

PART B – Equality Analysis Form

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality and diversity.

This form:

- Can be used to prompt discussions, ensure that due regard has been given and remove or minimise disadvantage for an individual or group with a protected characteristic
- Involves looking at what steps can be taken to advance and maximise equality as well as eliminate discrimination and negative consequences
- Should be completed before decisions are made, this will remove the need for remedial actions.

Note – An Initial Equality Screening Assessment (Part A) should be completed prior to this form.

When completing this form consider the Equality Act 2010 protected characteristics Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity and other socio-economic groups e.g. parents, single parents and guardians, carers, looked after children, unemployed and people on low incomes, ex-offenders, victims of domestic violence, homeless people etc. – see page 11 of Equality Screening and Analysis Guidance.

1. Title	
Equality Analysis title: New Council Plan 2025-2030 and Year Ahead Delivery Plan 2025-26	
Date of Equality Analysis (EA): 13 th March 2025	
Directorate: Assistant Chief Executive	Service area: Head of Policy, Performance and Intelligence
Lead Manager: Fiona Boden	Contact number: Fiona.boden@rotherham.gov.uk
Is this a:	
<input checked="" type="checkbox"/> Strategy / Policy	<input type="checkbox"/> Service / Function
	<input type="checkbox"/> Other
If other, please specify	

2. Names of those involved in the Equality Analysis (Should include minimum of three people) - see page 7 of Equality Screening and Analysis Guidance

Name	Organisation	Role (eg service user, managers, service specialist)
Oscar Holden	Rotherham Metropolitan Borough Council	Corporate Improvement Officer
Tanya Lound	Rotherham Metropolitan Borough Council	Corporate Improvement and Risk Officer
Sunday Alonge	Rotherham Metropolitan Borough Council	Policy Officer
Chloe Harrop	Rotherham Metropolitan Borough Council	Corporate Improvement Officer
Kellie Rodgers	Rotherham Metropolitan Borough Council	Research Officer
Simon Dennis	Rotherham Metropolitan Borough Council	Policy, Improvement and Risk Manager

3. What is already known? - see page 10 of Equality Screening and Analysis Guidance

Aim/Scope (who the Policy/Service affects and intended outcomes if known)

This may include a group/s identified by a protected characteristic, other groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)

The new Council Plan is an important document that will promote the council’s strategic vision for the organisation, the borough and its communities. The Plan sets out headline priorities, outcomes and measures that will be utilised throughout its delivery.

This Plan provides the medium-term basis for targeting resources, informing the budget-setting process and planning cycles, and ensuring that residents can hold the Council to account for delivery.

To inform the strategic priorities and actions in the plan a public consultation and engagement exercise took place from 6 September to 12 November 2024 to seek the views of Rotherham residents and other local stakeholders. Participation in the Council Plan consultation saw a total combination of 1,963 interactions, survey responses or focus group attendees across all methods of engagement. This is an increase on the 1,300 engagements achieved in consultation undertaken in 2021 for the current Council Plan.

The consultation was conducted in a semi-structured manner, there were three set questions that formed the main parameters for discussion. The focus centred around what people thought were the biggest challenges and opportunities facing our communities.

The Council Plan for the period 2025-2030 will be considered for approval by Elected Members at the Council meeting in May 2025, along with the Year Ahead Delivery Plan for 2025-26.

The new Plan, which is focussed around five strategic outcomes, aims to improve the lives of every resident in the borough. This means focussing extra attention where it is needed, ensuring that everyone can achieve their potential. Outcomes include:

- Places are thriving, safe, and clean
- An economy that works for everyone
- Children and young people achieve their potential
- Residents live healthy, safe and independent lives
- One Council.

What equality information is available? (Include any engagement undertaken)

A mix of contextual equalities information, such as from the 2021 census, and consultation on the Council Plan is provided here.

