

Committee Name and Date of Committee Meeting

Cabinet – 19 December 2022

Report Title

Rotherham Plan 2025

Is this a Key Decision and has it been included on the Forward Plan?

Yes

Strategic Director Approving Submission of the Report

Jo Brown, Assistant Chief Executive

Report Author(s)

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Ward(s) Affected

Borough-wide

Report Summary

The 2025 Rotherham Plan updates the original document launched in 2017, describing how the Council and local partner organisations will work together to deliver an ambitious programme of activity through to 2025.

This update recognises the milestones that have been delivered since 2017 and introduces new themes in response to the significantly different national and local context.

The Plan sets out a strategic direction for Rotherham Together Partnership (RTP) across five aspirational themes:

- A place to be proud of
- Inclusive economy
- Climate and environment
- Health and wellbeing
- Building stronger communities

The Plan has been signed off by RTP's Chief Executive Officer Group and Cabinet are now being asked to formally endorse it on behalf of the Council.

In addition, Cabinet is asked to agree to the establishment of a Strategic Partnership Group to oversee delivery of the Plan and ensure connectivity across key partnership boards (see paragraphs 2.8-2.10).

Recommendations

1. That Cabinet note the strategic themes and intended programme of action laid out in the Rotherham Plan 2025.
2. That Cabinet endorse the updated Rotherham Plan 2025.
3. That Cabinet agree to the establishment of a Strategic Partnership Group to oversee delivery of the Plan and delegate approval of Terms of Reference to the Chief Executive in Consultation with the Leader and the Strategic Partnership Group.

List of Appendices Included

Appendix 1 Rotherham Plan 2025
Appendix 2 Consultation analysis
Appendix 3 Equality impact assessment
Appendix 4 Carbon impact assessment

Background Papers

(Original) Rotherham Plan 2025

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

Council Approval Required

No

Exempt from the Press and Public

No

Rotherham Plan 2025

1. Background

- 1.1 The Rotherham Plan, launched in March 2017, sets out how the Council and local partner organisations would work together to deliver an ambitious programme of activity through to 2025. Recognising the significantly different local and national context within which partners are operating, the Plan has been updated to refocus efforts on current shared priorities.
- 1.2 Since 2017, the Council and partner organisations have delivered on a range of key milestones and actions that were set out in the Plan. This includes: a new university centre, the attraction of major investment highlighted by the opening of Gulliver's Valley Theme Park, the ongoing Town Centre development including new housing schemes, integrated health and social care arrangements, a range of employment support programmes, innovative social prescribing practices, and joint commitments on social value across partners.
- 1.3 However, more recently the Council and partner organisations have faced significant challenges, ranging from the Covid-19 pandemic, the growing urgency of climate change to the rising costs of living. The Rotherham Plan 2025 therefore aims to build on the successes whilst responding to both emerging and long-standing challenges.

2. Key Issues

- 2.1 The Rotherham Plan identifies the following principles to guide the work of Rotherham Together Partnership (RTP):
 - Connecting organisations and people to share knowledge, skills and resources
 - Building confident and cohesive communities, where people from different backgrounds can come together
 - Creating opportunities that benefit all residents, particularly those who are most disadvantaged

These principles run through the Plan, highlighting the need to work closely across organisations and with local communities, focusing on inequalities of opportunity.

- 2.2 The Plan is built around five interrelated strategic themes.
 - A place to be proud of
 - Inclusive economy
 - Climate and environment
 - Health and wellbeing
 - Building stronger communities

These themes are intended to guide a programme of activity to build on the successes and address the challenges described above.

2.3 ***A place to be proud of*** covers the delivery of regeneration across Rotherham, the rejuvenation of the Town Centre, and the delivery of a diverse range of cultural events and activities. Under this theme the partnership will aim to deliver:

- Key Town Centre regeneration schemes, including Forge Island, the markets redevelopment and new central library, new homes and Riverside Gardens
- An inspiring programme of creative events and experiences, led by young people, culminating in Rotherham becoming the world's first Children's Capital of Culture in 2025
- Capital improvement schemes across Rotherham through the Towns and Villages Fund
- Our ambitious Levelling Up Fund projects at Wentworth Woodhouse, Magna and Rother Valley and Thrybergh country parks
- A series of public events and activities in communities across the borough

2.4 ***Inclusive economy*** covers actions to create opportunities for everyone to participate in and benefit from a growing economy. The priorities are to improve skills and raise aspirations, target support to increase economic inclusion and spread opportunity, and deliver on social value. Under this theme the partnership will aim to deliver:

