

Thematic Evaluation of the Deprived Neighbourhoods

1. Children, Young People & Education

Functional Skills are the essential skills needed for ENGLISH, MATHS and ICT, vital for young people and adults to participate in life, learning and work. We know that people with good maths and English skills are better able to secure solid employment, gain the skills employers need and help sustain economic growth. English and maths are increasingly a foundation on which all further achievement in education depends and they are critical for work and everyday life.

In 2007, the government set a new target, to help 95% of the adult population achieve enough literacy and numeracy to get by in life by 2020. As we can see from a national survey carried out in 2012 only 56% of the population have literacy levels equivalent to a grade 'c' GCSE and only 22% have numeracy levels equivalent to a grade 'c'.

Less than one per cent of adults in England would be described as completely illiterate, more common is the use of the term "functionally literate". Around 16 per cent, or 5.2 million adults in England, can be described as "functionally illiterate". They would not pass an English GCSE and have literacy levels at or below those expected of an 11-year-old. They can understand short straightforward texts on familiar topics accurately and independently, and obtain information from everyday sources, but reading information from unfamiliar sources, or on unfamiliar topics, could cause problems. Many areas of employment would not be open to them with this level of literacy and they may also struggle to support their children with reading and homework, or perform other everyday tasks.

Of these approximately 5.2 million, around 3.5 million are at the upper end of the scale and have strengths and weaknesses in particular areas, rather than being at the same level for all areas of literacy. Most feel more comfortable with reading than with writing. Around 5 per cent, or 1.7 million adults in England, have literacy levels below those expected of an 11-year-old.

The Department for Business, Innovation and Skills has released its 2011 Skills for Life Survey research findings. The survey examined adult literacy, numeracy and information and communication technology (ICT) skills for 16 to 65-year-olds in England. It was designed to allow direct comparison with earlier findings in 2003.

This report includes breakdowns of literacy across the five lowest levels of the National Qualifications Framework (from Entry Level 1 and below to Level 2 and above). The report finds that the number of people with relatively poor literacy skills has declined, while the number with the poorest skills has not changed significantly. Overall 56.6 per cent of respondents achieved a Level 2 or above in literacy, which is a large increase from 44.2 per cent in 2003. Level 2 is the equivalent of a good GCSE grade A*-C). There has been a significant drop in Level 1s (equivalent to GCSE grades D-G), down from 39.5% to 25.8%. The number of 16 to 65-year-olds at or below entry Level 3 (the equivalent expected by the National Curriculum of 11-year-olds) is 15% - it has not changed significantly since 2003. The number of adults

with entry Level 1 (the equivalent of National Curriculum expectations of 5 to 7-year-olds) has grown slightly between 2003 and 2011 from 3.4% to 5%. Using these figures, the research estimates that 1.1million adults in the UK have this level of literacy. It is estimated that 29 million adults aged 16-65 in England have Level 1 or above literacy levels, and 5.1 million adults have Entry Level 3 or below literacy levels.

A socially and economically successful nation needs citizens who can function effectively in English and maths, and Functional Skills are the cornerstone of the current national strategy to enable adults to improve their skills. The lack of basic skills remains a major problem as, despite the investment in a Skills for Life strategy since 2003, over eight million adults still lack functional numeracy skills and over five million lack functional literacy skills. Even worse, the problem is most persistent at the lower levels; there has been no improvement in lower-level literacy skills, and numeracy skills have actually shown a decline.

Half of young people start adult life without achieving level 2 English and maths. Adults who lack literacy and numeracy skills tend to be less productive at work, earn lower wages, are more likely to suffer from ill health and experience social exclusion. An estimated 550,000 benefit claimants have poor literacy, language and numeracy skills and, despite their contact with different public services, very few start courses, it says.

Millions of adults still lack the basic skills needed for work and life. The view from employers is clear. Many feel that young people and adults joining the workforce in the UK do not have the basic skills they want or expect them to have. A recent piece of work carried out by talking to employers about the English and maths skills of prospective school leaver employees, highlighted the lack of basic literacy and numeracy skills, along with an inability to transfer what skills they had, poor communication skills, as well as an over-reliance on technology and a willingness to believe it no matter what. It is essential to address employers' concerns that young people and adults are not achieving a firm enough grounding in the basics.

Of course, some providers, including adult learning services, attempt to be creative and responsive by:

- delivering community-based provision in partnership with other agencies with similar aims
- using more flexible funding streams, such as Community Learning, to engage in learning adults with low-level skills and enable them to progress on to Functional Skills provision.
- Providing 'stepping stone' qualifications to provide flexible pathways and address specific needs.

But what is needed most of all is a clear, strategy that will ensure that all providers are able to reach out to those in greatest need, to those with English and maths skills at the lowest levels. Without this, it is difficult to see how we will begin to address what remains a deep national problem.

It is clear that despite attempts by successive governments there is still significant work to be done. Skills and Enterprise Minister Matthew Hancock announced on 8th April 2014 the creation of a world leading research centre focused on improving adult literacy and numeracy. The Centre will conduct comprehensive research, trials and analysis into adult literacy and numeracy. It will look at how best to motivate people to improve their English and maths and how to develop models of learning that have the flexibility to fit in with people's lives and meet the needs of employers.

The Way Ahead for Rotherham

20.6% of people aged 16-64 in Rotherham have no qualifications, well above the English average of 14.8%. This indicates that Rotherham is likely to have a significantly higher proportion of working age adults who are lacking functional skills. The local challenges are higher in the more deprived parts of Rotherham as indicated by the percentages of working age people with no qualifications. In the Town Centre, 28.2% have no qualifications, almost double the national average and in Canklow 43.7% have no qualifications, almost three times the national average.

To address low levels of functional skills, we will establish objectives that prioritise activity in five key areas:

- Develop an evidence base to enhance the understanding of functional skills needs in Rotherham and specific communities
- Raise awareness of the issues
- Tailor delivery of functional skills courses to meet specific needs
- Work in partnership to improve quality
- Utilise resources and innovative ways of working

Proposal

To develop an awareness raising and outreach activity that will support the increase of functional skill levels in priority communities in line with national targets. The establishment of such activity would help in the identification of adults with below level 2 qualifications in English, maths and ICT. It would support the promotion of the personal, family and community benefits of improving skills levels in English, maths and ICT use. By focusing attention on the development of these functional skills it would stimulate activity of existing providers and would provide the opportunity to establish the delivery of functional skills courses in priority neighbourhoods. The outreach activity is the key to the success of this activity to ensure that the connections are made between the potential learners and providers. Effective outreach would support consultation activities with communities regarding their perceptions, potential barriers, personal priorities and motivational factors. It would further support the development of more appropriate learning packages that would be more attractive to reluctant learners. The project could be supported by organisations such as colleges, RMBC, local schools, Job Centre Plus, learning and training providers and community groups to add both financial and social value to the investment.

It is recommended that the work be directed by a steering group made up from relevant stakeholders. The steering group would develop a strategic response supported by a Delivery Plan and would direct the outreach element of the project. It is further recommended that the outreach element be targeted over 3 specific areas–

- BME
- Geographical
- Disabilities and long term illness

Key Stage 1 2013

	Cohort	L2+ All Reading	L2+ All Writing	L2+ All Maths	L2b+ All Reading	L2b+ All Writing	L2b+ All Maths	All L3+ Reading	All L3+ Writing	All L3+ Maths
Canklow Woods Primary School	29	93.1	93.1	93.1	86.2	79.3	86.2	24.1	17.2	27.6
Broom Valley Community School	57	77.2	73.7	84.2	64.9	61.4	70.2	17.5	14.0	22.8
St Ann's Junior and Infant School	52	48.1	50.0	53.8	36.5	36.5	36.5	1.9	1.9	0.0
Canklow	30				77%	60%	73%			
Town Centre	49				73%	61%	67%			
LA Average		83.3	80.1	87.2	73.7	61.8	72.7	24.8	13.3	19.4
National Average		89.0	85.0	91.0	79.0	67.0	78.0	29.0	15.0	23.0

Rotherham LA Trend of Key Stage 2 Attainment / Progress in Comparison with National Averages

Rotherham LA

	Reading		Writing		Maths		R, W & M	
	L4+	L5	L4+	L5	L4+	L5	L4+	L5
	Canklow	93.1		93.1		89.7		89.7
Town Centre	88.4		88.4		93.0		88.4	
2013	81.2	36.1	80.0	24.0	82.8	36.2	71.4	16.0
National 2013	85.0	44.0	83.0	30.0	84.0	41.0	74.4	20.2

Key Stage 2 - Trend of the New Floor Standards calculations

School	2013				
	Cohort	L4+ R,W,M	2L Reading	2L Writing	2L Maths
St Ann's J&I	47	40	89	92	91
Broom Valley Primary	61	85	96	98	98
Canklow Woods Primary	27	93	92	88	100
Canklow	29	90	93	93	90
Town Centre	43	88	88	88	93
LA Average	-	72	83	89	88
National Average	-	76	88	92	88

	% of 15 year old pupils achieving 5+A*-C
Clifton: A Community Arts School	68.8%
Oakwood Technology College	86.0%
Canklow	64.3%
Town Centre	78.0%
LA Average	84.8%
National Average	81.8%

	% of 15 year old pupils achieving 5+A*-C (and equivalent) including English and maths
Clifton: A Community Arts School	35.9%
Oakwood Technology College	62.8%
Canklow	25.0%
Town Centre	56.1%
LA Average	63.6%
National Average	59.2%

2. Adult Skills

Tracking progress for Adult Skills using statistics is difficult as they do not monitor progress except over 10 years – Town Centre does not seem too bad whilst Canklow, Dinnington Central, East Herringthorpe, Eastwood and Rawmarsh East have the poorest position when you look at both indicators (No Quals = bad and Level 3+ = good). Overall, Rawmarsh East has the least well qualified adults. Employability requires minimum level 2 English and Maths, ICT minimum level.