Population

- Population estimates suggest the population is continuing to increase in its diversity with international migration, mainly from other EU countries. The 2021 census indicates the proportion of residents from ethnic minority communities increased from 8.1% in 2011 to 11.7% in 2021. The Pakistani community is the second largest ethnic group in Rotherham after White British, with 3.8% of residents in 2021 and 6.3% of school pupils in 2023.
- Rotherham's ethnic minority population is highly concentrated within the inner areas of the town centre in areas such as Boston Castle, Rotherham East and Rotherham West where 63.3% of the residents across the three wards are from ethnic minority backgrounds. The outer areas of Rotherham, however, are 95.3% White British in 2021. 42% of residents from ethnic minority backgrounds live in areas that are amongst the most deprived 10% of boroughs in England with that figure increasing for certain backgrounds. This compares to a borough background average of 19.5%.
- There is a decreasing trend in the number of residents who hold religious beliefs. In the 2021 Census 39.8% of residents identified as holding no religious beliefs, compared to 22.5% in 2011. The number of people reporting Christianity as their religion has decreased from 66.5% in 2011 to 49% in 2021. The number of people reporting their religion as Muslim has increased from 3.7% in 2011 to 5.1% in 2021.
- The borough's population is ageing with 52,228 residents aged 65 or over. At 19.6% of the total population, an increasing proportion of residents fall within this age bracket, which is also above the national average of 18.4%. This proportion of the population aged 65 or over is forecast to increase further to around 21% by 2026, with a particularly large increase in the number of people aged over 75.

Economy

- 22% of Rotherham residents live within the 10% most deprived areas of England and the borough is amongst the 14% most deprived local authority areas in England. 11,904 children were living in "absolute poverty" (DWP, 2022/23).
- According to the Office of National Statistics Annual Survey of Hours and Earnings in 2024, Rotherham women's gross full-time earnings averaged £570 per week, which equates to 79.6% of men's full-time earnings locally and 84.7% of women's full-time earnings nationally.

- During the 2025 Council Plan consultation as part of the counter exercise, the majority of respondents (90.3%) agreed that the Council should help to create new jobs, compared to not delivering this service (9.7%)

Health and Wellbeing

- The 2021 Census recorded Rotherham as having 56,177 residents with a long-term health problem or disability with 9.8% responding that this limits their activity a lot, above the England average of 7.3%. There was an overall decrease in people with a disability from 12% in 2011 to 9.9% in 2021, but despite this health inequality remains.
- Life expectancy in the most deprived areas of Rotherham is 9.9 years lower for men and 9.5 years lower for women than in the least deprived. Gaps in healthy life expectancy are greater at over 18 years for men and nearly 20 years for women.

Resident Satisfaction Survey

The Council Plan includes a number of measures from the 2024 Resident Satisfaction Survey.

- **Satisfaction with Local Area as a Place to Live** – 75% of respondents reported feeling ‘very satisfied’ or ‘fairly satisfied’ with their local area as a place to live. This is the same as the national average (75%).
- **Satisfaction with Rotherham as a Place to Live** – 66% of respondents said that, overall, they were ‘very’ or ‘fairly’ satisfied. This was above the average across all the previous surveys (61.5%), although there has been considerable fluctuation in the responses to this question. Respondents aged 18-24 were most likely to feel satisfied with Rotherham as a place to live, with 74% satisfied. Respondents aged 25-34 had the lowest level of satisfaction with Rotherham as a place to live, with only 52% satisfied. Dissatisfaction with Rotherham as a place to live was highest amongst people aged 45-54.
- **Feelings of Safety** – 85% of respondents in Rotherham said they felt ‘very safe’ or ‘fairly safe’ during the day when outside in their local area (lower than the figures observed nationally at 91%). Feelings of safety in the local area after dark were lower (57%), when compared to the national average (71%). There was a significant gender difference in feelings of safety after dark – 62% of men but only 54% of women said they felt ‘very safe’ or ‘fairly safe’.
- **Feelings of Optimism** – 53% of respondents reported feeling ‘very optimistic’ or ‘fairly optimistic’ about the future of Rotherham as a place to live, slightly below the 54% average across all surveys. Younger respondents (aged 18-24) were the most likely to be optimistic about the future of Rotherham as a place to live (70%) and women are more optimistic than men overall. Fewer respondents (27%) felt optimistic about the future of Rotherham Town Centre and 35% of respondents were not optimistic at all about the town centre. The cohort most optimistic about the future of Rotherham town centre were young people aged 18-24 (46%), whereas people aged 55-64 were most likely to not be optimistic.

