-L-0004 Version 2.0 Date: 10th October 2024 Prepared by LUC, identified the area has many challenges and offered a range of options.

Area Assessment against possible selective licensing criteria – the detailed data presented in Appendix 1 of the Cabinet paper 13th October 2025 and shows that “Masbrough / Kimberworth has a range of issues.

- **Low Demand.** Areas with high levels of Private Rented Sector (PRS) properties ranked against Low Demand Data (Housing Sales Data and Empty Properties) Ranked 1-25 (1 being worst) Masbrough Lower Super Output Areas (LSOA's) ranges from 5 – 20, average 11.5 and suffers from Low housing demand.
- **Antisocial Behaviour.** Of the 11 Lower Super Output Areas (LSOA) in Rotherham (with high PRS) which have a higher ASB rate than the Rotherham Average (0.017) (based on Police Reported Crime ASB Rate by LSOA (Jan - Dec 23)). Masbrough West, East and Jordan LSOA's are within this group.
- **Housing Conditions.** 381 properties in the 2020-25 Selective Licensing scheme were inspected in this area, 363 properties had category 1 or 2 hazards or both. This represents 95.8% of all properties inspected, failed to be free of hazards to the occupying tenant. This area was rated worst of the six areas in the 2020-25 Selective Licensing scheme for poor housing management /condition
- **Migration.** Transient population, the area population changed / increased by 20.1-23.1% over 5 years (10% is considered significant)
- **Crime.** There are 13 of the 25 LSOA's in Rotherham (with high PRS) with Crime Rates exceeding Rotherham Average (0.113) (Police Reported Crime Rate by LSOA (Jan - Dec 23)). Masbrough East / West & Jorden are included in the 13. There have also been 31 properties prohibited for extensive Cannabis Cultivation.
- **Environmental Crime.** The area suffers with high levels of waste, fly-tipping, low-levels of recycling, rodent infestations and other pollution issues associated with privately let properties.
- **Deprivation.** The majority of the proposed declaration is in the 10% most deprived areas in England (2019 IMD)

Previous actions to address:

- Problem Oriented Policing plan POP – Ferham triangle 2023 to 2024 – problem solving initiative.
- Ferham Action Plan managed by Neighbourhoods and involving key stakeholders such as the Police, Environmental Health, Early Help, the local school and other agencies.
- Tasking management of perpetrators and nominals
- CCTV deployments
- Upgrading of streetlighting in identified streets
- Pro-active waste audits
- Waste management initiatives
- Operation Grow interventions and investigations
- Work with DWP/HMRC on Benefit fraud and other financial investigations.
- Community clean-up days
- Two previous periods of Selective Licensing focussing on housing low demand and deprivation.
- Regular engagement with local landlords. Offers of training, information and support to landlords and letting agents.

Challenges

- **Visibility:** Previous initiatives and improvements mostly within dwellings, resulting in little sustained physical improvement in the physical amenities.
- **Sustainability:** Concerns about cyclical enforcement—landlords often do only the minimum required and only after being served notice. Change of behaviour to more proactive active management by landlords of their properties.
- **Resource Use:** To minimise licence fees, the vast majority of license fee income covers staff costs over the life of the scheme. Identify other funding mechanisms to support areas and lever other initiatives from partners and services into the area not funded directly from Selective Licensing to enable wider improvements

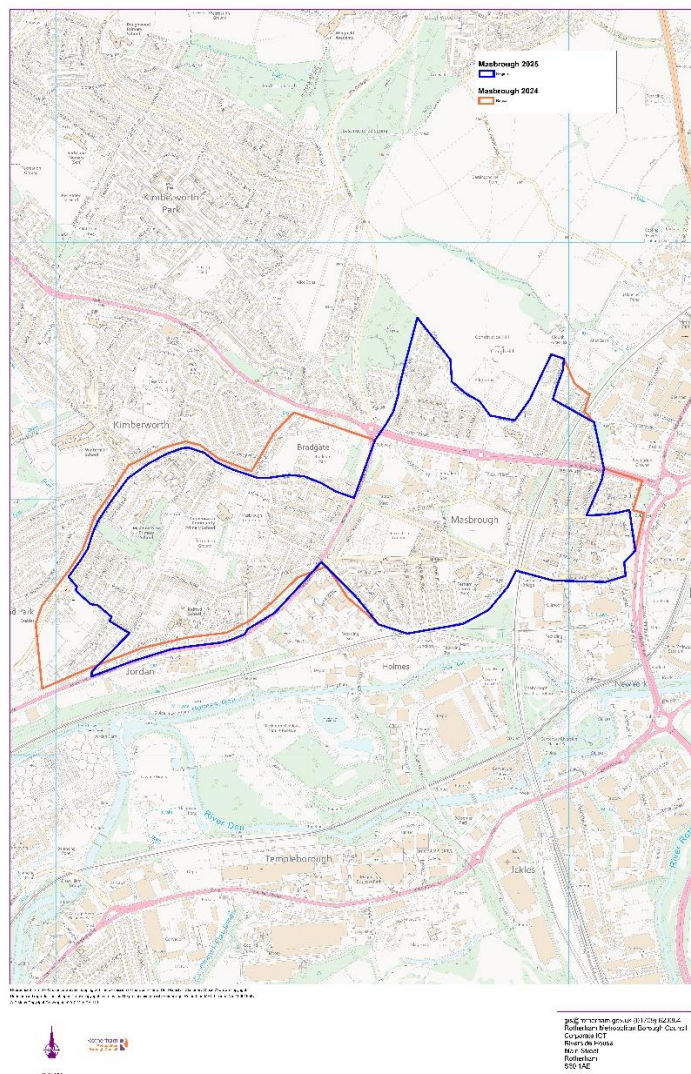
Consultation feedback

Following a 13 week period of statutory consultation, feedback from the responders has been considered and the following changes have been made to the draft Area Plan for Masbrough / Kimberworth

- **The map of the proposed boundary**, which was presented for public consultation has been adjusted. Responding to comments received during consultation, the bottom southwest of the intended designation map has been redrawn as it was accepted that this was a densely populated council property estate (Thornton Terrace), and also contained some areas on the outer edge, that are predominately owner occupied, newer dwellings. These have been removed. This includes Bradgate Lane and the park itself, which is not felt appropriate to be included, as it will dilute focus on properties and the people occupying them. There was also a view to ensure focus remains on the most challenging neighbourhoods, to ensure resource was committed to Ferham, Masbrough, Meadowbank and Kimberworth as opposed to areas such as Richmond Park (council property dominated) and Bradgate (owner-occupiers). This was in response to local resident's concerns that the levels of private rented properties in this area were comparatively lower to the wider proposed area and that a selective licensing declaration was undesirable. On consideration, the council agreed that this part of the proposed declaration can be removed without adversely affecting the schemes objectives. This represents a reduction of 103 licensable properties from the proposed declaration.
- **Slight reduction in licence fees** with refocusing of costs on non-compliant applicants
- **Responder's priorities** incorporated into the priorities and actions within the Area Plan
- Rename the Area Plan to the **Neighbourhood Development and Improvement Plan** to reflect the 'focus on' bettering life for private renters, landlords, and the broader neighbourhood
- **Area strengths and positives** identified by responders recognised and will form a basis for area development.
- **A steering group** of stakeholders will be established within the first year of operation to consider progress against the plan objectives.

Map of boundary of proposed declaration, after consultation

The adjusted proposed boundary is as below. The blue boundary shows the adjusted boundary with the orange line showing where areas have been removed, following consultation.



