

Rotherham Plan 2026-2036:

A decade of opportunity.

Introduction

Rotherham Together is a partnership that brings together eight major local organisations to improve life across the borough. Collectively, we have the responsibility and influence to shape the borough's future, and together – in collaboration with our communities- we will decisively steward Rotherham through the next decade.

Partnership working has always been central to Rotherham's progress. In 2002, we responded to economic challenge with ambition, committing to the Advanced Manufacturing Park (AMP) at Waverley. Today, the AMP is a cornerstone of Rotherham and South Yorkshire's industrial economy, and a powerful example of what collaboration can achieve. Rotherham is now the fastest-growing economy in the north, with residents telling us they feel more optimistic about the future.

Since 2017, our work has been guided by previous iterations of the Rotherham Plan, delivering major achievements including the immersive and innovative careers education site at Skills Street, the borough's first cinema in 30 years, and delivering the world leading Children's Capital of Culture across all of our 25 wards.

Looking ahead, the next decade will be one of the most optimistic and opportunity-rich in Rotherham's history - this is why, for the first time, we have developed a ten-year plan. Our plan is designed to build boldly on our spirit as a place and community, respond to current economic uncertainty, and ensure residents are connected to major new opportunities as the borough evolves.

The plan is built around the partnership response to the four major opportunities- our gamechangers- that will shape Rotherham's future and improve everyday life for residents:

Growing a Fair and Thriving Economy; Enabling Strong and Proud Communities; Unlocking the full potential of Rotherham Gateway and Creating Vibrant Town Centres.

Success will require us to work differently and align our effort and investment behind the gamechangers. Rotherham Together is uniquely placed to add value across all four priorities, with a clear focus on ensuring that all residents can thrive as our borough evolves. In doing this, we will provide additional emphasis on future generations and young people. We will work in new ways and set our sights higher, deepening the positive impact of each of the gamechangers, to deliver lasting benefits for Rotherham.



A Partnership that Delivers

In 2017, an extensive public consultation was carried out called the 'Views from Rotherham', which led to the development of the Rotherham Plan 2025. The plan was refreshed and relaunched in 2023. Within the Rotherham Plan partners committed to delivering tangible differences across the borough.

Over the course of this plan, we've delivered: (to be displayed in a chronological infographic)

- A new Urgent and Emergency Care Centre opened at Rotherham Hospital – 2017
- The opening of University Centre Rotherham improving access to higher education in the borough - 2018
- Council-Police neighbourhood teams to tackle shared priorities in local communities - 2019
- Kooth digital mental health support offer for both children and adults in place - 2021
- UEFA Women's Euros, welcoming 40,000 visitors and generating £5.4 million– 2022
- The canal barrier at Forge Island, protecting the town centre from flooding - 2022
- A partnership charter that sets out shared commitments to climate and nature crises– 2023
- A partnership Armed Forces Covenant, pledging support to the armed forces community- 2024
- Completion of development of the Community Diagnostic Centre at Breathing Space, improving patient access and reducing pressure on hospital resources - 2024
- The world leading Children's Capital of Culture festival year, including 138 traineeships for local young people– 2025
- Forge Island development, including the Borough's first cinema in 30 years (as requested by children in 2017) and a hotel in 2024, and new places to eat and drink in 2025.
- Skills Street, a cutting-edge careers experience for young people at Gulliver's Valley- 2025
- More than 1,000 people supported to move into work over 5 years through Employment Solutions – 2025
- Nearly 10,000 new woodland trees planted - 2025
- Olive Lane Development at Waverley and Waverley's new medical centre -2025
- Annual Rotherham Show, with 96,000 attending the biggest ever show in 2025
- A new tram train stop at Magna -2026

Why Rotherham Together matters

Rotherham Together unites partners across health, local government, policing, education, the voluntary sector and business to focus on what matters most for the borough.

By bringing together colleagues from across health, business, community safety and inclusion, Rotherham Together adds value – enabling identification of shared priorities, removing barriers and solving problems collaboratively.

By aligning our efforts, residents see more impact and better outcomes from the investment made across Rotherham.

A Borough of Spirit and Opportunity

Rotherham is a place full of surprises – rich in character, creativity and opportunity. We have an in-built sense of pride, purpose and resilience which is fundamental to our identity.

Nature and industry sit side by side. We have a wealth of green space, with 70% of the borough open countryside. We power thousands of local businesses and the world leading manufacturing giants of Don Valley Corridor. We are a place of makers and a place that matters.

