

Rotherham Borough Council

The Way the Council will Work in Delivering the Borough Vision

Rotherham Learning

We will be a Council which listens, learns and is progressive.

Rotherham Achieving

We will demonstrate leadership and ambition for the community, be effective in all that we do; act and be regarded with confidence. We will be a champion for the borough and its people, We will be a talented council and provide inspiration to achieve the Borough's goals.

Rotherham Alive

We will be passionate and visionary. We will engage and seek to empower local people and partners. Our staff's wellbeing will be a key priority. We will be known as a fun and creative organisation.

Rotherham Safe

We will demonstrate honesty and integrity in all of our work. We will be worthy of the respect of local people and partners.

Rotherham Proud

We are and will continue to be proud of the Borough, of our work and of our staff. We will operate in democratic, transparent and accountable ways, which are inclusive and fair. We will be responsive and accessible. Our contribution within the Borough will be recognised and valued.

Vision for the Borough and Key Priorities

Our vision for the borough in the next twenty years is to achieve the following goals-these are set out in five priority themes, and two cross cutting themes.

Rotherham Learning

Rotherham people will be self-confident and have a sense of purpose,. They will aspire and develop to achieve their full potential in their chosen careers, work, leisure and contributions to local life. Life long educational opportunities will be available and accessible to all, Rotherham people will be understood to be skilled and creative, innovative and constructively challenging.

Rotherham Achieving

Rotherham will be a prosperous place, with a vibrant mixed and diverse economy, and flourishing local businesses. Wealth will be shared and inequalities between parts of the borough and social groups will be minimised. There will be an excellent town centre known for the high quality design of its public spaces and buildings, specialist and quality shops, markets, and cultural life for all age groups. There will be a wide choice of sustainable transport. Villages and rural areas will be revitalised and provide wonderful quality of life amongst Rotherham's beautiful countryside.

Rotherham Alive

Rotherham people will feel good; they will be active and live life to the full, have fun and have good lives. Rotherham will celebrate its history -building on the past, and creating the new.

People will be able to express themselves and be involved in many high quality cultural, political, artistic and creative activities. The media, arts and literature will flourish. People will enjoy good health and live healthy lives. As a society we will invest in the next generation.

Rotherham Safe

A place where neighbourhoods are clean and green, with decent homes for all. There will be lovely buildings and public space; peaceful but thriving communities with streets free from crime and fear of crime and violence. Environments and people will be protected and nurtured, a preventive approach will be taken to minimise accidents, hazards and to develop resilience.

Rotherham Proud

Rotherham people and pride in the borough are at the heart of our vision. Citizenship and democracy will underpin how Rotherham works. Equalities and diversity will be highly valued. We will be renowned for our welcome, our friendliness and commitment to the values of social justice. Rotherham will be a caring place, the most vulnerable will be supported, people will care for each other. Rotherham will be made up of strong, sustainable communities, both of place and interest, and there will be many opportunities to be involved in civic life and local decision making.

Cross Cutting Priorities

Two themes underpin and cut across all the priorities in the vision:

Sustainable development

Ensuring all development is sustainable, does not harm the environment or people both now and for the future.

Fairness

Equal opportunities access to services and the necessities of life are everyone's right. Rotherham will tackle prejudice and discrimination and ensure that all the priorities encompass an equalities approach.

An integrated approach

The vision is conceptualised as more than the sum of the parts outlined here. To achieve the vision we not only need to take action in all of the themes and cross cutting priorities, each needs to take account of and work in conjunction with other priority areas,. For example the Rotherham Achieving theme needs to work with the Rotherham Alive theme on ensuring cultural industries are included in the drive for prosperity, and to support disabled people into work should they wish it. An integrated approach, both to planning, action and supporting structures will be essential to delivery.

Rotherham Partnership

Review of the Vision and Community Strategy

The Rotherham Partnership has commenced a review of its own vision and Community Strategy partially in order to align them more closely to the vision and priorities of the Council. The Cultural Consortium has been critical in the past of the poor representation of the cultural sector both in the composition of the Rotherham Partnership and in the structure and objectives of the Community Strategy.