Positives

- All areas have found that the target groups are easily identified.
- In all areas there are a wide range of providers of basic skills courses in a variety of community settings. The target audience is easily identified.
- All areas are benefiting from better co-ordination through DC Action plans which is resulting less duplication of courses and better publicity of courses and referrals between agencies, particularly Job Centre Plus.
- Joint working has also developed some innovative initiatives at a local level, for example, Members of the Model Village Association in Maltby have undertaken training so that they can now support other community members with ICT. They have applied for funding for laptops and broadband access and now run sessions in the local community centre. Community First in Eastwood is funding The Learning Community - £2,421 – to increase take up of life skills training / employment support by community outreach, creation of advocates & delivery of confidence building / job search skills.

Common Problems

- Take up of courses – this is a problem regardless of provider. Normally around 12 learners are needed to make a course viable and recruiting the required numbers need a big push in terms of publicity etc. Course do get cancelled because not enough people enrol.
- Retention – there can be a high drop out rate for some of the courses, so although a course may start with 12 learners only 8 or so will make it to the end of the course.
- Progression – Once learners have completed a course – where to next?
- Mobility – learners seem to be unwilling to travel to access provision, even within the same community.

Some of the above problems could be attributed to lack of aspiration and confidence of people within disadvantaged communities. This issue has been identified in several areas and is particularly prevalent in areas where English is a second language.

Therefore the major issue identified in all areas is connecting people with the provision. Increased community engagement activity which builds up the connectivity within a community will have an impact on this (See Community Engagement Theme). However, a possible solution to this would be to consider outreach support work in the geographical areas with targeted groups of greatest

need. A pilot project in the Boston Castle Ward is due to begin in June funded through community first and it is recommended that the outcomes from this be evaluated and if positive consideration given to where else this may be of value.

2011 Census	16+ Pop	No Quals	Level 3	Level 4+	No Quals	Level 3+
Aston North	1231	520	207	108	42.2%	25.6%
Canklow	1122	519	79	147	46.3%	20.1%
Dalton & Thrybergh	4729	1997	427	503	42.2%	19.7%
Dinnington Central	1187	518	104	114	43.6%	18.4%
East Dene	7410	2912	671	708	39.3%	18.6%
East Herringthorpe	3196	1371	256	190	42.9%	14.0%
Eastwood	3888	1752	271	331	45.1%	15.5%
Ferham & Masbrough	3833	1424	296	411	37.2%	18.4%
Maltby South East	3868	1519	391	337	39.3%	18.8%
Rawmarsh East	988	445	81	55	45.0%	13.8%
Town Centre	3096	1053	292	545	34.0%	27.0%
All 11 Areas	34548	14030	3075	3449	40.6%	18.9%
Rotherham	208018	62076	24001	36165	29.8%	28.9%

Area	Background –Critical Issues	Key Achievements	Outcomes
East Herringthorpe Co-ordinator Christine Staniforth	<ul style="list-style-type: none"> 43% of Adults have no qualifications Priority for action - Improve Education and Skill Development for Adults Consultation by the Area Assembly in 2011 highlighted that people gave priority to opportunities for and access to learning new skills. 	<ul style="list-style-type: none"> Skills Audit undertaken Task Group set up to implement findings Working with Northern College to develop adult learning/volunteering opportunities Co-ordinated approach developed with service providers to improve local offer and improve access. 	1 person has passed Level 2 Communities in Action & has found employment as a result
Dalton /Thrybergh Co-ordinator Malc Chiddy	<ul style="list-style-type: none"> 42% of Adults with no qualifications. 	<ul style="list-style-type: none"> Developing Community Access to IT facilities within schools and Community Settings Linking to Rotherfed's 'Digital Champion' programme. Volunteer Opportunities through RMBC Developing Training Opportunities through "Choices and Changes programme with Northern College Developing local skills provision to meet work-force needs of area (Health and Safety, Building Site qualifications IT Classes being held in local venues 	
Rawmarsh East Co-ordinator Sharon	<ul style="list-style-type: none"> 45% of Adults with no qualifications Priority for Action 	<ul style="list-style-type: none"> Developing Access to borough wide volunteering skills. 	

Hewittson	- Improve Education and Skill Development for Adults	<ul style="list-style-type: none"> Developing a skills based / CV building / careers inspiration work club at a venue appropriate and accessible for young people. 	
Canklow Co-ordinator Matt Finn	<ul style="list-style-type: none"> 46% of adults with no qualifications Currently working on other priorities 		
Dinnington Central Co-ordinator Andrea Peers	<ul style="list-style-type: none"> 43% of adults without qualifications. Priority for Action – Improve access to training and basic skills. Variety of training providers working in Dinnington to deliver basic skills including WEA, Community Learning Company (Private provider), DART, via Middleton Hall. Dinnington Comp etc. However take up low. Requires intensive outreach. Retention is also very low Little mobility within community to take up places. Reluctance to access provision across the community. People have very low confidence in accessing provision. 	<ul style="list-style-type: none"> Steering Group set up to support co-ordinated provision within the community. Strong links established with Job Centre Plus who actively encourage take up of local courses and refer to job clubs. Multi-agency training needs audit and consultation being carried out. Allow future provision to be more co-ordinated between providers in terms of what where and when. Residents Group on Leister Road engaged in first rung learning to enable them to develop and promote the activities of the group. Termly newsletter being developed promoting local provision. 	<ul style="list-style-type: none"> Greater understanding of the barriers to learning in the community. More co-ordinated approach to provision of skills and training within the community. Residents influencing local training provision. <p>Challenges</p> <ul style="list-style-type: none"> Take up, retention and progression. Outreach Improving people's confidence to take up provision.
East Dene Co-ordinator Waheed Akhtar	<ul style="list-style-type: none"> 39% of adults have no qualifications 		
Eastwood Co-ordinator Shaun Mirfield	<p>What are the drivers and why do they exist?</p> <ul style="list-style-type: none"> Adult skills is the Number 2 deprivation driver Low adult skills base Eastwood sits in bottom 2.5% nationally in terms of the proportion of adults aged 25-54 with no or low qualifications 	<p>Community First is funding the following projects:</p> <ul style="list-style-type: none"> The Learning Community - £2,421 – to increase take up of life skills training / employment support by community outreach, creation of advocates & delivery of confidence building / job search skills JMLB Genesis - £1,770 – to increase IT knowledge 	<ul style="list-style-type: none"> Boston Castle Community First Panel has agreed to focus on developing an outreach model to increase adult attainment in literacy/numeracy

	<ul style="list-style-type: none"> • Again, partners link this to significant changes in population and longer term loss of aspiration brought on by reduction in job opportunities • What action is already being taken to address them • In terms of the changes in population, ESOL classes run every Mon-Thurs are well attended by new EU migrant communities • Long term unemployed i.e. 9 months plus, directed by Job Centre Plus to Work Programme providers e.g. A4e • RMBC's Families For Change programme can refer individuals to ESF funded initiative, Wiseability • RMBC's Adult Skills run a variety of courses often supported by Skills Funding Agency's (SFA) • Community Learning grants eg UMCC and Unity Centre both recently secured grants to run English conversational classes • What further action is required • Partners recently submitted an unsuccessful application for £25k Job Centre Plus funding to develop host IT hotspots and employ an Outreach Worker to increase opportunities for job search • Important to match adult skills training to needs of potential employers • Further action is required in respect of providing accessible adult skills training in readiness for job opportunities and financial advice/support (given welfare reform) • In terms of adult skills, a recent audit showed the following gaps: <ul style="list-style-type: none"> ○ Demand for IT skills in this location ○ Employability skills such as language, literacy and numeracy eg basic English / Maths ○ taster sessions leading to RCAT 	<ul style="list-style-type: none"> • Active Regen to provide accredited / non-accredited qualifications & work experience – match funding DWP • Clifton Ready Hub - £1,500 – to promote enterprise & entrepreneurship in both learning, & wider, community • Premier Learning - £2,458 – to run a weekly Reading Circle targeting those with little or no English – complements ESOL 	<ul style="list-style-type: none"> • To be considered in June by Rotherham East too • Community First / Adult Skills session Tues 27th May. Aim is to fund vol-com organisations with aim of increasing referrals into courses
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	<ul style="list-style-type: none"> ○ courses ○ First step vocational training ○ Engaging parents in pupil education ○ Financial management ● The Rotherham East Community First Panel agreed that RMBC Adult Skills commission vol-com sector providers to submit proposals focusing on IT / employability skills and first step vocational training 		
Town Centre Co-ordinator Zaidah Ahmed	<ul style="list-style-type: none"> ● 34 % of adults with no Qualifications 	<ul style="list-style-type: none"> ● Feasibility carried out of community accessing ICT facilities in school. ● Voluntary groups identified in Town Centre who can assist in delivering advice or skills/ taster sessions ● Promotion of advice, information, learning and taster session opportunities locally. ● Working with the Town centre Leisure complex to create opportunities for local people to train as swimming instructors ● Audit of current provision undertaken in Town centre and developing the expansion of provision 	
Ferham & Masbrough Co-ordinator Shaun Mirfield	<ul style="list-style-type: none"> ● 37% of adults with no qualifications ● Currently working on other priorities. 		
Malty South East Co-ordinator Andrea Peers	<ul style="list-style-type: none"> ● Maltby South East - 40% of people 16 + without any qualifications. ● Following needs have been identified through Employment and Skills Group. ● Employability requires minimum level 2 English and Maths ● ICT is also another key skill – minimum level one. ● Communications skills ● Job ready skills – time keeping skills, organisation, communication, interview skills etc etc. ● Easy identify the target groups. ● Variety of providers willing to work in Maltby. Including WEA, RMBC Adult 	<ul style="list-style-type: none"> ● Employment and Skills Steering Group set up to coordinate activity. Committed partners ● Employability workshops at Stepping Stones ● Nail Art etc Level 1 entry stuff that gets people into courses. ● Job club at the Library ● Bespoke programmes developed through identifying needs in steering group. ● Dearne Valley College Drop in at Maltby Library ● Pre-employment training developed with DVC working with local employers – Parsc KP Nuts and Edixel ● Job centre plus referring to local courses and job clubs. 	<ul style="list-style-type: none"> ● Group of committed partners from all sectors working together to identify need and co-ordinate better provision ● Progression – people that are accessing provision are being successful and are moving on (Stats) ● Sustainability of the groups improved through joint working.

