

PART A - Initial Equality Screening Assessment

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

A **screening** process can help judge relevance and provide a record of both the process and decision. Screening should be a short, sharp exercise that determines relevance for all new and revised strategies, policies, services and functions.

Completed at the earliest opportunity it will help to determine:

- the relevance of proposals and decisions to equality and diversity
- whether or not equality and diversity is being/has already been considered, and
- whether or not it is necessary to carry out an Equality Analysis (Part B).

Further information is available in the Equality Screening and Analysis Guidance – see page 9.

1. Title	
Title: CRSTS Broom Road / Wickersley Road / Stag Roundabout and Neighbourhood Streets – Engagement and Consultation Approval	
Directorate: Regeneration and Environment	Service area: Transport Planning and Policy
Lead person: Lee Thompson	Contact: Lee.Thompson@Rotherham.gov.uk
Is this a:	
<input type="checkbox"/> Strategy / Policy	<input checked="" type="checkbox"/> Service / Function
<input type="checkbox"/> Other	
If other, please specify	

2. Please provide a brief description of what you are screening
<p>The Transportation team are providing awareness and requesting approval for colleagues to engage with the public and stakeholders on the scheme detailed below. Engagement with stakeholders is a necessary and valued part of transport scheme development allow the council to practice transparency and inclusion.</p> <p>The results of the engagement will be formalised and help inform future interventions within the scheme boundaries.</p>

Rotherham Metropolitan Borough Council has been awarded funding through the City Region Sustainable Transport Settlement (CRSTS) to deliver a series of active travel and road safety improvements across the Moorgate area.

Improvements are proposed for the Broom Road / Wickersley Road corridor between Broomfield Road and Brecks roundabout, alongside allocated neighbourhood streets investment.

In line with CRSTS objectives, the programme seeks to promote modal shift away from car use, reduce carbon emissions, and support safer, more accessible streets, particularly around schools and key community routes.

The project vision is to provide infrastructure to support more attractive conditions for walking and cycling, and to improve bus journey times and reliability.

Outcomes are expected to include:

- Bus passenger journey time savings.
- Bus journey reliability.
- Cycling journey ambiance.
- Reduced incidence of premature death.
- Benefits from mode shift.
- Reduced incidence of road traffic collisions.

3. Relevance to equality and diversity

All the Council's strategies/policies, services/functions affect service users, employees or the wider community – borough wide or more local. These will also have a greater/lesser relevance to equality and diversity.

The following questions will help you to identify how relevant your proposals are.

When considering these questions think about age, disability, sex, gender reassignment, race, religion or belief, sexual orientation, civil partnerships and marriage, pregnancy and maternity and other socio-economic groups e.g. parents, single parents and guardians, carers, looked after children, unemployed and people on low incomes, ex-offenders, victims of domestic violence, homeless people etc.

Questions	Yes	No
Could the proposal have implications regarding the accessibility of services to the whole or wider community? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>	X	
Could the proposal affect service users? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>	X	
Has there been or is there likely to be an impact on an individual or group with protected characteristics?		X

<i>(Consider potential discrimination, harassment or victimisation of individuals with protected characteristics)</i>		
Have there been or likely to be any public concerns regarding the proposal? <i>(It is important that the Council is transparent and consultation is carried out with members of the public to help mitigate future challenge)</i>	X	
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom? <i>(If the answer is yes you may wish to seek advice from commissioning or procurement)</i>		X
Could the proposal affect the Council's workforce or employment practices? <i>(If the answer is yes you may wish to seek advice from your HR business partner)</i>		X
If you have answered no to all the questions above, please explain the reason		

If you have answered **no** to all the questions above please complete **sections 5 and 6**.

If you have answered **yes** to any of the above please complete **section 4**.

4. Considering the impact on equality and diversity

If you have not already done so, the impact on equality and diversity should be considered within your proposals before decisions are made.

Considering equality and diversity will help to eliminate unlawful discrimination, harassment and victimisation and take active steps to create a discrimination free society by meeting a group or individual's needs and encouraging participation.

Please provide specific details for all three areas below using the prompts for guidance and complete an Equality Analysis (Part B).

1. How have you considered equality and diversity?

1. Demographic Analysis:

Developments will have impacts in three wards: Boston Castle, Rotherham East and Sitwell. The main scheme is a key corridor into Rotherham, connecting residents with the town centre. Over a quarter (26%) of all jobs in the borough are in Boston Castle.