- An expansion of the higher-level skills offer at University Centre Rotherham and a curriculum that focuses on reusable and sustainable energy skills
- 'Skills Street' at Gulliver's Valley focusing on training, development and accreditation within the hospitality and leisure sectors
- Employment support programmes (Pathways and Inspire) that reduce barriers to work and help people to progress in their chosen careers
- Improved transport links to connect people to opportunities, including a new tram train stop at Magna
- Work with employers to ensure they have a local labour pool with the required skills and experience to help their businesses to grow
- Joint initiatives and commitments on social value and promotion of the Real Living Wage

2.5 ***Climate and environment*** covers actions to build a healthy and attractive local environment in Rotherham, whilst acting on the climate and nature emergencies. The partnership will aim to act together to reduce emissions, protect nature and the local environment, and ensure a just transition to capitalise on the advantages of "greening" and mitigate the risks for Rotherham's residents and communities. Under this theme the partnership will aim to deliver:

- The development of renewable energy projects
- Agree a Partnership Charter, with shared commitments to respond to the climate and nature crises
- Support for tree planting, rewilding, and other projects to promote nature recovery and biodiversity
- A positive carbon impact by reviewing procurement practices, and exploring shared procurement

- Reduced risk and impact of flooding in the Borough, by investing in alleviation schemes.

2.6 **Health and wellbeing** set out how the partnership will support and enable people to lead healthy lives, focusing on prevention. This means acting to improve mental health, integrating services around the needs of individuals, embedding prevention as common practice, and acting on inequalities across Rotherham. Through this theme partners will aim to deliver:

- Transformation of community mental health services with patients and carers
- Opening of day facilities for people with learning disabilities, autism and complex needs
- Family hub approach to provide integrated support to families
- A strategic approach to increase physical activity across the Borough, including investing in opportunities for active travel
- A prevention campaign to reduce the harms from smoking, obesity and alcohol and support healthy ageing
- A new diagnostic centre (respiratory physiology hub)

2.7 **Building stronger communities** focuses on how the partnership will work with individuals and communities on things that matter most to them. The priority will be on multi-agency neighbourhood working, effective engagement and co-production, and improving partners' collective understanding of local communities. Under this theme the partnership aims to deliver:

- A new multi-use development at Olive Lane (Waverley) acting as a vibrant centre at the heart of the community
- Annual Rotherham Show with a wide range of partners
- Support for voluntary and community sector to enable sustainable and resilient community-led local improvement
- Continue to invest in improving the Borough's CCTV camera system.
- Tackling hate crime by engaging with communities and working with schools to increase take up of the Rotherham Youth Cabinet schools hate incident charter

2.8 As set out in the delivery section of the Plan, the themes and activity it describes are intended to augment the ongoing work of key thematic partnerships, including:

- Safer Rotherham Partnership
- Health and Wellbeing Board
- Business Growth Board
- Children and Young People's Partnership
- Cultural Partnership

2.9 It is proposed that the chairs and one other representative from each of these partnership bodies (including at least one non-Rotherham MBC representative) will form a Strategic Partnership Group, to be chaired by the Leader of the Council. Other members will include the Chair of the RTP Chief

Executive Officer Group (currently the Council's Chief Executive) and an additional voluntary and community sector representative.

2.10 The Group's role will be to:

- Provide strategic direction in relation to partners' shared priorities, as set out in the Rotherham Plan and other key Borough-wide strategies
- Oversee delivery of the Rotherham Plan, assessing progress towards agreed objectives and milestones, and taking action as required
- Ensure a consistent and effective approach is taken, across partnership bodies, to addressing complex or cross-cutting issues
- Provide a forum for mutual support, constructive challenge and intelligence sharing
- Ensure that the direction provided by Rotherham Together Partnership takes account of the breadth of stakeholder perspectives within Rotherham, as well as agreed equalities objectives

2.11 In addition, two showcase events will be held each year, giving a wider range of people the opportunity to hear about the progress made, including what has been delivered and the impact that it has had.

3. Options considered and recommended proposal

3.1 Option 1 - Do not refresh the Rotherham Plan, which would leave the Plan out of date and failing to reflect the current local and national context and related challenges and priorities that the Council and its partners are currently responding to and focusing on.

3.2 Option 2 - Update the Plan to reflect the current context and challenges, as described in the report. This is the recommended option.

4. Consultation on proposal

4.1 A number of facilitated focus groups were held in April and May 2022: four for members of thematic partnership boards and three for partner staff. These sessions informed the Plan's themes and its three principles that underpin the work of the partnership.

4.2 Public consultation on the proposed themes in the Plan was carried out during September 2022. This involved face-to-face engagement with residents across a range of venues, including the Rotherham Show, as well as an online survey. Collectively these exercises achieved a total of 313 responses.

4.3 The feedback from the consultation generally confirmed that the proposed themes resonated with local people and reflected their priorities for the changes that they wanted to see within the Borough. For example, through the face-to-face engagements, the highest proportion of respondents identified green spaces and parks as their favourite feature about Rotherham. Meanwhile, it highlighted the need for more retail and restaurants either in their local area or in the town centre as their top priority for improvement, a core

component of the Plan's 'a place to be proud of' theme. Appendix 2 contains an analysis of the results.

