

## Appendix 3

### 1. Consultation Methodology and Outcomes

The Plan for Neighbourhoods programme of interventions has been developed in consultation with communities and key stakeholders.

Local residents and a broad range of businesses and civil society organisations have been actively engaged to ensure diverse perspectives and lived experiences were captured from a wide cross-section of the community. This included:

- **Town centre businesses**, who contributed insights on local economic activity, safety, and infrastructure.
- **Rotherham Business Growth Board**, providing strategic input on business development and investment priorities.
- **Barnsley & Rotherham Chamber of Commerce**, representing a broad spectrum of local enterprises and advocating for business needs.
- **Public, Private and Voluntary representatives on the Town Board and Neighbourhood Board**, who played a key role in shaping consultation priorities and ensuring alignment with local objectives.
- **Local residents**, providing first-hand knowledge of their neighbourhoods, including what works well and what needs improvement.
- **Voluntary Action Rotherham (VAR)** played a central role in leading community engagement, drawing on their extensive network of voluntary, community, and social enterprise (VCSE) organisations.
- **Voluntary, Community and Social Enterprise community leaders** were recruited and trained to facilitate focus groups and participatory mapping sessions within their own communities. These groups included organisations working with:
  - Young people
  - Older adults
  - Ethnically diverse communities
  - People with disabilities
  - Faith-based groups
  - Local neighbourhood associations

This multi-channel approach enabled meaningful dialogue and ensured stakeholder perspectives were represented.

### Long Term Plan for Towns

A comprehensive consultation was undertaken between May and July 2024 which focused on establishing a baseline understanding of local priorities. Methods of engagement included:

- Targeted focus groups
- Digital survey
- On-street public events
- Facilitated workshops

The Place Standard Tool was used to gather perceptions across 14 key themes, highlighting areas such as influence and sense of control, safety, and care and maintenance as priorities for improvement.

Consultation outputs:

- 18 hours of stakeholder engagement
- 11 hours of on-street consultation
- Six-week online survey
- 552 consultation responses

### **Plan for Neighbourhoods**

Building on the Long-Term Plan for Towns foundation, a second phase of consultation was delivered in July and August 2025, deepening engagement with communities and the voluntary, community and social enterprise (VCSE) sector. The Neighbourhood Board partnered with Voluntary Action Rotherham (VAR) to lead a tailored programme of community consultation, utilising their trusted relationships to reach underrepresented voices and grassroots organisations.

This collaborative approach reduced reliance on external consultants and instead focussed on building capacity locally.

VAR recruited and trained 16 local community leaders from VCSE groups to facilitate focus groups and participatory mapping sessions. These were designed to be inclusive and accessible, with adaptations made to the Place Standard Tool to support engagement across different age groups, languages, and abilities. A visual toolkit was also developed to support meaningful dialogue and idea generation.

This approach not only enriched the consultation but also built local capacity and left a legacy of empowered groups able to lead future engagement.

Alongside this, communities were able to provide feedback at pop-up consultation events and via an online survey.

Consultation outputs:

- 14 pop-up consultation events
- 39 hours of on-street consultation across the boundary area
- 22 focus group consultations

- 12 participatory mapping sessions
- 1 dedicated youth voice session
- Four-week online survey
- 567 responses to consultation

Across both phases, the consultation process was designed to be inclusive, representative, and locally driven. Over 1,000 individuals engaged in the consultation process. The insights gathered have also been summarised in ward-level reports, identifying key priorities and recommendations for local investment, ensuring that the voices of businesses, civil society, and communities are central to shaping the future of the town.

## **2. Consultation analysis**

The consultation process revealed a range of interconnected priorities and concerns across Rotherham's communities. Trust and influence emerged as the lowest scoring theme. Many residents felt their voices were not being heard and called for clearer feedback mechanisms and greater transparency to demonstrate how their input informs decision-making.

