

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	
Equality Analysis title: Rotherham Plan 2026–2036	
Date of Equality Analysis (EA): March 2026	
Directorate: Policy, Strategy and Engagement	Service area: Head of Policy, Performance and Intelligence
Lead Manager: Katya Anfilogoff-Clark	Contact number: Katya.anfilogoff-clark@rotherham.gov.uk
Is this a: <input checked="" type="checkbox"/> Strategy / Policy <input type="checkbox"/> Service / Function <input type="checkbox"/> Other	
If other, please specify	

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)
Katya Anfilogoff-Clark	Rotherham Metropolitan Borough Council	Partnerships Manager
Paul Stafford	Rotherham Metropolitan Borough Council	Policy Officer
Kellie Rodgers	Rotherham Metropolitan Borough Council	Research Officer

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, other groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)

The Rotherham Plan 2026–2036 is the Rotherham Together Partnership’s central strategic document, setting out a shared long-term vision for the borough and the way partners will work together to improve outcomes for residents. It has been developed collaboratively by the eight organisations that form the Rotherham Together Partnership (RTP) and provides a collective framework for aligning resources, planning activity and coordinating delivery across the next decade.

The Plan is intended to benefit all residents across Rotherham, recognising both the strengths of the borough and the long-standing inequalities that shape people’s daily lives. Evidence shows that many communities experience significant deprivation, poorer health, lower educational attainment, barriers to employment and limited transport access. These issues affect children and young people, older adults, disabled residents, economically inactive residents, and those living in the most disadvantaged neighbourhoods. The Plan therefore places additional focus on the people and places where the need for change is greatest.

The strategy is organised around four major “gamechangers”— growing a **fair and thriving economy, enabling strong and proud communities, unlocking the full potential of Rotherham Gateway, and creating vibrant town centres**. These reflect the themes raised through partnership workshops and public consultation, where residents highlighted concerns about job access, transport, safety, local pride and the visibility of opportunities. Each gamechanger sets out how partners will work together to deliver improvements and the difference residents can expect to see in the coming years.

The Plan also has implications for a wide range of stakeholders, including public sector partners, local businesses, the voluntary and community sector, education and skills providers, developers and visitors. It aims to ensure that investment, services and

opportunities are better aligned, more inclusive and more accessible, with a clear emphasis on fairness, coordinated action and measurable improvement in quality of life.

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

A mix of contextual equalities information, such as from the 2021 census, and the Resident Satisfaction Survey 2024 is provided here.

Population

- Population estimates suggest the population is continuing to increase in its diversity with international migration, mainly from EU countries. The 2021 census indicates the proportion of residents from ethnic minority communities increased from 8.1% in 2011 to 11.7% in 2021. The Pakistani community is the second largest ethnic group in Rotherham after White British, with 3.8% of residents in 2021 and 6.3% of school pupils in 2024/25.
- Rotherham's ethnic minority population is highly concentrated within the inner areas of the town centre in areas such as Boston Castle, Rotherham East and Rotherham West where 63.3% of the residents across the three wards are from White British backgrounds. The outer areas of Rotherham, however, are 93.6% White British in 2021. 39.7% of residents from ethnic minority backgrounds live in areas that are amongst the most deprived 10% of boroughs in England with that figure increasing for certain backgrounds (IMD, 2025). Whereas only 21.4% of the boroughs total population lives in the 10% most deprived areas.
- There is a decreasing trend in the number of residents who hold religious beliefs. In the 2021 Census, 39.8% of residents identified as holding no religious beliefs, compared to 22.5% in 2011. The number of people reporting Christianity as their religion has decreased from 66.5% in 2011 to 49% in 2021. The number of people reporting their religion as Muslim has increased from 3.7% in 2011 to 5.1% in 2021.
- The borough's population is ageing with 52,228 residents aged 65 or over. At 19.6% of the total population, an increasing proportion of residents fall within this age bracket, which is also above the national average of 18.4%. This proportion of the population aged 65 or over is forecast to increase further to around 21% by 2026, with a particularly large increase in the number of people aged over 75.

