

Cabinet's Response to Scrutiny Review: Regeneration Funding and Neighbourhood Renewal

Recommendation	Cabinet Decision <i>(Accepted/ Rejected/ Deferred)</i>	Cabinet Response <i>(detailing proposed action if accepted, rationale for rejection, and why and when issue will be reconsidered if deferred)</i>	Officer Responsible	Action by (Date)
1. More proactive work needed with private sector landlords to foment a more responsible approach to letting – to be picked up via the <i>scrutiny review of private landlords</i> .	Accepted	<p>A detailed action plan addresses the recommendations raised in the scrutiny review of the private rental sector, these include.</p> <ul style="list-style-type: none"> • Landlords that access rent in advance loan and paper bond guarantee schemes are aware of the need to ensure PRS properties are free from Category 1 hazards prior to occupation by tenants. • A Borough wide and locality based Landlord Forum's will continue to be offered to landlords. Agenda items will encourage landlords to undertake a more responsible approach to letting. • Analysis will be undertaken on the cost/ benefits of a local landlord accreditation scheme, taking account of available resources, prior to a decision being taken. • RMBC's PRS web-pages will be improved to ensure landlords are well informed of RMBC's approach towards improving standards in the PRS. • Robust action will continue to be taken to deal with unacceptable housing standards. • Appointing an advisor to the cabinet member (Cllr Goulty) to monitor progress. 	Paul Benson	30 th June
2. Review the council's approach to housing allocations to ensure existing policy and practice are helping to create sustainable communities – this to be referred to the <i>Improving Places</i> commission.	Accepted	<p>An Allocation Policy review is under way, this will take into account the flexibilities proposed in recent government consultations, and the imperative to ensure we promote community sustainability. In addition the letting process has been reviewed and an "Its Your Move Meeting" is under development which will enable a more constructive approach to sustainable lettings.</p> <p>A number of Local Lettings Policies have been put in place to improve local management issues. These are generally proving successful in creating more sustainable neighbourhoods. These are reviewed on a 6 monthly basis or when specifically required</p>	Sandra Tolley	30 th Sept

		as was the case recently at Greenwood Crescent, Wickersley.		
3. Investigate how existing area-based staff, across partner agencies, can take on the role of dedicated “coordinator” for specific areas, working with communities and partner agencies to ensure joined-up, responsive service delivery	Accepted	As part of the ‘Deprived Neighbourhoods’ initiative, SLT level officers have been identified to coordinate this work in 11 neighbourhoods. These staff will be assisted by senior staff from within the L.A. (predominantly Neighbourhood Partnership staff) and an appropriate range of officers from other organisations. This will include a designated co-ordinator for each of the 11 most deprived areas, but will lead to a reduction of capacity in other areas.	Tom Cray	Done
4. Ensure reviews of neighbourhood management / area assemblies address the issue of how area-based teams can more effectively target their efforts and resources where they are most needed.	Accepted.	Work has begun to scope the review of Neighbourhood Partnership working. This will consider how the councils partnership resources can be diverted to focus on the Boroughs most deprived areas. It will seek to ensure that across the borough there is a ‘baseline offer’ level of partnership working, which is enhanced in the most needy neighbourhoods. The baseline offer will mean a reduced service in areas which are more successful, resilient or have more community based capacity.	Dave Richmond	31 st July 2012
5. Consider whether the council and – where appropriate – partner agencies should move to an explicitly targeted, rather than universal, approach to service delivery, concentrating resources where they are most needed and withdrawing services from relatively affluent areas.	Accepted	See above. This work is ongoing, and will form part of the Neighbourhood Partnership review. Resources are already being diverted to support the 11 most deprived wards and the Community First areas. Proposals will be presented for Cabinet’s consideration, given the implications concerning potential service reduction for some areas. Partner agencies, particularly SYPF are also reviewing how they can maximise their support to the most resource hungry areas, whilst still maintaining the capacity to quickly respond to issues that arise across the entire borough.	Tom Cray	31 st July 2012
6. Ensure that the approach to supporting deprived areas is based as far as possible on the principles of prevention and early intervention so that resources target those areas that are at risk of becoming severely deprived, as well as those that are already suffering severe deprivation.	Accepted.	This recommendation is accepted in principle and wherever possible the Council and Partners will work at the earliest stage possible to prevent neighbourhood decline. The reality at the moment is that resources are stretched and all agencies are starting to focus on the areas in most need. This inevitably means that scarce resources are being diverted to support these areas. In the most deprived neighbourhoods this will include a range of targeted measure, some of which will be seen to be preventative. Where possible, services delivered in other areas will take a	Tom Cray	