	<p>learning, Dearne Valley College.RUFC Community Trust etc.</p> <ul style="list-style-type: none"> • However take up low. Requires intensive outreach. • Retention is also very low. • Learning Hub Development in Maltby • Digital exclusion? • People will not access provision beyond Maltby but further, people won't access provision in other parts of Maltby • Each area has Learning Forum. • Funding Opportunities • Adult Community Learning • Innovation Grant • Learning Clubs Grant 	<ul style="list-style-type: none"> • Capacity of Local Community Group, Model Village to develop and deliver courses. • Working with Academy to develop community learning provision. • Relationship with Craggs School. – instrumental in developing and improving provision in Maltby. • Training the trainer sessions – teaching staff to support residents with Universal Credit etc. 	<p>For example Job Club. 176 people in 10 months</p> <ul style="list-style-type: none"> • Smaller groups and learning clubs providing informal and first rung learning. • New groups developed to deliver trainer – parents groups at Stepping Stones. <p>Challenges</p> <ul style="list-style-type: none"> • Improving take up of the programmes. • Progression – mobility • Developing a learning and training hub. • Outreach worker!! • Getting younger people involved.
<p>Aston North Co-ordinator Andy Wright</p>	<ul style="list-style-type: none"> • 42% of Adults with no qualifications. • Currently working on other priorities. 		

3. Employment

Background

The introduction of activity focussed on the eleven deprived neighbourhoods of Rotherham is aimed at addressing disparities and reducing the gap in a number of key areas such as health, education, adult skills, crime and employment. The idea being that having a coordinator in place to bring together the community and key delivery partners will enable a refresh of approaches as well as added impetus to existing schemes that will enable everybody in these areas to improve their quality of life.

Key amongst these issues is that of access to employment which enables increased income to be brought into households, reducing poverty and raising aspirations, whilst also benefiting the wider neighbourhood e.g. by increasing local spend and changing public perceptions.

The impact of the recession has been felt in communities across the country, with the government's subsequent austerity programme leading to budget cuts and pressures on local services.

Private sector led employment and economic growth is a priority of the government nationally, with local enterprise partnerships (LEPs) operating at a city region level seen as the main vehicle to deliver this.

Sheffield city region's LEP has developed a strategic economic plan that will provide the basis for drawing down growth funds from central government. A new Rotherham growth plan is in development, setting out our economic strengths and weaknesses, highlighting areas of opportunity and identifying priority initiatives that will drive the economy.

This report looks at the employment theme of the deprived neighbourhoods work by making reference to:

- the policy context
- statistical information regarding employment in the deprived neighbourhoods
- the structures and delivery plans to support employment
- existing provision and good practice
- suggested actions

Policy Context

There is a clear focus on employment and skills in many policies / strategies at the European, national and local level.

The government has recently consulted on its new child poverty strategy, which has a strong focus on tackling child poverty now by "supporting families into work and increasing their earnings".

Welfare reform is seen as central to incentivising work, particularly via the introduction of universal credit which is intended to simplify the system, ease the

transition from benefits to work and – in most circumstances – reduce the rate at which benefits are withdrawn as people start work or take on additional hours.

In Rotherham, around 13,000 children (22%) live in relative income poverty (i.e. in a household below 60% of national median income) with an average of 50% in the most deprived areas compared to just 3% in the least deprived.

The **Early Help Strategy** is our de facto child poverty strategy. This sets out how the council and partners will intervene early to support families in need, tackling their problems in a holistic way (a “whole family” approach) and helping them to fulfil their potential.

In addition, Rotherham’s **Health and Wellbeing Strategy** - developed in 2012 - has a specific poverty priority, focusing particularly on reducing health inequalities and improving the skills and work readiness of those disengaged from the labour market.

Currently in development, a strategy for **building resilience** in Rotherham will seek to provide improved coordination of the various poverty related initiatives and actions. The strategy is based around four overarching objectives:

- maximising access to sustainable, decently paid employment and relevant training
- inclusive economic growth that benefits all of Rotherham’s communities
- helping people to thrive and fulfil their potential
- building social capital and helping neighbourhoods to flourish

One of the four priorities in the council’s new **corporate plan** for 2013-16 is *stimulating the local economy and helping local people into work*, with commitments to: use the council’s buying power and influence to increase the use of the local supply chain and local labour; market Rotherham as an attractive business location by investing in initiatives to promote business growth; and focus on lifelong learning to improve the qualifications, skills and economic wellbeing of children, young people and their families.

Employment and Health

Research shows that unemployment results in poorer health and increased mortality. The relationship also runs the other way – long term illness or disability reduces an individual’s employment prospects. In addition, health-related worklessness also varies by gender, socio-economic status, and geographical location.

A range of studies show that:

- people who developed chronic health problems whilst in employment were twice as likely to become workless within a four year period as those who remained healthy
- those in poor health are less likely to enter paid employment (60% less likely for women and 40% less likely for men)
- employment rates of women with a health condition or disability (49.9%) were lower than for men with similar levels of ill health (58.9%)
- the employment rates of men with a low education and a health condition or disability were substantially less than: a) healthy men with a low education; b)

highly-educated men with a health condition or disability; and c) healthy, highly-educated men. These patterns were even starker for women.

- not being in paid employment meant people were more likely to rate themselves as having poor health.

Living Wage

Almost 1,500 of the council's lowest paid employees are set to benefit from the introduction of a local living wage from October 2014.

This will mean a rise for those on the lowest pay - boosting the hourly rate up to £7.65 per hour, which is £1.34 more than the national minimum wage rate for workers aged 21 years and over.

Almost all of the employees who will benefit from a local living wage are also residents of Rotherham and so the move should also boost spending power in the local economy.

Unemployment in Rotherham's Deprived Neighbourhoods

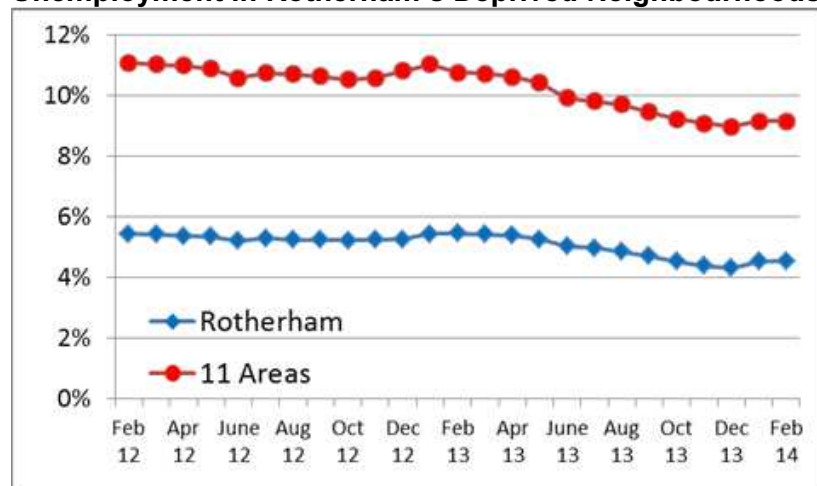


Figure 1: Claimant count unemployment (Feb 2012 to Feb 2014)

Figure 1 shows the overview of claimants on unemployment related benefits. The Rotherham average has reduced slightly between February 2012 and February 2014 from just under 5.5% to 4.5%. Within Rotherham's eleven deprived neighbourhoods, there has been a slightly higher reduction from 11% to 9%.