We remember the past and look to the future. Our rich heritage, dug from mines and forged in steelworks, has given us remarkable places to explore today - including the extraordinary Wentworth Woodhouse- now also a host of the prestigious RHS Flower Show.

We value community. Our large, engaged and active voluntary sector embodies the neighbourliness, generosity and energy of our people.

We have ambition and creativity. As the world's first Children's Capital of Culture through our 2025 festival year we championed the voice of young people, giving them even more reason to be proud of their borough.

Residents have developed this map to show what they love most about Rotherham – from Magna to Rother Valley, scenic walks to community spirit, Forge Island to family.

This is what makes Rotherham our home.

And these are some of the assets, strengths and opportunities our plan will build on over the next 10 years.



Our Opportunities and Challenges

Opportunities

Rotherham is a fantastic borough, with brilliant assets and resourceful, industrious residents contributing to growing productivity, momentum, and optimism about our future. These are some of the opportunities we want to capitalise on as a partnership:

1. We are delivering the largest regeneration programme in a generation and there's more to come – we're delivering £200m of government investment, with a further £1.2billion in potential private investment stimulated by Rotherham Gateway Station alone.
2. We love where we live – our residents have greater satisfaction with their local area as a place to live than the England average.
3. We have the fastest growing economy in the North – over the last 2 decades our productivity increased by 64%.
4. We are a great place to visit – there were 4.2m visits to Rotherham visitor attractions in 2025, generating £600m for the local economy.
5. We are at the heart of the country – with 4.5m people within 30 miles of the borough.
6. We care - Rotherham boasts 1,400 Voluntary, Community and Social Enterprise organisations and well over 10,000 volunteers.

Challenges

We need however, to acknowledge some of the significant and pervasive challenges and inequalities which we will seek to overcome in delivering this new Rotherham Plan and our gamechangers.

This plan seeks to address the five challenges below, which will form the yardstick against which we measure our success:

1. 1 in 5 residents live in the 10% most deprived areas of England, and 31% of children live in poverty.
2. Residents develop poor health earlier than average and spend longer in poor health. This is worse in our most deprived areas.
3. 1 in 4 working-age people are economically inactive, with long-term sickness rates higher than the national average. Educational qualifications and skills attainment are lower than comparator areas.
4. Public transport is limiting, rather than enabling our progress. Only 24% of residents are within a 30 min walk of a train station, compared to 51% nationally.
5. Rotherham town centre vacancy rate is higher than the national average, impacting footfall and how safe people feel in our town centre.

Our Vision for the Next Decade:

Rotherham will be an even more innovative and future-facing borough, where all residents can thrive, with fair access to the opportunities and services they need to be happy and well.

As the Centre for Thriving Places describes, thriving places are those where people can access the fundamentals of wellbeing: good health, secure livelihoods, decent housing, social connections and support, opportunities to learn, green spaces and clean air.

Creating these conditions would enable all residents to be well and live happy, fulfilled lives.

This ten-year plan builds on our strengths as a borough to deliver generational, lasting change. Partners will take decisive action, centred on the gamechangers, to enable future generations of Rotherham residents to thrive. Whilst this is a plan for everyone, we will actively prioritise the future generations through this plan – embedding the voice and needs of children and young people across policy, decision-making and delivery.

We will deliver this plan as part of a broader regional system, where we enable resilient places, a healthier workforce and a stronger economy, not just for Rotherham but also in support of a prouder, more purposeful and prosperous South Yorkshire.

Through this approach, we will create a forward-looking, innovative Rotherham - full of opportunity, rooted in inclusion and committed to ensuring that no one is left behind.

“You’ve got what it used to be, with all the industry and everything that came with that.

Then you’ve got what it is now, which feels a bit in-between, like it’s still finding its place.

And then there’s what it could be, with all the changes that are happening.

It’s like it hasn’t quite reached that next stage yet, but you can see it coming.”

The Gamechangers for Rotherham

The gamechangers are the activities which will define our borough for the next decade and beyond.

They have the potential to dramatically improve life in Rotherham. But on their own, these interventions will not achieve the change we want to see. We must work differently, maximising the full value and breadth of our partnership, to fully realise their benefit to local people.