Economy

- 22% of Rotherham residents live within the 10% most deprived areas of England and the borough is amongst the 14% most deprived local authority areas in England. 11,904 children were living in "absolute poverty" (DWP, 2022/23).
- According to the Office of National Statistics Annual Survey of Hours and Earnings in 2024, Rotherham women's gross full-time earnings averaged £570 per week, which equates to 79.6% of men's full-time earnings locally and 84.7% of women's full-time earnings nationally.
- During the 2025 Council Plan consultation as part of the counter exercise, the majority of respondents (90.3%) agreed that the Council should help to create new jobs, compared to not delivering this service (9.7%)

Health and Wellbeing

- The 2021 Census recorded Rotherham as having 56,177 residents with a long-term health problem or disability with 9.8% responding that this limits their activity a lot,

above the England average of 7.3%. There was an overall decrease in people with a disability from 12% in 2011 to 9.9% in 2021, but despite this health inequality remains.

- Life expectancy in the most deprived areas of Rotherham is 9.9 years lower for men and 9.5 years lower for women than in the least deprived. Gaps in healthy life expectancy are greater at over 18 years for men and nearly 20 years for women.

Resident Satisfaction Survey

The Council Plan includes a number of measures from the 2024 Resident Satisfaction Survey.

- **Satisfaction with Local Area as a Place to Live** – 75% of respondents reported feeling ‘very satisfied’ or ‘fairly satisfied’ with their local area as a place to live. This is the same as the national average (75%).
- **Satisfaction with Rotherham as a Place to Live** – 66% of respondents said that, overall, they were ‘very’ or ‘fairly’ satisfied. This was above the average across all the previous surveys (61.5%), although there has been considerable fluctuation in the responses to this question. Respondents aged 18-24 were most likely to feel satisfied with Rotherham as a place to live, with 74% satisfied. Respondents aged 25-34 had the lowest level of satisfaction with Rotherham as a place to live, with only 52% satisfied. Dissatisfaction with Rotherham as a place to live was highest amongst people aged 45-54.
- **Feelings of Safety** – 85% of respondents in Rotherham said they felt ‘very safe’ or ‘fairly safe’ during the day when outside in their local area (lower than the figures observed nationally at 91%). Feelings of safety in the local area after dark were lower (57%), when compared to the national average (71%). There was a significant gender difference in feelings of safety after dark – 62% of men but only 54% of women said they felt ‘very safe’ or ‘fairly safe’.
- **Feelings of Optimism** – 53% of respondents reported feeling ‘very optimistic’ or ‘fairly optimistic’ about the future of Rotherham as a place to live, slightly below the 54% average across all surveys. Younger respondents (aged 18-24) were the most likely to be optimistic about the future of Rotherham as a place to live (70%) and women are more optimistic than men overall. Fewer respondents (27%) felt optimistic about the future of Rotherham Town Centre and 35% of respondents were not optimistic at all about the town centre. The cohort most optimistic about the future of Rotherham town centre were young people aged 18-24 (46%), whereas people aged 55-64 were most likely to not be optimistic.
- **Keeping Residents Informed** – 45% of Rotherham respondents said that the Council keeps residents ‘very well’ or ‘fairly well’ informed about the services and benefits it provides. This is below the most recent national result (52%) and below the average percentage across all Rotherham surveys (50%). Younger respondents (aged 18-24) and older respondents (65+) were the cohorts most likely to think that the Council keeps residents well informed. It should be noted that this measure covers not only corporate communications but could also refer to face to face or any other types of council touchpoint that the customer experiences.

- **Responsiveness of Rotherham MBC** – 52% of respondents in Rotherham answered positively when asked about the extent to which RMBC acts on the concerns of residents (i.e. ‘a great deal’ or ‘a fair amount’). This is the highest response across all surveys and similar than the national average (47%). Respondents aged 25-34 were most likely to think that the Council acts on the concerns of local residents (60% responded positively) whilst those aged 55-64 were least likely to have this view.
- **Provisions of Values for Money** – 38% of Rotherham residents agreed that the Council provides value for money, an increase from the previous year (36%). This is the same percentage as the national figures (38%) and the first time that Rotherham and national data have aligned on this measure.