- **Keeping Residents Informed** – 45% of Rotherham respondents said that the Council keeps residents ‘very well’ or ‘fairly well’ informed about the services and benefits it provides. This is below the most recent national result (52%) and below the average percentage across all Rotherham surveys (50%). Younger respondents (aged 18-24) and older respondents (65+) were the cohorts most likely to think that the Council keeps residents well informed. It should be noted that this measure covers not only corporate communications but could also refer to face to face or any other types of council touchpoint that the customer experiences.
- **Responsiveness of Rotherham MBC** – 52% of respondents in Rotherham answered positively when asked about the extent to which RMBC acts on the concerns of residents (i.e. ‘a great deal’ or ‘a fair amount’). This is the highest response across all surveys and similar than the national average (47%). Respondents aged 25-34 were most likely to think that the Council acts on the concerns of local residents (60% responded positively) whilst those aged 55-64 were least likely to have this view.
- **Provisions of Values for Money** – 38% of Rotherham residents agreed that the Council provides value for money, an increase from the previous year (36%). This is the same percentage as the national figures (38%) and the first time that Rotherham and national data has aligned on this measure.

Are there any gaps in the information that you are aware of?

Consultation Engagement Profile

There was a total of 214 responses to the postal and online surveys for the Council Plan. This was a return rate of 8%, above the national average for postal survey responses of 3-4%. Overall, there were more responses from women than from men, more from older people than from younger people, and more from those identifying as White British than those from BAME backgrounds, as compared to the Rotherham population.

Women made up 59% of the respondents, compared to 41% male respondents. Compared to the age profile of the borough, respondents were older – 39% over 65s, as compared to 20% - and only 2% of respondents were under 24, compared with a borough figure of 29%. There was a good representation of the middle age groups (25–34-year-olds and 35–44-year-olds), whilst 21% respondents were aged 45–54-year-old, a figure above that of their proportion of the borough’s population of 12%.

The religious make-up of respondents differed from Rotherham figures, with less of the respondents identifying as Christian (56% compared to 49%), and more stating no religion (36% compared to 40%). 2% of the respondents identified as Muslim, compared to the borough-wide figure of 5% (2021 Census). In terms of sexuality, 96% respondents identified as heterosexual, a proportion above the borough figures of 92%, 1% as bisexual, gay or lesbian, and 2% as prefer not to say.

95.4% of online and postal respondents identified as White British and 4.6% identified as an ethnic minority group. This included 2.3% Asian or Asian British, 0.8% Black or Black British, 0.8% White – Western European and 0.8% White – Other. To put this into context, in the 2021 Census, 88.3% of Rotherham residents identified as White British and 11.7% identified as ethnic minority groups.

Out of the respondents, 34% reported to have a disability. This compares with 21% of Rotherham residents who reported a long-term illness or disability in 2021. 19% of respondents stated they were unpaid carers.

Protected Characteristic Focus Groups

The consultation focus groups included a session with voluntary and community groups, which represented protected characteristic groups to participate in the discussions. Amongst these invitees was at least one group that work with communities representing each of the protected characteristics, however not all invited organisations attended.

What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics?

Progress updates on the Council Plan and Year Ahead Delivery Plan are published twice a year and considered by Cabinet and Scrutiny. They include progress in relation to actions within the Year Ahead Delivery Plan and key performance measures. Supporting case studies are also provided.

As part of this monitoring process, services are required to set out progress on the delivery of equalities, diversity and inclusion outcomes for each individual action in the Year Ahead Delivery Plan. These updates are reviewed and challenged as part of the monitoring process. They are reported as part of the internal monitoring and are also used to inform the public monitoring reports.

In addition, as the Year Ahead Delivery Plan activities are implemented, services are required to complete an equality screening and/or analysis to ensure due regard has been given and that there is an understanding of the effects of a strategy, policy, service or function on those from a protected characteristic group, where this is applicable to do so.

