

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	
Authorisation to draw down Capacity Funding for Pride in Place Phase 1	
Directorate: Regeneration and Environment	Service area: RIDO
Lead person: Megan Hinchliff	Contact number: 01709 289207
Is this a:	
☐ Strategy / Policy	☐ Service / Function ☒ Other
If other, please specify	
Programme support	

2. Please provide a brief description of what you are screening
Pride in Place will provide up to £20 million of funding for Rotherham's Built-Up Area, financially empowering residents to fund the improvements they want to see. To support the initiation of the programme, government has allocated £415,103 of revenue/capacity funding.

In November 2025 Cabinet delegated authority to the Assistant Director for Planning, Regeneration and Transport, to draw down £415,103 of capacity funding to support the development of Pride in Place Phase 1.

This screening is for the decision to release capacity funding to support the programme development during the year 2026-2027. The funding will be used to prepare for programme delivery, develop and support the Neighbourhood Board, cover accountable body costs, resource consultation, communication and engagement, and build the capacity of the voluntary and community sector.

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? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>	X	
Could the proposal affect service users? <i>(Be mindful that this is not just about numbers. A potential to affect a small number of people in a significant way is as important)</i>	X	
Has there been or is there likely to be an impact on an individual or group with protected characteristics? <i>(Consider potential discrimination, harassment or victimisation of individuals with protected characteristics)</i>	X	
Have there been or likely to be any public concerns regarding the proposal? <i>(It is important that the Council is transparent and consultation is carried out with members of the public to help mitigate future challenge)</i>	X	
Could the proposal affect how the Council's services, commissioning or procurement activities are organised, provided, located and by whom? <i>(If the answer is yes you may wish to seek advice from commissioning or procurement)</i>		X
Could the proposal affect the Council's workforce or employment practices? <i>(If the answer is yes you may wish to seek advice from your HR business partner)</i>		X

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

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?**

(think about the scope of the proposal, who is likely to be affected, equality related information, gaps in information and plans to address, consultation and engagement activities (taken place or planned) with those likely to be affected)

Pride in Place aims to alleviate geographic inequality by investing in the nation's most deprived areas, with community-led change being an essential component of the programme. This programme has particular scope to make a difference for residents of Rotherham's Built-Up Area, where 55.3% of LSOA's are within the nation's top 20% most deprived (IMD 2025). This defines the BUA as a place with worsened deprivation compared to the national average and supports Pride in Place as a scheme that aims to eliminate geographic inequality.

To make changes that advance equality and opportunities for all, it is essential that decision-making is representative of the entire community. Therefore, a Neighbourhood Board makeup will be encouraged that represents all demographics and interest groups.

Communications will be designed to reach as wide an audience as possible. Mediums will include social media, online advertisements, printed newspaper adverts, printed posters displayed locally, and circulation through VCSE partners.

Additionally, the capacity funding will resource the public consultation exercise that took place within the selected geography from 14 July to 26 August 2025. Measures were taken to conduct community engagement that builds community influence, upskills local people, and reaches those whose voices are seldom heard. Equality and diversity were included as a key theme of consultation to ensure that a representative range of opinions

and voices were heard and listened to. Prior to the consultation, [a dedicated ODR and equality](#) screening were published.

As this is a community-led programme, specific details of the capacity funding spend will be determined once the Neighbourhood Board is fully established. Once the Neighbourhood Board Chair is appointed, more details will be known, and a full equality analysis will be provided.

- **Key findings**

The Pride in Place objectives are centred on building stronger communities, growing stronger economies and constructing greater community influence on decision-making. This programme has the potential to strengthen community cohesion and build positive relationships, while creating greater opportunities for all. The capacity funding will provide the resource needed for establishing a process for community-decision making that represents all groups.

Equal representation on the Neighbourhood Board is required for decision-making to represent all groups. Therefore, board roles have been advertised publicly across a variety of platforms, accounting for differing levels of digital skills/exposure, and providing a range of contact methods for the request of additional support with applications. The budget will cover support for board member participation, which could include expenses, childcare, and dedicated training for language or skills-building. Wide reaching promotion of board roles and provision of dedicated support will enable an inclusive board makeup that is representative of all groups.

The delivery team will continue to support the Board with promoting the scheme widely across the ward and encouraging active participation and engagement from all stakeholders. Throughout, there will be a strong emphasis on equality, diversity, and inclusion, thinking deeply about how to reach the entire community.

- **Actions**

(think about how you will promote positive impact and remove/reduce negative impact)

We will undertake the following actions to ensure that the implementation of the scheme is conducted in a way which promotes equality, diversity and inclusion.

An inclusive and representative Neighbourhood Board:

- A Board makeup will be encouraged that is representative of the geography.
- Board members will be resourced to attend training, with training providers being briefed to cover equity and inclusion awareness for all demographics, including the protected characteristic groups.
- There will be funds allocated for any board member whose participation requires further skills training (i.e. English language or digital skills).
- There will be funding available to make participation more financially accessible.
- Barriers to board member participation will be continuously addressed as they arise.
- Decisions for building capacity in the community and voluntary sector will be led by a representative board.

Conducting wide reaching communications:

- The public will be communicated with transparently through a diverse range of communication channels, encouraging an honest and open feedback loop.
- Methods of communication will be tailored to suit different groups. For example, publishing adverts on social media and in traditional print newspapers to reach different age groups.

Actions relating to building the capacity of the voluntary and community sector will be outlined in the Equality Analysis at a later date. Once the Neighbourhood Board is established, they will decide how best to spend this funding. Only at that stage will it be possible to commit to specific actions.

Date to scope and plan your Equality Analysis:	July 2026
Date to complete your Equality Analysis:	August 2026
Lead person for your Equality Analysis (Include name and job title):	Megan Hinchliff, Regeneration Programme and Strategy Manager.

5. Governance, ownership and approval

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

Name	Job title	Date
Person completing form: Hetty Oldfield	National Management Trainee.	29/04/26
Megan Hinchliff	Regeneration Programme and Strategy Manager.	01/05/26
Simon Moss	Service Director for Planning, Regeneration, and Transport.	
Councillor John Williams	Cabinet Member for Transport, Jobs and the Local Economy	13/05/26

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	29/04/26
Report title and date	Authorisation to draw down Capacity Funding for Pride in Place Phase 1 08/06/26
If relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision – report date and date sent for publication	08/06/26
Date screening sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	07/05/26