

## PART B – Equality Analysis Form

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

This form:

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

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

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

1. Title	
<b>Equality Analysis title:</b> Community Liaison Function & Capital Investment Programme in Selective Licensing Areas	
<b>Date of Equality Analysis (EA):</b> 2/4/2026	
<b>Directorate:</b> Regeneration and Environment	<b>Service area:</b> Community Safety and Street Scene
<b>Lead Manager:</b> Emma Ellis, Head of Service – Community Safety & Regulatory Services	<b>Contact number:</b> emma.ellis@rotherham.gov.uk
<b>Is this a:</b>	
<input checked="" type="checkbox"/> <b>Strategy / Policy</b>	<input checked="" type="checkbox"/> <b>Service / Function</b>
	<input checked="" type="checkbox"/> <b>Other</b>
<b>If other, please specify</b> Operational delivery framework for Selective Licensing support functions and capital programme	

2. Names of those involved in the Equality Analysis (Should include minimum of three people) - see page 7 of Equality Screening and Analysis Guidance		
Name	Organisation	Role (eg service user, managers, service specialist)
Emma Ellis	RMBC	Head of Service Community Safety and Regulatory Services
Sam Barstow	RMBC	Service Director Community Safety and Street Scene
Chris Stone	RMBC	Community Protection Manager

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

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

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

The proposal affects tenants, private landlords, residents, and a range of vulnerable groups within the six Selective Licensing areas. The aim is to:

- Improve housing standards
- Reduce anti-social behaviour
- Enhance neighbourhood quality
- Improve engagement, support and early intervention
- Deliver targeted capital improvements identified by communities

These groups include:

- Low-income families
- People with disabilities
- Migrant and ethnically diverse households
- Older people
- Single parents
- Those at risk of homelessness
- Victims of ASB or exploitation

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

The equality evidence supporting this proposal is consistent with, and builds directly upon, the Equality Analysis (Part B) approved by Cabinet in October 2025 as part of the Selective Licensing Policy decision.

The October 2025 Cabinet report highlights a high concentration of private rented sector accommodation, low household incomes and residents at increased risk of homelessness should housing conditions deteriorate. Evidence from the 2020–2025 scheme identified the continued presence of serious Category 1 and 2 hazards, with over 8,000 hazards removed from 1,416 homes, demonstrating the ongoing link between housing conditions, health outcomes and inequality.

That Equality Analysis concluded that the proposed Selective Licensing areas experience multiple and intersecting forms of disadvantage, including entrenched deprivation, poor housing conditions, higher proportions of residents with long-term health conditions or disabilities, and increased ethnic diversity compared with borough averages.

All six areas fall within the most deprived deciles nationally, with one neighbourhood ranking within the top 10 most deprived in England according to the Index of Multiple Deprivation. These areas were designated on the statutory criteria of high levels of deprivation, consistent with previous Selective Licensing schemes in Rotherham, and confirming that poor housing standards within the private rented sector were contributing to adverse health, safety and wellbeing outcomes.

It further identified that residents with protected characteristics, particularly disabled residents, people from ethnically diverse backgrounds, older people and low-income households, were disproportionately affected by unsafe housing, environmental harm and antisocial behaviour, and faced barriers to accessing support due to language needs, health conditions or fear of enforcement.

The report further confirms that several of the proposed areas, including central Rotherham neighbourhoods, have high levels of ethnic diversity, with a greater proportion of households where English is not a first language. Consultation activity evidenced that language barriers, low trust in statutory services and fear of reporting poor conditions disproportionately affect these communities

The Community Liaison Function and Capital Investment Programme proposed here directly respond to the mitigation measures and service improvements identified within the October 2025 Cabinet Report, by focusing on early intervention, accessible engagement, visible officer presence and targeted neighbourhood investment.

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

- No significant gaps, but ongoing monitoring is required to ensure that:
- People with protected characteristics are equitably represented in engagement structures
  - Barriers for groups with language needs or disabilities are fully understood as the programme embeds

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

- Quarterly monitoring through the Selective Licensing Governance Board, Locality Working Board and performance dashboards.  
Tracking engagement levels and service access by key characteristics (where it is proportionate and lawful).  
Monitoring of:
- Equality impacts
  - Distribution of capital funding
  - Participation in stakeholder groups
  - Issues raised by vulnerable groups

<p><b>Engagement undertaken with customers. (date and group(s) consulted and key findings)</b></p>	<p>As set out in the Cabinet report (October 2025), a statutory public consultation was undertaken between January and June 2025 in relation to the proposed Selective Licensing designations. All residents, businesses, neighbourhood groups, local charities, faith groups, landlord groups, tenants, owner occupiers and visitors, which the council were aware of, were directly contacted. This included over 30,000 direct mail leaflets to all known addresses in the areas, supplemented by a range of other contact methods.</p> <p>Engagement activity included:</p> <ul style="list-style-type: none"> <li>• Public consultation events held within the proposed designation areas,</li> <li>• A formal written consultation, available online and in paper format, promoted through ward members, council channels and community networks</li> <li>• Targeted engagement with private sector tenants.</li> <li>• Engagement with landlords and managing agents,</li> <li>• Input from voluntary and community sector organisations, particularly those supporting migrant communities, low-income households and residents with complex needs</li> </ul> <p>The Key findings from the consultation were that of those who responded, the majority did not support the proposed scheme. There was no indication that any specific group with protected characteristics had a specific objection related to their characteristics. The objections came from Landlords who do not wish to pay a licence fee, owner occupier who fear a reduction in house prices and private tenants who are concerned about possible rent increases.</p>
<p><b>Engagement undertaken with staff (date and group(s) consulted and key findings)</b></p>	<p>Internal engagement with Housing Enforcement, Community Protection, ASB, neighbourhoods, and locality based officers was undertaken during 2025 (January – June) to develop the operating model and the Neighbourhood Development and Improvement plans presented to Cabinet in October 2025.</p> <p>Officers highlighted that despite the success of previous schemes, underlying landlord behaviours had not changed sufficiently to achieve sustained improvement without continued intervention. Capacity pressures, complex household needs and fragmented engagement were identified as key risks.</p>

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

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

- Increases service visibility and approachability, particularly for isolated, marginalised or vulnerable residents.
- Provides targeted, accessible support for tenants at risk of homelessness or exploitation.
- Enhances environmental safety (lighting, CCTV, public realm improvements).
- Ensures minority and marginalised voices are empowered within stakeholder groups.
- Translation, interpretation and accessible formats will be used to support diverse communities.