Area Feedback

In consultation residents, landlords, businesses and tenants prioritised the following;

a) Identify the problems

Which of the following do you feel are problems in Masbrough?	Count	%
Litter On The Street	71	9.71%
Fly Tipping On Open Land	68	9.30%
Dog Fouling	64	8.76%
Rats & Mice	62	8.48%
Untidy / Waste In Gardens	51	6.98%
A high level of crime and antisocial behaviour	44	6.02%
Drug Use / Dealing	41	5.61%
A High Level Of Unemployment	38	5.20%
Drug Cultivation	33	4.51%
Not Knowing Where To Go For Help	29	3.97%
Poor Housing Conditions	22	3.01%
An Unfair Poor Perception Of Private Landlords	22	3.01%
Problems accessing services, for example schools and doctors	22	3.01%
No Problems	21	2.87%
A high turnover of tenants (tenants not staying for long)	20	2.74%
People Not Being Able To Pay Their Bills	20	2.74%
Poor Physical And Mental Health	19	2.60%
Overcrowding	19	2.60%
Bedbugs and cockroaches	15	2.05%
Empty Properties	12	1.64%

Truancy	10	1.37%
Other	9	1.23%
Empty Houses	7	0.96%
Problem Social Housing tenants	5	0.68%
Dissatisfied with other council departments	4	0.55%
Unsafe to walk	1	0.14%
Nuisance vehicles	1	0.14%
Parking	1	0.14%
Totals	731	100.00%

b) Identify and Develop the Strengths

The most common response was that the Community Relations was a strength within the proposed areas, with mention of friendly neighbours and community spirit. The Mosque is identified as a valued community facility along with the Local Parks, Ferham Park and Bradgate Park, which act as a place that communities come together. English, Eastern European, Pakistani and other Asian backgrounds make use of the space. Local events including the Ferham festival and Sunday league football all help the communities come together. Generally, responders felt it's a good area with access to all the required amenities and services. Doctors, Dentists, Shopping, Transport, Leisure, Entertainment

3) Strategic Objectives

Objective Code	Strategic Objective Description
OBJ-01	To Licence all licensable properties within the declaration to establish a level playing field for all of the PRS landlords.
OBJ-02	To Improve the management of PRS properties by affecting behavioural change in both landlords and tenants.
OBJ-03	To improve living standards for tenants removing hazards, mitigating risk to injury/health.
OBJ-04	Improve external environmental and quality of life.
OBJ-05	In line with the Council's enforcement Policy Use of appropriate powers of all partners to achieve compliance where cooperation is not achieved

OBJ-06	<p>Monitoring & Evaluation</p> <p>To provide regular communications with stakeholder and to deliver performance management data to describe delivery of the AREA PLAN and other agreed measures to improvement of the area.</p>
--------	---

Parkgate (Rawmarsh East)

Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31

General Information

	Description
Governance	Declaration and Area plan approved by Cabinet on xxxxxxxxxxxxxxxxxxxxxxxxxxxxxx Delivery group - Locality Area Managers Group (TASKing Chairs) – Monthly Management oversight – HoS Community Safety and Regulatory Services - Quarterly Feedback to CAPs quarterly along with wider quarterly figures. Steering group – Local stakeholders including Ward Members – Biannually
Area/Department	Corporate commitment across services, coordinated by Community Safety and Regulatory Services
Plan Period	e.g., Feb 2026 – Feb 2031
Prepared by	Locality Area Managers Group (Richard Bramall CPM, Nicola Hacking Neighbourhoods, INSp Carl Goodwin SYP, Lynne Rowen Housing services)
Date Created / reviewed	23/07/25
DECLARATION	Rotherham MBC made a declaration of Selective Licensing Cabinet Minute xxxxxx on the grounds of Poor Housing Conditions for the area of Parkgate detailed in the in map below.
Under Pinning Policies	Council Plan 2020-25 Housing Strategy 2020-30 Rotherham's Homelessness Strategy Empty Homes Strategy Antisocial Behaviour Policy

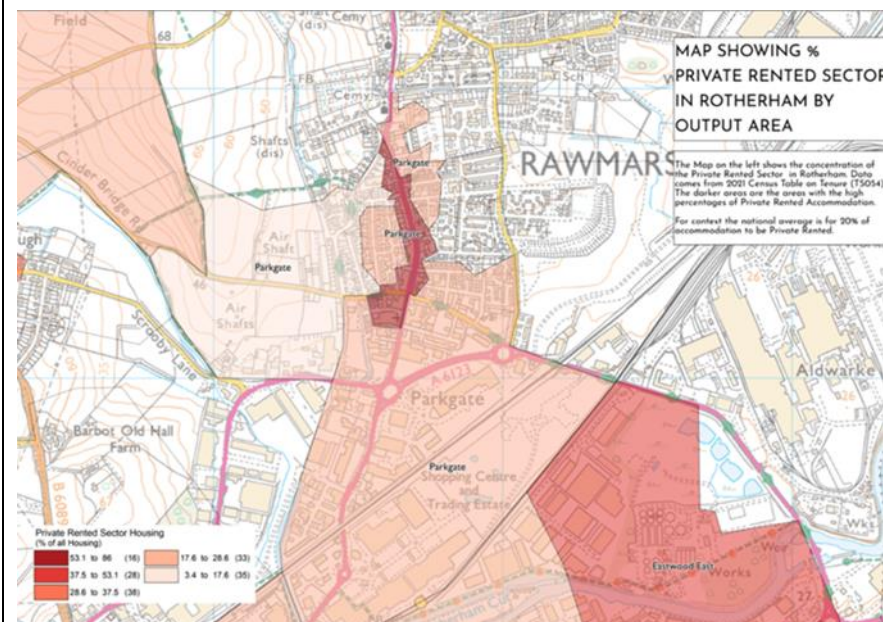
	Description
	General Enforcement Policy Strategic Vision for Environmental Services (Grounds & Streets + Waste Management)
Budget	The licence fee income can support the administration of the licence scheme in Parkgate and all associated enforcement.
Monitoring	<p>Section 84 (3) of the Housing Act 2004 requires local housing authorities to review the operation of a designation made by them from time to time. The best practice guidance included in the General Approval, requests local authorities to publish the outcome of any reviews that they undertake in respect of the selective licensing scheme(s) in a timely manner on their website. If following a review, they consider it appropriate to do so, they may revoke the designation if objectives have been achieved earlier.</p> <p>This plan will be reviewed ANUALLY, and the outcome published within 1 month of the review.</p>
Summary	<p>Selective Licensing objectives for Parkgate (2026–2031) This Area Plan details the justifications and objectives for a Selective Licensing designation for Parkgate, declares on the grounds of Poor Housing Conditions.</p> <p>Data from previous schemes shows Parkgate had 60.7% of properties with category 1&2 hazards on first inspection (HHSRS). 12.8% had category 1 hazards. There was 28% eligibility for the ‘better quality letting’ rebate. The figures tend towards the more serious Hazards illustrating that the disrepair goes beyond a lack of basic maintenance. Families are being left at serious risk of harm. The area suffers from inadequate property management and low investment. This plan will implement a risk or intelligence-based inspection programme, targeting poor management with a focus on enforcing licence conditions to improve management standards in the private rented sector. The area also suffers high levels of crime and antisocial behaviour which is focused in the areas of high private sector housing.</p>

Partners Involved	
Agency and Responsible Person (see Actions & Expected Outcome above)	Areas Leading On
Community Protection	Tenant support / Landlord support / Enforcement
Public Health	Health monitoring / Health education
Adult and Children’s Service	Vulnerable resident assessment and support

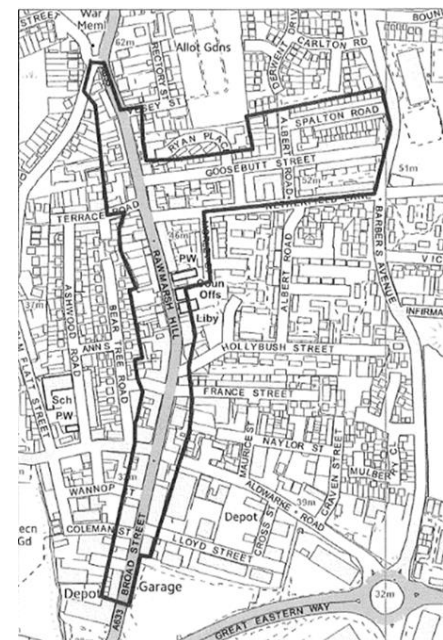
Education	Attendance and identification of adverse environmental impact on learning
SY Police	Crime detection / prevention / education
NLRA	Landlord support
Probation services	Offender management
Neighbourhood	Ward Member and Local engagement
Key Choices	Tenant support and homelessness / eviction monitoring
Housing Strategy	Liaison with NLRA and policy / initiative development

1. Justifications

Location of high levels of private rented sec



Proposed Selective Licensing boundary 2026-31



Area description

The locality lies within two Wards of Rotherham, Rawmarsh West and Rawmarsh East of the Borough.