There was a slight rise in benefit claimants in early 2013 (both in the deprived neighbourhoods and across Rotherham) in line with the national trend, where temporary work that was available over the Christmas period had come to an end.

Table 1: Claimant Count Unemployment

Area	2012-14	2013-14
Aston	-19%	-20%
Canklow	11%	11%
Dalton & Thrybergh	-26%	-21%
Dinnington Central	-9%	-9%

East Dene	-32%	-18%
East Herringthorpe	-15%	-11%
Eastwood	-14%	-16%
Ferham & Masbrough	-18%	-21%
Maltby South East	-15%	-10%
Rawmarsh East	3%	-13%
Town Centre	-14%	-15%
All 11 Areas	-18%	-15%

Table 1 shows the change in unemployment related benefit claimants between 2012 and 2014.

It shows that 9 areas saw reduced unemployment over this period by more than 10%. However Canklow has an increase of 11% and Rawmarsh East has seen a net increase of 3% (although there is a reduction for the year 2013-14 and this will need to be monitored).

Further analysis at super output area (SOA) level shows that the following SOAs had a reduction of less than 10% in the 2013-14 period: Canklow; Eastwood East; East Herringthorpe East; Herringthorpe North; Dinnington Central; Maltby Central and Thrybergh South.

Further work may need to be undertaken in these areas to identify the factors which are holding back unemployment reduction and a targeted approach taken to address them.

Area	% of working age population on JSA Nov 2013
Town Centre	10.1%
Rawmarsh East	11.0%
Maltby SE	11.1%
Ferham & Masbrough	10.0%
Eastwood	14.2%
East Herringthorpe	10.7%
East Dene	6.0%
Dinnington Central	9.8%
Dalton & Thrybergh	6.2%
Canklow	11.1%
Aston North	8.0%
Rotherham	4.3%

Table 2: Claimant Count Unemployment

This shows the latest available figures for unemployment in the deprived neighbourhoods, compared to the Rotherham average of 4.3%. It is also important to note that in each deprived neighbourhood there may be either single or multiple SOAs. The figures above are an average for each deprived area which may mask further disparities within each neighbourhood.

Overview of structures and delivery plans to support employment

Sheffield City Region

In March 2014, the Local Economic Partnership (LEP) for Sheffield City Region submitted the final Strategic Economic Plan (also known as the Growth Plan) to government. This is described as a focused ten year (2015 – 2025) plan for private sector growth with the creation of 70,000 new private sector jobs and 6,000 new businesses over this period being at the heart of the plan.

European Structural & Investment Funds Strategy (ESIF)

The Sheffield City Region will receive around £168m of ESIF for the seven years 2014-2020.

In February 2014, the LEP submitted the ESIF strategy (which outlines what the funds will be spent on) to government and is currently awaiting approval. It has six priority action areas:

1. Supporting and creating new businesses;
2. Growing our existing businesses;
3. Attracting incoming businesses;
4. Increasing our exporting;
5. Developing our skills base and labour mobility;
6. Improving and enhancing our infrastructure.

Social inclusion is a cross-cutting priority in recognition that the city region “contains neighbourhoods of entrenched worklessness where unemployment and economic inactivity levels far exceed both national levels and the city region average. We need to reduce unemployment and inactivity to narrow the distance between these areas and the city region average. Unemployment ‘hot spots’ are often areas with complex and long-standing challenges which fuel multi-generational deprivation; unemployment and economic inactivity often deriving from and driving lack of skills and health inequalities.”

The strategy aims to reduce the gap by putting resources into the skills development and integration of young people into the labour market with a third of European Social Fund resources focused on 16 – 24 year olds.

However over 45% of the population is 25+ and will be under 68 in 2020, and so the ESIF strategy includes a number of elements to tackle the main barriers for adult unemployment, worklessness and under-performance in the labour market to complement the mainstream interventions by DWP and create additional employment.

Rotherham Growth Plan

The progress of Rotherham’s Economic Growth Plan was presented to the LSP Governance Board on 13th May 2014 by Simeon Leach, RMBC Economic Development Manager.

It will provide a framework to deliver long term sustainable growth in the Rotherham economy; setting the economic priorities for the next 5-10 years by linking and adding value to the City Region's economic plan. The issues identified for Rotherham are:

- Restructure the economy, making it more resilient and building a strong private sector.
- Provide more jobs accessible by all Rotherham residents
- Higher skill jobs to raise productivity and wages
- Attract and develop new businesses, with a focus on those with greatest growth potential
- Identify those areas where Rotherham has a potential USP (i.e. AMP, Dearne Valley Eco Vision)
- Ensure that all parts of the borough benefit from economic growth

It will deliver: **more businesses** – with growth potential (*750 net by 2020*); **More jobs** – accessible to residents (*10,000 net by 2025*) and **Increased GVA** (gross value added).

This will be done through the themes of: business development; housing; skills for employment; employability; spatial planning; transport; town centre; and social inclusion and combating poverty.

The skills element will concentrate on: a balance between qualifications and softer employment skills (such as communication, collaboration, empathy and emotional maturity); provide basic life skills, in particular the essentials of literacy and numeracy; provide the skills for future employment and produce enterprising learners able to be economically self-sufficient and contribute to the nations' wealth.

Access to Employment Group

The group has been established to influence and improve pathways between education, skills and employment within Rotherham. The underlying purpose of this work is to improve opportunities for local people to increase their financial wellbeing and avoid poverty. It will sit under the auspices of the Health and Wellbeing Board, but report where appropriate to a range of other relevant bodies, including the economy board.

The group has carried out a mapping exercise on existing training which shows extensive provision for up to 19 year olds. There is also a wide range of provision post-19 but some of it is not free or is targeted on those unemployed for 1 year or more.

In terms of demographics, under 30s represent more than 50% of all unemployed with some real spikes at 20-22 and 23-25. Ethnic minorities are over-represented. There is also over representation of certain geographic areas (linked to the deprived neighbourhoods) and significant issues regarding no skills or low skills and the correlation with unemployment. There may be the added issue of those with qualifications taking jobs below their qualification level and possible squeezing out of those with lower skills levels.

Research has also been done on significant employment sectors and this can be used as a means of targeting support.

Existing Provision and Good Practice

Employability for Council Tenants

Key Choices service provides support to council tenants seeking entry into employment with support to look at career options; job search; CV preparation and information on courses. As well as getting people into employment this proactive approach will help reduce people getting into rent arrears and other debts due to welfare reform or other changes in circumstances.

The work is targeted on tenants who are long term unemployed; disabled; or young people not in education, employment or training. The tenants can be provided with 30 day work placements, apprenticeships and traineeships and workshops to develop their jobseeker skills.

Jobcentre Plus provision

The Job Centre provides a wide range of support to help people find work (full-time, part-time, temporary or permanent).

As well as information about local employers, advisers at a Jobcentre Plus office have databases containing information on national and overseas vacancies.

New claimants for unemployment related benefits are expected to sign up to universal job match and apply regularly for employment. This can be monitored by the advisers with sanctions if the client is not carrying out enough job search.

Long term unemployed people can be mandated to attend courses. This includes the Work Programme which provides support, work experience and training for up to two years to help people find and stay in work.

Young people can get extra help under the Youth Contract, including voluntary work placements, apprenticeships and careers guidance.

Sector-based work academies offer training and work experience for up to 6 weeks in a particular industry or area of work. Most academies also offer a guaranteed interview for a job or an apprenticeship.

Anyone who's unemployed can also join a work club. They're run by local organisations like employers and community groups, and offer the opportunity to share knowledge, experience and job hunting tips.

Disability Employment Advisor (DEA)

Due to the higher number of people claiming disability related benefits in the East Dene area, a DEA is based in Mowbray Gardens Library on Thursday afternoons. The adviser will help the individual job-seeker address any health or disability related barriers to employment. 43 people have used the advice service over a two month period between January and March 2014. Advice/referral has been given on transport due to mobility difficulties and disability passes; therapeutic activities in a local community setting; support groups for particular conditions; adult social services support; use of Universal Jobmatch and job club services.

Although there are as yet no direct employment outcomes this has helped in providing stepping stones for individuals back towards employment.

Jobs Information Sheet

A weekly jobs information update is sent out to over 80 school, health, youth and library practitioners as well as contacts in local communities for use with their clients. Feedback has been very positive about this service in that the information about the type and range of opportunities is being used with jobseekers.

Families for Change

Targeted families, based on a number of indicators, are given tailored support to address the issues challenging their progress. This includes training and employment support through Wiseability who can signpost individuals into a number of courses and progression routes.

Job Clubs

Job clubs support individuals to develop their own CVs and prepare them for interview as part of their path towards employment.

This extra support, particularly where it is in an environment which the jobseeker feels is safe, comfortable and accessible, can make a significant difference in enabling and motivating people into employment. Many of them arrive with multiple personal and life circumstances which make it more difficult for them to concentrate on the job search.

Rotherham United Community Sports Trust have enabled a number of people into employment as a result of their job club. The box below gives a real life case study of an individual they have supported into employment. This individual has shown determination against a backdrop of being a single parent, debt issues and relationship issues.