Partnership officers have undertaken an initial realignment of the current Community Strategy performance indicators with the Council's priorities. These are shown as follows:

PRIORITY	INDICATOR	
Rotherham Learning	Improving the attainment and progress of pupils in the KS1 average points score	Improving performance of 14 year olds in Key Stage 3 English and Maths SAT level 5
	Improving performance in GCSE 5 (A*-C) passes at year 11	Improving educational attainment of children and young people in care
	Increasing no. of working age adults achieving NVQ Level 2 or above	Increasing no. of working age adults achieving NVQ Level 3 or above
	Increasing no. of organisations employing 10+ committed to or achieving IIP standard	Reducing no. of young people 16-19 not in employment, education or training (NEET's)
	Increasing no. of new adult learners achieving a Basic Skills qualification in line with global SY LSC target for Rotherham (14,850 by 2010 – cumulative target)	
Rotherham Achieving	Annual Average Earnings as a % of the GB Annual Average (Full Time including overtime)	Raising the percentage of the working age population in employment
	Creating new jobs from inward investment per annum	Reducing rate of economic inactivity
	Increasing the number of Business Start ups	Increasing retail rents (psf ZA) and rental yields
	Increasing office rents (psf) and rental yields	Increasing industrial rents and rental yields
	Increasing the number of VAT registered businesses per 10,000 head of population	

Rotherham Alive	Raising life expectancy	Reducing adult smoking rates
	Reducing conception rate among under 18s	Reducing infant mortality rate (infant deaths per 1,000)
	Reducing the number of children at risk	Reducing the proportion of social housing which is non-decent
	Increase the participation of drug users in treatment programmes	Reducing preventable hospitalisations for over 65s
	Maximising the contribution adoption can make to providing permanent families for children	
Rotherham Safe	Increasing percentage of people who participate in voluntary & community sector activity	Reducing the fear of crime
	Reducing the overall crime rate per 1000 population	Reducing the domestic burglary rate for the borough
	Reducing the number of people killed or seriously injured on Rotherham's roads.	Increasing percentage of household waste to be recycled or composted
	Improving voids turn round time and incorporate enhanced security in social housing	
Rotherham Proud	Increasing percentage of people satisfied with their area as a place to live	Increasing the percentage of people who agree that their area is a place where people from different backgrounds get on well together

Summary

Intrinsic to the refreshment exercise is identifying the need to stimulate further discussion and thoughts about Rotherham's Performance Management Indicators. Part of these discussions will of necessity cover:

- Whether some of our current indicators are actually helping to meet more than one of the priorities (e.g. some of the Learning indicators are relevant to 'Rotherham Achieving' as well as 'Rotherham Learning').
- The appropriateness/relevance/usefulness of the indicators we already have in place, and how we utilise opportunities we will have to refresh these, where appropriate.
- Whether, based on the descriptions of each of the priorities (including the cross-cutting themes), there are other indicators which will prove beneficial to Rotherham in measuring progress made against our Community Strategy in future.

Note on the development of the Community Strategy Measures

Background

It was agreed at the most recent RP Spoke Managers meeting that a note should be prepared to help guide the review of the Community Strategy measures as part of the wider “refresh” of the Community Strategy. This note that would then act as a useful “aide memoire” to the report circulated at the meeting, and subsequent discussions to take place at each of the spoke meetings. The aim is to agree a basket of high level indicators that will assess and track progress towards the achievement of the Community Strategy goals and objectives.

Critical success factors

Analysis and experience have identified a number of factors that are critical to success in setting new and revising existing measures. These are:

- **Relevant and strategic** - measures reflect and compliment the five agreed revised strategic priorities (but avoid gaps and duplication)
- **Small in number** - too many targets can be difficult to deliver and may be confusing.
- **Emphasise Partnership working** - will require a range of organisations working together to achieve them.
- **Are statistically robust** - specific and measurable over time - to record the direction and rate of change. Systems in place to gather the data.
- **Based on local intelligence** - about their area and communities
- **Focus on outcomes** - rather than inputs.
- **Consistent with and complement** - other relevant plans, strategies and programmes, notably the Neighbourhood Renewal Strategy and Cohesion Strategy emerging.
- **Clear** - about the accountable body for the development and downstream reporting on the indicator
- **Align and build on partners’ priorities** - this is particularly important for those that cut across a range of organisations activities such as crime

In addition to the development of the indicators themselves, you need also to bear in mind to that downstream the mechanism for arriving at a target will also be needed – further guidance will be offered to help with this.