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

During the 28 qualitative hall-test interviews undertaken in March 2026 by the consultant Spirul, no equalities-related demographic information was collected. In order to address this gap, further public engagement will be carried out to ensure participation from a broad and representative cross-section of the community.

We will not just measure success based on delivering the game changers, but how they have reduced inequality. The game changers are the catalyst.

In addition, the four gamechangers outlined in the Rotherham Plan each represent substantial programmes of work in their own right. Each of these will involve further engagement with all communities who may be affected by the individual projects, including those who may experience disruption or specific local impacts.

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

A structured approach to monitoring will be built into the delivery of the Rotherham Plan 2026–2036. The Plan will be underpinned by an initial two-year delivery plan, which will contain measures which address inequalities in the borough through the delivery of the gamechanger activities. This will likely be followed by a three-year delivery plan, bringing the partnership to a natural review point at five years to understand the impact to date which the delivery of the gamechanger activities has had on equalities, before determining next steps. The overall outcomes will also be evaluated at the end of the ten-year period. This review process will provide an opportunity to understand how different communities—including those with protected characteristics—have benefited from the Plan and where further action is needed.

In addition to this, each of the four gamechangers represents a substantial programme of work, and individual projects within these areas will include their own evaluation and monitoring arrangements. These project-level assessments will capture equalities-relevant information where appropriate and identify any differential impacts on groups with protected characteristics.

The findings from these project evaluations will feed directly into the wider Plan review, ensuring that the partnership maintains a clear, evidence-based understanding of the impacts on diverse communities. This approach will help ensure that actions remain responsive, inclusive, and aligned with the needs of all residents as the Plan progresses.

Engagement undertaken with customers. (date and group(s) consulted and key findings)

Dates and Locations of Consultation

Consultation took place over three consecutive days of hall-test qualitative interviews across the borough:

- **11 March 2026 – Dinnington** (6 interviews)
- **12 March 2026 – Wath upon Dearne** (10 interviews)
- **13 March 2026 – Rotherham Town Centre** (7 interviews)

In total: **23 interviews** involving **28 participants**, lasting **537 minutes**, with transcripts anonymised.

Groups Consulted

Participants represented a broad cross-section of Rotherham residents, including:

- Residents aged **20–34, 35–49, 50–64, and 65+** (ages 20–34 = 6 interviews; 65+ = 10 interviews)
- A mix of:
 - **Employed residents** (9)
 - **Business owners** (2)
 - **Unemployed/seeking work** (6)
 - **Retired residents** (9)
 - **Carers / those looking after home** (2)

Key Findings from Engagement

1. Pride and Identity

- Residents feel strong personal attachment to Rotherham, largely due to family ties, familiarity, and long-term residence.
- However, wider civic pride is low, with many residents describing Rotherham as “alright” but not somewhere they actively promote.

