

Understanding, listening to and working with Rotherham's communities				
How we will get there	Activity	Key milestone dates	Service lead	Council Plan/ YADP activity?
<p>Two of the high-level actions under this objective are delivered through a range of linked activities:</p> <p>Listening to residents and service users through consultations and feedback to improve the evidence base that informs service delivery.</p> <p>Enhancing the way that we engage with communities including those with protected characteristics, to ensure that all voices are heard and there is an opportunity to provide lived experience.</p>	Implementing a new model of equalities engagement, including a new dedicated post and three key consultation projects to build stronger networks and connections with our communities.	Qtr 4	Head of Policy, Performance and Intelligence ACX	✓
	Employ an officer to drive community engagement work			
	Identification of three key consultation projects			
	Review of Community Reference Group's Terms of Reference and focus	Qtr 2		
	Training to implement community engagement and guidance toolkit	Qtr 2		
	Progress phase 1 of the Local Neighbourhood Road Safety programme to design and implement new neighbourhood road safety measures in 13 Wards.	Qtr 4	Assistant Director, Planning, Regeneration and Transport R & E	✓
Implement the findings from the Local Government Association (LGA) Customer Services Peer Review.	Qtr 4 (March 2024)	Assistant Director Customer, Information and Digital F & CS	✓	
Developing joint partnership approaches	Produce ward plans with ward priorities informed by local communities.	Qtr 1	Head of Neighbourhoods ACX	✓

and activity including the use of intelligence to tackle inequalities, promote equalities and good community relations that have a positive impact.	Deliver a learning and development programme that will help embed a strength based-working approach (Neighbourhoods) across the Council's workforce	Qtr 2		✓
	Provide support to voluntary and community groups through a new infrastructure contract, developed through a co-design exercise.	Qtr 4	Head of Policy, Performance and Intelligence ACX	✓
	Work with children and young people across the borough to co-design the Children's Capital of Culture (CCOC) 2025 programme and deliver a series of events, including: a) UPLIFT: Rotherham Skate and Arts Festival 2025 b) Teenager market Quarter 1 c) Wow festival	Ongoing to Qtr 4 Qtr 1	Assistant Director, Culture, Sport and Tourism R & E	✓

Delivering accessible and responsive services that meet diverse needs

How we will get there	Activity	Key milestone dates	Service lead	Council Plan/ YADP activity?
<p>Two of the high-level actions in this objective are delivered through a range of linked activities:</p> <p>Communicating and engaging with residents so that they feel informed about council services and how to access these.</p> <p>Listening to service users through consultations and complaints to produce evidence-based analysis that informs service design and delivery.</p>	Complete the new library at Thurcroft.	Qtr 3	Assistant Director, Culture, Sport and Tourism R & E	✓
	Complete delivery of the £100k Play Equipment replacement programme.	Qtr 1	Assistant Director, Culture, Sport and Tourism R & E	✓
	To adopt a coherent approach to local 20 mph speed limits, ensuring that children and older people alike feel safe on small residential roads	Qtr 3	Assistant Director, Planning, Regeneration and Transport R & E	✓
	Complete delivery of the second phase of CCTV investment, including additional safer streets funding.	Qtr 3	Assistant Director Community Safety and Street Scene R & E	✓
	Deliver a full review of Taxi Licensing Policy, ensuring policy changes are swiftly adopted. (includes issues about accessibility of taxis etc)	Qtr 4	Assistant Director Community Safety and Street Scene R & E	✓
	Lead the Rotherham Combatting Drugs Partnership in the expansion of drug treatment and recovery services to increase the number of people successfully supported to 1,555.	Qtr 4	Director of Public Health ACH&PH	✓
	Work with partners to design a new delivery model for mental health services to better meet the needs of those in crisis.	Qtr 4	Assistant Director of Adult Care and Integration ACH&PH	✓
	Develop a Flexible Purchasing System (FPS) specifically for Mental Health to procure a range of services for people living with mental ill-health to be supported to live in their community	Qtr 2	Assistant Director Strategic Commissioning ACH&PH	✓

