

Committee Name and Date of Committee Meeting

Cabinet – 18 March 2024

Report Title

Social Value annual report and Social Value Policy

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

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Wards Affected

Borough-Wide

Report Summary

Each year a report is presented to Cabinet updating on progress towards the priorities set out in the Council's Social Value Policy, including the amount of social value committed and delivered through Council contracts. Policy developments and future priorities are also considered for the following 12 months (2024/25).

Since the last annual report in March 2023, positive progress has continued to be made in realising the ambitions of the Council's policy. In the intervening period social value commitments have more than doubled to £27.8m, with commitments delivered also doubling from £4m to £8m. Alongside this the Council's broader progress on this agenda was recognised through the receipt of a national social value award for public sector leadership.

This year's report also provides the outcome of a review of the current Social Value Policy, to set the direction to 2027. A review rather than a rewrite, the proposed policy retains the original aims and commitments, whilst reflecting on the successes to date and incorporating the additional policy commitments agreed by Cabinet through previous annual reports.

Recommendations

1. That the annual report is received noting the increased social value commitments along with outcomes delivered.
2. That the updated Social Value Policy 2024 – 2027 be approved.
3. That the key priorities for 2024 include:
 - a) Community wealth building by growing employee and worker owned businesses in the borough.
 - b) Building the capacity of local SMEs through additional tailored support, including one-to-ones and group sessions.
 - c) Maximising social value opportunities and commitments through local market analysis.
 - d) Developing the local anchor network by working with anchor organisations to help them develop social value approaches and processes.

List of Appendices Included

Appendix 1 Social Value Policy 2024 - 2027
Appendix 2 Social Value commitments and delivery table
Appendix 3 Equality Screening (Form A)
Appendix 4 Carbon Impact Assessment

Background Papers

Social Value Policy (2019)
Centre for Local Economic Strategies – Progressive Procurement in Rotherham

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

Council Approval Required

No

Exempt from the Press and Public

No

Social Value Annual Report and Social Value Policy

1. Background

- 1.1 In October 2019 the Council adopted a Social Value Policy, which with its accompanying toolkit, set out how Social Value would be maximised in the borough.
- 1.2 Each year, Cabinet receives a report on progress against the policy priorities including actions for the year set out in the previous report and sets priorities for the year to come. Key actions set out for 2023 were to:
- Continue to embed the foundations of strong social value delivery through contract manager and supplier learning and development, tools and evaluation.
 - Support new and existing businesses to enter into new markets, from which the Council buys goods and services through the work of Rotherham Investment and Development Office and meet the buyer events.
 - Hold a Social Value celebration event for suppliers to showcase impact and inspire others.
 - Formally launch Rotherham Social Value Anchor Networks to raise awareness and engagement of more partners.
- 1.3 In developing the annual progress report, data is included on social value commitments in the previous year. It should be noted that the amount of social value commitment achieved is determined by the scale, number and type of contracts let each year.
- 1.4 This year, the Social Value Policy has also been reviewed, bringing it up to date with progress achieved and consolidating additional policy decisions taken since the policy was adopted.

2. Key Issues

- 2.1 The section of the report covers the following three core elements:
- The annual report sets out achievements of the Social Value Policy over the last year;
 - The review of the Social Value Policy; and
 - The proposed priority actions for 2024/25.

2.2 Annual Report on Social Value

2.3 Policy achievements in 2023/24

- 2.4 Continuing to achieve the outcomes and priorities in the Policy is a developing agenda with key priorities agreed for each year through the annual report. The priority actions set for 2023/24 in the annual report agreed in March 2023 and subsequent achievements are:

2023/24 Priorities	Achievements
Continue to embed the foundations of strong social value delivery through contract manager and supplier learning and development, tools and evaluation.	A revised toolkit has been developed, along with further contract manager information and awareness on its use.
Support new and existing businesses to enter into new markets, from which the Council buys goods and services through the work of Rotherham Investment and Development Office and meet the buyer events.	A new project with support from UK Shared Prosperity Fund has been approved and funded to deliver this priority action to support new and existing local businesses.
Hold a Social Value celebration event for suppliers to showcase impact and inspire others.	The event has now become an annual showcase celebrating social value achievements in Rotherham. The event in 2023 involved attendees from across local partnership working and local business. Speakers demonstrated a range of actions that businesses can include in the delivery of contracts to deliver social value outcomes. Planning is underway for the next event, which will take place in summer 2024.
Formally launch Rotherham Social Value Anchor Networks to raise awareness and engagement of more partners.	Anchor networks have a specific focus taken forward by project work being supported through UK Shared Prosperity Fund. The project is funded until March 2025 and will assist partners to further identify where joint activity can deliver added value.