A strong demand emerged for enhanced youth provision, with residents calling for safe, affordable, and informal spaces for teenagers to gather and engage in activities.

Issues of accessibility and inclusion were frequently raised, particularly the need for improved infrastructure such as dropped kerbs and better pavements, alongside enforcement against pavement parking. These barriers were seen to limit access to community facilities, green spaces, and social opportunities, especially for those with mobility challenges.

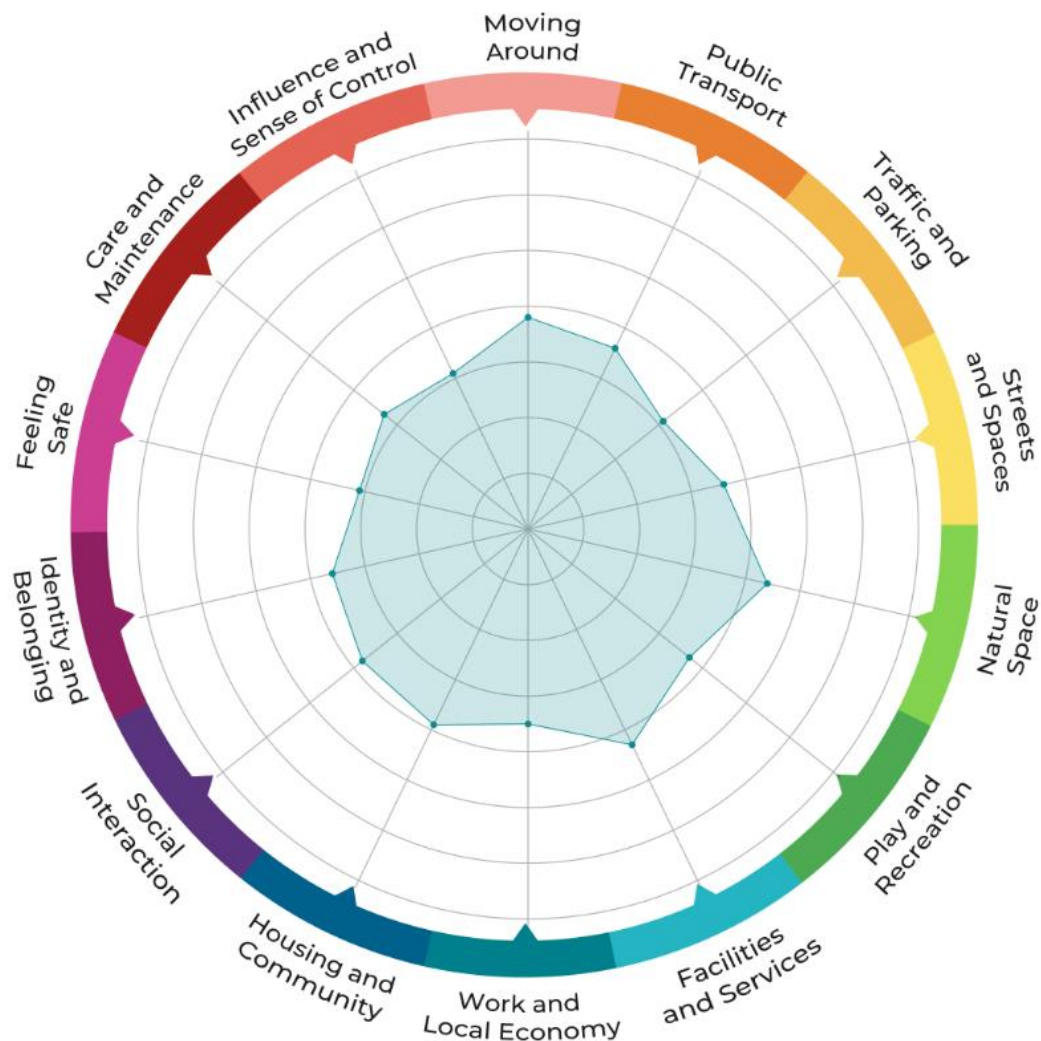
Safety and antisocial behaviour were recurring concerns, with reports of crime, theft, and intimidation. Residents expressed a desire for a more visible presence of police, wardens, and community ambassadors, as well as improved street lighting to enhance feelings of safety.