	Co-produce with people with a learning disability, and their carers, the priorities for learning disability services transformation over the next three years.	Qtr 3	Assistant Director of Adult Care and Integration ACH&PH	✓
	Commence the building groundwork for Castle View which will provide new day opportunities for people with high support needs.	Qtr 3		✓
	Implement new assistive technology to expand the community alarm offer (currently Rothercare), to enable people to live independently at home.	Qtr 4		✓
	Build on service improvements by developing a new Adult Social Care Strategy which enables residents to understand how services will work with them to build on their strengths, resilience and maximise their independence.	Qtr 4		✓
	Through co-production with carers and other stakeholders, develop a detailed action plan to facilitate delivery of the ambitions within the Borough that Cares Strategy	Qtr 3	Assistant Director Strategic Commissioning ACH&PH	✓
	Launch a new public health improvement and prevention campaign to provide advice on areas such as smoking, tobacco control, food and physical activity.	Qtr 1	Director of Public Health ACH&PH	✓
	To agree a policy on the localised use of traffic powers to manage pavement parking and to progress an initial scheme under this policy.	Qtr 4	Assistant Director, Planning, Regeneration and Transport R & E	✓
	Restructure the homelessness service to focus more resources on prevention and early intervention activity.	Qtr 2	Assistant Director Housing ACH&PH	✓
	Develop a range of accessible free information, advice and guidance resources and improve communications/engagement with private landlords, to support those at risk of homelessness at the earliest opportunity.	Qtr 4		✓
	Provide food vouchers to children eligible for free school meals, through the household support fund, for school holidays through to February Half Term 2024.	Qtr 4	Assistant Director Education and Skills CYPS	✓
	Delivery of the Council's Local Council Tax Support Top Up scheme, providing up to £117.60 to working	Qtr 4	Assistant Director Financial Services	✓

households in receipt of council tax support.		F&CS	
Complete an annual review of Rothercard.	Qtr 4	Assistant Director Customer, Information and Digital Services F&CS	✓
Obtain sign off of our Written Statement of Action which has been developed to address the findings from the Special Educational Needs and Disabilities (SEND) inspection undertaken in 2021. This includes actions to address the variability of Education, Health and Care Plans.	Qtr 4	Assistant Director Education and Skills CYPS	✓
Launch an online resource for families to access support in relation to their emotional health and wellbeing.	Qtr 4	Assistant Director Early Help and Family Engagement CYPS	✓
Launch the multi-agency Rotherham Relationships Charter designed to engage agencies in thinking about parental conflict in day-to-day practice.	Qtr 4	Assistant Director Early Help and Family Engagement CYPS	✓
Deliver the year 1 and 2 objectives of the national nationally funded Family Hubs programme (22-25), which is a national initiative aimed at making support and services more easily accessible to children and families.	Qtr 4		✓
Provide new homes to make sure looked-after children and young people in Rotherham can stay in the borough	Qtrs 2, 3 & 4	Assistant Director Safeguarding CYPS	✓
Complete the actions set out in our Youth Justice Action Plan which has been developed to address the findings from a peer review of the Youth Justice Service in March 2022.	Qtr 2	Assistant Director Early Help and Family Engagement CYPS	✓
Develop and launch the refreshed Early Help Strategy and ensure future revisions are informed by the start for life and family hubs developments.	Qtr 4		✓
Develop an independent travel training offer to support children with special educational needs or disabilities, so that they have the confidence and skills to travel independently and achieve their full potential	Qtr 4	Assistant Director Community Safety and Street Scene R&E	✓

	<p>As part of 'Rotherham loves reading' project:</p> <ul style="list-style-type: none"> • Undertake monthly themed promotions to implement the take 10 campaign. • Train a second cohort of primary schools to implement the reading fluency project into schools. 	Qtr 4	Assistant Director Education and Skills CYPS	✓
	Support teachers and school leaders to enhance learning opportunities for disadvantaged pupils by launching a Disadvantaged Pupils Toolkit.	Qtr 4		✓
	Continue to deliver 'Pathways to Success' and 'Inspire' support programmes ensuring at least a further 88 residents secure employment or training.	Qtr 3 (December 23)	Assistant Director Housing ACH&PH	✓
	Agree a local labour policy to encourage and/or enable local people to access job opportunities arising from major development sites.	Qtr 3	Assistant Director, Planning, Regeneration and Transport	✓
	Commence construction works for the Markets and Library redevelopment. (Access to new provision etc)	Qtr 3	R&E	✓
	<p>Acting as accountable body, monitor and support partners to deliver projects across Rotherham with funding secured by the Council through Town Deal, Levelling Up Fund and Future High Street Fund including:</p> <ul style="list-style-type: none"> • Wentworth Woodhouse • Maltby Skills Academy • Grimm and Co • Gulliver's Skills Academy • Magna. 	Ongoing to Qtr 4		✓
	<p>Support residents to apply for energy efficiency grants through the Energy Company Obligation (ECO4) programme and the Council's Community Energy Support Scheme (CESS) with at least:</p> <ol style="list-style-type: none"> a) 600 ECO4 projects signed off b) 300 CESS household support projects completed. 	Qtr 4		✓