- 4.4 The Plan has been co-produced with relevant partners through RTP's Chief Executive Officer group and additional meetings and discussions with officers from across the partnership.

5. Timetable and Accountability for Implementing this Decision

- 5.1 The Plan has been signed off by the RTP Chief Executive Officer Group. Implementation will be overseen via the partnership arrangements set out in this report and in the Plan itself.

6. Financial and Procurement Advice and Implications

- 6.1 There are no direct procurement implications as a result of the recommendations detailed in this report. Procurement will support the delivery of the themes. Where there is an identified need for the Council to procure goods, services or works in relation to achieving the objectives set out in the Rotherham Plan, these should be referred to the Corporate Procurement Team to ensure they are procured in compliance with the Public Contract Regulations 2015 (as amended) and the Council's own Financial and Procurement Procedure Rules.

- 6.2 The strategic themes include aims that will be delivered by direct Council intervention and funding e.g. town centre regeneration. The financial implications of individual projects or ongoing interventions will be agreed as part of the Council's Budget report and in line with the Council's Financial and Procurement Procedure Rules. The cost of the showcase events will be met from the Rotherham Together Partnership budget.

7. Legal Advice and Implications

- 7.1 While there is no specific statutory requirement for the Council and partners to adopt a Plan of this nature, being clear about the priorities and principles the partnership will pursue, will give staff, residents and businesses within the Borough a clear understanding of what the Council and its partners seek to achieve and how they will prioritise their spending decisions.

8. Human Resources Advice and Implications

- 8.1 There are no direct human resources implications arising from the report.

9. Implications for Children and Young People and Vulnerable Adults

- 9.1 The Plan notes work on Children's Capital of Culture 2025, an inspiring initiative that is being shaped by local young people, encompassing a wide range of creative activities and experiences, together with life-changing training and skills opportunities. It also notes that work with young people and vulnerable adults will be a key component of other themes, including "Inclusive

economy” (i.e. targeted initiatives to support economic participation amongst these groups) and “Health and wellbeing”.

10. Equalities and Human Rights Advice and Implications

- 10.1 The Rotherham Plan addresses inequalities in several of its themes, aiming to reduce inequalities and tackle disadvantage whilst delivering better outcomes for all residents. Two of the principles that run through the Plan are:
- Building confident and cohesive communities, where people from different backgrounds can come together
 - Creating opportunities that benefit all residents, particularly those who are most disadvantaged
- 10.2 Equality and census data will need to be monitored closely, especially in the ‘Health and wellbeing’ and ‘Inclusive Economy’ themes, as these are areas of considerable existing inequalities, which will make it more difficult for some individuals and groups to access opportunities and services.

11. Implications for CO2 Emissions and Climate Change

- 11.1 The Rotherham Plan includes a range of actions under the overarching theme of “Climate and environment”, including agreeing shared commitments to respond to the climate and nature crises. This is intended to be supported by the development of renewable energy projects, support for tree planting, a review of procurement practice and knowledge sharing.
- 11.2 Some of this activity is developmental and will require ongoing oversight and joint work through the partnership structures to develop specific actions. As such, it is not possible to predict the exact impact of these measures. At this stage it is not possible to predict whether there will be a net reduction or increase of emissions across the above thematic areas as other areas of the Rotherham Plan (for example the regeneration schemes identified under the “A place to be proud of” theme) are likely to imply an increase in emissions.
- 11.3 It is therefore recommended that a process of carbon and environmental impact assessment is built into the development of specific actions over the course of the Plan.

12. Implications for Partners

- 12.1 The Rotherham Plan involves relevant partners committing to various strategic priorities and objectives, which will be taken forward via the partnership arrangements described in the report. Individual partner organisations are taking the Plan through their own governance channels for endorsement.

13. Risks and Mitigation

- 13.1 Many of the issues and themes set out in the Plan will be affected by decisions taken at a national or even international level, for instance relating to the economy or climate policy and targets. However, as the Plan describes, partners will use their combined resources to deliver the maximum benefits for

local residents, particularly targeting support towards those who are most disadvantaged, vulnerable or excluded.

- 13.2 There is a risk of duplicating effort across partner organisations and partnership bodies and failing to take effective joint action in response to shared challenges and priorities. The establishment of the Strategic Partnership Group will mitigate this risk, ensuring that strategic leaders across organisations and thematic partnerships meet regularly to discuss cross-cutting issues and oversee progress towards objectives agreed in the Rotherham Plan.

14. Accountable Officer

Fiona Boden, Head of Policy, Improvement and Intelligence

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp	02/12/22
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	01/12/22
Assistant Director, Legal Services (Monitoring Officer)	Phillip Horsfield	30/11/22

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