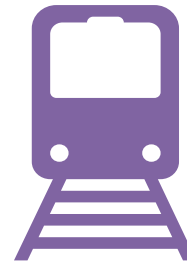
Our strategy is to unite the partnership and the potential of our shared resource and influence behind these areas of focus. We will supercharge the gamechangers, moving beyond business as usual, enabling them not only to deliver great infrastructure and places, but also to create generational opportunities, improve quality of life and change perceptions of our borough.



Growing a Fair and
Thriving Economy



Enabling Strong
and Proud
Communities



Unlocking the full
potential of
Rotherham
Gateway



Creating Vibrant
Town Centres

Working in Context: Three Big Questions Impacting How We Grow a Fair and Thriving Economy

Our plan is founded on the ambition to support a good economy which improves the quality of life of our residents. As we start this plan, the world is changing. Factors outside our control and events elsewhere in the world will have a significant impact on the future of our economy, so we need to adapt and work in new ways. The partnership will provide a space to think differently about the economy and its impact on people's lives. In doing so, we will be guided by the following questions:

1. How can we build a resilient, fair economy that helps residents live well, shielding them from the uncertainty of rising living costs, while ensuring that work pays and wellbeing is a shared economic outcome?
2. How do we prepare Rotherham for the future world of work, staying ahead of AI, automation and changing employment patterns, so businesses and residents can adapt and thrive?
3. How do we invest now to secure a sustainable future for the next generation, ensuring young people are ready to take up the opportunities available to them in a decade's time, while responding to the climate crisis?

"The support I've had locally has been really good. If you're starting something or trying to grow, there is help there and people will work with you. That side of it has been positive, and you can see what's possible if that continues."

"Most people I know don't work locally... it's quite normal now for people to commute to Sheffield or other places, because that's where the opportunities are."

"It can feel quite disconnected — like the opportunities are there somewhere, but people don't necessarily know how to access them or progress through them. Unless you've got someone pointing you in the right direction, it's not always easy to see how you get from one step to the next."

"If people don't see opportunities locally, they'll go elsewhere, and that has a knock-on effect. They're not here during the day, they're not spending locally, and that affects businesses. It all links together — jobs, footfall, how the town feels. If one part isn't working, it affects everything else"

Our Vision for Growing a Fair and Thriving Economy

In 2036 our economy will provide the foundation for residents to live better lives. All Rotherham residents will be able to secure good jobs, financial security and the ability to plan confidently for the future. Businesses will start to thrive in a supportive environment, where they can work with purpose in support not only of their corporate objectives, but also of the wider ambition of the town and its residents.

How we will work and what this means:

The next decade will be critical for our economy, an opportunity to change the story for Rotherham and its residents. To do this, we will create more capacity in our economy, cultivating the spaces for new and existing economic activities to thrive. We will embed our nationally significant strengths in innovation and advanced manufacturing, whilst adapting to accommodate activity in clean energy and life sciences, and harnessing the borough's potential in digital technologies, creative industries and health innovation.

We will not overlook our existing businesses, recognising that much of the future growth in the economy will come from businesses who are already here. We will work with these companies over the long term, to help them adapt and diversify, creating even stronger roots in Rotherham.

A thriving economy depends on a healthy, mobile workforce, connected to opportunity by good public transport and fair access to the services that help them live well. Mobilising our residents- particularly our young people- to drive our growing economy will start now, requiring new approaches to engagement, participation, learning and skills development across the borough.

We will amplify local opportunities to inspire residents to stay and build a career in Rotherham, safe in the knowledge they don't need to leave the borough to achieve their ambitions. They will have access to a range of pathways to develop their skills and experience to equip them for our future economy.

Our approach will also seek to proactively retain the wealth we create in our economy, ensuring that more of the money generated in Rotherham, stays in Rotherham. This means partners buying locally and our high streets providing local, high-quality goods and services for local people.

Within the next two years, we will create a new borough wide inclusive economy strategy, working across the partnership to ensure businesses and residents are supported to adapt to the context and opportunities of the next decade. We will evolve our approach to measuring our social value and maximising our collective local spend providing a clearer route map to increase retention of wealth in the borough.

Building upon the South Yorkshire Youth Guarantee, we will create career pathways for young people, weaving them into the opportunities of the next 10 years, including continued investment in apprenticeships. We will create new working arrangements between health, council, and voluntary sector partners to put the wellbeing of residents at the heart of our economic outcomes, with specific action to address ill health as a barrier to work.