Feedback also highlighted a sense of local identity and pride, with appreciation for parks, heritage, and community spirit. However, some areas were perceived negatively, prompting calls for more positive promotion of Rotherham's assets and achievements.

Finally, in terms of care and maintenance, participants praised the efforts of volunteer litter pickers and local councillors, while also voicing frustration over persistent issues such as litter, fly-tipping, potholes, and inconsistent upkeep across neighbourhoods.

### 3. Place Standard Tool

This specialist visual tool was utilised throughout the consultation to provide a simple and accessible structure for rating each of the 14 place factors on a scale where 1 indicates lots of improvement needed and 7 indicates no improvement needed. This approach enables the tracking of changing attitudes and supports the evaluation of how public perceptions shift as interventions take shape over the next decade. The Place Standard spider diagram below illustrates the overall sentiment expressed throughout the consultation in relation to each of these topics.



#### 4. Priorities for intervention

The table ranks the place factors in order of priority based on an average of the ratings across the entirety of the consultation. Feedback is captured and quantified with 1 being the lowest and indicating the most intervention required, and with 7 indicating high satisfaction and little to no intervention being required. The scores were all within the range of 2.83 to 4.18.

| Theme                        | Average Score | Common Feedback                                                                                                                                                                         |
|------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Influence & Sense of Control | 2.83          | Lowest scoring theme. Residents don't feel listened to. While surveys and councillors are valued, people want clearer evidence that feedback leads to change.                           |
| Feeling Safe                 | 2.91          | Safety is one of the biggest concerns. Crime, antisocial behaviour, and intimidation make people feel unsafe, especially at night. CCTV and lighting are valued but seen as not enough. |
| Care & Maintenance           | 3.11          | Volunteers and councillors are praised, but litter, fly-tipping, potholes, and inconsistent maintenance drag scores down.                                                               |
| Traffic & Parking            | 3.22          | Parking is a major frustration, blocked drives, verge damage, and limited capacity in busy areas dominate feedback, though free parking is appreciated.                                 |
| Work & Local Economy         | 3.25          | New developments raise hope, but jobs are often low-paid or limited. Residents want more skilled employment and better promotion of opportunities.                                      |
| Street & Spaces              | 3.32          | Heritage and recent improvements valued, but many streets feel run-down and in need of better upkeep.                                                                                   |
| Identity & Belonging         | 3.37          | Pride in heritage, diversity, and friendliness, but stigma and negative perceptions persist. Residents want more positive promotion of Rotherham.                                       |
| Public Transport             | 3.48          | Services are usually accessible and punctual, but frequency, reliability, and better information/timetables are common improvement asks.                                                |
| Social Interaction           | 3.54          | Libraries, parks, and community venues support social life, but there's a need for more inclusive, affordable, and accessible places to bring people together.                          |
| Housing & Community          | 3.59          | New housing is recognised, but affordability is a big issue. Overcrowding in some areas and pressure on schools and GPs also highlighted                                                |
| Play & Recreation            | 3.67          | Parks and sports clubs are positives, but people want youth centres and safe spaces for teenagers. Issues with litter, vandalism, and antisocial behaviour in play areas.               |
| Facilities & Services        | 3.71          | Core services (schools, GPs, libraries) are praised, but more variety in shops and leisure is needed, plus youth-focused facilities.                                                    |
| Moving Around                | 3.87          | Generally positive, but pavement parking and poor accessibility for mobility users are consistent concerns.                                                                             |
| Natural Spaces               | 4.18          | Strongest asset as parks and countryside are highly valued, with Clifton Park and Thrybergh often mentioned. Calls for better accessibility and more planting.                          |