The ward has a mixture of residential areas with Parkgate having the most terraced housing. Rawmarsh East and West ward are amongst the 80% of wards in Rotherham where the white British population exceeds 90%. Deprivation in Rawmarsh East and West wards are well above the borough average and in most of the ward is also well above the national average. Rawmarsh South neighbourhoods (where the SL Licensing area sits) is within the most deprived 10% in England. The housing in Parkgate is predominantly private rented which consists of terraced housing and flats over retail units and has been under selective licensing since May 2020.

The Local Ward Plans provides additional detail.

Rawmarsh West - <https://www.rotherham.gov.uk/rawmarsh-west-ward>

Rawmarsh East - <https://www.rotherham.gov.uk/rawmarsh-east-ward>

Area Assessment against possible selective licensing criteria – the detailed data presented in Appendix 1 of the Cabinet paper 13th October 2025 and shows that Parkgate has a range of issues relevant to selective licensing.

- **Low housing demand.** Parkgate's Lower Super Output Areas scored 14. (Areas with high levels of Private Rented Sector (PRS) properties ranked against Low Demand Data (Housing Sales Data and Empty Properties) Ranked 1-25 (1 being worst).
- Population **migration** is twice that considered average in the UK.
- **Housing standards.** The current scheme uncovered high levels of disrepair, with 60.7% of properties having Cat 1 and/or Cat 2 hazards. Over 626 hazards were identified in the 2020-25 selective licensing scheme in 196 properties. A lack of co-operation has been a feature, with difficulty gaining access to properties, Parkgate having the second highest level of licence avoidance. On a positive, 28% of properties achieved the 'better quality rebate', which is a base for future improvement.
- Formal enforcement has been required in both housing (85) and environmental / ASB (41), to address problems.
- Results show the area is the 3rd worst of the six areas previously under selective licensing, indicating an ongoing lack of proactive management from landlords.
- Parkgate has a **high crime rate**, including residential cannabis cultivation, second only to the town centre (in areas with high levels of private rented sector)
- A significant and **persistent problem caused by anti-social behaviour**. Parkgate is ranked 5th of the 11 areas in Rotherham (with high PRS) and high levels of anti-social behaviour (ASB), based on Police Reported Crime ASB Rate by LSOA (Jan - Dec 23).

- **High Levels of Deprivation.** The majority of the proposed declaration is in the 10% most deprived areas in England (2019 IMD)

Previous actions to address:

- GRIP/Civitas funding additional Policing Patrols 2023/24 (SYP lead)
- Proactive visits and execution of warrants with trading standards.
- Execution of warrants with immigration services HMRC (SYP lead)
- Parkgate was an area identified within the CAP (Community Action partnership) Action Plan co-ordinated by Neighbourhoods and involving key stakeholders such as the Police, Environmental Health and other agencies.
- Tasking management of perpetrators and nominals via joint tasking meeting.
- CCTV deployments
- Pro-active waste audits
- Operation Grow (cannabis cultivations) interventions and investigations
- Working with DWP on Benefit fraud and other financial investigations.
- Community clean up days
- Tenants' handbook delivered to properties within the SL scheme.
- Delivered 'know who to call leaflets' to encourage reporting within the SL scheme.
- Previous periods of Selective Licensing, focussing on housing 'low demand' and 'deprivation'.
- Regular engagement with local landlords.
- Offers of training, information and support to landlords and letting agents.

Challenges

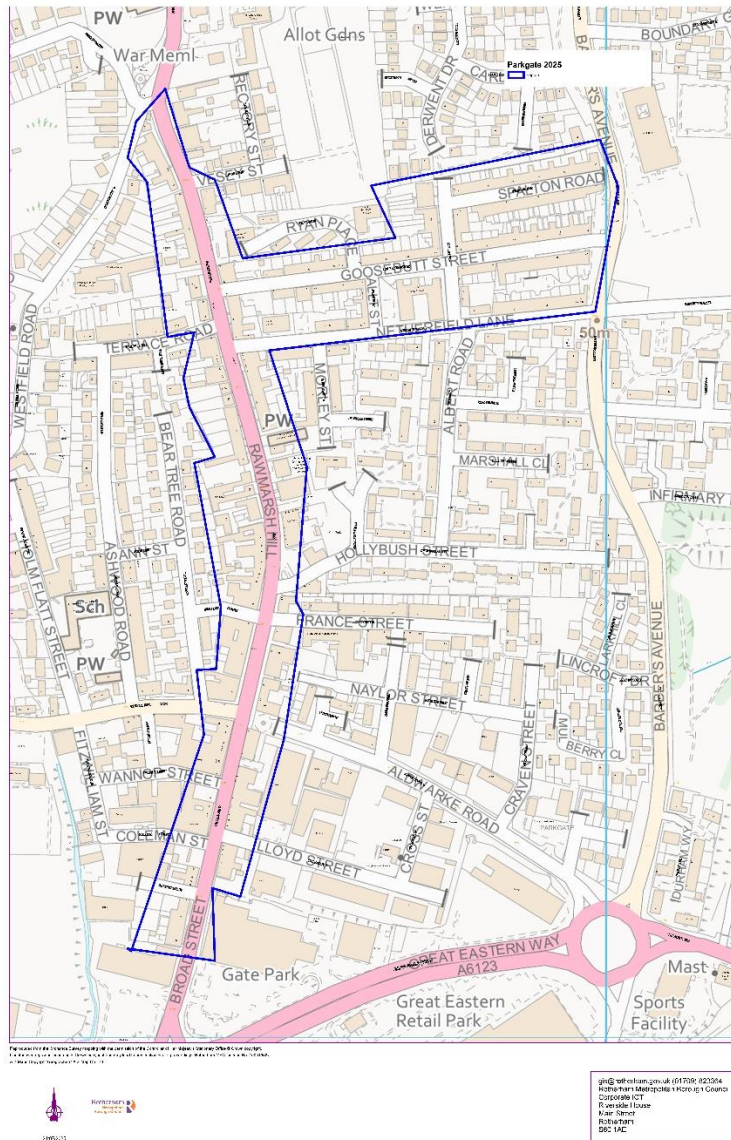
- **Visibility:** Previous initiatives and improvements have been mostly within dwellings, resulting in responders challenging the achievements of previous selective licensing schemes.
- **Sustainability:** Concerns about cyclical enforcement—landlords often do only the minimum required and only after being served Notice. Need to change behaviour to more proactive style of property management by landlords.
- **Resources:** To minimise the impact of licence fees on landlords, fee levels are set mainly to cover staff costs over the life of the scheme. The challenge is to identify other funding mechanisms to support the areas and to lever other initiatives from partners and services, which are not funded directly from Selective Licensing to enable wider improvements

3. Consultation feedback

Following 13 weeks of statutory consultation, feedback from responders has been considered and the following changes have been made to the draft Area Plan for Parkgate:

- **The map of the proposed boundary**, which was presented for public consultation has not been adjusted. There were no requests during the consultation to adjust the proposed boundary.
- **Slight reduction in licence fees** with refocusing of costs on non-compliant applicants
- **Responder's priorities** incorporated into the priorities and actions within the Area Plan
- Rename the Area Plan to the **Neighbourhood Development and Improvement Plan** to reflect the 'focus on' improving life for private renters, landlords, and the broader neighbourhood. Also to acknowledge the inclusion of other interventions outside of but complimentary to the Selective Licensing activity.
- **Area strengths and positives** identified by responders will be recognised, forming a basis for area development.
- **A steering group** of stakeholders will be established within the first year of operation to consider progress against the plan objectives.
- **Tenure neutral approach to enforcement** to address allegations that social tenants cause problems in the area.

