

# Long Term Plan for Towns

Improving Places Select Commission  
3 September 2024

# Background

- Launched Oct 23
- £20m 'endowment style' for 10 years
- 'in the hands of local people'
- Town Board
- Submission date unconfirmed

# Engagement

Topic	Average rating
Influence and sense of control	2.74
Feeling safe	2.94
Care and maintenance	3.14
Traffic and parking	3.19
Streets and spaces	3.23
Identity and belonging	3.28
Work and local economy	3.37
Public transport	3.46
Social interaction	3.63
Facilities and services	3.66
Housing and community	3.69
Play and recreation	3.75
Moving around	3.98
Natural space	4.2

- Place Standard Tool
- 552 responses
- 29 hours of stakeholder engagement

# Investment Themes

## Safety & Security

- Feeling Safe

## High Streets, Heritage & Regeneration

- Social Interaction
- Tackling Vacancies
- Services & Facilities
- Public Space

## Transport & Connectivity

- Moving Around

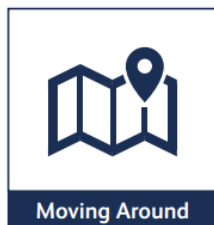


# What's Next?

- Board Challenges
  - Champions
  - Expanding membership
  - Using networks
  - Re-running consultation

# SECTION FOUR: OUTCOMES AND OBJECTIVES

With the Long Term Plan themes of safety and security, high streets heritage and regeneration, and transport and connectivity at its core, the recent consultation exercise has strengthened the board's understanding of local priorities. A wide range of feedback has been analysed and the following topics promoted the most discussion and concern and therefore provide a focus for interventions:



Building on significant work to date to deliver regeneration in the town centre and with these local priorities in mind Rotherham's Long Term Plan aims to deliver the following ambitions through a clear set of cross-cutting objectives.

People will **feel safer** in the town centre, during the day time and the evenings through:

- Coordination of a town-wide approach to crime and anti-social behaviour, with emphasis on prevention where possible and enforcement where necessary, as well as providing links to services that tackle the root causes of crime.
- Boosting footfall and activity to generate increased natural surveillance.
- Promotional campaigns that encourage positive use of public spaces.

All people will **feel represented, welcomed and celebrated** in the town centre by way of:

- Promotion of the town centre as the heart of the borough – a place for all Rotherham residents to come together.
- The curation of more events, cultural activities and celebrations.
- Continuing the work of the LTPFT consultation to grow relationships with local communities and promote participation.

Residents will be able to access the key **services and facilities** they need in the town centre through:

- Promotion of the town centre as a convenient and accessible location for such provision.
- Investment in health on the high street.
- Supporting the growth of town centre living which will sustain services and facilities.

## SECTION FOUR: OUTCOMES AND OBJECTIVES

All people will feel able to **enjoy green and open spaces and connect with nature** through:

- Investment in safety and security that will make public spaces feel more inviting.
- More greening of the town centre to promote health, wellbeing and biodiversity.
- Investment in facilities to promote enjoyment of open spaces while reducing litter and taking care of the natural world.



The town centre will be **vibrant and resilient** by:

- Enlivening the town centre during the day and into the evening through tackling empty units and generating more day-to-day activity.
- Supporting established and new businesses in the town centre to fulfil their potential by understanding and addressing barriers.
- Defining Rotherham's offer and developing place marketing and events that will boost footfall in the town centre.

Visitors to the town will **feel welcome, be able to move around easily**, and find what they need by way of:

- Investment in key gateways and links to enhance the sense of arrival into the town centre
- Improved wayfinding and signage that will encourage people to walk and cycle to their destinations and explore what the town centre has to offer
- Exploring the use of digital infrastructure to increase connectivity.



# SECTION FIVE: AREAS OF INTERVENTION

There has been great success in recent years to attract public sector funding to Rotherham Town Centre, the detail of which is explored further in Section 6. The LTPT will build on the considerable work to date, providing complementary activity which supports the aims of the 2017 Town Centre Masterplan to diversify the town's offer, support businesses and create a safe and welcoming place which residents can be proud of.