As employers ourselves, we will evolve our approach to supporting specific target groups into work, particularly care-leavers and residents with learning disabilities. We will continue to prioritise the creation of apprenticeships across the borough, accelerating provision to deliver 400 new apprenticeship starts over the next two years. Through a range of employment support programmes, we will support more than 2,000 residents, with at least 800 progressing into work and/or training opportunities within this period.

In five years, as major projects are delivered, residents will feel engaged in and proud of their local economy. We will have a stronger idea of our future economic specialisms, mobilising specific plans for skills development and investment in support of this. Investors will actively choose Rotherham and businesses will be more engaged as partners in the borough's economic evolution. Rotherham will be receiving national recognition for our work as stewards of a good economy. Residents will recognise optimism in the local economy and will feel connected to it, with a sense that new investment is fair, inclusive and shared.

Working in Context: Three Big Questions Impacting How We Enable Strong and Proud Communities

Across the country, neighbourhoods are dealing with long-standing challenges that shape everyday life and wellbeing. Rotherham is no exception. As we continue to adapt and look ahead to long-term renewal, there is clear energy and optimism: 70% of 18–24-year-olds feel positive about Rotherham’s future as a place to live, whilst residents are keen to have a stronger voice in shaping their neighbourhoods. Partners will build on this momentum and local commitment, supporting strong and proud communities while exploring the following questions:

1. How do we strengthen belonging, trust, and pride in our neighbourhoods, building deeper connections, and ensuring people from different backgrounds get on well together?
2. How can we improve trust and engagement in local services, so communities better support resident wellbeing, so that people feel healthy, well, safe, secure and more able to thrive where they live?
3. How do we enable truly community-led change, removing barriers in our systems and meaningfully involving young people in shaping services, spaces and decisions for the future?

“[Rotherham] listens to kids and young people. It’s good because they want young people to be heard”

“There used to be more places where people would go and see each other, just naturally. You don’t have as much of that anymore, so you don’t get the same level of interaction”

“I do think there’s a sense of community round here. You know people, you see the same faces all the time, and you’ll stop and have a chat, It’s that kind of place”

“You hear about things going on now, but it’s not like it’s happening to you...you just take a bit more notice”

“Places like the library are important because people can go there without having to spend money.”

Our Vision for Enabling Strong and Proud Communities

Everyone can be part of a community where people build good relationships with their neighbours, access high-quality local services close to home, feel pride and a sense of belonging, and have the resources and opportunities to participate in civic life- improving their lives, those of others and neighbourhoods as whole.

The borough's communities will be stronger – community will act as the glue to support people to stay and be proud of Rotherham. People get along, feel safe, and trust that institutions work together to support everyone's happiness, health and wellbeing.

How we will work and what this means:

We will listen to and champion the voice of all our communities. We will work with them on what they say is important, making sure services are easy to access and shaped around local needs. We will empower our communities to grow in capability, providing more opportunities for local people to be involved in shaping their neighbourhoods, strengthening people's sense of belonging and pride in where they live.

Building on the success of our first St George's Day celebration event at Clifton Park, we will continue to find new ways to support our communities to grow in confidence and create the conditions for people from different backgrounds to get on well together.

Children's Capital of Culture has shown what we can achieve when we empower our young people. As such, we will elevate the role of young people in our partnership, ensuring that this plan sets the tone for the next generation of residents. This will help us ensure that younger residents understand their important role in community life, and have access to spaces, activities and services which have been designed with and for them, supporting their wellbeing.

As a partnership we will be guided by analytical insight to improve understanding of neighbourhood-level context and needs, enabling better targeting of services, maximising our impact and building confidence that partners are working in a deliberate and coordinated way.

Within the next two years, Our investment in support for the voluntary and community sectors, delivered by Voluntary Action Rotherham, will provide practical empowerment through advice, guidance and training on starting and developing groups, securing funding and supporting volunteers.

We will continue to prioritise joint working between police and partnership teams, including the Neighbourhood Policing Teams and Council Street Safe Teams, to deliver an efficient, effective service for the people of Rotherham; maximising opportunities through use of the legislation and powers that are available to us. South Yorkshire Police will continue to invest in neighbourhood policing, and collectively we will act on the feedback from communities to improve our services and target the issues which matter to them most.

We will develop a new Thriving Neighbourhoods Strategy, bringing residents closer to decisions that influence their communities and making services and partners more visible, particularly in more deprived neighborhoods. New arrangements will be implemented to support neighbourhood health, shifting investment into communities to make wellbeing services more accessible for residents.