Map of boundaries of proposed declaration after consultation.



Area Feedback

In consultation residents, landlords, businesses and tenants prioritised the following issues;

a) Identify the Problems

Which of the following do you feel are problems in Parkgate?	Count	%
Litter On The Street	20	10%
Dog Fouling	15	8%
Fly Tipping On Open Land	15	8%
Drug Use Dealing	14	7%
A High Level Of Crime And Antisocial Behaviour	14	7%
Untidy Waste In Gardens	13	7%
Drug Cultivation	12	6%
An Unfair Poor Perception Of Private Landlords	9	5%
A High Turnover Of Tenants Tenants Not Staying For Long	9	5%
A High Level Of Unemployment	8	4%
Poor Housing Conditions	8	4%
No Problems	7	4%
Poor Physical And Mental Health	7	4%
Rats Mice	7	4%
Empty Properties	6	3%
People Not Being Able To Pay Their Bills	6	3%
Other	6	3%
Not Knowing Where To Go For Help	5	3%
Empty Houses	4	2%

Problems Accessing Services For Example Schools And Doctors	3	2%
Truancy	1	1%
Bins on pavements	1	1%
Antisocial driving	1	1%
Total	191	100%

b) Identify And Develop the Strengths

Respondents valued that the area is near to local amenities, shops schools and has tram (via park and ride) as well as good bus routes. There was however some offers to start groups, particularly allotments and to create more green space.

4. Strategic Objectives

Objective Code	Strategic Objective Description
OBJ-01	To Licence all licensable properties within the declaration to establish a level playing field for all of the PRS landlords.
OBJ-02	To Improve the management of PRS properties by affecting behavioural change in both landlords and tenants.
OBJ-03	To improve living standards for tenants removing hazards, mitigating risk to injury/health.
OBJ-04	Improve external environmental and quality of life.
OBJ-05	In line with the Council's enforcement Policy Use of appropriate powers of all partners to achieve compliance where cooperation is not.
OBJ-06	Monitoring & Evaluation To provide regular communications with stakeholders.

Objective Code	Strategic Objective Description
	Use performance management data to help deliver against the AREA PLAN.
	Use other agreed measures to improve the area.

5. Plan delivery Notes

- **Overall Progress:** 85% of actions on track.
- **Adjustments Needed:** Brief to HoS and Cabinet Member for Housing on significant plan changes required.
- **Lessons Learned:** What worked, what didn't – review objectives and action during life of plan.
- **Next Review Date:** 1st April 2026.

Thurcroft

Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31

1. General Information

	Description
Governance	Declaration and Area plan approved by Cabinet on xxxxxxxxxxxxxxxxxxxxxxxxxxxx Delivery group - Locality Area Managers Group (TASKing Chairs) – Monthly Management oversight – HoS Community Safety and Regulatory Services - Quarterly Feedback to CAPs quarterly along with wider quarterly figures. Steering group –Local stakeholders including Ward Members – Biannually
Area/Department	Corporate commitment across services, coordinated by Community Safety and Regulatory Services
Plan Period	Maximum 5 Years (e.g. Feb 2026 – Feb 2031) annually reviewed with option to close if objectives are met earlier.
Prepared by	Locality Area Managers Group (Chris Stone CPM, Andrea Peers, Neighbourhoods, INSp Darren Birley SYP, Nicola Macfarlane Housing services)
Date Created / reviewed	23/07/2025
DECLARATION	Rotherham MBC made a declaration of Selective Licensing Cabinet Minute, xxxxxx on the grounds of Poor Housing Conditions for the area of Thurcroft detailed in the map below.
Under Pinning Policies	Council Plan 2020-25 Housing Strategy 2020-30 Rotherham's Homelessness Strategy

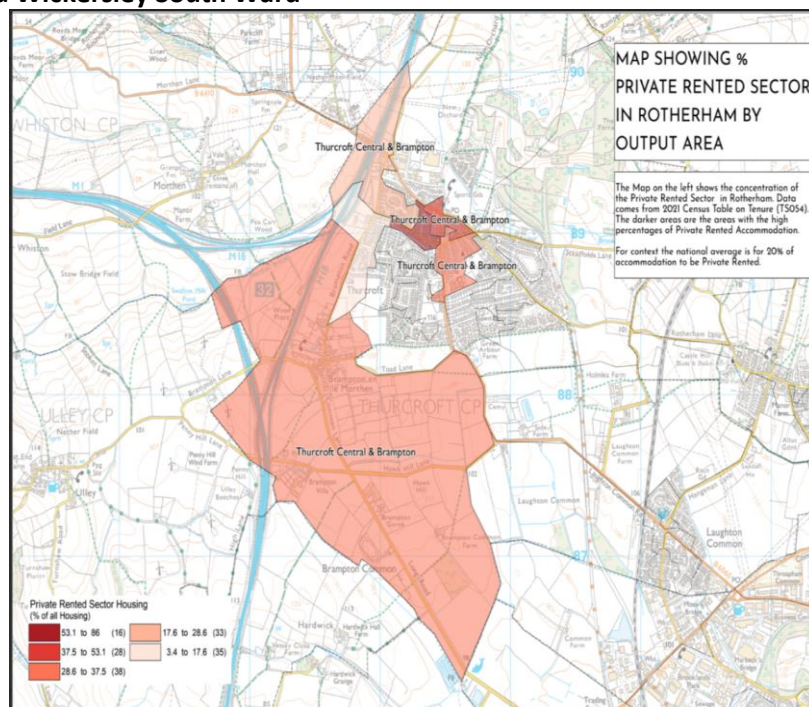
	Description
	Empty Homes Strategy Antisocial Behaviour Policy General Enforcement Policy Strategic Vision for Environmental Services (Grounds & Streets + Waste Management)
Budget	The licence fee income can support the administration of the licence scheme in Thurcroft and all associated enforcement.
Monitoring	<p>Section 84 (3) of the Housing Act 2004 requires local housing authorities to review the operation of a designation made by them from time to time. The best practice guidance included in the General Approval, requests local authorities to publish the outcome of any reviews that they undertake in respect of the selective licensing scheme(s) in a timely manner on their website. If following a review, they consider it appropriate to do so, they may revoke the designation if objectives have been achieved earlier.</p> <p>This plan will be reviewed ANUALLY, and the outcome published within 1 month of the review.</p>
Summary	<p>Selective Licensing objectives for Thurcroft (2026–2031)</p> <p>Evidence exists to support a new Selective Licensing Declaration under the Criteria of Poor Housing Conditions but also supports action under ASB, Crime and wider deprivation. The current selective licensing declarations have exposed significant poor management in the private rented sector. The area is likely to benefit from a second period of selective licensing to help embed improved management standards. This approach has proved successful in the Maltby housing market. The proposed extension of the declaration boundary to encompass neighbouring parts of the historic social housing estates, will allow a better understanding of the condition and tenure of the substantial 'Right to Buy' housing stock, creating a more integrated management arrangement with the current social sector. A declaration under Poor Housing Conditions would contribute to improved health impacts from poor housing, whilst helping to address ASB and crime, major indicators in the Multiple Indices of Deprivation.</p>

Partners Involved	
Agency and Responsible Person (see Actions & Expected Outcome above)	Areas Leading On

