

# CASE STUDIES

## THRIVING NEIGHBOURHOODS

### Community Days delivered for each ward in the borough

Over the past few months, service managers in the Council's Cleaning and Grounds Maintenance Service have been attending ward meetings across Rotherham, working with Elected Members and the Neighbourhoods Team to discuss and agree local priorities and the use of local resources. These discussions gave Members an opportunity to influence and drive activity in their local area.

Ward Members were invited to highlight locations or activities within their own wards where greater focus would be helpful to local people, using both their own local knowledge and information they have received from their residents. This included planning a 'Community Day' for each ward – a dedicated day on which Cleaning and Grounds Maintenance operatives would visit the areas chosen and undertake targeted cleansing and grounds maintenance activity to uplift the local area.



After attending all ward briefings, the service managers consolidated the information received and established a programme of dates for the Community Days. In total, 21 Community Days were delivered across all wards in Rotherham between February and March 2021.

Cleaning and Grounds Maintenance operatives worked hard throughout the day in each ward to leave the chosen areas clean and tidy, carrying out a range of activities including litter-picking, tidying up vegetation, clearing weeds and removing fly-tipped rubbish.

The before and after photos captured by the Cleaning and Grounds Maintenance team show some of the fantastic differences made in the chosen areas.

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**Keppel Community Day, 19 February 2021:  
Bray Walk and Studmoor Road area, before and after**



**Valley Community Day, 18 March 2021:  
Lady Oak Road, East Herringthorpe, before and after**



75 Community Days are to take place per year, with three being delivered in each of Rotherham's wards. In the future, it is hoped the easing of COVID-19 restrictions will mean that the Cleaning and Grounds Maintenance Service can work with the Neighbourhoods Team to encourage members of the local community to get involved in the ward Community Days.

## THRIVING NEIGHBOURHOODS

### Refurbishing the Kiveton Park Library and Neighbourhood Hub

Consultation and engagement with local people found that Rotherham's libraries are deeply loved, and that people want libraries to be the social hub of the community. The Council also acknowledges that closing local libraries can have far-reaching implications beyond the loss of books and that they have an important role to play in harnessing community spirit and supporting local people to access services. In light of this, the Council has committed to the Libraries Capital Improvement Programme, to invest in every library across the borough, ensuring that all facilities are modern, relevant and accessible.

One site which has benefitted from the programme is Kiveton Park Library, whereby the library has been co-located with the Children and Young People's Early Help services to form a community hub. By co-locating with Early Help services, the Library and Neighbourhood Hub will be able to offer extended opportunity for members of the community to improve their life skills and learn.

The redesigned layout has incorporated flexible meeting spaces for new community groups to be formed and a new catering kitchen to deliver food hygiene courses, which will allow more opportunities to bring communities together.



The interior of the library has been modernised to better meet the needs of local people, which includes new IT equipment, library furniture, carpets and shelving, as well as a disabled toilet to enhance the accessibility of the library. Improvements have also been made to the exterior of the building, such as new windows, doors and signage, to ensure that the library has a welcoming feel.

Including the work at Kiveton Park, the Council has refurbished a total of seven libraries during the COVID-19 pandemic, including Mowbray Gardens, Wickersley, Greasbrough, Dinnington, Kimberworth and Thorpe Hesley.

Work will continue to deliver on the programme, with plans in place for all sites across the borough. This will help to ensure that all libraries in Rotherham are modern and welcoming spaces, at the heart of community life.



# CASE STUDIES

## ECONOMIC RECOVERY

### Economic Recovery theme – public realm scheme on Bridgegate



The town centre masterplan comprises a package of interventions, including public realm improvements, across several key strategic areas, to help improve the function, aesthetics and linkages into and across the core of Rotherham town centre.

The masterplan emphasises the critical importance of public realm enhancements to encourage and improve movement and connectivity, particularly between Forge Island and the wider town centre, and to improve the physical environment and experience within the town centre.

In December 2019, Bridgegate was identified as the first section of public realm to be delivered as part of phase one.

The aim of the scheme was to remove clutter and the outdated street scene and create a welcoming, safe and vibrant environment to encourage footfall. With the Forge Island leisure development on the horizon, works need to be completed to bring the whole town together with a cohesive approach to public spaces.