Addressing the three themes of the LTPT and in consideration of the extensive engagement undertaken the Town Board have developed six areas for the investment of the £20m available, with the detail of this investment to be developed over the first year of the plan and reviewed regularly.



## Safety and Security

Improving feelings of safety and security, reducing crime and fear of crime is a key area of concern for the community. Negative perceptions of the town centre are seen to have a significant impact on people choosing to spend time in the town centre and further exacerbating a trend to visit other places for shopping, leisure and culture.

The first area of investment will therefore be **'Feeling Safe'**.

Investment will contribute to the establishment of a 'Rotherham Town Team' with dedicated, cross-organisation resources and powers to bolster enforcement, providing a welcoming and reassuring presence in the town centre. The town centre team will increase capacity for both preventative and responsive interventions such as building and coordinating local intelligence, dealing with street drinking, anti-social behaviour and signposting people to support and services.

With investment in a dedicated team speaking to the LTPT interventions S2 and S3 coupled with the powers already in place in Rotherham courtesy of the Anti-social Behaviour, Crime and Policing Act 2014, the aim is to reduce both actual and perceived crime.

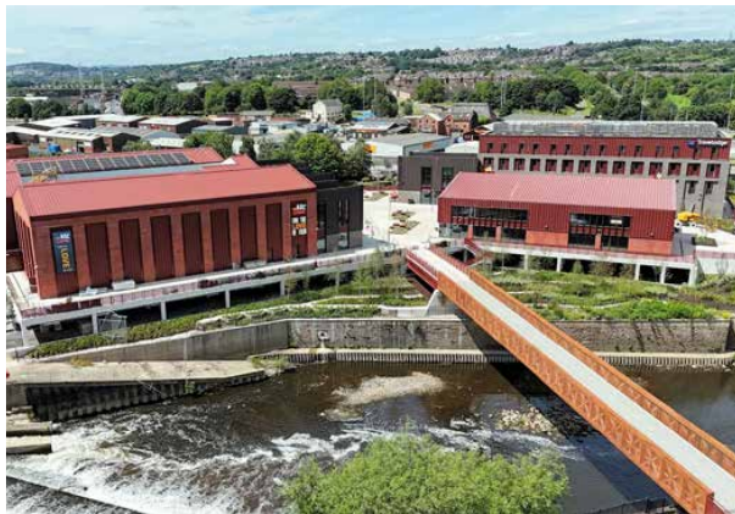
- **S2: Engage with Police Force and together consider interventions to focus on visible crime prevention in defined areas places.**
- **S3: Measures to prevent anti-social behaviour, crime and reduce reoffending.**



# SECTION FIVE: AREAS OF INTERVENTION

## High Streets, Heritage and Regeneration

Rotherham's town centre is reinventing itself as a place to live, visit and spend time, not only for shopping but for its bustling and vibrant markets; a town of stories, the world's first Children's Capital of Culture and a growing number of leisure attractions, including Forge Island. So strong is the town's ambition, that this theme cuts across all of our LTPT investments and is expected to take the majority of the capital funding available. Four areas of investment are identified within this theme.



The next area for investment is '**Social Interaction**'.

Attracting people and encouraging them to stay and come again is vital to sustain local businesses and build a resilient town centre. To ensure this we must create a place in which everyone feels welcome, there is a sense of belonging and community cohesion, a place where there are activities and things to do with no sense of exclusion or division.

Rotherham has a successful events programme and the Children's Capital of Culture 2025 will provide a year-long, daily programme of activity for young people across the Borough. The success of the annual Rotherham Show and events such as Wow Festival, the Women's Euros and UPLIFT, plus the weekly Rotherham Bazaar and street markets demonstrate how activities can change the landscape of a High Street. Using interventions H4, H5, H6 & H7, the LTPT will invest in creating more opportunities for daily activities in the town centre, promotion of the town centre and building capacity and networks within local community groups to ensure diversity is celebrated and welcomed, using cultural events and activities to smooth divisions and create a stronger Rotherham community through a shared love of the town centre.

