

Rotherham Town Board
Microsoft Teams
04/03/2026, 08:45 – 10:00 am

Attended By:

Neil Baxter (Chair) - NB
Megan Hinchliff - MH
Reeham Abozaid – RA
Andrew Boulton – AB
Catherine Davis – CD
Ciara Jenkinson – CJ
Kate Davis - KD
Helen Jones – HJ
Tom Austen - TA
Lisa Pogson – LP
Matthew Stephens – MS
Nicholas Maddocks – NM
Simon Powell – SP
Town Austen – TA
Daniel Richardson – DR
Rory Battye - RB

Apologies:

David Plumtree – DP
Maria Coyne – MC
Lorna Vertigan – LV
Tracey Mace-Akroyd – TMA
Simon Moss – SM
Maria Coyne – MC
Chloe Parker – CP
Chris Hamby – CH

1	<u>Apologies for Absence and Confidentiality Reminder</u> Apologies listed above. <u>Declarations of Interest</u> No declarations raised.	
2	<u>Matters Arising from the Minutes of the last meeting</u> The action relating to Templeborough has been completed.	
3	<u>Project Updates (By Exception)</u> <i>Presented by MH</i> Markets & Library	

	• Progress on the Interchange Combined Market (ICM) was reported as positive overall. • Branding work is underway to ensure consistency with the Town Centre vision. • A request for additional funding has been submitted. Health Hub • The project has experienced a minor delay, with completion moving from May to later in the summer. Dinnington • Tender process has been unsuccessful. • Options and next steps are being considered by officers. Templeborough • All legal agreements have now been signed. • The contractor has started mobilisation on site. Wath Library • An update was noted following a Cabinet report in May requesting additional funding. • The request relates to the discovery of asbestos, resulting in unforeseen costs.	
4	Comms and Marketing <i>(Presented by Daniel Richardson)</i> Members received an update on place-based communications activity linked to Town Centre regeneration. An overview was provided of the St George's Day campaign, which aimed to: • Celebrate local pride and identity • Positively influence perceptions of Rotherham Town Centre Early feedback on the campaign was noted as positive. Members were advised that a wider marketing campaign is scheduled to launch in late May 2026, aligned with: • Project milestones and opening events • Markets and Town Centre activity Hoarding and visual improvements are progressing to support regeneration messaging, including:	

	• Wath • Dinnington • Corporation Street	
5	Town Centre Masterplanning Workshop <i>(Presented by Ciara Jenkinson and Megan Hinchliff)</i> Members took part in a workshop session focused on the future of Rotherham Town Centre. It was noted that the current Town Centre Masterplan dates from 2017 and no longer reflects: • Post-COVID changes • The rise of online retail • Cost of living pressures and increased deprivation The Town Centre's strategic role within the Don Valley Corridor Investment Zone was highlighted, including: • Potential tram/train connectivity via Rotherham Gateway • Links to the Effingham active travel route Key baseline information was shared, including: • Approximately 3,436 residents living in the Town Centre • Median age of 31 • Higher ethnic diversity than the borough average • Around 400 businesses • 65 vacant units, equating to 23.2% vacancy Members discussed: • Fragmented ownership and challenges with absentee landlords • The value of using trusted partner organisations (e.g. voluntary sector) to support engagement • Ongoing concerns around parking and accessibility There was strong support for developing a new Town Centre Masterplan to 2037, to provide: • A shared long-term vision • An evidence base for future funding bids • Better alignment across regeneration programmes	
6	Any Other Business	

	As the upcoming Town Board meeting, will be the last for the Chair, it was suggested to have the meeting in person. ACTION: RA to arrange an in person meeting for the upcoming Town Board meeting.	
7	Date of next meeting: Wednesday 8th July 2026 at 08:45	