2.5 Social value committed and delivered measured by National TOMs

2.6 The National Themes, Outcomes and Measures (TOMs) Framework is developed by the National Social Value Task Force, a cross-sector entity combining both public and private sector organisations. It is designed to provide a clear definition of social value and a corresponding measurement tool that provides both a transparent and robust reporting solution.

- 2.7 The TOMs comprise over 100 measures, across the following five themes:
- Jobs: Promoting Local Skills and Employment.
 - Growth: Supporting Growth of Local and Small Business.
 - Social: Healthier, Safer and more Resilient Communities.
 - Environment: Protecting and Improving Our Environment.
 - Innovation: Promoting Social Innovation.
- 2.8 The Council has selected from the National TOMs (2021), those measures which will have a positive impact on the economic, social, and environmental wellbeing of the Rotherham community.
- 2.9 Details of the key performance indicator measures that the Council’s suppliers have committed to and delivered against on contracts procured and awarded between the implementation of the Social Value policy in December 2019 and 30th November 2023 are set out in a table as Appendix 2 to the report, with highlights set out below. It should be noted that the year anniversary date is the 30th November.
- 2.10 The table in Appendix 2 sets out units including the number of people to benefit, training hours and tonnes of carbon saved, for example. It then sets out monetary values, using proxy values for many of the TOMs (NTs). These proxy values represent the value to society if these measures are delivered. The information set out below provides detail of both units and monetary values.

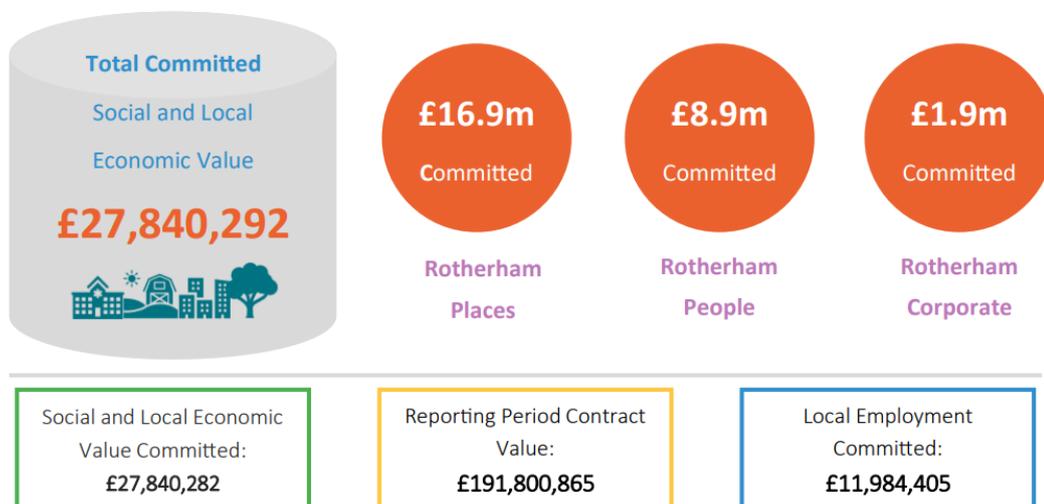


Diagram 1 Total value of social value commitments (note: the total is actual but Places, People and Corporate are rounded so may not sum together).

- 2.11 The total social and local economic value (SLEV) committed since the introduction of the Social Value policy shows significant increase having more than doubled from £13.6m included in the annual report 2023 to £27.8m in this year’s annual report. This represents a net increase of £14.2m or 103%. The total contract value attracting social value shows an increase from £106.86m last year to £191.8m this year, a net increase of £89.4m or 83.6%.