Building on the success of Children's Capital of Culture, we will establish a programme of events and activities which continues to empower local children and young people. The Pride in Place programme will give local residents an increasing role in making investments in Maltby and our central area. We will expand our investment in community spaces which provide vital and accessible opportunities for residents to connect, socialise and support one another, including libraries, community centres, family hubs and social clubs, ensuring that residents have access to 21st century community assets they can be proud of.

We will support the development of high quality leisure spaces and opportunities across the public, private and voluntary sectors, including our country parks, new sports facilities, children's play areas and the emerging proposals for a white-water course at Manvers Lake.

In five years, communities will feel more cohesive and self-sustaining. Our public buildings and local spaces will feel better used and more purposeful, hosting services that genuinely support people's health, wellbeing, and daily lives. New and emerging community groups will feel more confident, better supported, and more able to thrive—mirroring the revival of familiar social assets like social clubs, which will once again feel like anchors of local life. Residents will report a renewed sense of civic pride and overall satisfaction with life in the borough.

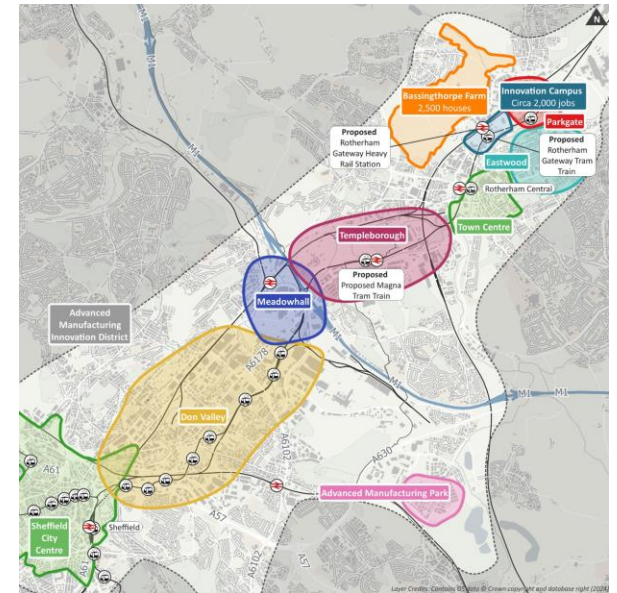
Working in context: Three Big Questions Impacting Rotherham Gateway and Don Valley Corridor

The Don Valley, stretching from Rotherham to Sheffield, is now nationally recognised as one of the most exciting national economic opportunities of the next 30 years. We have already proven we can deliver in this area, supporting the borough to become home to world leading companies including Rolls Royce and McLaren. The next stage of the corridor's evolution is even more significant and ambitious.

Despite the successes of the last two decades, not enough of our residents feel connected to, or inspired by, these opportunities. It is critical that we secure new investment and growth, but do so in a way that supports a noticeable improvement in the lives of residents. This will be particularly crucial to the success of Rotherham Gateway, comprising a new mainline rail station for the borough, which will be developed close to some of our most disadvantaged neighbourhoods.

The Don Valley will be a project of more than 20 years, but planning for inclusion must start now, underpinned by new partnership responses to some significant questions:

1. How do we create a coherent, compelling story for the Don Valley Corridor that positions Rotherham at the heart of the UK's industrial evolution, attracting long term investment?
2. How do we improve connectivity across the corridor, linking Rotherham Gateway, the town centre and surrounding communities through better public transport and infrastructure?
3. How can we work with the right local, regional and national partners now to ensure these investments deliver inclusive, long-term benefits and connect communities to opportunities over the next 5, 10 and 20 years?



"People will go to Parkgate because it's easy, but there isn't really that link back into town. It feels like two separate places rather than something that works together"

"There are good jobs out there, places like the AMRC and things like that, but not everyone can get to them. If you've got transport and you can travel, then it opens things up. But if you haven't, or it's not straightforward, then those opportunities might as well not be there."

"[The Gateway Station] That's the kind of thing that could change how people use the town. If it's easier to get in and out, more people might come in as well."