The street can now accommodate markets stalls and events, and be more readily linked into events taking place across the wider town centre.

Bridgegate is a key gateway into the town from the interchange and railway station, which now encourages and entices visitors, with beautiful views of the minster and access to Minster Gardens and All Saints Square.

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## ECONOMIC RECOVERY

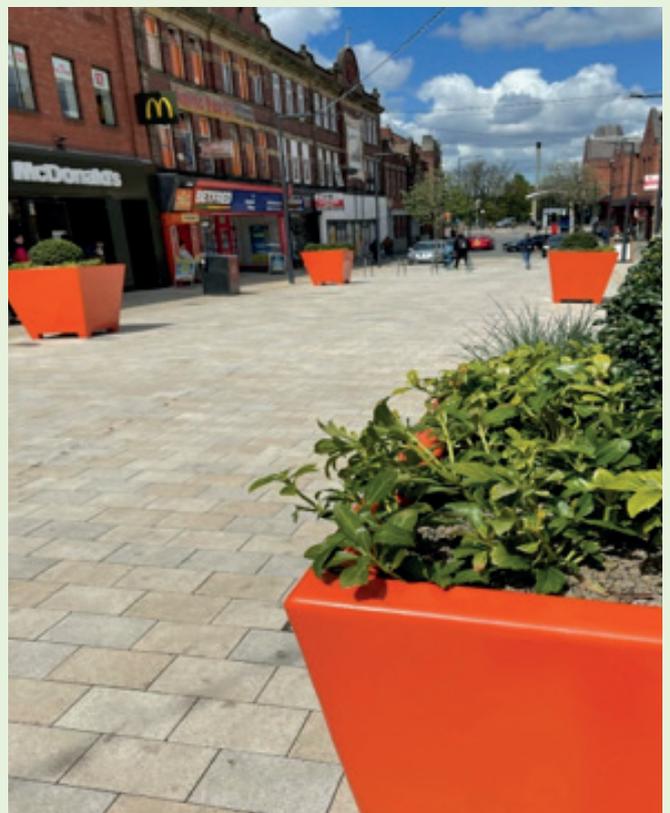


The space has received numerous positive comments from businesses and users alike, who state the street is bright and vibrant, with the addition of the new planters bringing a homely garden feel to the street.

Works have also started on the next stage of the public realm redevelopments on College Street, with Frederick Street to follow in September 2021.

Rotherham Council's Cabinet Member for Jobs and the Local Economy, Cllr Denise Lelliott, said: "The improvements are all part of the town centre masterplan and will complement the new housing developments and leisure scheme at Forge Island, which are starting to taking shape.

"We are committed to public realm works and improving the streets in the town centre, which will help to ignite the regeneration of the town centre and we're determined to make sure the area doesn't just survive but thrives."



## HOPE AND CONFIDENCE

### GetRidReyt

Rotherham Council's Community Safety and Street Scene Team asked for a communications plan to be put together to remind Rotherham residents that they have a duty of care regarding their rubbish. It is a homeowner's responsibility to make sure that anyone they pay to dispose of rubbish is a registered waste carrier. The team also asked for the campaign to include a deterrent to fly-tippers, using images of fly-tipped rubbish from around the borough.

The Communications Team put together a plan which included social media cards and videos.

### Phase One

Phase one of the **#GetRidReyt** campaign focussed on informing the public that they have a duty of care regarding their rubbish.

Cards (see below) were shared on social media, showing images of fly-tipped rubbish and containing the hashtag **#GetRidReyt**.

A video of a convicted fly-tipper dumping rubbish was also shared on social media (see right). It centred around the conviction of two members of the same family in December 2019 following Rotherham Council's longest running investigation into fly-tipping. You can view the video **here**.



### Phase Two

Phase two of the campaign looked to create a deterrent to fly-tippers using images of fly tipped rubbish from around the borough. Using CCTV footage of offenders, a number of videos have been created and shared on social media asking the public to help identify any of the people filmed fly-tipping.

All the videos can be viewed on the Council website at **www.rotherham.gov.uk/getridreyt**



### Next Steps

Plans are in place to continue to produce videos of offenders dumping rubbish across the borough as it highlights the work that the team is doing to combat the issue. The Communications Team is also looking to work with other areas of the Regeneration and Environment Directorate to use **#GetRidReyt** with other projects such as litter picking.