Engagement undertaken with customers. (date and group(s) consulted and key findings)

The consultation included seven focus groups both internal and external as well as an online and postal survey and a series of “short interactions” with the public and stakeholders. Focus groups were composed of stakeholders including partners, voluntary and community sector (VCS) organisations, RMBC staff, children and young people, and members of the public. There was a total of 210 participants across all seven focus groups.

- The focus groups specifically undertaken with customers were:
- Children and Young People’s Partnership board – 22 October 2024 (a total of 33 attendees including 17 adults and 16 young people). An additional discussion took place with young inspectors at their meeting on 7 October with 14 attendees
 - Voluntary and Community sector session facilitated by Voluntary Action Rotherham – 6 November 2024 (20 attendees)

- Parish Council network meeting – 17 October 2024 (10 attendees)

The detailed findings from these consultations appear in the consultation report at Appendix 3 to the Cabinet report.

Key Findings

Children and Young People’s Partnership Board

- The themes could be more child-friendly (the economic theme is difficult to understand)
- The plan should be made more accessible and easier to read.
- There is plenty to do for children, but not enough for young people (11+). Also need better communications about events and activities.
- More support needed to support young people to transition to adulthood.
- Worried about anti-social behaviour, street lighting and do not always feel safe, especially when using public transport in the town centre. The new plan needs to consider safety and the concerns of children and young people.
- Would like to see a cleaner Rotherham, referred to dirty footpaths and rubbish in the canal.
- Would like to be kept up to date through schools, drop-in sessions and social media.

Voluntary and Community groups

- A need to create inclusive and cohesive communities.
- There is a need to support people into good, well-paid employment to alleviate poverty.
- Activity needed for prevention and early intervention space.
- More support for social care is needed.
- There is a need for a thriving town centre.
- The Council needs to prioritise support for the VCS to ensure sustainability.
- Better transport (especially buses) and a transport strategy that increases access and better connects communities.
- Cost of living doesn’t feature strongly enough – it is buried within the themes.
- The ageing population is having an impact on the wider population – an ageing society is everyone. Older people are pigeonholed in the health and social care sections, but what is good for older people is good for younger people too.
- Need to improve knowledge and understanding of front door services to help with prevention.

	<ul style="list-style-type: none"> • Need to uphold standards for landlords to maintain properties and keep them clean and tidy as this can impact on health, pride etc. • Need a bigger focus on a clean borough linking to pride. • Instilling pride and being proud doesn't come through strongly enough in any of the themes. <p>Focus Group 3: Parish Council Network meeting</p> <ul style="list-style-type: none"> • There are issues around key green spaces being taken away and building development on prime agricultural land. • Need to address the high levels of childhood obesity, high deprivation levels, and low male life expectancy. • Not enough notice of the consultation closing date received to be able to promote it effectively on their web pages and engage with other Parish Council members and constituents.
<p>Engagement undertaken with staff (date and group(s) consulted and key findings)</p>	<p>Engagement with staff was undertaken through focus group discussions with:</p> <ul style="list-style-type: none"> • Rotherham Metropolitan Borough Council wider leadership team - 1 October 2024 (56 attendees) • Regeneration and environment manager forum - 16 October 2024 (35 attendees) • Rotherham Metropolitan Borough Council staff session – 5 November 2024 (20 attendees) • Rotherham Metropolitan Borough Council Elected Member session – 12 November 2024 (22 attendees). <p>Key Findings</p> <p>The findings are set out in detail in the report at Appendix 3 but the key themes from the engagements were:</p> <ul style="list-style-type: none"> • The need to target help where it is most needed and focus more on preventative support. • The potential for increased community engagement with a supportive community and enabling them to self-serve. • Development of community-based multidisciplinary teams with a mix of health and care professionals. • Joint commissioning opportunities with VCS organisations. • Place-based working and social prescribing needed to address the cost-of-living impact on homelessness, mental health and drug and alcohol services. • Improving access to culture and sporting facilities/activities, • Creating opportunities for transitions into adulthood and building aspirations. • Prevention and early intervention.