Caught in the benefit trap this individual came to see us at Jobshop around 6 months ago. Her life was spiralling downwards into an abyss of debt and reliance on state benefits. She came to us with lots of baggage but a determination to turn herself around and do something for herself.

After a few weeks of attending Jobshop her confidence started to shine through as she produced her CV that highlighted her skills and abilities and hence gave her a 'can do' attitude.

It wasn't long before she was called into interview and secured a part-time position. Although still on benefits she did become slightly better off by working and is now working full-time and is a shift supervisor at a local supermarket.

With all the problems she had she has come through the other end and in her own words "I want to do something for me." Not all her issues have gone away but her life now has direction and she is in charge. Her son, who she encouraged to attend Jobshop with her, is now on an educational course at a local college.

Suggested Actions

The journey towards employment may be compounded in some households by multi-generational unemployment and a need for change in culture / personal attitudes to moving into employment. This is not to say barriers do not exist for people to enter the employment market – ensuring that people are better off in employment than on benefits (national welfare reform will give this added impetus); the use of zero hours contracts with no guarantee of minimum hours; or employment only on part-time hours have an impact too; as well as issues of a 'living wage', access to quality affordable childcare and opportunities for career progression.

Employment is linked very closely to issues of health, educational attainment, adult skills, quality of housing and the local environment and these are factors which can either improve or reduce an individual's potential for gainful employment.

There are a wide variety of adult skills courses available. Additionally there is a range of support to assist with job seeking skills (such as writing CVs and interview skills). There also several other employability initiatives.

The focus of the deprived neighbourhoods work should not therefore be to look at new initiatives but rather to see how the existing offer can be used to change the neighbourhoods. Part of the challenge is to connect those in need of employment (or change in employment) to the opportunities available. This can be done by utilising contact with individuals and advocates in communities; front-line professionals and services.

Key amongst this would be for services to understand that multiple factors such as employment, education, skills and health are all linked and making progress in one area will also realise benefits in others.

Employment Theme activity in the deprived neighbourhoods

Area	Background –Critical Issues	Key Achievements	Outcomes
<p>East Herringthorpe Co-ordinator Christine Staniforth</p>	<p>Local stakeholders want to implement recommendations from skills audit to:</p> <ul style="list-style-type: none"> • Establish a task group • Develop an Action Plan which responds specifically to the development of local learning • Look at when and where people want to access ICT courses • One person to co-ordinate provision in the area. <ul style="list-style-type: none"> • Provide Financial Advice 		<p>Agree shared priorities and actions with Children’s Centre Leader around education and skill development for Adults</p> <p>Co-ordinate approach with Youth Services.</p>
<p>Dalton /Thrybergh Co-ordinator Malc Chiddy</p>		<p>Plans in place to develop Community Access to IT facilities within schools and Community Settings</p>	<p>Would like to offer Volunteer Opportunities</p>
<p>Rawmarsh East Co-ordinator Sharon Hewittson</p>	<p>Employment Deprivation Domain ranks East Rawmarsh as 13, with 8% unemployed in 2008/9. Income Deprivation Domain is ranked 10 in Rotherham, 8%.</p> <p>Recent figures show that some 41.2% of the children at qualify for free school meals.</p> <p>As for education and skills; the Adult Skills Deprivation Domain is 633. Children and Young Peoples Education Deprivation score ranks 1,114.</p>		<p>Develop a work club for the area and use it to promote jobs available and provide advice on job searching and interviews.</p>
<p>Canklow Co-ordinator Matt Finn</p>	<p>Priorities are:</p> <ul style="list-style-type: none"> • Support & build the community • Plan and deliver services differently • Target prolific offenders and work with the willing 		<p>Priority areas are based on community participation and service change.</p>
<p>Dinnington Central Co-ordinator Andrea Peers</p>	<p>The overall objective is to improve the economic situation for our residents through employment and to reduce the total number of people dependant on DWP benefits through the following:</p>	<p>Area Assembly to complete an Audit of services who help people back into work.</p> <p>A number of local businesses are interested in re-establishing the</p>	

	<ul style="list-style-type: none"> • Skills and Training • Welfare Reform • Access to Jobs • Economic Development <p>The position in January 2014 is that the total number on all benefits has increased over the past 12months from 290 to 300 which equates to 34.6% of the community against a Borough average of 19.1%.</p>	business forum.	
East Dene Co-ordinator Waheed Akhtar	<p>East Dene is amongst the most deprived areas in Rotherham on the Employment Deprivation domain. It ranks higher in many of the sub-domains on worklessness, jobseekers and incapacity benefits.</p>	<p>Event with current and potential adult learners to be held in December 2013 to look at preferences and barriers</p> <p>Disability Employment Advisor provided by DWP to be based in Mowbray Gardens Library on Thursday afternoons – positive feedback on use of this service</p>	<p>Governance group have agreed to bring together oversight arrangements for East Dene/ Eastwood areas working to a single governance group and a single action plan.</p> <p>Action plan development in process.</p> <p>Review of progress as separate East Dene / Eastwood areas to be carried out.</p>
Eastwood Co-ordinator Shaun Mirfield	<ul style="list-style-type: none"> • Low educational attainment, particularly at primary school • Low adult skills base, particularly in Eastwood Middle • Eastwood sits in bottom 2.5% nationally in terms of the proportion of adults aged 25-54 with no or low qualifications • Rates of crime and anti-social behaviour (ASB) several times higher than borough average, particularly in Eastwood Village 	<p>Community First is funding the following projects:</p> <ul style="list-style-type: none"> • The Learning Community – to increase take up of life skills training / employment support by community outreach, creation of advocates & delivery of confidence building / job search skills • JMLB Genesis – to increase IT knowledge • Active Regen – to provide accredited/non-accredited qualifications & work experience – match funding DWP • Clifton Ready Hub - to promote enterprise & entrepreneurship in both learning, & wider, community • Premier Learning– to run a weekly 	<p>Increase take up of present and capacity of future pre-school provision to contribute to improvements in long-term educational attainment at primary school and engage families in other activities e.g. adult skills, Living In My Community courses etc.</p> <p>Provide accessible adult skills training in readiness for job opportunities and financial advice/support</p>

Town Centre Co-ordinator Zaidah Ahmed		<p>Job club set up at Rotherham United</p> <p>Job club options being progressed in the Wellgate area</p> <p>Working with Willmott Dixon to give more adults and young people an opportunity to access work experience in the construction field.</p>	
Ferham & Masbrough Co-ordinator Shaun Mirfield	<p>The IMD show that the principal deprivation drivers appear to be</p> <ul style="list-style-type: none"> ○ Health ○ Educational attainment ○ Rates of crime and anti-social behaviour (ASB) several times higher than borough average, particularly in Ferham which is the most vulnerable locality within this area ○ Community capacity 		<p>Current focus is on health, education and crime due to local indicators.</p>
Malty South East Co-ordinator Andrea Peers	<p>Worklessness has increased from 24% in 2008 to 26% in 2011. The closure of the pit in 2013 led to job losses within the community and also increased the perception of Maltby as a deprived ex-mining town with little work available.</p>	<p>There are currently 2 Work Clubs operating, one in the library and one in the Children's Centre however, there is little evidence of a seamless referral system operating in the community either from jobcentre plus or other organisations.</p>	<p>Job Centre reported that figures for unemployment between 18-24 have decreased since January 2012 due to dedicated staff trained to work specially for this age group.</p>
Aston North Co-ordinator Lee Viney	<p>29.3% of people on working age benefit, the majority of these are on IB / ESA and have been long term unemployed, there is also a lack of skills in the work age population.</p>	<p>IYSS undertake monthly tracking of 16 - 19 year olds to ensure NEET's are identified early and supported back into Employment, Education, Training.</p> <p>To explore the feasibility of establishing similar provision for 19+ age groups</p>	<p>A job club has been established to assist in this process if required. (not based in Deprived community).</p>

4. Health

Many factors combine to affect the health of individuals and communities. Where we live, the state of our environment, genetics, income and education level and relationships with family and friends have considerable impacts on health, whereas the more commonly considered factors such as access and use of health services often have less of an impact (WHO, <http://www.who.int/hia/evidence/doh/en/>). The Director of Public Health Annual Report provides a comprehensive appraisal of the key actions needed to reduce health inequalities, particularly the causes of premature death and the growing problem of disability brought on by long term diseases or conditions. This report considers three of the priority measures within the Health and Wellbeing Strategy (tobacco, overweight and obesity and alcohol) and actions the deprived neighbourhood coordinators can take to contribute to work to address these issues.

Smoking (High level aspiration – Rotherham : a smoke free town)

Smoking rates in Rotherham are higher than the England average for the general adult population, in pregnancy and for young people.