"If it means you don't have to go into Sheffield to get a train, that would make a big difference. It would make things feel a lot more connected and easier to get to places"

Our Vision for Unlocking the Potential of Rotherham Gateway

Rotherham Gateway Mainline Station will be successfully delivered and will be recognised as a key anchor of the Don Valley Corridor. This modern transport hub will put Rotherham at the heart of a revived northern transport network, generating up to 1,000 new high value jobs, 3,000 new homes and £52million improvement in the local economy. Long term planning and engagement will mean that these are the right type of jobs and homes, with investment providing direct benefits to the lives of local people. The Gateway will also be the key to unlock further significant benefits across the Don Valley Corridor, including securing £1.2billion in private investment and thousands more jobs.

How we will work and what this means:

We know that simply delivering physical infrastructure and securing private investment will not guarantee positive outcomes for local people. We will work carefully and at pace to ensure that Rotherham Gateway and Don Valley projects set new standards of inclusion and representation of residents.

We see Rotherham Gateway as a pivot which will support and enable the successful delivery of our other gamechangers – generating apprenticeships and local jobs; driving revenues to invest in public services; and connecting our communities to opportunities across the north and beyond.

When looking to our future generations, improved connectivity will expand horizons and opportunities for our younger residents, with key investments across the Don Valley Corridor improving access to skills development, work experience and well-paid jobs.



We will develop new collaborations and working arrangements, to clearly connect economic and commercial opportunities with outcomes for public health, community cohesion, nature renewal and safety.

Within the next two years, working in partnership with government, SYMCA and private investors, we will start to assemble funding to support both the physical transformation and business diversification. This starts with the government's £86.5m investment in ITM Power UK which will create 400 new jobs in the clean energy sector on our doorstep. A further £19m Rolls-Royce investment in Rotherham's advanced manufacturing capability will increase the availability of high-quality local manufacturing roles, keeping these valuable skills within the community.

We will have secured the investment for Rotherham Gateway station, and business cases and deeper evidence will provide the foundations that will allow us to work differently across Don Valley. We will have a stronger understanding of the opportunity and its future impact, mobilising programmes of activity which prepare our residents and businesses for the positive changes ahead.

Anchored by the new tram stop at Magna, we will deliver the new Templeborough Business Zone, providing new managed workspace capacity alongside community amenities and green space for those living in the Don Valley Corridor.

In five years, Rotherham Gateway Station will enter service. This milestone will prompt the delivery of the Innovation Campus, further changing the industrial character and economic influence of Rotherham. Links to the town centre will be established and a programme for inclusion and renewal for the Don Valley will be well underway, with local businesses and residents seeing the opportunity as their own.

Working in Context: Three Big Questions Impacting Vibrant Town Centres

For many residents, pride in the borough is closely tied to the success of our town centres. While our high streets have undergone significant change- shaped by local competition, and wider shifts in how people shop and spend time- there is an increasing sense of optimism in our local centres.

Street safe teams have been launched across our principal towns; Forge Island has provided the borough's first cinema in 30 years and nearly 200 homes have been built in Rotherham town centre. Regeneration schemes have launched across the borough, to revitalise our town centres and make them places in which people want to spend time, with opportunities to access useful services and support to grow their businesses.

We know that more work is needed to create the activity, consistency, and appeal residents want, so in doing so Rotherham Together will consider the following questions:

1. How do we further enhance the perception of Rotherham Town Centre? Can we diversify the offer to increase the number of return visits from residents and those outside of the borough?
2. How do we create town centres across the borough that feel busy and welcoming for everyone, with better use of empty buildings, and shaped by meaningful involvement of different groups- from children and young people, to families, older residents, and disabled people?
3. How can all of our town centres become places that improve the wellbeing of our residents, with easier access to services, green spaces, and where partners are visibly working together in a way that people trust and promotes confidence?

"You've got places like Parkgate where it's all in one place and easy, whereas town feels a bit more spread out and harder to know where to go"

"Some bits are fine, some bits you wouldn't really want to stay in too long... it's not consistent."

"My daughter and her family love it, they go to the cinema and make a trip of it. That's the kind of thing you need, something that brings people in and gives them a reason to come."

"It's like it's in-between – not what it was, but not fully something new either"

Our Vision for Vibrant Town Centres

Our town centres will be vibrant, welcoming places that bring people together and make a real contribution to quality of life across the borough. Better services and an attractive environment will encourage residents and visitors to spend more time in our principal centres.

In Rotherham town centre, a growing local population will create a lively, bustling feel, while a more diverse offer will support a safer, busier evening economy. The centre will be easy to reach, with pleasant routes linking to the new mainline rail and tram station at Rotherham Gateway.