The mid-year position (up to end of May 2023) reported to Overview and Scrutiny Management Board in December 2023, had shown a net increase in commitments of £11.8m or 87% with total contract value attracting social value show increasing by £68.6m or 64%.

- 2.12 The use of Places, People and Corporate categories is procurement terminology. It is a way of categorising/grouping similar types of expenditure:
- Rotherham Places covers construction, facilities management, environment, and transport.
 - Rotherham People covers commissioned services for delivery to residents such as health and social care provision.
 - Rotherham Corporate covers contracts that support the operational running of the Council (i.e. ICT, temporary labour, training, PPE).
- 2.13 Of the three categories, “places” has seen the largest absolute increase over the year of £10.4m or 160%, increasing from £6.5m to £16.9m with “people” achieving £2.3m or 34% increase from £6.6m to £8.9m and “corporate” achieving £1.4m 303% increase from £461k to £1.9m.

Promote Local Skills and Employment



19 FTE of long term unemployment individuals to be hired on contracts (NT3).



1526 weeks of training opportunities to be offered on contracts (BTEC, City & guilds, NVQ, HNC) (NT9).



£1,796,024 to be delivered in dedicated hours to support young people into work (NT7 /NT11).

Protecting and Improving our environment

4,369 tonnes CO2e to be saved on contract (NT31).



Diagram 2 Outputs on local skills and employment along with protecting and improving the environment.

- 2.14 Key commitments for “promoting local skills and employment” include training weeks committed has increased from 988 included in the annual report 2023 to 1,526 this year. This is a net increase of 538 or 53.8%. The value of supporting young people has increased from £771k to £1.7m over the same period, a net increase of £929k or 116%. The number of full time equivalent (FTE) long term unemployed hired on contracts has also increased from 12.31 to 19 over the year a net increase of 6.69 or 55%. This covers the commitments made under TOM NT3 and is separate from the broader local employment commitment under TOM NT1. The tonnes of CO2e saved has increased from 2,670 to 4,369 since the 2023 annual report a net increase of 1,699 or 65%.



Diagram 3 Support to local VCS groups and local spend in Rotherham on supply chain contracts.

2.15 Support and value for local VCSE and community groups has seen increases in equipment and resources from £83.8k in the annual report 2023 to £121.2k this year. Local economic value from the use of the local supply chain significantly increased from £3m to £10.9m over the same period. This represents a net increase of £7.9m or 263%.

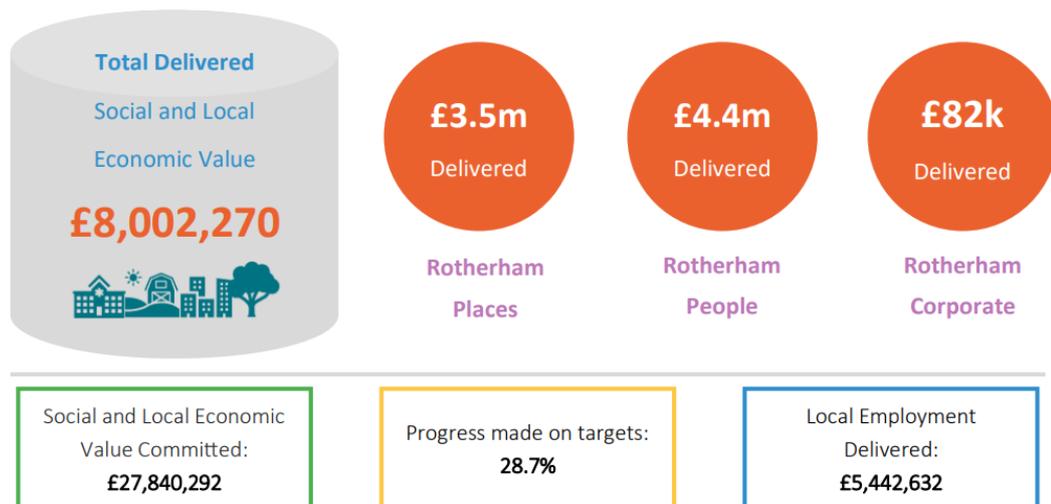
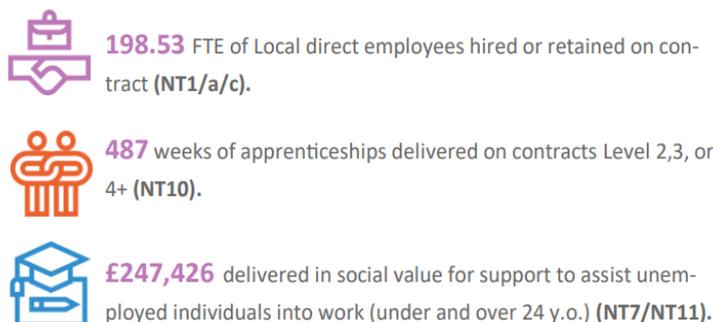