		preventative approach to their work, seeking to offer support early and nip problems in the bud, before more expensive costly interventions are required. The review panel particularly drew on evidence from Dinnington in making this recommendation and it should be noted that parts of Dinnington are included within the 11 most deprived neighbourhoods. This means that there will also be a preventative element to this work.		
7. Investigate whether: a) existing funds can be redirected AND/OR b) additional external funds can be secured to provide short-term support that will help prevent areas that are vulnerable to becoming severely deprived from reaching "tipping point".	Accepted	This will be a consideration as part of the deprived neighbourhoods work. As a first stage, whilst it is recognised that some areas have the potential to decline further and become critical, it will be important to determine what additional support can be secured for the most deprived areas. The council (and partners) have worked to secure Community First monies and Big Lottery fund. These are medium to long term funding pots which will assist deprived areas to sustain and in some instances increase the support that are available to these areas to tackle their most pressing problems. However, it needs to be recognised that the actual amount of resource is relatively small.	Andrew Bedford	ongoing
8. A range of measures are recommended to address the issue of low aspirations: 8.1. Investigate whether the Inspire-Aspire toolkit can be used to evaluate the impact of commissioning activity on the aspirations of families 8.2. In conjunction with Jobcentre Plus (JC+) and drawing on any evaluation of the impact of outreach sessions held in the LAP areas, look at how the council, JC+ and other partners can work together to help people in deprived areas overcome barriers to employment 8.3. Refer this issue to the <i>Improving Places</i> commission as part of their examination of the Rotherham Economy Board and	Accepted	 This toolkit is yet untested and work is ongoing to incorporate this within the quality assurance process of contract management of commissioned services to improve outcomes for families. 8.2 The 11 Community First panels have now met to establish their initial priorities. Access to employment and skills issues are featuring as priorities in several areas. Work is commencing to determine how best each of these priorities can be addressed, in specific neighbourhoods, and at the second round of Panel meetings in April, Panels will decide which groups/organisations they wish to fund in order to deliver priorities.	Chrissie Wright Shaun Mirfield	30 th Sept. 2012 31 st May 2012

economic plan.		Done	Deborah Fellowes	Complete
9. In the absence of a focused neighbourhood renewal strategy or working neighbourhoods plan, consider whether the economic plan – as part of its refresh – should have an increased focus on addressing relevant issues in the borough's most deprived communities.	Accepted	<p>The Economic Plan already identifies reducing the gap between communities within Rotherham as a requirement for the borough economic development, and the priorities identified within it would be applicable to the most disadvantaged neighbourhoods.</p> <ol style="list-style-type: none"> 1. Sustainable neighbourhoods with quality housing and services, along with their own economies of small businesses serving local needs. 2. Action plans set out each of the priorities in terms of target areas and communities and key delivery partners. 3. Closing the prosperity gap between Rotherham and elsewhere, but also between areas and communities within the borough. <p>There is still a need to develop a plan which identifies at the borough level, which are the most deprived neighbourhoods, and clarifies our approach to tackling the problems they face. Elements of this could be cross referenced with the economic plan.</p>	Simeon Leach	30 th September 2012
10. Reflecting the council's corporate priority of "making sure no community is left behind", ensure specific actions are planned within key council policies/strategies to reduce area-based inequalities. This should ensure a long-term focus - within the most deprived communities - on underlying issues such as poor health, employment and skills.	Accepted.	<p>Each departmental service plan will be required to specifically address inequalities and identify support for the most deprived areas.</p> <p>See above. Area assemblies have traditionally developed area based plans. As part of the review of neighbourhood working and as a requirement of Community First funding , specific neighbourhood plans will be required in the most deprived areas. As a baseline for these plans an assessment will be made of the range of underlying issues which have contributed to the areas low Index of Multiple Deprivation Score, and an appropriate action plan developed to address salient issues.</p>	<p>Dave Roddis</p> <p>Shaun Mirfield</p>	<p>31st April 2012</p> <p>31st May 2012</p>

<p>11. Making links with the council's community budget pilot for families with complex needs, and with reference to the government's community budgets prospectus and local integrated services initiative, prepare a report on the feasibility and possible benefits of establishing community budgets for specific Rotherham neighbourhoods. This should consider the need for effective local governance arrangements that enable genuine community involvement and partnership working.</p>	<p>Deferred</p>	<p>This recommendation has been partially enacted with the establishment of the Community First Budgets. However this will be considered further as part of a review of the medium term financial strategy and forthcoming Budget discussions</p>	<p>Andrew Bedford</p>	<p>31st March 2013</p>
<p>12. Consider the benefits of identifying "champions" at member and senior officer level who can advocate for deprived areas and help to ensure that obstacles to effective, locally-led service delivery are swiftly overcome.</p>	<p>Accept</p>	<p>This has been enshrined in the approach to Deprived Neighbourhoods working. Strategic Directors and Cabinet Members have been identified for all 11 Deprived Communities and also Community First Ward Panels.</p>	<p>Tom Cray</p>	<p>complete</p>
<p>13. The focus of this review and many of the related initiatives highlighted in this report is on place-based deprivation. It is important to ensure that the particular issues faced by communities of interest within targeted geographical areas are also addressed, to ensure that all diverse groups benefit from the outcomes of interventions. Consideration needs to be given to groups with protected characteristics under the Equality Act 2010. These include older people and young people, disabled people, women, men, different ethnic groups, faith groups and lesbian, gay bisexual and transgender people. Otherwise, there is a danger of "double disadvantage" with certain groups disadvantaged by where they live and facing further barriers if services or interventions are not inclusive of their</p>	<p>Accepted</p>	<p>Equalities analysis would need to be carried out on this plan to ensure this happens.</p>	<p>Zafar Saleem</p>	<p>30th June 2012</p>

<p>particular needs and requirements. We would recommend that all actions arising from this review and any related initiatives to improve conditions in Rotherham's most deprived neighbourhoods are subject to equality analysis and ongoing impact assessments and monitoring. This is to ensure that actions are inclusive of all groups with protected characteristics. Specific approaches to engage diverse communities will also be required.</p>				
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