1. Meeting: Regeneration Scrutiny Panel

2. Date: 8th May 2009

3. Title: Gateway Improvement Programme

4. Programme Area: Environment and Development Service

5. Summary

To present a review of the Gateway Improvement Plan since its inception in 2005

The report will be accompanied by a power point presentation

6. Recommendations

That the Regeneration Scrutiny Panel note progress as described
7. Proposals and Details

Members will recall that Cabinet approved the Gateway Improvement Plan in June 2005 (Item 37, 22nd June 2005 refers), since then a substantial programme of works has been implemented in partnership with the Councils Neighbourhoods Service as part of the Housing Market Renewal Area (HMRA) Programme.

Succeeding annual programmes have comprised of works which are intended to raise the profile of key Gateway routes emanating from Rotherham Town Centre by means of high quality public realm treatments, thereby raising public perception of the Borough as well as providing a more pleasing backdrop for local residents.

Typical works include:

- Enhanced street lighting treatment
- Bespoke street name signage incorporating the Borough Coat of Arms
- High quality fencing, bollards and other street furniture items
- Soft landscaping works
- Public Art
- High quality footway treatment

Beneficiaries of this treatment, some of which is ongoing, have included:

- Parkgate/Rawmarsh corridor
- Eastwood/Dalton corridor
- Swinton corridor
- Meadowbank Road, Rotherham
- Knollbeck Lane, Brampton
- Rytton Road, North Anston
- Tickhill Road, Maltby

8. Finance

The principal source of funding for Gateway improvements has been Housing Market Renewal Area Pathfinder and latterly, Regional Housing Investment Grant. Since 2005/06, the level of investment in Gateways from these sources has been as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>2005/06</td>
<td>£910,507</td>
</tr>
<tr>
<td>2006/07</td>
<td>£866,316</td>
</tr>
<tr>
<td>2007/08</td>
<td>£917,412</td>
</tr>
<tr>
<td>2008/09</td>
<td>£916,758</td>
</tr>
</tbody>
</table>

For 2009/10 a programme of £1.2 million worth of improvements has been agreed with the Councils Neighbourhood Investment Service, subject to Member approval.
Other sources of funding have also been utilised including Local Transport Plan, European regional Development Fund and the Councils own capital sources.

9. Risks and Uncertainties

The programme continues to be a substantial one, often comprising as many as 12 committed projects plus reserve ones. Reconciling the consultation programme described below with the expenditure targets and timescales of Pathfinder and other funding partners can be problematic and the programme has to be carefully monitored to ensure correct expenditure levels are achieved amongst the various Gateways.

The programme has also been largely dependant upon external sources of grant aid, which are frequently finite and subject to variation according to economic circumstances.

10. Policy and Performance Agenda Implications

The scheme contributes to the ‘Rotherham Proud’ agenda by enhancing the main ‘Gateway’ routes into the Borough with high quality public realm works. It also contributes to ‘Rotherham Safe’ in that the public highway is freed of defects.

The project contributes to the Community and Corporate Plans by:

Supporting the Housing Market Renewal Programme.

Improving and promoting the image of Rotherham and addressing negative views both within and outside the borough, through the environmental improvement of Gateway Corridors which form many peoples first impression of the borough, as well as a backdrop to the lives of many of its residents.

Providing sustainable neighbourhoods of quality, choice, etc, by contributing to an improved environment within many residential districts.

Supporting the Rotherham Town Renaissance, by contributing to the improvement of approach routes to the Town Centre.

11. Background Papers and Consultation

The Gateway Improvement Plan (Approved 22nd June 2005, Cabinet, Item 37)

Succeeding Gateway Improvement Plans/Annual Reviews

Rotherham MBC Local Transport Plan (2006-11)

Housing Market Renewal Area Masterplans (Rotherham West, Rotherham East, Parkgate/Rawmarsh and Swinton/Wath)
The programme includes a substantial element of consultation, comprising the following interest groups all of who are consulted on a near-monthly basis:

HMRA Steering Groups – determining policy matters and the implementation of individual schemes, and comprising local Ward Members, Neighbourhoods Officers, Transform South Yorkshire (who administer the Pathfinder programme), other Council Officers as required and representatives of the local community.

Local Ward Members – consulted either within the confines of the relevant Steering Group, or separately, on a monthly basis.

Local Interest Groups – including Tenants/Residents Groups, local societies, etc.

Local Residents – principally local residents directly affected by the works, but also those living in close proximity.

Consulted parties have previously had the opportunity to comment upon the proposed design of individual Gateway Projects at the Concept, Draft and Detailed stages, with their comments being incorporated (where practicable) in each succeeding stage, thereby influencing their local environment and increasing their stake-hold therein.

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