Diagram 4 Social value commitments delivered.

2.16 Social Value delivered over the last year has more than doubled from £3.97m in the last annual report to £8m. “People” has seen the largest increase from £1.9m to £4.4m, a net increase of £2.5m or 131%. The £4.4m is an increase for £2.9m in the mid-year report. Reflecting the value of commitments, “Places” has delivered £3.5m, up from £1.9m, a net increase of £1.6m or 84%. “Corporate” has increased to £82k from £18k over the same period, a net increase of £64k or 355%.

Promote Local Skills and Employment



Protecting and Improving our environment

816 tonnes CO2e saved on contract (NT31).



Diagram 5 Local skills & employment along with protecting and improving our environment units delivered.

2.17 Achievements of note in “promoting local skills and employment” include apprenticeships, where the number of apprenticeship weeks has increased to 487 from 266 included in the last annual report. This is a net increase of 221 or 83%. Support to assist unemployed individuals has also increased from £49k to £247k over the same period, a net increase of £198k or 404%. CO2 saved now stands at 816 tonnes with a proxy value of £56k.

Supporting VCSE’s & Community Groups



Local Spend in Rotherham

£1,828,975 of local economic value created as a result of local supply chain on contracts (NT18).



Diagram 6 Support for VCSE and community groups delivered along with local spend.

2.18 Supporting VCSE’s and community groups shows an increase in equipment and resources donated over the year from £20k to £26.5k. Expert business advice hours to VCSE’s and MSMEs has increased from 29 to 56 hours over the same period.

2.19 Living Wage Progress

2.20 The Council received accreditation as a “Living Wage Employer” from the Living Wage Foundation in September 2021 and has retained the accreditation in 2022 and 2023. This means that the Council is able to continue to display the Real Living Wage logo on communications and publicity.

2.21 The Council continues to pay its own staff the real living wage, currently £10.90 per hour. It was announced in October that this will rise to rise to

£12.00 per hour, with employers having six months until May 1st 2024 to implement this. The Council is also working to ensure that all in scope contracts pay the real living wage. The annual report that was submitted to the Living Wage Foundation in September 2023 set out that 77 contracts let, were living wage compliant. This included all in scope contracts and an additional 37 out of scope contracts where contractors confirmed that they pay their staff the real living wage.

2.22 Social Value Award Winner

2.23 In June 2023 the Council won the prestigious Social Value Award for Public Sector Leadership. The Social Value Awards, organised by the Social Value Portal as part of their annual social value conference, are the most widely recognised awards for organisations and individuals delivering social value outcomes in communities across a number of categories.

2.24 This award was given to the Council for leading the way to embed social value into the business culture, processes, and systems to ensure the needs of communities are being met.

2.25 The judging panel highlighted the Council had:

- Made a public commitment to embed social value through its policies including corporate, procurement and planning.
- Used social value data to inform decision making at the highest level.
- Developed processes that address economic inequality, support for local businesses, community wellbeing and regenerating the environment.
- Accounted for social value transparently and with independent verification of results.
- Been highly innovative through the creation of a Social Value operational group to embed social value across the organisation.

2.26 Social Value Case Studies

2.27 Since adoption of the policy, suppliers and contract managers have shared a variety of positive stories and real-life examples to highlight the impact of social value on residents and communities. Two new case studies are set out below.