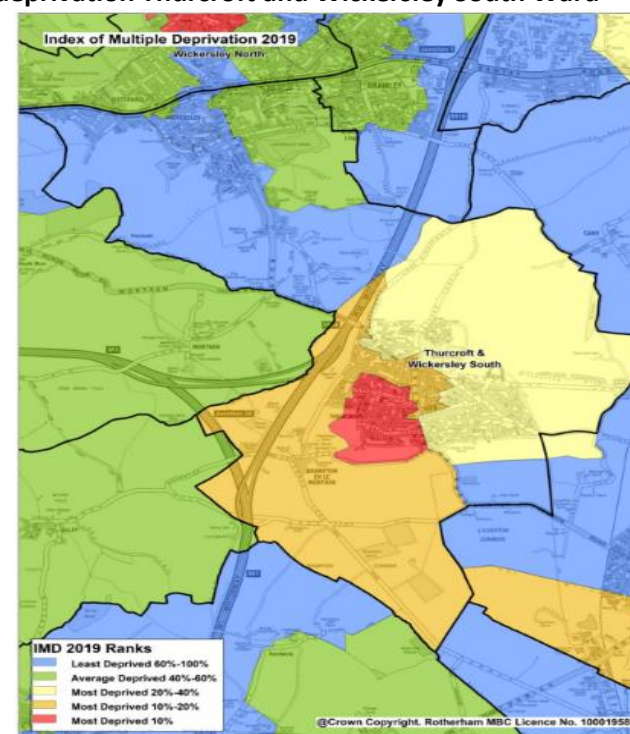
Community Protection	Tenant support / Landlord support / Enforcement
Public Health	Health monitoring / Health education
Adult and Children's Service	Vulnerable resident assessment and support
Education -	Attendance and identification of adverse environmental impact on learning
SY Police	Crime detection / prevention / education
NLRA	Landlord support
Probation services	Offender management
Neighbourhood	Ward Member and Town Council engagement
Key Choices	Tenant support and homelessness / eviction monitoring
Housing Strategy	Liaison with NLRA and policy / initiative development

2. Justifications

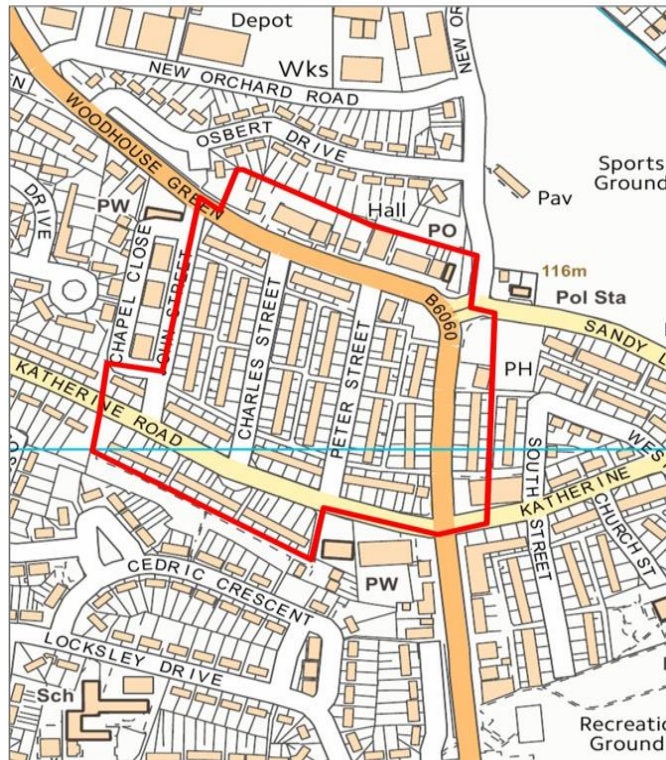
Location of high concentrations of Private rented property in Thurcroft and Wickersley South Ward



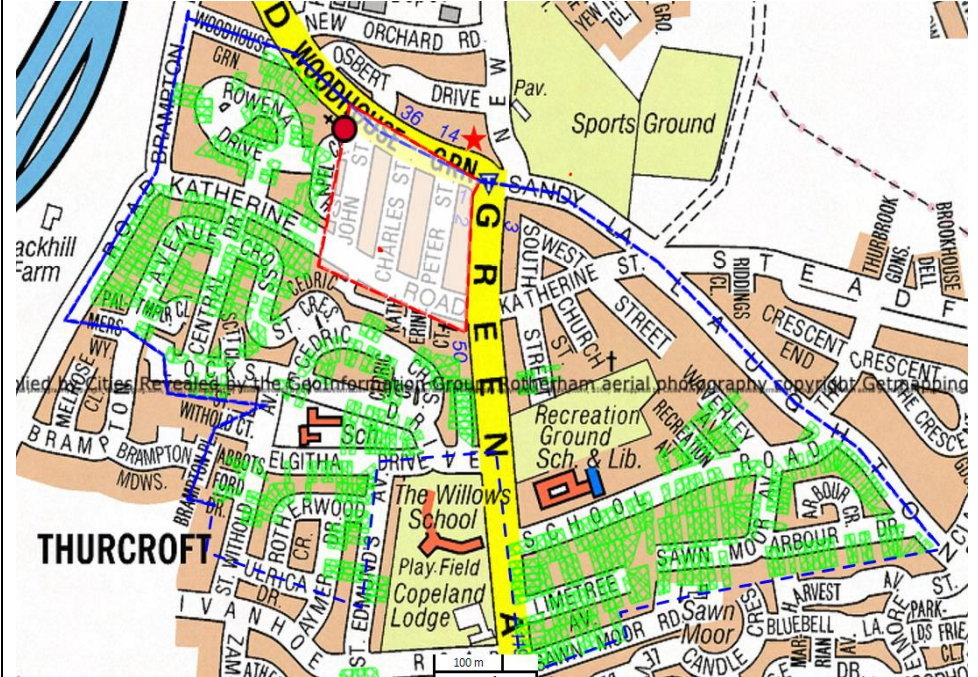
Levels of deprivation Thurcroft and Wickersley South Ward



2020-25 Selective Licensing Boundary



Proposed selective Licensing Boundary showing right to buy property in green



Area description

Thurcroft and Wickersley South Ward lies in the south of Rotherham with a population of 10,042 (2021 census). The Ward is represented by two members of the Council. The south of the Ward is largely rural with population located in Thurcroft and Brampton en le Morthen. The Ward is served by the Thurcroft North Ward of Thurcroft parish (total parish population 7,908) council and the Wickersley South Ward of Wickersley parish (total parish population 8,290) council. The most deprived part of the Ward is the former mining community of Thurcroft.

Area Assessment against possible selective licensing criteria – the detailed data presented in Appendix 1 of the Cabinet paper 13 October 2025 and shows that Thurgroft has a range of issues.

- **Poor Housing Condition.**

A summary of 2020-25 Selective licensing schemes, records that of the 124 inspections undertaken in the Thurgroft declaration 90 (69.8%) properties had Category 1 or 2 hazards (HHSRS). 20 category 1 and 482 category 2 hazards were found in the 90 properties. Proportionally this was the 2nd worst result of the six areas under selective licensing between 2020-2025. The level of rebates issued for good management and repair was also the second lowest of the six areas.

Of the 124 licenses, there are 95 individual Licence holders, the vast majority only owning 1 property, with only 5 owning more than 4 properties, illustrating a high proportion of accidental or non- professional landlords.

The evidence from the 2020-25 scheme shows significant issues with nearly 70% of properties lacking proactive maintenance or management. Though improvements have been delivered by earlier interventions, there remains a lack of confidence that this improvement will be maintained or that other more positive behaviours will establish.

Of the 107 enforcement notices served in this area in the last Selective Licensing scheme, 85 (80%) were because of poor housing conditions.

The declaration boundaries have been widened, to include areas with the highest proportions of Private Rented properties and some of the areas of mixed tenure properties, which have higher levels of deprivation, to better understand the condition and the current tenure of large numbers of 'Right to Buy' properties.

The Local Ward Plan provides additional detail. RMBC Private Sector Housing Options Appraisal (Katherine Road, Thurgroft) 12986-LUC-XX-XX-RP-L-0003 Version 3.0 Date: 10th October 2024 Prepared by LUC, identified the area has many challenges and offered a range of options.