- **H4: Enhanced support for arts, cultural, heritage and creative activities, projects and facilities and historic institutions that make up the local cultural heritage offer.**
- **H5: Support for local arts, cultural, heritage and creative activities.**
- **H6: Funding for the development and promotion of wider campaigns which encourage people to visit and explore the local area.**
- **H7: Funding for impactful volunteering and social action projects to develop social and human capital in local places.**

## SECTION FIVE: AREAS OF INTERVENTION

Our third area of investment ‘**Tackling Vacancies**’ will seek to support and attract private sector investment into the town centre by bringing long term empty properties back into use. Through LTPT interventions H1 and H11 Rotherham Council will support the Town Board through a series of acquisitions, grant schemes and managed refurbishment projects. The first year of the programme will undertake the feasibility of these projects; identifying properties and owners, setting out costs, governance and processes for grant administration. Moving into the next year there will be open calls for grants and the establishment of targeted intervention.

- **H1: Funding for place-based regeneration and town centre and high street improvements, which could include better accessibility for disabled people, including capital spend and running costs.**
- **H11: Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses.**



Our fourth area continues the diversification of the town centre by developing new ‘**Services and Facilities**’. The primary focus for this work will bring health to the High Street. Objectives will ensure the developing town centre community has access to good health facilities as well as giving those from around the Borough another reason to visit the town centre. Work is already underway with the South Yorkshire Integrated Care Board, and the Rotherham NHS Foundation Trust to determine the feasibility of this project and which services would best serve the community and a preferred building has been identified. Long Term Plan could contribute the capital to de-risk the project and support the public sector in the provision of accessible health services.

The feasibility of the provision of other missing services which serve and attract the community will also be explored, services such as child-care and dentistry for example. LTPT intervention H1 and H11 will be employed to achieve this.

- **H1: Funding for place-based regeneration and town centre and high street improvements, which could include better accessibility for disabled people, including capital spend and running costs.**
- **H11: Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses.**

Significant investment in Rotherham’s public realm has taken place since the advent of the 2017 masterplan. Main pedestrian routes in the town centre have been repaved through Council investment and greenspace is being introduced through the creation of a new Riverside Garden and a pocket park at Snail Yard. The Town Board’s ambition is to continue this work with new and greater green spaces and intermittent greenery throughout the town’s streets.

# SECTION FIVE: AREAS OF INTERVENTION



Maintenance of this space is essential if quality is to be retained and whilst exploring opportunities for bringing new greenery into the town centre, consideration will also be given to how LTPT can contribute to its upkeep.

While our fifth investment in **'Public Space'** is considered here under the High Streets, Heritage and Regeneration theme it also speaks to the Safety & Security theme in that high quality, well maintained public spaces contribute to feelings of safety and crime. The interventions employed to bring about this investment are H3 and S1.

- **H3: Creation of, and improvement to local green spaces, community gardens, watercourses and embankments. Improvements to the natural environment and the incorporation of more of these natural features into wider public spaces.**
- **S1: Design and management of the built and landscaped environment to 'design out crime'.**

## Transport and connectivity

Rotherham has seen significant investment in public transport as well as active travel options through the introduction of cycling lanes and pedestrianised areas on key routes and within the town centre. Improving accessibility is important for the town with a focus on key journeys to explore how these could be made easier, safer, more legible and more attractive. Our final investment therefore will focus on "Moving Around". Utilising LTPT interventions T1 and S1 key gateways and routes to areas such as Clifton Park and the new mainline station zone will be explored for improvement options along with updating wayfinding and improving accessibility by removing clutter from the street scene.

- **T1: Support for active travel enhancements in the local area.**
- **S1: Design and management of the built and landscaped environment to 'design out crime'.**