Race and ethnicity

Several Selective Licensing areas have high levels of ethnic diversity, and that consultation identified language barriers, fear of reporting and low trust in statutory services. The Community Liaison Function mitigates these risks by enabling accessible engagement, building trusted relationships and ensuring that minority communities can influence priorities and access services equitably.

Disability and health inequality

Poor housing conditions link to adverse physical and mental health outcomes, including respiratory illness and mental health impacts. Improved housing standards, enforcement and environmental investment reduce hazards and improve wellbeing, while inclusive engagement approaches ensure disabled residents are not excluded from decision making.

Low income and deprivation

The areas were approved because of high levels of deprivation, low-income tenants face increased risk of poor housing conditions, antisocial behaviour and homelessness. Targeted liaison, early intervention and transparent capital investment support residents most affected by cumulative disadvantage.

Age and family status

Poor housing conditions and environmental harm disproportionately impact older residents and families with young children. Improved neighbourhood conditions, visible officer presence and coordinated responses enhance safety, reduce isolation and improve quality of life.

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

Potential risks include:

- Dominance of certain individuals or groups in decision making forums.

Appendix 2

<ul style="list-style-type: none"><li>• Language or literacy barriers limiting participation.</li><li>• Digital exclusion for some residents.</li><li>• Accessibility issues for people with disabilities if engagement is not inclusive.</li></ul> <p>All identified risks have mitigation built into the delivery model.</p>
<p><b>Does the Service/Policy provide any positive impact/s including improvements or remove barriers?</b></p> <p>Yes – significant positive impacts:</p> <ul style="list-style-type: none"><li>• Improved housing quality and safety.</li><li>• Enhanced community cohesion.</li><li>• Better access to services for migrants, disabled people and low-income families.</li><li>• More responsive, coordinated action on ASB and environmental issues.</li><li>• Stronger representation of community voices in setting neighbourhood priorities.</li></ul>
<p><b>What affect will the Policy/Service have on community relations?</b> (may also need to consider activity which may be perceived as benefiting one group at the expense of another)</p> <p>Positive:</p> <ul style="list-style-type: none"><li>• Encourages joint problem solving between communities, landlords and the Council.</li><li>• Builds trust through visible officers and consistent communication.</li><li>• Reduces tensions by addressing environmental issues, poor housing and ASB collectively.</li><li>• Increases fairness through transparent governance and equitable allocation of capital funding.</li></ul>

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

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

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

<b>Title of analysis:</b> Community Liaison Function & Capital Investment Programme in Selective Licensing Areas
<b>Directorate and service area:</b> Regeneration and Environment, Community Safety and Street Scene.
<b>Lead Manager:</b> Emma Ellis
<b>Summary of findings:</b>
<p>The Equality Analysis identifies overall positive impacts across all protected characteristics, with especially strong benefits for:</p> <ul style="list-style-type: none"> <li>• Low-income and vulnerable tenants</li> <li>• Disabled residents</li> <li>• Ethnically diverse communities</li> <li>• Older people and young families</li> <li>• Those experiencing ASB, unsafe housing or environmental neglect</li> </ul> <p>Risks primarily relate to barriers in participation or communication and have been addressed through robust mitigation strategies including officer facilitation, translation, accessible communication, strong governance and continuous monitoring.</p>

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Ensure stakeholder groups are inclusive, representative and actively supported by officers	A, D, RE, SO, GR	Ongoing
Provide translation, interpretation, accessible and easy-read materials	RE, D	Ongoing
Monitor engagement and participation by protected groups	All	Quarterly
Apply fair, transparent criteria for capital allocation	All	Ongoing
Ensure training for new officers covers equality, safeguarding and cultural competency	All	At induction

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

6. Governance, ownership and approval		
Please state those that have approved the Equality Analysis. Approval should be obtained by the Director and approval sought from DLT and the relevant Cabinet Member.		
Name	Job title	Date
Sam Barstow	Service Director	08/04/26
Cllr Linda Beresford	Cabinet Member	08/04/26

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

Appendix 2

<p>If this Equality Analysis relates to a <b>Cabinet, key delegated officer decision, Council, other committee or a significant operational decision</b> a copy of the completed document should be attached as an appendix and published alongside the relevant report.</p> <p>A copy should also be sent to <a href="mailto:equality@rotherham.gov.uk">equality@rotherham.gov.uk</a> For record keeping purposes it will be kept on file and also published on the Council's Equality and Diversity Internet page.</p>	
<b>Date Equality Analysis completed</b>	2/4/2026
<b>Report title and date</b>	Community Liaison Function & Capital Investment Programme in Selective Licensing Areas – Cabinet, 13 May 2026
<b>Date report sent for publication</b>	May 2026
<b>Date Equality Analysis sent to Performance, Intelligence and Improvement</b> <a href="mailto:equality@rotherham.gov.uk">equality@rotherham.gov.uk</a>	2/4/2026