

### 2.3 Profile - Priorities and Issues

Geographical and Target Groups	Reason	Action	Progress (IER Public Engagement)
<p>Three Wards: Boston Castle Rotherham East Rotherham West</p>	<p>Wards with lowest CDR match rates and with more than 10% of void properties which could indicate under-registration. These wards also have the highest proportions of private rented accommodation and significantly higher numbers of EU, Commonwealth and other BME population whose first language may not be English.</p>	<p>Local data matching: C Tax/Revs &amp; Bens/Housing/LEA</p> <p>Translated materials and targeted approach including additional focus during 2013 canvass – recruit team leader(s) from most able canvassers (language skills if possible) to provide support and advice</p> <p>Contact with Community groups</p>	<p><b>Rotherham North Area Assembly meeting on (covers Rotherham West)-13<sup>th</sup> January</b></p> <p><b>Rotherham South Area Assembly Meeting (covers Boston Castle and Rotherham East)- 16<sup>th</sup> October</b></p> <p><b>Working with REMA to organise a meeting with ROMA communities and other new communities (predominantly live in private sector housing) which will be supported by appropriate translator (February 2015)</b></p> <p><b>Will also organise a workshop for the BME communities with REMA (February 2015)</b></p>
<p>Five Wards: Dinnington Maltby Rawmarsh Wath</p>	<p>Wards other than the three listed above with more than 10% of properties shown as void. Dinnington and Maltby also have relatively high levels of private rented accommodation. Wath and</p>	<p>Local data matching: C Tax/Revs &amp; Bens/Housing/LEA</p> <p>Targeted approach - additional focus during 2013 canvass – recruit team leader(s) from most able canvassers to</p>	<p><b>Attended Area Assembly Chairs Meeting on 16<sup>th</sup> June.</b></p> <p><b>Attended Rother Valley West Area Assembly on 7<sup>th</sup> July</b></p>

Appendix 2 Deputy Leader Report Jan 15 \_ IER Update Public Engagement Schedule

<p>Wingfield</p>	<p>Wingfield contain relatively high numbers of flats.</p>	<p>provide support and advice – and to lead initiatives to gain access to flats.</p>	<p><b>Attended Wentworth Valley Area Assembly on 8<sup>th</sup> July which covers Maltby.</b></p> <p><b>Attended Wentworth North Area Assembly on 14<sup>th</sup> July which covers Wath.</b></p> <p><b>Attended Wentworth South Area Assembly meeting on 28<sup>th</sup> October which covers Rawmarsh.</b></p> <p><b>Attended Rother Valley South Area Assembly on 3<sup>rd</sup> November which covers Dinnington.</b></p> <p><b>Rotherham North Area Assembly meeting on 13<sup>th</sup> January which covers Wingfield.</b></p> <p><b>Attended Parish Liaison Working Group meeting On 26<sup>th</sup> June</b></p> <p><b>Attended future wider Parish Network meeting on 9<sup>th</sup> December</b></p>
<p>Borough: Private Rented Accommodation</p>	<p>Private rentals are highest in the wards already identified above but a total of 13% of Rotherham’s population is housed in private</p>	<p>Local data matching: C Tax/Revs &amp; Bens/Housing/LEA</p> <p>Borough wide information campaign</p>	<p><b>Attended Landlords Forum on 24<sup>th</sup> November.</b></p>

Appendix 2 Deputy Leader Report Jan 15 \_ IER Update Public Engagement Schedule

	rented accommodation. Research shows these are less likely to confirm.	including social media, local press, to encourage registration  Contact with landlords/letting agents	
Borough: Social Housing	Social housing is higher in three wards, Rotherham East, Valley and Wingfield. Properties in this sector shown as void are less likely to be empty than private properties so may be an indicator of under-registration.	Local data matching: C Tax/Revs & Bens/Housing/LEA  Borough wide information campaign including social media, local press, to encourage registration  Contact with social housing landlords and tenant groups	<b>Attended Area Housing Panel Chairs Meeting on 17<sup>th</sup> June.</b>  <b>Attended Rother Fed Board meeting On 14<sup>th</sup> July to make contact with Tenant Groups and Area Housing Panels.</b>
Borough: Attainers and other young people	Census data indicates 28,229 people across the borough are aged 16-24 and approximately 25% of these are 16-17 year olds. There is a fairly even spread across the borough.	Local data matching: : C Tax/Revs & Bens/Housing/LEA  Borough wide information campaign including social media to encourage registration  Contact with Schools, Colleges and Youth Service	<b>Please see enclosed action plan for young people</b>
Borough: Elderly – in residential care homes	There are many private residential homes for the elderly and few are council owned. More analysis of CDR required to establish	Borough wide information campaign including social media, local press to encourage registration	<b>Attended Rotherham Older People's Forum meeting on 9<sup>th</sup> July.</b>  <b>Attending Rotherham Pensioners</b>

Appendix 2 Deputy Leader Report Jan 15 \_ IER Update Public Engagement Schedule

	average match-rate and decide priority level	Contact with Adult Services /Care homes	<b>Action Group meeting on 22<sup>nd</sup> July.</b>
Borough: Accessibility issues	The borough profile indicates that deprivation could mean low educational attainment and adult skills, poor health and high rates of disability in some areas.	Borough wide information campaign including social media, local press to encourage registration – ensure includes how to get help if needed.  Information in alternative formats  Contact with community groups	<b>Attending Rotherham Learning from Customers Forum meeting on 7<sup>th</sup> August.</b>  <b>Discussing options with Speak Up (Learning Disabilities) and Disability Network.</b>