	England	Rotherham
Adult prevalence ¹	19.5%	22.7%
Routine and Manual prevalence ¹	29.7%	30.5%
Smoking in pregnancy ²	12.7%	19.2%
Smoking rate (age 11-15 years) ³	4%	5%

1. Source: ONS Integrated Household Survey 2012
2. Source: Health and Social Care Information Centre Smoking at Time of Delivery 2012/13
3. Source: Health and Social Care Information Centre Smoking, Drinking and Drug Use among Young People 2012 (England data); Young People's Lifestyle Survey 2013 (Rotherham data)

Smoking rates vary considerably between different social groups and it is most common among people who earn the least, and least common among people who earn the most. In recent times, smoking has become one of the most significant causes of health inequalities (DH, 2011. *Healthy Lives Healthy People: A Tobacco Control Plan for England*). Local stop smoking service data show that the service is reaching our most deprived communities (18% of Rotherham's adult population live within the 11 most deprived areas but 24% of those setting a quit date were from these areas). This may simply reflect the higher smoking rates in these areas. However, the quit rate for people from the most deprived areas was 45.9% compared to the borough average of 51.7%.

General practices play a key role in delivering brief interventions for smoking and referring people who want support to quit on to stop smoking services or to in-

practice advisors. Numbers of brief interventions for smoking carried out are not currently recorded.

Existing stop smoking services supported high numbers of people to achieve a 4-week quit but were not effective at reducing smoking prevalence. To effectively tackle smoking prevalence a comprehensive programme of tobacco control is recommended. A new range of tobacco control interventions has therefore been commissioned for 2014/15 including

- stop smoking support with the highest levels of support targeted towards priority groups, including those with high levels of addiction and those from our most disadvantaged communities
- stop smoking support in pregnancy embedded within the midwifery service
- work to prevent young people from starting smoking
- work to reduce the availability of cheap and illicit tobacco in the community
- communications and social marketing for tobacco control

Overweight and obesity (High level aspiration – Rotherham: a place where being a healthy weight is the norm)

Increasing socioeconomic inequalities in the UK since the 1960s has led to wider inequalities in both adult and child obesity, with rates increasing most among those from poorer backgrounds. This inequality is more marked for women and, in children, socioeconomic inequalities in obesity are stronger in girls than boys (National Obesity Observatory (NOO). http://www.noo.org.uk/NOO_about_obesity/inequalities)

Rates of overweight and obesity in Rotherham are higher than the England average for adults. For children the rate is the same as England at reception but by year 6 rates are higher than the England average. Obesity rates double between Reception year and year 6

	England	Rotherham
Adult prevalence – overweight or obese ¹	63.8%	65.3%
Child prevalence at reception year – overweight or obese ²	22.2%	22.2%
Child prevalence at year 6 – overweight or obese ²	33.3%	35.2%
Child prevalence at reception year – obese ²	8.9%	9.6%
Child prevalence at year 6 – obese ²	18.9%	21.2%

1. Source: Active People Survey 2012

2. Source: National Child Measurement Programme 2012/13

The modern environment has been labelled ‘obesogenic or obesity-causing’, making it difficult for people to maintain a healthy weight. For example, energy dense food and drink are increasingly available and accessible; sedentary leisure activities and travel by car are now the societal norm.

Consumption of excess calories is often due to over consumption of high energy foods and drinks such as processed or fast food, sweetened and alcoholic drinks, or large portion sizes. There is also evidence that eating habits are perpetuated through families and cultures, and are often maintained from child through to adulthood. (NOO. http://www.noo.org.uk/NOO_about_obesity/lifestyle)

General practices play a key role in delivering brief interventions for overweight and obesity and referring people who want support to lose weight on to weight management services. Numbers of brief interventions for overweight and obesity carried out are not currently recorded.

Rotherham has commissioned a Healthy Weight Framework, with different evidence-based programmes of support for weight loss provided according to age and clinical need. In 2011/12 313 children and 2,884 adults were referred to Healthy Weight Framework services. Around 50% of those referred complete the intervention. Of those starting Healthy Weight Framework interventions in 2013 66% of adults and 76% of children were from the two most deprived quintiles, indicating that the services are reaching our most deprived communities.

Referrals to Healthy Weight Framework Interventions 2013

Numbers and Percentages by Deprivation Quintile

Quintile	Adults		Quintile	Children	
	Number	%		Number	%
1 (most deprived)	841	41%	1 (most deprived)	128	42%
2	515	25%	2	104	34%
3	304	15%	3	37	12%
4	321	15%	4	30	10%
5 (least deprived)	91	4%	5 (least deprived)	4	1%

Rotherham's Healthy Weight Framework services are currently being recommissioned via a competitive procurement process. The new services will begin operating in October 2014.

Alcohol (High level aspiration – Rotherham: a place where people drink responsibly)

The percentage of Rotherham's adult population with increasing and higher risk drinking is similar to the England average, but we have significantly higher numbers of hospital stays for alcohol-related admissions.

	England	Rotherham
Increasing and higher risk drinking ¹	22.3%	21.6%
hospital stays for alcohol related harm ²	1895	2209

1. Source: AHPHO Rotherham Health Profile
2. Directly age sex standardised rate per 100,000 population, 2010/11. Source: AHPHO Rotherham Health Profile.

The relationship between alcohol use and deprivation is complex. Excess consumption was more common in less deprived neighbourhoods. In contrast, binge drinking was more common in deprived neighbourhoods. (Fone et al, 2013, *BMJ Open* 'Socioeconomic patterning of excess alcohol consumption and binge drinking: a cross-sectional study of multilevel associations with neighbourhood deprivation' <http://bmjopen.bmj.com/content/3/4/e002337.full>) A key barrier to addressing hazardous drinking in deprived communities it is accepted as the norm in most families, which emphasises the need to educate young people at an early age.

General practices play a key role in delivering brief interventions for alcohol and referring people who want support to address problematic drinking to treatment services. Practices receive payment for undertaking alcohol identification and brief advice (IBA) and therefore the numbers of brief interventions carried out are recorded.

In 2013/14 30,137 adults received this service (compared with 8,000 in 2012/13). In addition 3,928 IBAs were carried out by Lifeline (Rotherham's commissioned alcohol advice service) and 1,397 by Health Trainers. From a total of 476 adults in alcohol treatment services (53% new presentations) an average of 47.6% successfully complete treatment.

Rotherham has also run two Community Alcohol Partnerships in Dinnington and Thrybergh/Dalton/East Herringthorpe addressing young people and alcohol. These projects have identified good practice, provide training for and working with retailers and provide alcohol awareness and education within schools.

Support for behaviour change

Health trainers offer support for a number of health related issues including supporting people with low-level stress and anxiety and behaviour change relating to exercise, diet, alcohol and smoking. These trainers work one- to-one with clients (up- to 8 one hour sessions sessions) building on motivation and referring to specialist services where required.

From April 2013 to March 2014 the health trainers worked with 1,131 Rotherham adults. The service is successful at reaching people living in the most deprived neighbourhoods

Quintile	Adults	
	Number	%
1 (most deprived)	535	48%
2	276	25%
3	129	11%

4	139	12%
5 (least deprived)	43	4%

Promotion and referral to the service can have a positive measureable health impact on communities. For more information contact Phil Spencer on 01709 255864.

NHS Healthchecks is a mandatory programme which assesses the risk of developing cardiovascular disease among people aged 40-74. In Rotherham NHS Healthchecks are provided by general practitioners. People with identified risk factors will receive treatment (if necessary) to address these risks and should be referred to behaviour change services, including stop smoking, weight management and alcohol support.

Actions for deprived neighbourhood coordinators

- Coordinators should be trained in Making Every Contact Count and actively recruit those working within each deprived neighbourhood to attend training
- Coordinators should ensure that information about behaviour change services is prominently displayed and readily available in every community venue in each deprived neighbourhood
- Coordinators should actively promote the availability of free school meals and the RMBC healthy school meals policies
- Coordinators should distribute information about the dangers of cheap and illicit tobacco throughout networks and community groups in each deprived neighbourhood to encourage intelligence on activity, and by pass any intelligence back to Trading Standards (01709 823161/823164)
- Coordinators should make contact with local general practices to increase their awareness of local health provision in their community and to provide community feedback to the practice.

