

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: Supporting our High Streets	
Directorate: R&E	Service area: RiDO
Lead person: Simeon Leach – Service Manager Economic Strategy	Contact: 0794 990 1043 Simeon.leach@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>It has been agreed to set up a new “Supporting the High Streets” team in RiDO, comprising 3 x High Street Advisers.</p> <p>The remit of the team is "Supporting Our High Streets" across the borough, including Rotherham town centre, Wath, Dinnington, Maltby and Swinton. The team will provide business support and a visible presence across the borough, linking business with relevant services within the Council when appropriate and taking the lead on delivery of the Shopfront grants scheme.</p>

The posts will have a specific function of liaison with the local business community, providing a local presence, identifying issues of concern and signposting to other Council services for assistance, where appropriate. They will provide visible and routine engagement in local areas and be a known face to businesses and local ward members, providing regular updates on activity and working to solve problems as they arrive. The Advisers will also lead on the delivery of the Shopfront Grants project.

The Advisers will work with all businesses and Community Groups within the target areas. Once in post, the Advisers will look at how they can specifically support certain groups and communities. Discussions with all relevant stakeholders within these areas will help develop a work programme for the Advisers, which will work to benefit all residents within the area. A full equality analysis will be completed once the Advisers are in post and have consulted with businesses and local organisations, and once a programme of interventions has been developed for assisting all relevant businesses and groups.

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?	X	
Could the proposal affect service users?	X	
Has there been or is there likely to be an impact on an individual or group with protected characteristics?		X
Have there been or likely to be any public concerns regarding the proposal?		X
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom?		X
Could the proposal affect the Council's workforce or employment practices?		X

If you have answered no to all the questions above, please explain the reason

N/A

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).

- **How have you considered equality and diversity?**

The Advisers will work with all businesses and Community Groups within the target areas. Once in post they will look at how they can specifically support certain groups and communities. These could include:

- Age
- Disability
- Gender
- Socio-economic status

The project will mainly work with businesses in the target areas, though all residents will benefit to a degree from the improved look of the High Street and the economic performance of local businesses.

This team which is being created to ensure that the work of the Town Centre Community Co-ordinator, which has been very well received within the town centre, will be replicated across the borough.

They will work closely with the Neighbourhood teams to ensure they link to as many local businesses as possible.

The project should ensure more funding is attracted to, and benefits, these areas.

- **Key findings**

Information is available down to Ward level for a range of economic indicators, a lot of which are included in the Rotherham Skills Data Dashboard, which was produced as part of the Rotherham Employment and Skills Strategy and is updated 6 monthly. Some data is not available at High Street level and as such it will be difficult to link it directly back to the activity being undertaken by this project.

Each of the areas supported by the Supporting our High Streets team have areas of high deprivation, as evidenced by the recently published Indices of Multiple Deprivation 2025 data.

The new team will help tackle deprivation by providing support to local businesses which will benefit the local economy by supporting the sustainability of employment and related services.

- **Actions**

The Advisers will assist businesses in each of the identified areas, helping them to improve their businesses.

The shopfront grants, administered by the Advisers, will help the businesses, but also improve the overall look and vitality of the areas.

The Advisers will act as a conduit between the local businesses and organisations and other parts of the Council, they might wish to engage with.

Produce an equality analysis once a work programme has been developed through consultation with the Advisers and local businesses/organisations.

Date to scope and plan your Equality Analysis:	June 2026
Date to complete your Equality Analysis:	August 2026
Lead person for your Equality Analysis (Include name and job title):	Simeon Leach Service Manager Economic Strategy

5. Governance, ownership and approval

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

Name	Job title	Date
Simeon Leach	Service Manager Economic Strategy	8 th April 2026
Simon Moss	AD Planning, Regen and Transport	8 th April 2026
Claire Green	Business Investment Manager	8 th April 2026

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	08/04/26
Report title and date	Supporting our High Streets Cabinet 11 th May 2026

If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	11 th May 2025
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	08/04/26