Strengthening digital infrastructure and supporting skills' development to enable access for all.	Develop a Digital Inclusion Strategy.	Qtr 2	Assistant Director Customer, Information and Digital F & CS	✓
	Develop action plan for Digital Inclusion Strategy	Qtr 3		
	Work with partners to develop a 12-month plan to collectively drive the social value agenda and determine governance arrangements to support delivery.	Qtr 2	Assistant Director Financial Services	✓
	Deliver the Advance Project, assisting 50 residents to improve their qualifications and enhance their career prospects.	Qtr 4	Assistant Director, Planning, Regeneration and Transport R&E	✓
	Procure a programme of activity (Multiply) that engages adults (with numeracy levels below level 2) in informal learning to boost their maths skills.	Qtr 3		✓
	Agree a new model for crisis food provision for the borough.	Qtr 3	Head of Policy, Performance and Intelligence ACX	✓
Continuing to improve the use of Equality Impact Assessments in service design and delivery, capturing challenges and opportunities at the very beginning, ensuring barriers are considered and mitigated where possible.	Review and update current equality impact assessment (EIA) process and guidance, with examples of best practice identified and showcased, to aid learning and development.	Qtr 4		
	Conduct Equality impact assessment training for scrutiny members to support more evidence-based decision-making. (Links to member development)	As required		

Providing leadership and organisation commitment to actively promote equalities

How we will get there	Activity	Key milestone dates	Service lead	Council Plan/ YADP activity?
Supporting awareness and understanding across communities to promote good relations across the range of protected characteristics.	LGA Corporate Peer Challenge to review the capacity, governance, leadership, and finances to deliver on the Council's ambition.	Qtr 2	Head of Policy, Performance and Intelligence ACX	✓
	Refresh the member development process using the member development survey and member personal development plans.	Qtr 3	Head of Democratic Services ACX	✓
Celebrating diversity within our communities and marking events.	Proactively promote recognised dates that celebrate diversity and support inclusion through the Council's website and social media such as: <ul style="list-style-type: none"> • Black History Month. • International Women's Day. • Pride. • Holocaust Memorial Day. • Rotherham Show. • National Day for Disabled People. • South Asian Heritage Month. 	Qtr 4	Head of Communications and Marketing ACX	
	Deliver cultural events in varied locations and venues throughout the Borough, building on events such as: <ul style="list-style-type: none"> • Rotherham Show • Yorkshire Day • Town Centre Events e.g., • UPLIFT. 	Qtr 4	Assistant Director, Culture, Sport and Tourism R&E	✓

Ensuring a diverse, supported and engaged workforce

How we will get there	Activity	Key milestones dates	Service lead	Council Plan/ YADP activity?
Ensuring all of our policies are up to date and reflective of our diverse needs and situations.	Equip the organisation with equalities workforce data to continually inform approaches taken throughout all levels of RMBC	Qtr 4	Assistant Director Human Resources & OD ACX	
	Establish a Reverse Mentoring Scheme between Staff Networks and EDI Steering Group Leads to ensure voices of underrepresented groups are heard.	Qtr 4		
Being an Employer of Choice so that we attract and retain talented individuals.	Increase knowledge and awareness of EDI in the workforce, by reviewing and improving the training offer for officers	Qtr 4		
	Refreshed focus on apprenticeships, entry route roles and developing a talent pipeline across the Council	Qtr 3		
Progressing with our Ways of Working post-Covid, ensuring that we are innovative and agile, that our workforce policies are accessible and inclusive and that we have refreshed values and behaviours to underpin what we do.	Deliver the Employee Opinion survey for 2023.	Qtr 4		
	Develop a forward plan of L&D based on workforce feedback and intelligence	Qtr 4		✓
	Work with staff networks to: Embed the network into governance structures Empower the workforce to contribute constructively in improve employee experiences	Qtr 3		
Driving forward our workforce engagement to include support for establishing stronger networks for underrepresented groups and facilitating new approaches to engagement that are accessible and	Engage groups in a review of Rotherham's values and embed values into employee lifecycle and experience.	Qtr 4		
	Undertake targeted events and campaigns to engage with residents to remove barriers to recruitment and ensure employment opportunities are maximised.	Qtr 4		

<p>inclusive.</p> <p>Developing our workforce development programme that takes account of different needs and also promotes equalities, diversity and inclusion as being at the heart of what we do.</p> <p>Building on our workforce Health and Wellbeing programme offer based on workforce feedback and national good practice.</p>				
<p>Providing staff development and career progression that reflects individuals' needs and learning styles.</p>	<p>Detailed Equality Impact Assessment training for EDI Operational Group members</p>	<p>Qtr 4</p>		
	<p>Refresh the Performance Development Review approach to strengthen conversations between managers and staff around wellbeing, development, objectives, and performance.</p>	<p>Qtr 4</p>		
<p>Removing barriers to flexible working wherever possible.</p>	<p>Review of Hybrid Working policy</p>	<p>Qtr 4</p>		