5. Crime & ASB (recorded by SYP)

- Based on SYP data only (excludes RMBC Flare/Siebel etc) – only partial picture in that respect
- Compares equivalent six month periods Oct '12 – Mar '13 and Oct '13 – Mar '14
- Draws on rate as opposed to volume (as per SYP CIU)
- Excludes Town Centre given transient nature of population i.e. people shopping, socializing etc – focus on other 10 Deprived Neighbourhoods (DN)

Changes (table 1)

Crime

- Borough rate 33.7 per 1,000 population, has decreased by 3.3 year on year
- When compared with borough average, rate higher in 8/10 DN (except Aston North and East Dene)
- When compared with borough average, rate of change is not as good in 6/10 DN
- In contrast to borough average rate reduction, rate has increased in 5/10 DN (except

East Herringthorpe, Ferham/Masbrough, Rawmarsh East and East Dene, and Maltby)

- When compared with borough average, both the rate and the rate of change are not as good in 5/10 DN – Dinnington, Eastwood, Canklow and Dalton/Thrybergh, and Maltby
- Rate x3 higher in 3 DN LSOAs – Dinnington Central, Eastwood Village and East Herringthorpe North

ASB

- Borough rate 30 per 1,000 population, has decreased by 6.6 year on year
- When compared with borough average, rate higher in 9/10 DN (except East Dene)
- When compared with borough average, rate of change higher in 4/10 DN – Dinnington Central and Dalton/Thrybergh, and Aston North and East Dene (where rates are however close to borough average)
- Borough decrease has been improved upon in other 5/10 DN – East Herringthorpe (18), Canklow (13), East Dene (11), Maltby (9) and Ferham/Masbrough (7)
- When compared with borough average, both the rate and rate of change are not as good in Dinnington Central and Dalton/Thrybergh
- Rate x2-3 higher in 3 DN LSOAs - Eastwood Village, Ferham and Dinnington Central

Differences

DN / area based priorities

- SRP review 2013 asked NAGs to consider DN as priorities
 - Central SNA > Eastwood, and Ferham to a lesser degree
 - North SNA > Parkgate > recently adopted Dalton/Thrybergh and Rawmarsh
 - South SNA > Maltby and Dinnington > recently adopted Aston North too
- 4/10 DN – Eastwood (Village), Ferham, Dinnington and Maltby - received focused attention by NAGs
- Impact – mixed picture
 - Eastwood (Village)
 - figures – especially for crime - do not reflect emerging improvements when comparing Jan-Apr '13 with '14 e.g. Burglary 60% decrease YTD
 - partners continuing to develop and deliver Crime/ASB Plan
 - Ferham
 - figures show reductions in crime and ASB
 - BUT concerns currently in respect of displacement of drugs etc post Eastwood ops
 - Dinnington
 - figures show higher and increasing rates in respect of crime and ASB

- Maltby
 - figures show crime has remained static but ASB has decreased
- In summary
 - Some positive news for Eastwood / Maltby
 - Issues to deal with in Dinnington
 - Ferham's figures potentially mask emerging problems displaced from Eastwood
 - On the other hand, the NAGs have completed little work in other DN but low rates are low and in some instances have decreased

Issue based priorities

- In the last year, the police have been required as a result of national / local inspections to focus on acquisitive crime

Critical issues / learning

- The pressure on the police to address certain priorities, and the reduction in partner resources, has impacted on the local capacity, through NAGs, to determine priority issues/locations and take action to address them
- Following on from consultation with the police District Commander, there is an intention to improve the process for determining what local actions and resources should be applied to emerging problems. The JAG will be combined with the community tasking process to ensure that senior level support and consequent resourcing can be given to tackling emerging problems. The relationship between the JAG and the NAGs will also become more prescriptive, with the JAG holding to account the NAGs for their success or failure on tackling identified priorities.
- A small number of areas – in particular Dinnington, Eastwood and Ferham – are causing a disproportionate level of demand on partners. Has full consideration been given in relation to the options and resources available to reduce this demand?

Table 1

	CRIME			LSOAs
	Rate per 1,000 population			
	Oct '12 – Mar '13	Oct '13 – Mar '14	Difference	
Rotherham	37.1	33.7	-3.3	Rates
1. Dinnington Central	77.4	97.4	20	1. Eastwood Village 102.1 x3
2. Eastwood	53.1	74.8	22	2. Dinnington Central 97.4 x3
E Village	55.4	102.1	47	3. East Herringthorpe North 93.1 x3
E East	61	64.3	3	4. Masbrough 68.4 x2
E Central	42.9	56.7	14	
3. East Herringthorpe	71.6	60.6	-11	Year on Year increase
North	100.3	93.1	7	1. Eastwood Village 47
South	42.3	27.6	15	2. Dalton South/E H'thorpe 29
4. Ferham/Masbrough	62.7	58.5	-4	3. Dalton North 25
M	62.1	68.4	6	4=. Dinnington Central 20
F	85.3	65.1	20	4=. Canklow North
Meadowbank	37.9	39.2	1	
5. Canklow	42.4	55.2	13	Year on Year decrease
South	42.8	62.8	4	1. Ferham 20
North	41.9	46.2	20	2. East Dene South 18
6. Maltby South East	45.6	45.8	0	3. East Herringthorpe South 15
Town Centre	67.3	67.3	0	4. Rawmarsh East 14
Muglet Lane	42.4	35.8	7	
Maltby Main	28.1	35.6	7	
7. Dalton/Thrybergh	24	40.5	16	
D South/E H'thorpe	23.1	51.7	29	
D North	18.5	43.1	25	
T South	37.6	40	2	
T East	19.2	26.4	7	
8. Rawmarsh East	48.4	34.9	-14	
9. Aston North	27.2	31.2	4	
10. East Dene	35.5	28.9	-7	
ED North	23.9	42.5	5	
ED East	31.3	33.2	2	
ED South	41.8	23.7	18	
Herringthorpe North	23.9	17.9	6	
Town Centre	N/A			

	ASB Rate per 1,000 population			
	Apr '12 – Mar '13	Apr '13 – Mar '14	Difference	LSOAs
Rotherham	36.6	30	-6.6	Rates
1. Dinnington Central	57.3	69.5	12	1. Eastwood Village 80.3 x2-3
2. Ferham/Masbrough	62.1	55.1	7	2. Ferham 71.8 x2
Ferham	70.3	71.8	1	3. Dinnington Central 69.5 x2
Masbrough	67.3	52.6	11	4. Masbrough 52.6
Meadowbank	50.5	39.2	11	
3. Eastwood	56.8	50.7	6	Year on Year increase
Eastwood Village	86.9	80.3	7	1. Thrybergh South 21
Eastwood East	41.1	40	1	2. Dinnington Central 12
Eastwood Central	40.8	30.2	11	3. Dalton South/E H'thorpe 8
4. East Herringthorpe	57.3	39.6	18	4=. Canklow South 3
E H'thorpe North	74.6	44.9	30	4=. Aston North 3
E H'thorpe South	39.7	34.3	5	
5. Dalton/Thrybergh	38.4	38.9	1	Year on Year decrease
Thrybergh South	27.2	48	21	1. Canklow North 32
Dalton North	49.2	43.1	6	2. E H'thorpe North 30
Thrybergh East	52.7	35.6	17	3. Herringthorpe North 27
Dalton South/E H'thorpe	21.7	29.4	8	4. Thrybergh East 17
6. Canklow	51	38.1	13	5. Maltby Muglet Lane 13
Canklow North	75.8	44	32	
Canklow South	30.2	33.2	3	
7. Maltby South East	43.7	34.6	9	
Town Centre	60.2	49.2	11	
Muglet Lane	41.8	28.6	13	
Maltby Main	30	26.9	3	
8. Rawmarsh East	34.2	33.5	1	
9. Aston North	30.5	33.2	3	
10. East Dene	36.9	26.2	11	
East Dene East	36.5	31.9	5	
East Dene North	32.7	28.1	5	
East Dene South	30	27.2	3	
Herringthorpe North	46.1	19	27	
Town Centre				

6. Environment

Context

- Based on Flare data of service requests for environmental enforcement service requests
- Considers the approaches taken and documented in the action plans of 2013 and 2014
- Compares 2012/13 and 2013/14 data

Changes

The data available for complaints about environmental issues comes from the Flare database. The data extracted deals with complaints about fly tipping, accumulations of rubbish, litter and dog fouling made by members of the public or referred from other agencies. It has excluded the proactive work undertaken by various teams identifying additional issues.

This data shows that there has been a general increase in the number of complaints made about waste accumulations and fly tipping but a marked reduction in complaints about dog fouling and litter.

	Aston	Canklow	Dutton / Thrybergh	Dinnington	East Dene	Herringthorpe	Eastwood	Maltby	Masbrough	Rawmarsh	Town Centre	Grand Total
2012/13	13	14	40	80	47	23	132	143	36	80	36	64
2013/14	25	24	50	68	76	14	147	178	50	113	39	78
% change	92%	71%	25%	-15%	62%	-39%	11%	24%	39%	41%	8%	22%

Table 1 – Waste Accumulation / fly tipping complaints in the Deprived Neighbourhoods and general locality

	Aston	Canklow	Dutton / Thrybergh	Dinnington	East Dene	Herringthorpe	Eastwood	Maltby	Masbrough	Rawmarsh	Town Centre	Grand Total
2012/13	31	4	19	29	26	5	20	62	19	64	14	29
2013/14	20	8	25	19	10	15	15	53	9	47	19	24
% Change	-35%	100%	32%	-34%	-62%	200%	-25%	-15%	-53%	-27%	36%	18%

Table 2 – Litter, Dog Fouling and Drug related litter complaints from the public

Differences

Where there has been more focused activity to tackle environmental issues, and where they have been the highest concerns there seems to have been a general improvement in the picture. For example, In Dinnington, Eastwood, Ferham (and wider Masbrough Area) and Maltby there have been significant reductions in public complaints about street litter and dog fouling. The pattern is not replicated for waste accumulation complaints and this picture is more mixed. This is probably due to greater awareness of the issues, more focused partner attention on the problem and then a resulting increase in reporting.

In areas where there has been traditionally very low levels of reporting (Aston, Canklow and the Town Centre) there have been sharp increases (4 to 8 complaints in a year), which should be viewed as a positive step. Increased reporting in some areas may also be due to changing funding priorities and services sometimes taking longer to respond and remove waste etc.