2.28 Case study 1: The Rotherham Foundation NHS Trust: Building Social Value through local jobs and skills development.

2.29 The Rotherham NHS Foundation Trust (Rotherham Trust) delivers the Rotherham Children's Public Health Nursing Service. This service goes beyond traditional health visiting and school nursing. It involves a dedicated team of community practitioners who work together to:

- Promote healthy lifestyles for children, young people, families, and carers.
- Provide expert advice and support, empowering individuals to make informed choices about their health and well-being.

- 2.30 In 2022/23, Rotherham Trust exceeded its commitment to deliver £1.6 million in Social Value. This meant focusing on creating good local jobs and developing essential skills for Rotherham residents.
- 2.31 The results of this include:
- Over 60 full-time equivalent positions were filled by Rotherham residents, providing valuable employment opportunities and boosting the local economy.
 - The student placement programme thrived, offering realistic work experience and fostering local talent. This included a Rotherham resident securing full-time employment with the service after the completion of their training.
- 2.32 Rotherham Trust is committed to making a positive impact on the community it serves. By investing in local people and fostering a culture of health and well-being, the Trust is building a brighter future for generations to come.
- 2.33 Case study 2: Connect Healthcare Rotherham – jobs for local residents
- 2.34 Connect Healthcare Rotherham delivers the NHS Health Checks programme which is a free preventative healthcare programme. It aims to identify people aged 40 to 74 who are at an increased risk of developing heart disease, stroke, type 2 diabetes, kidney disease, and dementia, and to help them take steps to reduce their risk.
- 2.35 Connect Healthcare Rotherham is a local organisation formed by all 29 GP practices in Rotherham serving the needs of over 260,000 residents of Rotherham.
- 2.36 As an accredited living wage employer, Connect Healthcare Rotherham focused their social value commitment of raising living standards for Rotherham residents by employing local people, offering apprenticeships and career support sessions. In the first year of delivery of the contract they have delivered over £128k in social and local economic value, which has included employing 4.2 full-time equivalent posts for Rotherham residents.
- 2.37 Local Labour Policy
- 2.38 In January 2024, Cabinet adopted the Local Labour Policy Interim Policy Statement. This Policy sets out the requirements for major and/or employment generating development entering into Local Labour Agreements, increasing the opportunities for local people to access training and local employment.
- 2.39 The Planning Service will monitor the implementation of the planning conditions. The percentage of working age population educated to certain levels within the borough is monitored in the Local Plan Annual Monitoring Report, produced in December each year.

2.40 Local market intelligence – local needs assessment

The Social Value Portal has been engaged by the Rotherham Together Partnership to undertake a local needs analysis that will help to target future actions. This will include a data review aligned to the social value outcomes set out in the National TOMs that will assist the Council and partners to plan future actions.

2.41 **Social Value Policy Review**

2.42 Overarching progress made since the Social Value Policy was adopted

2.43 The Council adopted its first Social Value Policy in October 2019, with operational implementation from December 2019. This set out the aims and objectives to secure social value commitments and outcomes for Rotherham through procurement of Council contracts. The policy set out how the Council would use its purchasing power and influence to ensure that every pound the Council spends achieves the most value for our communities and residents, ensuring that decisions are not just based on financial cost but look at benefits to the wider community.

2.44 Whilst the Council's journey on this agenda is not yet complete, significant progress has been made to achieve its aim of maximising the local impact of the Council's spend, as summarised below:

Social Value Policy Aim	Update on the progress made
Raise the living standards of Rotherham residents and commit to working towards the Joseph Rowntree Living Wage.	Real Living Wage accreditation achieved in September 2021 and has been maintained annually since. The Council continues to pay its own staff the real living wage, currently £10.90 per hour. The annual report submitted to the Living Wage Foundation in September 2023 set out that 77 contracts let were living wage compliant. This included all in scope contracts and an additional 37 out of scope contracts.
Increase the proportion of the Council's expenditure which goes to local businesses and providers.	Local spend through contracts has increased significantly from £44.8m in 2019/20 to £77.2m in 2022/23, representing an increase of 72%. This is an increase from 17.8% to 27.9% of spend on contracts.
Build social value into all council contracts and maximise the impact gained from every pound	Social value is now included in all contracts with an estimated value

spent, through the introduction of a rigorous system for assessing and measuring social value.	>£100k where procurement commenced from December 2019.
Commit to the principle of co-designing services wherever possible.	Is undertaken as appropriate through each contract procurement.