Sitwell's population are older than the Rotherham average, with the percentage of residents 65+ well above the borough average. In contrast, Rotherham East has a population that is significantly younger than the borough average, highlighting the

diversity of population and need across the scheme.

Boston Castle and Rotherham East form the first and second most ethnically diverse wards in Rotherham, meaning the surrounding area is characterised by significant ethnic and linguistic diversity.

Other key groups identified include individuals with disabilities, and communities with lower incomes who may face barriers to engaging with transport initiatives.

2. Language and Communication Needs:

With a wide range of languages spoken in the area, ensuring effective communication is a priority. We have considered the need for translation services to make consultation materials accessible to non-English speakers.

3. Accessibility Considerations:

A combination of online and in-person consultation activities will ensure multiple formats to increase accessibility. Materials will be provided in alternative formats and selection of consultation venues will aim to meet high accessibility standards. Notification of developments to charities including Rotherham Sight and Sound will also ensure accessibility considerations are consulted on.

4. Cultural Sensitivity:

Cultural considerations, such as religious practices and community preferences, have been integrated into our planning to ensure that engagement methods are respectful and inclusive of all groups.

5. Business Engagement

There are a number of businesses along route that may rely heavily on passing traffic, these will be involved in communications continuously to minimise disruption.

6. Engagement with Socioeconomically Disadvantaged Communities:

Understanding that certain communities may face barriers due to lower income or limited digital access, we have planned a variety of engagement methods, including non-digital options, to ensure broad participation.

Deprivation levels are high in parts of the affected wards, with Rotherham East ranking 1 out of 25 wards in Rotherham for deprivation. Conversely, Sitwell ranks 25 out of 25 wards, again highlighting the diversity of population being reached by these developments.

Engagement is planned with residents, business owners and Ward Members, including key stakeholders and disability groups, via the following channels. This is scheduled to take place during January and February 2026:

- Ward newsletters
- Website
- Letter to bordering homes and businesses
- Email to ward councillors
- Social media

- Drop-in events at Broom Methodist Church, Broom Valley Community Centre, and St Cuthbert's Hall

- **Key findings**

Key impacts associated with the scheme include the need to provide varied accessible opportunities to engage throughout the process of the project.

Local demographic statistics highlight the area's diversity, demonstrating the importance of equality considerations and community voice when undertaking consultation.

The consultation aims to gather insights from individuals, community groups, and stakeholders who may experience barriers related to the proposed scheme, particularly in relation to equality, diversity, and inclusion.

- **Actions**

Provision of Multilingual Resources:

- Action: Consultation materials for presentation will be translated into the top languages spoken in the scoped area.
- Impact: This ensures equitable access to information and opportunities for involvement, regardless of background.

Accessibility Measures:

- Action: We will ensure that in-person consultation events offer an accessible venue, while engagement materials both physical and digital will be designed in line with accessibility requirements.
- Impact: These measures guarantee that people with disabilities can engage with the consultation process, whether this is preferred online or in person.

Community Partnerships for Enhanced Outreach:

- Action: We will reach out to local community organisations, faith groups, and NGOs to engage different groups, such as young people, minority communities, and individuals with visual impairments.
- Impact: These partnerships are key in reaching underrepresented groups and building trust within the community.

The engagement will also be given sufficient time to ensure individuals and groups can respond. Content will be written in plain English and avoid jargon to ensure it is inclusive.

Date to scope and plan your Equality Analysis:	TBC / plan January 26.
Date to complete your Equality Analysis:	Feb 26.
Lead person for your Equality Analysis (Include name and job title):	Lee Thompson Senior Transport Planner

5. Governance, ownership and approval

Please state here who has approved the actions and outcomes of the screening:

Name	Job title	Date
Lee Thompson	Senior Transport Planner	10/12/25

6. Publishing

This screening document will act as evidence that due regard to equality and diversity has been given.

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

A copy of **all** screenings should also be sent to equality@rotherham.gov.uk For record keeping purposes it will be kept on file and also published on the Council's Equality and Diversity Internet page.

Date screening completed	10/12/26
Report title and date	CRSTS Broom Road / Wickersley Road / Stag Roundabout and Neighbourhood Streets – Engagement and Consultation Approval
If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	10/12/25