Critical issues / learning

- There is a general improvement in environmental issues but it is difficult to ascertain whether this is a real trend. Increased reporting is not necessarily an indication that an area is suffering. A resumption of localized street scene quality assessments and surveys in localities may help ascertain whether there are real improvements.
- The areas with the most focused attention on environmental issues (and the greatest success in terms of litter and dog fouling complaints) have all taken similar approaches, in targeting enforcement and patrolling resources to spot problems early and deal with issues proactively, have identified local community groups to work with including parish councils where possible and have looked at quick wins to clean up the community.
- Although successful, there are limited resources and such activity is unlikely to be sustainable due to other emerging issues and areas of interest.
- Community First funding and encouraging local people to get involved and look after their street (Maltby and Canklow) seem to be having an impact on complaint levels, and the confidence to come forward to the council and partners with issues.
- The Team Eastwood approach is having a major impact on the area and housing standards and environmental issues are being tackled more proactively. However this again is due to focused attention of enforcement resources and other priorities are no doubt likely to put pressure on those services. There is not a visible reduction in the complex enforcement work across these areas yet which would result in the ability to shift resources to new emerging priorities as needed.
- Parish Councils have been able to fund CCTV cameras for tackling fly tipping problems in some areas, but these have been rural areas rather than the key deprived Neighbourhoods. Streetpride have funded cameras for the central

areas. 2 prosecutions are pending from the evidence gathered in 2 covert camera deployments in Wentworth North so the model can work if there are suitable locations and vehicle related fly tipping.

- The Rotherham CAN recycling company has been used in a number of areas in recent years and as a private organisation have been successful in both engaging with communities and working with partners while growing their business. Although there is no correlation between this and rates of complaint about littering.
- The financial pressures on Streetpride are likely to affect their ability to react quickly to changing priorities. Their service standards have been adjusted to reflect the changing level of resource and they have fewer vehicles to remove waste and fly tipping. These issues may contribute to higher rates of complaint as waste may be left for longer and bins emptied less frequently.

Previous good practice

- Educational campaign, school visit programmes can complement the engagement activity by helping taking messages into homes. Previously through by dedicated staff in NAS and EDS on waste, enforcement ASB and recycling.
- A detailed and centrally monitored strategy for dealing with environmental problems across the council, which achieved more joined up working.
- Centrally coordinated Junior wardens clean up events would help to bring consistency and opportunities to all the areas/ or sharing activity and best practice from ad hoc events.

7. Community Engagement

Recommendations for Improvement

- All Co-ordinators to recognise value of community involvement as a key method of raising aspiration.
- Use community engagement as the focus of cascading information on adult education, employment, health and environment.
- Increase resources toward engagement.
- Work closer with the Customer Engagement Team to target 'communities of interest' within the disadvantaged areas.
- Improve links to schools within the 11 communities of disadvantage in relation to involvement.
- Closer links to environmental work such as community clean-up days as an established method of engagement.
- Establish a 'plan of engagement' throughout the disadvantaged areas so ideas and concepts can be shared.

Area	Background –Critical Issues	Key Achievements	Outcomes
<p>East Herringthorpe Coordinator Christine Staniforth</p> <p>Community Engagement – Key Focus</p>	<ul style="list-style-type: none"> • History of poor community engagement. • General distrust of Authority & Police • LAP project identified lack of community group or ‘hub’ as a barrier. • Previous attempts to set up a group have proved un-sustainable. • Lack of suitable venues. 	<ul style="list-style-type: none"> • Forward plan of engagement since Dec 2012. • Events -Santa Fly’s By, Easter Eggstravaganza & Summerwonderland x2 • Database of names of those interested in community involvement. • RMBC supported Groundwork in a successful bid for community organisers for EH – 4 to be in post May 2014. • March 2014 – New community group ‘EH on the Hill’ agreed constitution and planning Easter Event with support of Area Assembly staff and High Greave school. 	<ul style="list-style-type: none"> • Community spirit encouraged. • Building resilience • Community First funding
<p>Dalton /Thrybergh Coordinator Malc Chiddy</p> <p>Community Engagement – Key- Focus</p>	<ul style="list-style-type: none"> • History of poor community engagement • No Organised Tenants& Resident Groups • 2 Parrish Council’s Dalton/Thrybergh • Range of suitable venues • High ASB rate. 	<ul style="list-style-type: none"> • Winner of WS 2013 Garden Competition was Thrybergh Council tenant. • Thrybergh Parrish Council working with WS AA team to produce a Newsletter promoting the area • Plan of events for 2013/14 – Summerwonderland 25/2/14 attracted over 200 local people • WS AHP now has a new member from Thrybergh. • March 2014 2 x PACT areas adopted 	<ul style="list-style-type: none"> • Better links to Parish Council. • NAG priority area.

Area	Background –Critical Issues	Key Achievements	Outcomes
<p>Rawmarsh East Coordinator Sharon Hewittson</p> <p>Community Engagement ‘Over-arching Priority</p>	<ul style="list-style-type: none"> • Smallest area recognised as a Disadvantaged Community • Lack of suitable venue’s with the sale of Treat Fund Hall • Two recognised Community Groups 	<ul style="list-style-type: none"> • Lucy Reader supporting in community engagement. • Links made with Greenash TARA – Community Clean- Up day Dec 2013 • Links created to the High St Centre • PACT area 	<ul style="list-style-type: none"> • NAG priority area.
<p>Canklow Coordinator Matt Finn</p> <p>‘Support & Build the Community’ – key Focus.</p>	<ul style="list-style-type: none"> • Mixed tenure community • Higher ASB issues – NAG priority area • One existing community group – Canklow Community Connections based at the school. 	<ul style="list-style-type: none"> • Canklow Community Connections have worked with Streetpride to ‘Adopt My Street’ • Organise all clean-up days on a monthly basis • Hold regular Coffee Mornings at Canklow School • 2 members passed CIH level 2 Communities in Action 	<ul style="list-style-type: none"> • Improved environment.
<p>Dinnington Central Coordinator Andrea Peers</p> <p>‘Housing & Environment – Children & Families’ – Key Focus.</p>	<ul style="list-style-type: none"> • High levels of Crime & ASB- NAG priority area • High level of vulnerable families • Overall aim to improve character of area and opportunities for young people. 	<ul style="list-style-type: none"> • Communication plan in place • Multi-agency walkabouts monthly+ Operation Collaboration. • Programme of involvement with IYSS- Dino Olympic’s attended by over 300. 	
<p>East Dene Coordinator Waheed Aktar</p> <p>Community Engagement - ‘Over-arching Priority</p>	<ul style="list-style-type: none"> • High levels of unemployment • Some local activity including a Tenants & Resident group. • Focus on learning activities including improving English. 	<ul style="list-style-type: none"> • Good links forged to use of Mowbray Gardens Library • Events – The Walk (2/5/13) and Summerwonderland (26/8/14) Mowbray Gardens attracted high attendance • Information captured and encouraged mix with East Herringthorpe. • New group MVNA March 2014. 	<ul style="list-style-type: none"> • New group established.
<p>Eastwood Coordinator Shaun Mirfield</p> <p>‘Crime & Environmental’ – Key Focus</p>	<ul style="list-style-type: none"> • Focus here is on crime & grime • Reduce ASB at least in line with SRP target & build community cohesion, with an Eastwood Village focus 	<ul style="list-style-type: none"> • Good links to Community First • ‘Cook & Eat classes’ • RUCST have secured SYP PCC funding to deliver activities over a 12 month period 	
<p>Town Centre Coordinator Zaidah Ahmed</p> <p>‘Provide opportunities for learning about healthy</p>	<ul style="list-style-type: none"> • Main focus on health & wellbeing • Targeted priorities toward young people. 	<ul style="list-style-type: none"> • A health event to address health needs with workshops to be held on 4th July at Broomvalley school. • A family Induction day planned for EU families on the 17th September with all key partners to address health, education and crime. 	

<p>lifestyles' – Key Focus</p> <p>Ferham & Masbrough Coordinator Shaun Mirfield</p> <p>'Crime & Environment'- 'Promote skills development for community groups' – Key Focus</p>	<ul style="list-style-type: none"> • Health main focus • Priorities set to engage with Roma Community. • Targeted for Community First. 	<ul style="list-style-type: none"> • Recent Rotherham East Community First Panel awarded funding to Ferham Community Group and RUCST to deliver diversionary and environmental work. 	
<p>Malty South East Coordinator Andrea Peers</p> <p>'Housing & Environment' – Key Focus</p>	<ul style="list-style-type: none"> • Main focus to change the character of the area, improve opportunities available and improve quality of life in area. • Key priority to work with young people. 	<ul style="list-style-type: none"> • Community engagement in environmental Projects – Model village neighbourhood agreement and China Town Tara • Birks Holt Estate Management Plan 	
<p>Aston North Coordinator Andy Wright</p> <p>'Community Engagement' – Over-arching Priority.</p>	<ul style="list-style-type: none"> • Difficult to separate the Aston North Deprived Community from the wider community around it who are not disadvantaged. • Some groups in the community who are engaged but typically don't want to take on a lead role 	<ul style="list-style-type: none"> • Aston Consultation Event – 25/2/14 • Young people engaged with skate park consultation • Work plan with Aston TARA now in place. 	