2.45 Four years on from the implementation of the policy and in line with best practice a review of this document has been undertaken. Rather than signal a change in direction, the review of the builds on the original policy aims and priorities and incorporates developments and achievements to date, providing a forward look for the next three years.

2.46 The most significant developments to the policy arise from work undertaken by the Centre for Local Economic Strategies (CLES) in 2020 and its recommendations that were adopted by Council as part of the annual report in 2021.

2.47 The process for the completion of the review has engaged a range of people involved in developing and implementing social value. This has included officers across the Council and engagement with partners through the Business Growth Board. Input has helped to shape the policy and identify practical measures for implementation going forward.

2.48 Following the completion of the review, the updated Social Value Policy 2024 – 2027 is set out at appendix 1 to this report. The key changes made to the Policy are:

- Recognising the progress to date of the existing policy and building on these successes.
- Incorporating the Centre for Local Economic Strategies (CLES) recommendations regarding community wealth building that were adopted by Cabinet in 2021.
- Setting out the direction for the period 2024 – 2027.

2.49 In recognising the achievements to date, it is noted that the Council is already delivering community wealth building through engaging in initiatives to promote fair employment and equitable labour markets as evidenced by being a Real Living Wage employer. Additionally, the Council is supporting other anchor institutions to establish social value mechanisms to make financial power work for local places. The policy sets out that the Council will explore the three remaining pillars of community wealth building over the life of the policy.

2.50 Key actions and development for 2024/25

2.51 The key actions for 2024/25 take forward priorities of the 2024 – 2027 Social Value Policy of:

- Community wealth building.
- Making financial power work for local places.
- Progressive procurement of goods and Services.

- 2.52 The actions draw on investment funding in the Council's budget and support received from the UK Shared Prosperity Fund.
- 2.53 The community wealth building initiative, funded by a Council budget investment, builds upon the two-year national pilot that has been undertaken at a sub-regional scale, co-ordinated through the South Yorkshire Mayoral Combined Authority (SYMCA), working with Co-operatives UK and the Employee Ownership Association. Actions include:
- Growing employee and worker owned businesses in the borough being embedded within the RiDO team, to ensure that this becomes an integrated element of the advice and support provided to companies.
 - Promoting employee ownership, including utilising its wider networks to promote this across the borough.
 - Mapping the wider interventions in business support and skills development that can support businesses to adopt an employee ownership model.
- 2.54 The projects supported by UK Shared Prosperity Fund follow the approval by Cabinet in August 2023, to enhance delivery and improve the coordination of social value activity in Rotherham, with a specific focus on supporting local businesses. This is based on the following three priority areas of work, which will be undertaken by working in partnership with the Chamber of Commerce and Go4Growth:
- Building the capacity of local SMEs through a combination of workshops and tailored one to one support. This will include:
 - Advice and information through one to one sessions and events, webinars, podcasts and newsletters.
 - Tailored support to help individual businesses find opportunities, understand requirements and become contract ready.
 - Maximising social value opportunities and commitments through local market analysis and development and direct advice and support for contract managers and suppliers. This will include:
 - Local market analysis and development.
 - Post-contract support for contract managers and suppliers to ensure contractual commitments translate to social value delivery (e.g. making connections with government departments in relation to apprenticeships).
 - Developing the local anchor network through working with anchor organisations to help them develop social value approaches and processes. This will include:
 - Building and maintaining effective strategic partnerships with partners and anchor institutions to ensure that social value opportunities are exploited to the fullest.
 - Creating action plans with anchor organisations to drive social value activity.

- 2.55 The actions will help to ensure that social value activity in Rotherham achieves a greater impact for local businesses, residents and partner organisations.
- 2.56 Working with partners will create social value opportunities through their procurement activity. This will develop the capacity of local business to access those opportunities, ensuring more local spend, employment opportunities for local residents, and other benefits for local communities.