- **Low demand** areas (Housing Sales Data and Empty Properties) Thurgroft's combined score is 15 from 25 (1 being worst).
- High levels of **Crime**. Thurgroft features in the top 100 Output Area's in Rotherham (out of 878 OAs) having high levels of private rented sector properties and Neighbourhood Crime & ASB volumes. (Neighbourhood Crime is taken to mean Residential Burglary, Personal Robbery, Theft from the Person, and all Vehicle Offences. South Yorkshire Police as of 01/11/2024.
- Levels of **Migration**. Guidance suggests an increase of over 10% in population over a 5-year period would be considered significant. Thurgroft scored 19.8%.

- High Levels of **Deprivation** – the majority of the proposed declaration is in the 10% most deprived areas in England (2019 IMD).

Previous actions undertaken to address these issues:

124 (100% of the 2020-25 declaration) full HHSRS inspections have been undertaken.	Police Neighbourhood officers delivered intervention around local youth ASB and Off-Road Bikes in the area on a 'business as usual' approach.
Focussed Enforcement 107 Notices served over 2020-25 SL declaration.	Additional funding from Police for focussed visibility patrols by Police and Council.
Landlord newsletter sent direct via email to licence holders.	Community engagement days providing advice and information.
Offer of discounted landlord training via the NRLA.	Landlord Forum events including presentations regarding progress of SL, benefits and homelessness.
Landlord forums publicised to all licence holders held jointly with NRLA.	Referrals to CAB, Key Choices, NLRA
Dedicated 'selective licensing' email for license holders to access the council team.	Community Clean Up Days.
Support and assistance available on request from council officers.	Multi-agency walkabouts identifying issues and developing actions.
Community Action Partnerships CAP Action plans developed.	Task and Finish Groups.

Challenges

- **Visibility:** Previous initiatives and improvements have been mostly within dwellings, resulting in responders challenging the achievements of previous selective licensing schemes.
- **Sustainability:** Concerns about cyclical enforcement—landlords often do only the minimum required and only after being served Notice. Need to change behaviour to more proactive style of property management by landlords.
- **Resources:** To minimise the impact of licence fees on landlords, fee levels are set mainly to cover staff costs over the life of the scheme. The challenge is to identify other funding mechanisms to support the areas and to lever other initiatives from partners and services, which are not funded directly from Selective Licensing to enable wider improvements

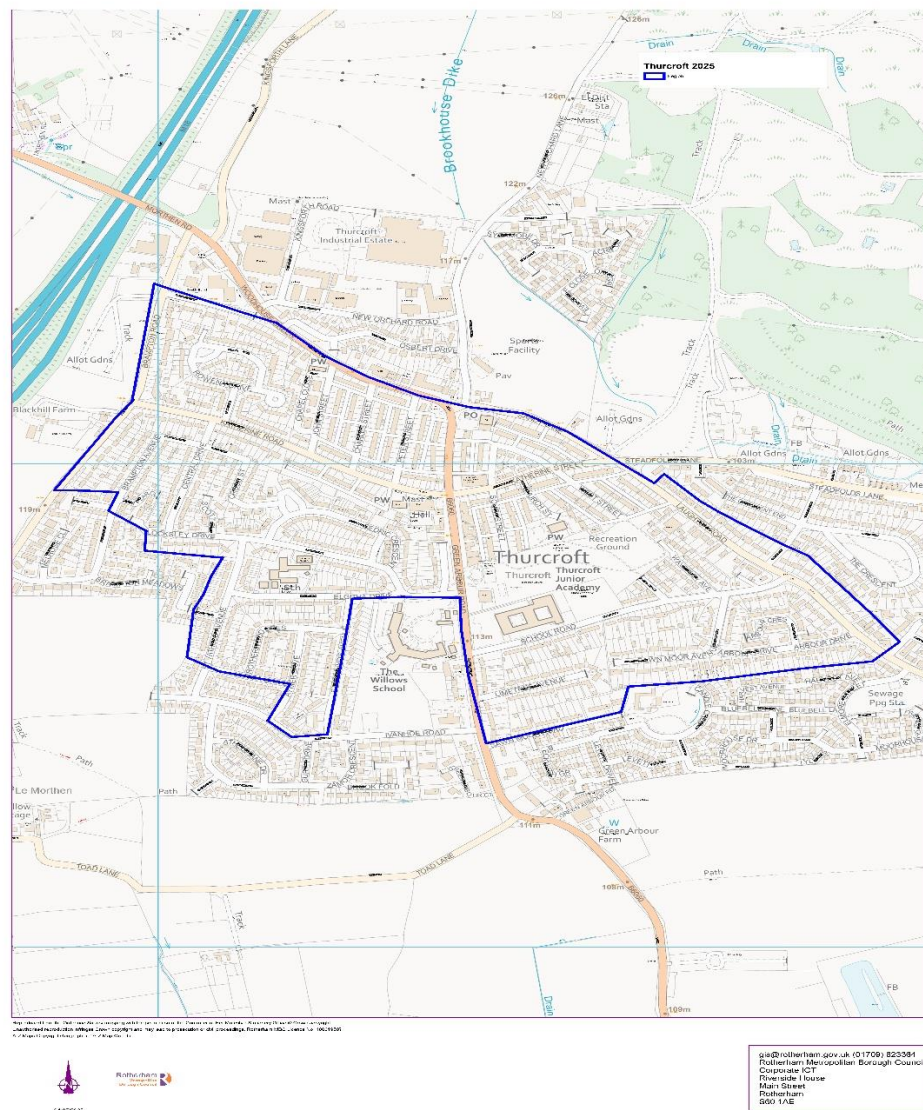
3. Consultation feedback

Following 13 weeks of statutory consultation, feedback from responders has been considered and the following changes have been made to the draft Area Plan for Thurcroft

- **The map of the proposed boundary**, which was presented for public consultation has been adjusted, removing Palmers Way from the proposal.
- **Slight reduction in licence fees** with refocusing of costs on non-compliant applicants.
- **Responder's priorities** incorporated into the priorities and actions within the Area Plan.
- Rename the Area Plan to the **Neighbourhood Development and Improvement Plan** to reflect the 'focus on' improving life for private renters, landlords, and the broader neighbourhood. Also to acknowledge the inclusion of other interventions outside of but complimentary to the Selective Licensing activity.
- **Area strengths and positives** identified by responders will be recognised, forming a basis for area development.
- **A steering group** of stakeholders will be established within the first year of operation to consider progress against the plan objectives.
- **Responders considered that social tenants cause problems in the area** – tenure neutral approach to enforcement with extended boundaries to include social stock.

Map of boundary of proposed declaration, after consultation

The adjusted proposed boundary (Palmers Way removed) as below.



Area Feedback

In consultation residents, landlords, businesses and tenants prioritised the following.

1. Acknowledge the Problems

Which of the following do you feel are problems in Thurcroft?	Count	%
Litter On The Street	28	10%
Dog Fouling	25	9%
Drug Use Dealing	24	9%
Untidy Waste In Gardens	24	9%
A High Level Of Crime And Antisocial Behaviour	21	8%
Fly Tipping On Open Land	19	7%
A High Level Of Unemployment	17	6%
Drug Cultivation	15	6%
Rats Mice	13	5%
An Unfair Poor Perception Of Private Landlords	13	5%
People Not Being Able To Pay Their Bills	11	4%
Poor Housing Conditions	10	4%
A High Turnover Of Tenants / Tenants Not Staying For Long	8	3%
Problems Accessing Services For Example Schools And Doctors	8	3%
Empty Properties	7	3%
Poor Physical And Mental Health	5	2%
Not Knowing Where To Go For Help	5	2%

Empty Houses	4	1%
Other	4	1%
No Problems	3	1%
Road safety / off road bikes	2	1%
Truancy	2	1%
Total	268	100%

2. Identify And Develop the Existing Strengths

Many long-term residents acknowledge the value of community and the quality of local shops and schools. There was support of the Parish Council. The football areas are well supported. The community is generally a safe place to live but ruined by a small number of “wannabe gangsters”. The demand for rented properties is high. Responders wanted more activities for teens and vulnerable groups within the community. Off road-bikes were mentioned as problem.