Across the borough, empty units will be brought back into use — and pride in our town centres will be the lasting result.

How we will work and what this means:

To make sure our town centres are relevant and thriving in a rapidly changing world, we are redefining how we measure success—moving beyond traditional metrics of retail and spending, to also prioritise the social, wellbeing and community value which town centres can deliver.

The breadth of the partnership will enable new collaborations in terms of public service delivery, public health and safety. This means that as we develop new strategies, including our masterplan for Rotherham town centre, we can do this in new and innovative ways. Younger residents will have a genuine role in shaping our town centres, ensuring these important public spaces have something fun to offer for families and young people alike, and improving how confident young people feel in navigating them.

We will strengthen our collective effort to support residents to buy local, whilst a more active and flexible approach to letting partner properties will give local businesses the confidence to test new ideas in a supportive environment. From a strong base, culture will be at the heart of the evolution of our town centres.

An engaging and exciting programme of events will draw people into our town centres, making them vibrant hubs for our communities and places where people come together. In Rotherham town centre, this sense of surprise and discovery will drive a renaissance in the visitor and nighttime economy. Increasing the central residential population will be a key priority and require more than simply building new homes. It will demand thoughtful improvements to streets and public spaces, whilst enhancing Rotherham town centre's heritage.

Within the next two years, as we deliver significant regeneration and invest in public spaces within our town centres, we will ensure traders can capitalise upon the opportunities this creates. We will support businesses and community organisations to fill previously empty units and revitalise streets across the borough, making better use of public sector buildings to support entrepreneurship and culture in our town centres.

Across our town centres, including Dinnington, Maltby, Rotherham, Swinton and Wath, we will support the regeneration of our high streets with a focus on improving footfall, business support and making public spaces more pleasant and welcoming. This will include capital investments in key service hubs, including redeveloped markets, libraries and community and civic centres, and making town centres more attractive. A new team will proactively support businesses in our principal town centres, helping them to flourish and ensuring resources are focused on tackling the issues which matter most.

In Rotherham Town Centre, a new Health Hub will also draw people in for essential wellbeing services, and a new masterplan, supported by closer partnership working across the public sector will provide clearer direction and momentum.

In five years, the town centre will feel better connected, more exciting and established. Improved public transport, and walking and cycling routes will make it easier for residents to choose their local centres. Good public services will play an increasingly important role in our town centres, driving more visits and ultimately more local spending. With more people living and spending time in Rotherham Town Centre, it will feel more rooted in everyday life, with a stronger community presence helping to enhance pride in our town.

Delivery

This plan is built upon the principle that the partnership delivers more as a collective, working alongside the daily activities of members and other partners to deliver added value. This activity is delivered by a number of boards and groups, and guided by the plans and strategies below, which will also support the delivery of the target outcomes set out on the next page.

Key partnership strategies:

- Safer Rotherham Partnership Strategy 2025-2028
- Health and Wellbeing Strategy – 2025-2030
- Cultural Partnership Strategy – 2019-2026
- Employment and Skills Strategy – 2026-2031
- The emerging Children and Young People’s Partnership Plan

This plan has also been developed in alignment with sub-regional strategies, including:

- Local Growth Plan
- The emerging South Yorkshire Strategy

Our thematic boards:

- Our **Children and Young People’s Partnership Board** brings together local children and young people to give their opinions on the priorities of the partnership, ensuring their voice is reflected in key partnership decision making to improve opportunities for children and young people across the borough.
- The **Cultural Partnership Board** is made up of various partner organisations from the culture and leisure sectors in Rotherham. The Board members provide strategic leadership, shared governance and sector expertise, working collaboratively to shape priorities and oversee the coordinated delivery of the Borough’s Cultural Strategy
- The **Business Growth Board** represents the voice of business within our decision-making and planning, and provides leadership, drive and support in overseeing the delivery of the South Yorkshire Growth Plan in Rotherham and ensuring it meets Rotherham’s local priorities.

- The **Health and Wellbeing Board** brings together health leaders to drive action that improves health outcomes, reduces inequalities and enables people in Rotherham to live healthy, independent lives in thriving communities.
- The **Safer Rotherham Partnership** is the borough's Community Safety Partnership, set up under the Crime and Disorder Act 1998, which brings together the responsible authorities which have a duty to work together to protect their local communities, and help people feel safer.

Our **Safeguarding Children's Partnership** and **Safeguarding Adults Board** also bring together key partners from across the borough to ensure we are collectively protecting our most vulnerable residents.