3. Options considered and recommended proposal

- 3.1 Option one notes the progress made in achieving social value commitments and delivery, along with approving “key actions and developments going forward” and content of the Social Value Policy. This option provides for the Council’s aims and objectives for social value to be taken forward.
- 3.2 Option two notes the progress made in achieving social value commitments and delivery but does not set forward actions or update the policy. This is not recommended because the actions form an integral overall programme of activity to deliver the strategic outcomes of the Social Value Policy. Not updating the policy would result in the existing policy becoming increasingly out of date and not serving the Council aims and objectives for social value.

4. Consultation on proposal

- 4.1 The Social Value Policy has been the subject of internal and external consultation involving views and contributions being sought from officers engaged in social value working groups and through partnership arrangements with local business.
- 4.2 The Council is also building engagement with external agencies and partners to increase social value outcomes through the development of anchor networks and an annual social value event.

5. Timetable and Accountability for Implementing this Decision

- 5.1 This report presents progress at a point in time along a developmental journey. It sets out what has been achieved since adoption of the Policy but also further activities, each of which will have their own programme for delivery. Timescales of detailed options and recommendations will be set out in relevant reports as appropriate.
- 5.2 The Council maintains a detailed action plan for social value development and delivery.

6. Financial and Procurement Advice and Implications

- 6.1 There are no financial implications as a direct result of this report, as such this report does not have a direct financial impact on the Council’s revenue or capital budgets. The report provides an update on the progress and impact of the Social Value Policy that the Council has adopted into the Council’s

procurement procedures. The impact that this policy has on any current or future procurement exercises will need to be factored into the decision-making process on those specific procurements.

- 6.2 All associated procurement implications are contained in the main body of this report.

7. Legal Advice and Implications

- 7.1 The Public Services (Social Value Act) 2012 allows for the consideration of added value, such as social, economic and environmental benefits, that may be secured in addition to the normal delivery of a contract. The Policy, including the Social Value Toolkit, must comply with procurement law, particularly the Public Contracts Regulations 2015. The Council must ensure its contractual and procurement documentation reflects the requirements described in this report.

8. Human Resources Advice and Implications

- 8.1 A key component of the Policy will be ensuring that officers have the necessary training and knowledge to successfully implement it. Training, including workshops, are required. The approach for embedding social value meets this requirement. The rollout of social value e-learning in 2023/24 is underway.

9. Implications for Children and Young People and Vulnerable Adults

- 9.1 The outcomes within the Social Value Framework support the Council's priorities: "Every child able to fulfil their potential" and "People are safe, healthy, and live well" by including support for education and employment for these groups as key Social Value outcomes.

10. Equalities and Human Rights Advice and Implications

- 10.1 The Social Value Policy, approved in October 2019, received an Initial Equalities Screening Assessment. This has been reviewed and updated as part of review of the policy and is attached as appendix 4.

11. Implications for CO2 Emissions and Climate Change

- 11.1 The Social Value key actions and developments will include helping businesses and partners understand how they can support the 2040 Net Zero target for Rotherham and the South Yorkshire net zero ambitions, by considering the social value TOMs that relate to climate change and the environment. These include:
- Making corporate travel schemes available to employees e.g. subsidised public transport, subsidised cycling schemes and storage.
 - Increasing workplace recycling and reducing the use of plastics.
 - Requiring contractors to operate low or zero emissions vehicles.
 - Signposting businesses to the region-wide Low Carbon project for engagement.

- 11.2 The actions will also promote the local buying of goods and services by both the council and local partners. This will contribute towards cutting emissions through reduced travel distances for contractors.
- 11.3 NT 31 provides a social value outcome through savings in CO2 emissions on contracts achieved through decarbonisation, measured in tonnes of CO2.

12. Implications for Partners

- 12.1 Partners have already signed up to and made commitments to take forward social value in Rotherham. Partners are engaged in direct development and delivery of social value outcomes, especially in relation to Community Wealth Building and Anchor networks. This work is taken forward through the key actions for 2024.

13. Risks and Mitigation

- 13.1 A social value action plan is maintained and monitored by officers from across the Council to ensure that the policy commitments are being met of key actions delivered. Mitigating actions and detailed profiling are used to ensure that key priorities are delivered.

14. Accountable Officers

Fiona Boden, Head of Policy, Performance and Intelligence.

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp	04/03/24
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	28/02/24
Assistant Director, Legal Services (Monitoring Officer)	Phil Horsfield	28/02/24

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