	<ul style="list-style-type: none"> • There is a need to create more jobs and deliver jobs at the right scale, including reducing the widening gaps in earnings. • Raising aspirations across communities. • Making Rotherham an attractive place for businesses. • The regeneration of the whole borough and engagement with communities, not just in the town centre. • Enhancing community pride in the environment – potentially through better green spaces, sustainable travel options etc • The Town centre needs to be clean, tidy, better, accessible and regenerated with more developments. • Better, affordable homes and access to social housing in places where people want to live. • Better and improved public transport links with more frequent trains going to different destinations and more frequent bus services with improved links across all parts of the borough. • Access to good quality education from early years, up to post 16-18, tailored to meet the needs of individuals and aspire to excellent SEND provision in schools and better engagement in post-16 education. • Need more staff ownership and better engagement as it is difficult to get people to participate. • The Council needs to build trust with residents and get better at sharing information. • Focus on the working age population – adopt a lifestyle learning ethos which doesn't have to be a qualification as this doesn't suit everyone. <p>More detailed reports of all focus group findings can be found in the Consultation Report, which is an appendix of the Cabinet Report.</p>
--	---

4. The Analysis - of the actual or likely effect of the Policy or Service (Identify by protected characteristics)

How does the Policy/Service meet the needs of different communities and groups? (Protected characteristics of Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity) - see glossary on page 14 of the Equality Screening and Analysis Guidance)

The Council Plan sets out the priorities for the borough over the next five years. It consists of five key outcomes:

- Places are thriving, safe, and clean
- An economy that works for everyone
- Children and young people achieve their potential
- Residents live healthy, safe and independent lives
- One Council.

Three cross cutting policy drivers run throughout the plan. One of these includes 'opportunities are expanded to all' to ensure as we open up new opportunities, we target help to those who most need it, so no one is left behind.

All outcomes aim to meet residents' and communities' differentiated needs.

Places Are Thriving, Safe and Clean

Activities in this area are aimed at meeting the needs of all residents and ensure they benefit from thriving neighbourhoods. The priorities of making neighbourhoods welcoming and safe, neighbourhoods to be cleaner and greener, local people having access to libraries, cultural activities, parks and green spaces, improved local town and village centres, reducing crime and anti-social behaviour and improving street safety are for the benefit of all residents regardless of protected characteristics. Residents, organisations and businesses are encouraged and enabled to use their skills and resources to help others.

Individual services, such as parks, libraries, cultural offers and neighbourhood working will each undertake an equality analysis, where required to do so, to identify gaps, making sure that any physical, cultural, language or other access barriers are identified, and all residents have offers meeting their needs.

An Economy that Works for Everyone

Actions under this outcome include a growing economy that provides decent jobs and chances to progress, places rejuvenated by regeneration that brings investment and opportunity, people have opportunities to learn, develop skills and fulfil their potential, working with partners and suppliers to create more local jobs, apprenticeships, paid at the living wage or above, strengthened digital infrastructure and skills which enable access for all. Contributing to these actions are programmes supporting vulnerable residents to gain skills and employment, and libraries providing IT and resource support to residents, to improve digital inclusion.

Equality analysis and monitoring will be carried out where appropriate to ensure vulnerable residents sharing protected characteristics benefit from this support.

Children and Young People Achieve Their Potential

Actions under this outcome are aimed at children having the best start in life, children and young people having a voice and feeling listened to, young people empowered to succeed and achieve their aspirations, and children and young people having fun things to do and safe places to go. Activities in the early years aim to address educational inequalities, collaborative working with schools to give children the opportunity to fulfil their potential, regardless of ability, including vulnerable and disadvantaged children, and reconnect those disengaged from education to opportunities and training.

Services contributing to this outcome, again, will carry out equality analyses where appropriate and monitor equality data.

Residents Live Healthy, Safe and Independent Lives

Actions in this area are aimed at protecting everyone's physical and mental health, while focusing on the most vulnerable. Within actions to ensure that people have good mental health and physical wellbeing, programmes to tackle loneliness and isolation will have

benefits to older people and those living with disabilities. Within the priority for children, families and adults to feel empowered, safe and live independently for as long as possible, actions focus on children in care, people with learning disabilities, independent living and adult social care ensure that the needs of these vulnerable groups are prioritised. Actions further include for everyone to have access to affordable, decent housing.