4. Strategic Objectives

5-year Neighbourhood Development and Improvement Plan

Objective Code	Strategic Objective Description
OBJ-01	To Licence all licensable properties within the declaration to establish a level playing field for all of the PRS landlords.
OBJ-02	To Improve the management of PRS properties by affecting behavioural change in both landlords and tenants. Improve coordination with social sector to deliver tenure neutral management standard
OBJ-03	To improve living standards for tenants removing hazards, mitigating risk to injury/health.

Objective Code	Strategic Objective Description
OBJ-04	Improve external environmental and quality of life.
OBJ-05	In line with the Council's enforcement Policy Use of appropriate powers of all partners to achieve compliance where cooperation is not
OBJ-06	Monitoring & Evaluation To provide regular communications with stakeholder and to deliver performance management data to describe delivery of the AREA PLAN and other agreed measures to improvement of the area.

5. Plan delivery Notes

- **Overall Progress:** 85% of actions on track.
- **Adjustments Needed:** Brief to HoS and Cabinet Member for Housing on significant plan changes required.
- **Lessons Learned:** What worked, what didn't – review objectives and action during life of plan.
- **Next Review Date:** 1st April 2026.

Town Centre, Eastwood, Clifton, Boston Castle

Selective Licensing (Neighbourhood Development and Improvement Plan) Area Plan 2026-31

1. General Information

	Description
Governance	Declaration and Area plan approved by Cabinet on xxxxxxxxxxxxxxxxxxxxxxxxx Delivery group - Locality Area Managers Group (TASKing Chairs) – Monthly Management oversight – HoS Community Safety and Regulatory Services - Quarterly Feedback to CAPs quarterly along with wider quarterly figures. Steering group – Local stakeholders including Ward Members – Biannually
Area/Department	Corporate commitment across services, coordinated by Community Safety and Regulatory Services
Plan Period	Feb 2026 – Feb 2031
Prepared by	Locality Area Managers Group (Richard Bowler CPM, Shaun Mirfield Neighbourhoods, INSp John Crapper SYP, Karen Milner, Housing services)
Date Created / reviewed	23/07/25
DECLARATION	Rotherham MBC made a declaration of Selective Licensing Cabinet Minute xxxxxx on the grounds of Poor Housing Conditions for the area of the Town Centre and Eastwood detailed in the in map below.
Under Pinning Policies	Council Plan 2020-25 Housing Strategy 2020-30 Rotherham's Homelessness Strategy Empty Homes Strategy

	Description
	Antisocial Behaviour Policy General Enforcement Policy Strategic Vision for Environmental Services (Grounds & Streets + Waste Management)
Budget	The licence fee income can support the administration of the licence scheme in Town Centre / Eastwood / Clifton / Boston Castle and all associated enforcement.
Monitoring	Section 84 (3) of the Housing Act 2004 requires local housing authorities to review the operation of a designation made by them from time to time. The best practice guidance included in the General Approval, requests local authorities to publish the outcome of any reviews that they undertake in respect of the selective licensing scheme(s) in a timely manner on their website. If following a review, they consider it appropriate to do so, they may revoke the designation if objectives have been achieved earlier. This plan will be reviewed ANUALLY, and the outcome published within 1 month of the review.
Summary	Selective Licensing objectives for the Town Centre, Eastwood, Boston Castle, Clifton. (2026–2031) This Area Plan provides the justifications and the objectives for a Selective Licensing designation for the Town Centre, Eastwood, Clifton, Boston Castle. The declaration will be made on the grounds of ‘Poor Housing Conditions’. Data from the previous scheme shows that “Eastwood /Town Centre” designations had unacceptable inspection outcomes in 2020–2025, with high rates of Category 1 and 2 hazards (HHSRS) and poor eligibility for the ‘better quality letting’ rebate. These issues stem from inadequate property management and low investment and criminality. This plan will implement actions to develop the existing strengths within the wider community, support Landlords and tenants to change behaviours, whilst delivering a focussed risk / intelligence-based inspection programme to target poor housing management.

Partners Involved	
Agency and Responsible Person (see Actions & Expected Outcome above)	Areas Leading On
Community Protection	Tenant support / Landlord support / Enforcement

Area description

The locality lies within the Rotherham East and Boston Castle Wards of the Borough. The locality has a high minority ethnic population, and most of the locality has much terraced housing and high levels of deprivation. Rotherham East is the most deprived Ward in the Borough, while Boston Castle is the most ethnically diverse Ward in the Borough, so community confidence and cohesion can be an issue. The Local Ward profile provides additional detail. RMBC Private Sector Housing Options Appraisal (Eastwood Village) 12986-LUC-XX-XX-RP-L-0005 Version 2.0 Date: 10th October 2024 Prepared by LUC, identified the area has many challenges and offered a range of options.

Area Assessment against possible selective licensing criteria – the detailed data presented in Appendix 1 of the Cabinet paper 13th October 2025 shows that parts of the Town Centre, Eastwood, Clifton, Boston Castle have a range of issues relevant to selective licensing.

Area Assessment

The areas,

- Suffer from **low housing demand**. Areas with high levels of Private Rented Sector (PRS) properties, ranked against Low Demand Data (Housing Sales Data and Empty Properties) Ranked 1-25 (1 being worst). All LSOAs in this area are within the top 14 of ranked areas for lower demand indicators (Housing Sales Data and Empty Properties)
- Has **higher rates of ASB**. There are 11 of the 25 areas in Rotherham (with high PRS) which have a higher anti-social behaviour (ASB) rate than the Rotherham Average (0.017) based on Police Reported Crime ASB Rate by LSOA (Jan - Dec 23). Town Centre / Eastwood LSOA's are ranked 1st and 2nd of the 11.
- Suffer from **poor quality housing**. 835 properties were inspected during the 2020-25 Selective Licensing scheme; 522 (62.5%) properties had category 1 or 2 hazards or both. Only 20% of properties inspected received the rebate rewarded for good standard and acceptable management found upon inspection. The vast majority of properties in the area are rated D or E for energy performance. 549 formal housing enforcement notices were served in the 2020-25 scheme.
- Has a transient population, with **migration** measured over 5 years at 18.6 – 41.6% depending on LSOA (10% is considered significant)
- Suffers **Crime**. There are 13 of the 25 LSOA's in Rotherham (with high PRS) with Crime Rates exceeding Rotherham Average (0.113) (Police Reported Crime Rate by LSOA (Jan - Dec 23). 6 of the 13 LSOA's are within this proposed designation area. 56 properties have been prohibited for extensive Cannabis Cultivation highlighting the level of criminality in

the PRS in this area.

- Suffers with high levels of waste, fly-tipping, low-level of recycling, rodent infestations and other pollution issues associated with privately let properties. 573 formal enforcement notices were served for non-housing environmental issues and ASB in the 2020/25 scheme.

Previous actions to address:

- Eastwood Deal – multiagency dedicated strategic / delivery group
- Tasking management of perpetrators and nominals
- CCTV deployments
- Pro-active waste audits
- Waste management initiatives
- Operation Grow (cannabis cultivation) interventions and investigations
- Work with DWP/HMRC on benefit fraud and other financial investigations.
- Community clean up days
- Two previous periods of Selective Licensing focussing on housing low demand and deprivation.
- Regular engagement with local landlords. Offers of training, information and support to landlords and letting agents.
- Public Spaces Protection Orders (recently renewed in 2025 to 2028).