Within the next two years, the partnership will redesign its delivery and governance arrangements to ensure that these reflect the aspirations set out within this plan. This will include specific focus on the four gamechangers and enhanced representation for the borough's young people in guiding the future of the Rotherham Together Partnership.

Our Priority Outcomes

Delivering on this plan will require significant commitments from partners, as well as requiring us to find new ways of monitoring and measuring success. These outcomes will guide our collective prioritisation of effort and resource.

Fair and Thriving Economy	Strong and Thriving Communities	Rotherham Gateway and Don Valley	Vibrant Town Centres
People are skilled and our workforce is adaptable for the economy of the future	Communities feel healthy, safe and resilient, with people enjoying the best possible mental health and wellbeing	Rotherham Gateway station opens, making travel easier across the borough and beyond	Town centres are recognised as being safe, clean, busy and welcoming
More local people are accessing high-quality jobs that pay good wages	Greater engagement of residents with local services which are shaped by their needs	People are well connected to Rotherham Gateway station	People can access good public services in town centres which help improve their wellbeing
More of the Rotherham £ is spent in Rotherham	People from different backgrounds get on well together	Private investment into Rotherham increases	Vacancy rates are reduced, with a greater variety of thriving businesses
People live well for longer	More public buildings and spaces are used to host services supporting people's health, wellbeing and daily life	New jobs and opportunities are available and accessible to local people	Day and nighttime use of Rotherham town centre increases with a greater variety of places to eat, drink and socialise
Businesses can flourish and are empowered to contribute to local communities	Community groups and networks are confident and sustainable	Innovation activity increases in Rotherham	More people choose to live in and visit Rotherham town centre
Children and young people are equipped for a career in a rapidly changing labour market.	Children and young people feel their voice is heard, and help shape public spaces, services and activities.	Developments across the Don Valley generate new apprenticeships and clear career pathways for local young people	Children and young people feel more confident when navigating our town centres and have more fun things to do.

Cross-cutting partnership outcomes:

- Good public services are available and accessible to all
- Residents across the borough share in the benefits of the gamechangers
- All children are ready for school (with good communication, social and emotional skills, independent, physically able and healthy routines)
- Poverty and inequalities are reduced
- Financial resilience is increased
- Health inequalities are reduced
- Partners are responsive to neighbourhood and community priorities
- Rotherham is recognised nationally as a great place to live and visit

How we'll work together

Rotherham Together brings together a wide range of organisations that all play a part in the life of our borough. Together we work across many different services, projects and plans.

This variety is one of our biggest strengths. It allows us to connect people, ideas and resources in ways that wouldn't be possible alone. We know that our gamechangers are already progressing and will continue to evolve over time. That's why we'll be clear and purposeful about where we focus our efforts, making sure our involvement adds real value.

We also know the world is changing quickly. To keep making progress, we'll stay flexible and ready to adapt, responding to what residents need and what works best.

To guide how we work, we've agreed seven simple principles:

- **Bringing people together**
We'll connect organisations and people to shape ideas, share learning and keep momentum going.
- **Securing funding and investment**
While funding is limited, we'll help attract public funding and support partners to bring investment into the borough.
- **Listening, engaging and understanding**
We'll engage with people and communities to understand their views, to inform decisions about Rotherham's future.
- **Championing Rotherham**
We'll proudly promote the borough, its people and organisations, showing what makes Rotherham a great place and why our way of working matters.
- **Trying new things**
We'll create space for partners to test new ideas and work differently, learning what works and sharing that learning.
- **Using what we already have**
Together, partners own land and buildings across the borough. We'll use these assets more effectively to support our shared ambitions.
- **Tracking progress and learning**
We'll focus on understanding what success really looks like for residents, measuring progress fairly and learning as we go.

Governance and accountability

Delivering this new 10-year plan will require partners to work together, creating the space and capacity to collectively drive progress on the gamechangers.

To ensure we are transparent and accountable to the public, we will also:

- Publish an initial 2-year action plan, setting out key activities and commitments to reaching our first set of milestones
- Hold public showcase events, sharing progress against the delivery plan and providing opportunity for feedback and questions
- Issue a biannual Rotherham Together newsletter to every household, celebrating key achievements and raising awareness of the gamechangers
- Refresh the Rotherham Together communications strategy, keeping people informed and providing ongoing opportunities for feedback and engagement