One specific action within this area focuses on addressing inequalities including health inequalities, ensuring nobody is left behind. This actions to tackle financial exclusion, homelessness and domestic abuse. Ongoing monitoring and improvement of the services contributing to this outcome will be key, as the most vulnerable often face the most barriers. Monitoring will identify and address gaps in provision, and ensure that individuals sharing several protected characteristics, and thus potentially facing multiple barriers, can access the support they need.

One Council that Listens and Learns

This outcome encompasses the ways in which the organisation operates and how it presents itself to the communities of Rotherham. The standards that service users experience from the council and our partner organisations will be attributable to this outcome for monitoring.

This outcome also encompasses reductions in carbon emissions, working towards net zero targets.

Services contributing to this outcome, again, will carry out equality analyses where appropriate and monitor equality data.

Does your Policy/Service present any problems or barriers to communities or Groups?

No problems or barriers have been identified. The Plan does not make specific reference to any protected characteristics, and ongoing monitoring as detailed above will be key to ensure any barriers are identified and addressed.

Does the Service/Policy provide any positive impact/s including improvements or remove barriers?

Yes, detail found above.

What affect will the Policy/Service have on community relations? (may also need to consider activity which may be perceived as benefiting one group at the expense of another)

No negative impacts expected – any targeted activities are based on known needs and vulnerabilities.

Please list any **actions and targets** that need to be taken as a consequence of this assessment on the action plan below and ensure that they are added into your service plan for monitoring purposes – see page 12 of the Equality Screening and Analysis Guidance.

5. Summary of findings and Equality Analysis Action Plan

If the analysis is done at the right time, i.e. early before decisions are made, changes should be built in before the policy or change is signed off. This will remove the need for remedial actions. Where this is achieved, the only action required will be to monitor the impact of the policy/service/change on communities or groups according to their protected characteristic - See page 11 of the Equality Screening and Analysis guidance

Title of analysis: Council Plan 2025 – 2030 and Year Ahead Delivery Plan 2025 – 2026
Directorate and service area: Assistant Chief Executive, Policy, Performance and Intelligence
Lead Manager: Fiona Boden
Summary of findings:
The Council Plan addresses inequalities in several of its key outcomes, and guiding principles, with the aim to decrease inequalities and for the council’s services to deliver for all residents. Equality and access data will need to be monitored closely, as there are areas of considerable existing inequalities, which will make it more difficult for some individuals and groups to access opportunities and services.

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Provide update reports to Cabinet twice a year, including consideration of the equality implications.	All	Six monthly
All services to undertake equality analyses where applicable and monitor.	All	Ongoing
Continue to obtain updates from directorates, regarding what has been done to consider equalities when delivering the Year Ahead Delivery Plan actions/activities.	All	Quarterly

*A = Age, D= Disability, S = Sex, GR Gender Reassignment, RE= Race/ Ethnicity, RoB= Religion or Belief, SO= Sexual Orientation, PM= Pregnancy/Maternity, CPM = Civil Partnership or Marriage. C= Carers, O= other groups

6. Governance, ownership and approval		
Please state those that have approved the Equality Analysis. Approval should be obtained by the Director and approval sought from DLT and the relevant Cabinet Member.		
Name	Job title	Date
Jo Brown	Assistant Chief Executive	16/04/25
Cllr Chris Read	Leader	6 May 2025

7. Publishing	
The Equality Analysis will act as evidence that due regard to equality and diversity has been given.	
If this Equality Analysis relates to a Cabinet, key delegated officer decision, Council, other committee or a significant operational decision a copy of the completed document should be attached as an appendix and published alongside the relevant report.	
A copy should also be sent to equality@rotherham.gov.uk For record keeping purposes it will be kept on file and also published on the Council's Equality and Diversity Internet page.	
Date Equality Analysis completed	13 March 2025
Report title and date	New Council Plan 2025-2030 and Year Ahead Delivery Plan 2025-26
Date report sent for publication	22/04/25
Date Equality Analysis sent to Performance, Intelligence and Improvement equality@rotherham.gov.uk	16/04/25