	<ul style="list-style-type: none"> • Younger residents show less pride and weaker attachment to the borough. <p>2. Community Cohesion</p> <ul style="list-style-type: none"> • Local neighbourhoods are viewed as friendly and familiar, with people recognising faces and supporting each other. • Community is experienced in small pockets, often through specific groups (e.g., sports clubs, libraries) rather than as a borough-wide identity. • Fewer shared spaces and reduced footfall in centres have weakened wider interaction. <p>3. Safety and Security</p> <ul style="list-style-type: none"> • Residents generally feel safe in their own neighbourhoods, due to familiarity. • Rotherham town centre is associated with unease, not because of direct incidents but due to atmosphere, low footfall, and visibility of certain behaviours. • People adjust behaviour (e.g., avoiding late evening visits) but don't describe feeling widely unsafe. <p>4. Vibrant Town Centres</p> <ul style="list-style-type: none"> • Town centre perceived as quieter, less cohesive, and offering fewer reasons to visit, especially compared with Parkgate, Meadowhall, and Barnsley. • Investments like Forge Island, Arc Cinema and the new library are welcomed, but residents do not yet see clear impact or how they connect into a wider vision. <p>5. Fair and Thriving Economy</p> <ul style="list-style-type: none"> • Jobs exist, but entry-level roles are seen as limited, especially for younger people. • Many residents commute to Sheffield or beyond; local jobs are perceived as lacking progression.
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	<ul style="list-style-type: none"> • Transport issues create barriers to accessing regional opportunities, particularly for those without cars. • Pathways into work are not always visible or easy to navigate. <p>6. Transport and Connectivity / Rotherham Gateway</p> <ul style="list-style-type: none"> • Transport links are often indirect, inconsistent, or less convenient than travel to neighbouring areas. • Reliance on Sheffield for rail connections reinforces a sense of being poorly connected. • The proposed Rotherham Gateway station is viewed positively but understanding of its impact is mixed. • Key destinations within the borough (e.g., Parkgate and the town centre) feel poorly integrated.
<p>Engagement undertaken with staff (date and group(s) consulted and key findings)</p>	<p>Engagement with partner and key internal stakeholders took place throughout the development of the Rotherham Plan via a series of structured internal workshops and partnership forums held between July 2025 and March 2026. These sessions involved staff from across Rotherham Council and partner organisations through the Strategic Partnership Group, Chief Executives Group, thematic partnership boards, and service-specific workshops.</p> <p>Across these sessions, staff contributed insight on emerging priorities, shared organisational challenges, and identified opportunities for more coordinated partnership working. Key findings included strong support for the four proposed gamechangers, agreement that the priorities reflect the most significant issues facing residents, and recognition of the importance of clearer communication, strengthened neighbourhood engagement, improved transport connectivity, and creating more inclusive opportunities for young people and under-represented groups. Those engaged also emphasised the need for consistent evidence-sharing, reducing duplication, and aligning governance and delivery arrangements to support more efficient partnership working.</p> <p>This engagement has directly shaped the development of the Plan’s strategic framework and provided early insight into the operational implications for services and partnership delivery</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)

Equalities considerations run throughout the Rotherham Plan 2026–2036. The Plan is rooted in the principle that Rotherham must become a fairer borough—one where opportunities, investment and improvements in quality of life are experienced by all residents, especially those facing the greatest barriers. This fairness ambition is embedded in the Plan’s ten-year vision, which commits partners to tackling deep-seated inequalities in health, employment, connectivity and community safety.

The four gamechangers—**Growing A Fair and Thriving Economy, Enabling Strong and Proud Communities, Unlocking the Full Potential of Rotherham Gateway and the Don Valley, and Creating Vibrant Town Centres**—provide the framework through which equalities impacts will be delivered and monitored. The Plan is shaped by engagement with residents, partner and internal stakeholders, and reflects the priorities raised across partnership workshops and the qualitative hall-test interviews. Consultation highlighted differences in access to jobs, transport, services, safe public spaces and opportunities for belonging, which the Plan aims to address through coordinated action.

The Plan balances benefits for the whole borough with targeted action for those who experience the greatest disadvantage. Universal benefits include improvements to public transport, investment in the town centre, expansion of cultural activity, stronger neighbourhood-level working, and enhanced green spaces—actions that improve daily life for all communities. At the same time, analysis of local need shows that some residents face significantly poorer outcomes, including those living in Rotherham’s most deprived neighbourhoods, residents experiencing long-term illness, older adults, young people, ethnic minority communities, and people who feel unsafe in key public spaces such as the town centre. The Plan responds to these inequalities by using the potential and reach of the RTP to ensure that the gamechangers have the greatest possible impact.

Growing A Fair and Thriving Economy directly addresses structural inequalities through commitments to improve access to employment, create high-quality jobs, strengthen skills and progression pathways, and reduce economic inactivity—all of which are issues disproportionately affecting vulnerable and under-represented groups. The Plan recognises that transport is a major barrier to opportunity and therefore links economic objectives with improved connectivity, ensuring that residents who currently cannot reach major employment sites are not left behind.