Challenges

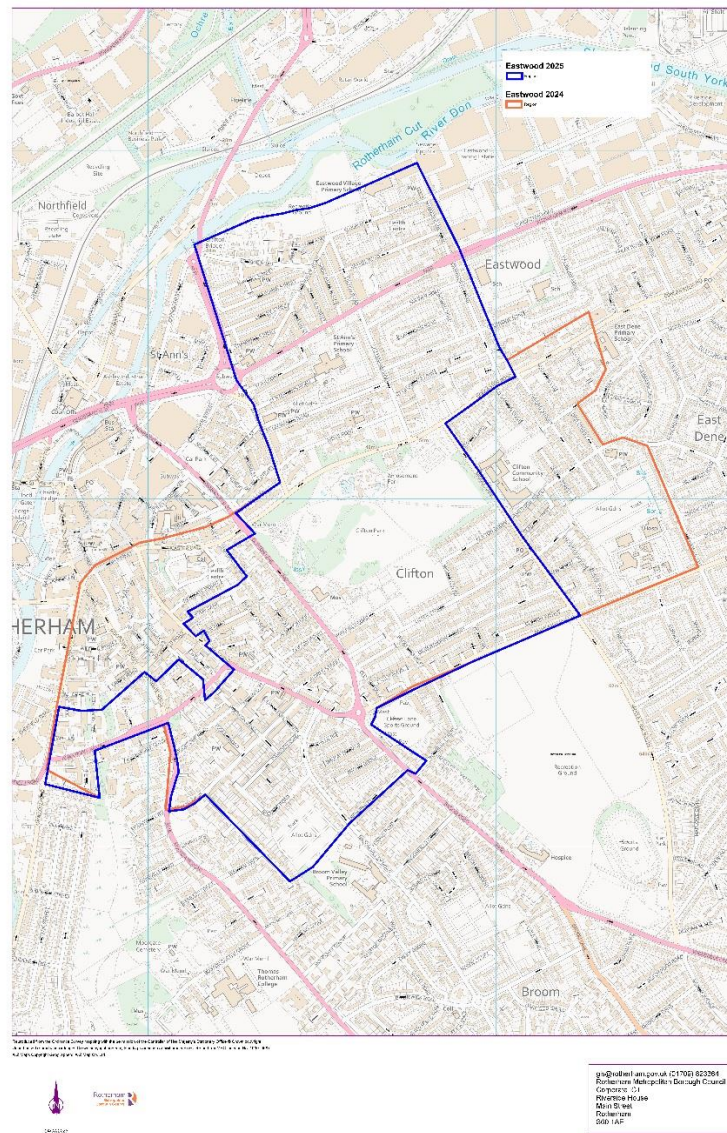
- **Visibility:** Previous initiatives and improvements have been mostly within dwellings, resulting in responders challenging the achievements of previous selective licensing schemes.
- **Sustainability:** Concerns about cyclical enforcement—landlords often do only the minimum required and only after being served Notice. Need to change behaviour to more proactive style of property management by landlords.
- **Resources:** To minimise the impact of licence fees on landlords, fee levels are set mainly to cover staff costs over the life of the scheme. The challenge is to identify other funding mechanisms to support the areas and to lever other initiatives from partners and services, which are not funded directly from Selective Licensing to enable wider improvements

3) Consultation feedback

Following 13 weeks of statutory consultation, feedback from responders has been considered and the following changes have been made to the draft Area Plan for Town Centre, Eastwood, Clifton, Boston Castle

- **The map of the proposed boundary**, which was presented for public consultation, has been adjusted after consideration of representations and street level data. East Dene and parts of Clifton, along with parts of the Town Centre have been removed resulting in an estimated decrease of 226 properties from the original proposal.
- **Slight reduction in licence fees** with refocusing on costs for non-compliant applicants
- **Responder's priorities** incorporated into the priorities and actions within the Area Plan
- Rename the Area Plan to the **Neighbourhood Development and Improvement Plan** to reflect the 'focus on' bettering life for private renters, landlords, and the broader neighbourhood. Also to acknowledge the inclusion of other interventions outside of but complimentary to the Selective Licensing activity.
- **Area strengths and positives** identified by responders recognised and will form a basis for area development.
- **A steering group** of stakeholders will be established within the first year of operation to consider progress against the plan objectives.
- **Tenure neutral approach to enforcement** to address allegations that social tenants cause problems in the area –with extended boundaries to include social stock.

Map of boundary of proposed declaration, after consultation. Blue line is final boundary, orange line was original proposal



Area Feedback

In consultation residents, landlords, businesses and tenants prioritised the following;

a) Identify the Problems

Which of the following do you feel are problems in Eastwood / East Dene / Clifton /Town centre / Boston Castle:	Count	%
Litter On The Street	177	10%
Dog Fouling	170	10%
Fly Tipping On Open Land	160	9%
Rats Mice	144	8%
A High Level Of Unemployment	116	7%
Drug Use Dealing	99	6%
Untidy Waste In Gardens	98	6%
A High Level Of Crime And Antisocial Behaviour	89	5%
Drug Cultivation	74	4%
Poor Physical And Mental Health	74	4%
An Unfair Poor Perception Of Private Landlords	67	4%
Overcrowding	53	3%
A High Turnover Of Tenants / Tenants Not Staying For Long	49	3%
Not Knowing Where To Go For Help	49	3%
People Not Being Able To Pay Their Bills	45	3%
Truancy	43	3%
Poor Housing Conditions	38	2%
Bedbugs Or Cockroaches	34	2%

Other	29	2%
Empty Properties	27	2%
No Problems	26	2%
Problems Accessing Services For Example Schools And Doctors	26	2%
Empty Houses	20	1%
Nuisance vehicle	4	0.2%
	1711	100%

b) Identify and develop the strengths

Community and neighbours

- Several residents noted a good community spirit where people look out for each other.
- Some mentioned a mix of different communities getting along well.
- Positive relationships with neighbours, including long-term residents, were highlighted.
- Some streets were described as friendly, with low or no anti-social problems.
- One landlord mentioned that their tenants are a "very good Family" and "full time working people".

Location and amenities

- The area is described as being close to the town centre and transport links.
- Convenient access to shops, healthcare, food bank and other amenities is a recurring theme.
- For families, easy access to green spaces like Clifton Park and playing fields is a significant positive.
- Specific positive features mentioned include the nearby mosque, leisure centre, post office, and a fish and chip shop.

Affordability and housing

- The area offers affordable housing and good value for property.

- Some landlords commented on having great tenants and that their properties are well-maintained.

Environment and atmosphere

- Some residents described their immediate area as relatively quiet and crime-free.
- One resident appreciated the well-lit roads and excellent community spirit.
- Many houses are described as well-maintained.

New opportunities

- Create more multi-cultural groups or clubs to improve social cohesion e.g. walking group for elderly, support the elderly dementia group, more organised sports on the field, littler picking groups, tea clubs
- Create a "Cultural and Social Hub" in a disused building, offering spaces for artistic workshops, cultural events, coworking, and professional training. This centre will promote social inclusion, support local start-ups, and organize educational and recreational activities for all ages, revitalizing the surrounding area.

4) Strategic Objectives

5-year Neighbourhood Development and Improvement Plan

Objective Code	Strategic Objective Description
OBJ-01	To Licence all licensable properties within the declaration to establish a level playing field for all of the PRS landlords.
OBJ-02	To Improve the management of PRS properties by affecting behavioural change in both landlords and tenants.
OBJ-03	To improve living standards for tenants removing hazards, mitigating risk to injury/health.
OBJ-04	Improve external environmental and quality of life.
OBJ-05	In line with the Council's enforcement Policy Use of appropriate powers of all partners to achieve compliance where cooperation is not achieved

OBJ-06	<p>Monitoring & Evaluation</p> <p>To provide regular communications with stakeholder and to deliver performance management data to describe delivery of the AREA PLAN and other agreed measures to improvement of the area.</p>
--------	---

5. Plan delivery Notes

- **Overall Progress:** 85% of actions on track.
- **Adjustments Needed:** Brief to HoS and Cabinet Member for Housing on significant plan changes required.
- **Lessons Learned:** What worked, what didn't – review objectives and action during life of plan.
- **Next Review Date:** 1st April 2026.