Enabling Strong and Proud Communities focuses on addressing the fragmentation and uneven experience of community life identified in the consultation. Residents described strong local ties but weaker borough-wide identity, and young people in particular highlighted limited opportunities to feel connected to others. The Plan responds by strengthening neighbourhood-level work, increasing the visibility and accessibility of community spaces, and building capacity within communities—an approach intended to support cohesion across different cultural, age and socioeconomic groups.

Unlocking the Full Potential of Rotherham Gateway addresses geographical inequalities by improving transport, connectivity and access to the significant employment potential of the Don Valley. Residents highlighted that opportunities feel out of reach not because they do not exist, but because they are not accessible. This gamechanger aims to bridge that gap, ensuring communities across Rotherham can benefit equally from region-wide growth.

Creating Vibrant Town Centres responds to some of the most prominent issues raised by residents—feelings of safety, the lack of things to do, uneven quality of the environment, and limited reasons to visit our town centres. Women and young people in particular report concerns about safety in Rotherham town centre, and older residents noted reduced confidence due to the town centre’s current feel. By prioritising safer, more inclusive and accessible town centres, the Plan supports a wide range of equality outcomes linked to participation, wellbeing, connectivity and pride in place.

Across all four gamechangers, the Plan commits to designing services and projects in a way that is inclusive and responsive to different needs. Engagement and co-production are central to this approach, reflecting residents’ experiences that their views are not always heard. New governance arrangements which build into the partnership a focus on each of the gamechangers will ensure that equalities considerations are embedded throughout delivery, while project-specific equality analyses will be undertaken by the lead service or partner as each major piece of work progresses.

In summary, the Rotherham Plan meets the needs of different communities by combining universal improvements with targeted action that explicitly seeks to narrow inequalities. It responds directly to resident voice, addresses the structural and geographic barriers identified through consultation, and commits partners to ensuring that the benefits of change are shared fairly, so that no community is left behind.

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

No problems or barriers have been identified or flagged as part of the development of the Rotherham Plan.

During the planning and implementation of the individual gamechangers, any potential impacts will be assessed and mitigated for where possible.

Does the Service/Policy provide any positive impact/s including improvements or remove barriers?

Yes, details found above.

What affect will the Policy/Service have on community relations? (may also need to consider activity which may be perceived as benefiting one group at the expense of another)

No negative impact to community relations have been identified or flagged as part of the development of the Rotherham Plan.

During the planning and implementation of the individual gamechangers, any potential impacts will be assessed and mitigated for where possible.

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

Title of analysis: Rotherham Plan 2026–2036
Directorate and service area: Policy, Strategy and Engagement, Policy, Performance and Intelligence
Lead Manager: Katya Anfilogoff-Clark, Partnerships Manager
Summary of findings:
<p>The Rotherham Plan 2026–2036 is the Rotherham Together Partnership’s central strategic document. It sets out a shared long-term vision for the borough and describes how partners will work together to improve outcomes for residents.</p> <p>The Plan provides a framework through which the Partnership can ensure that the four identified gamechangers are used to reduce the levels of inequality experienced across the borough.</p> <p>Data from the Office for National Statistics, findings from the Council’s 2024 Resident Satisfaction Survey, and feedback received through the public consultation for this Plan all highlight the need for significant action to tackle inequalities. As part of this, strong and focused partnership working will be essential.</p> <p>Further engagement and monitoring will take place throughout the design and implementation of the individual gamechangers. This ongoing activity will inform the Plan’s five-year review, as well as the retrospective evaluation at the end of the period covered by the Plan.</p>

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
All delivery projects to undertake equality analyses where applicable and monitor.	All	Ongoing
Undertake a five-year review of the Plan.	All	2031

*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
Chris Paddock	Interim Director of Policy, Strategy and Engagement	09.04.26
Cllr Chris Read	Leader	21.04.26

7. Publishing	
The Equality Analysis will act as evidence that due regard to equality and diversity has been given.	
If this Equality Analysis 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 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 Equality Analysis completed	27/03/26
Report title and date	Rotherham Plan 2026-2036
Date report sent for publication	21.04.26
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	09.04.26