

# COUNCIL PLAN 2022/25 AND YEAR AHEAD DELIVERY PLAN

## Year-end Progress Report

Period: Quarter 4 2024/25 performance data  
and progress on the Year Ahead Delivery Plan.



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# I. EXECUTIVE SUMMARY

The [Council Plan](#) is a key document which sets out the Council's vision for the borough and priorities for serving residents and communities. The 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.

Four guiding principles run through the Plan, informing the Council's way of working and helping to achieve better outcomes.

## **Expanding opportunities for all**

As we open up new opportunities we will target the most help at those who need it, so no one is left behind.

## **Recognising and building on our strengths to make positive change**

This will involve making the best use of local assets, including buildings, parks and public spaces, as well as harnessing the knowledge and skills of community groups and local residents.

## **Working with our communities**

To achieve the best outcomes for local people, we recognise the importance of putting them at the heart of everything we do. That means involving local residents in the things that matter to them and making sure we design our services based on input from those who use them.

## **Focussing on prevention**

We know that prevention is better than cure in achieving positive outcomes for our residents. For this reason, we will focus on reducing the risk of problems arising in the first place, and when they do, we will intervene early to prevent them from worsening.

# I. EXECUTIVE SUMMARY

**Informed by a programme of public and stakeholder engagement, the Council Plan is framed around five themes**



These five themes are underpinned by a cross-cutting strand – ‘One Council’ - which sets out how the Council will operate to achieve the vision.

To ensure delivery of the Council Plan, annual Year Ahead Delivery Plans are produced. The [Year Ahead Delivery Plan](#) for the 2024/25 financial year covers the final year of the Council Plan.

This is the year-end progress report for 2024/25 to Cabinet.

The report focuses on progress made in delivering the 100 priority actions/ milestones contained within the Year Ahead Delivery Plan and the 68 headline performance measures that best demonstrate progress in achieving the 26 key outcomes. It also brings together wider information, key facts and intelligence to explain how the Council is working and performing, including timelines and case studies to demonstrate the impact on residents and communities.










Through directorate and service-level business plans the Council carries out wider work to measure performance and quality. This report provides an overview of the contribution that the Council makes across all of its activities to improve Rotherham as a place to live, work and spend time.

## 2. STATUS DEFINITIONS

### Year Ahead Delivery Plan definitions

<b>Not yet due to start</b>	Action not yet scheduled to start.
<b>On track</b>	Action started and on track to be delivered by the original deadline.
<b>Known delays</b>	Action has some risk/delay to delivery or is behind the original schedule by less than three months.
<b>Will not be met</b>	Action will not be/has not been met within three months of the original target date.
<b>Complete</b>	The action is fully complete and/or operational.

### Performance measure definitions

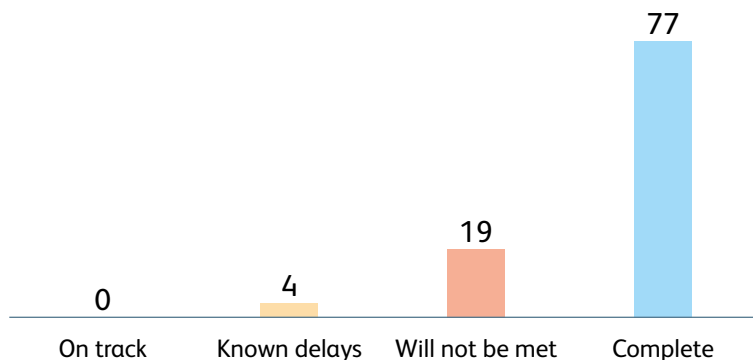
	Performance is on or above target		Performance or numbers have improved.
	Currently performance is not at expected levels. Confidence that the target will be achieved by year-end.		Performance maintained or numbers are the same.
	Performance is not currently on target. High risk that year-end target will not be achieved.		Performance or numbers have declined.
	Target can not be assessed this quarter. (ie Annual measure or awaiting publication of data).		Quarterly direction of travel not applicable.
	Information measure targets not applicable. (ie Volume / Demand measures where 'good' is neither high or low).		

### 3. OVERVIEW OF PERFORMANCE AND PROGRESS

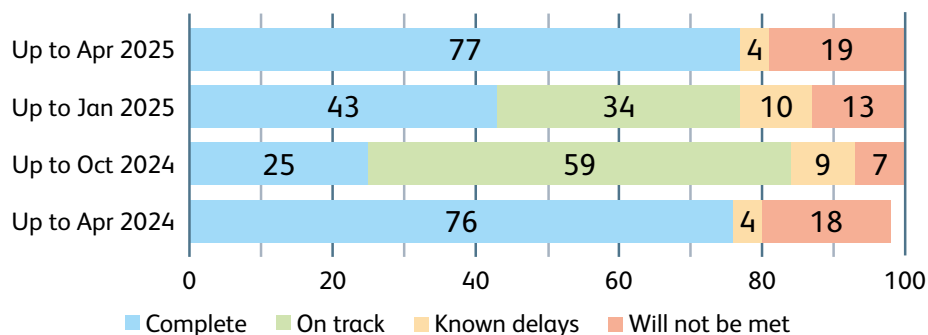
The diagrams below provide details of the overall status in relation to the Council Plan performance measures (where data is available or where targets have been set) and Year Ahead Delivery Plan actions/milestones.

#### YEAR AHEAD PLAN ACTIONS/MILESTONES

Year Ahead Delivery Plan Actions Status

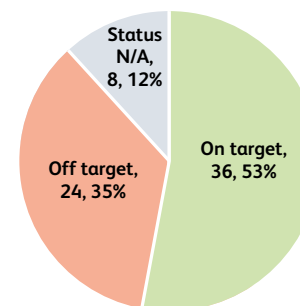


Year Ahead Delivery Plan Trend

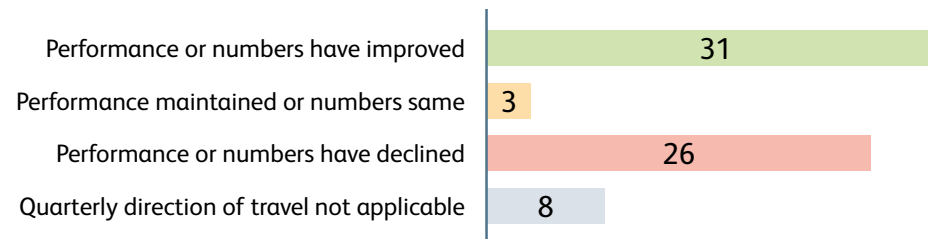


#### PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel



Of the 22 measures with a downward trajectory, 10 are still on or above the target set, none are not at expected levels and 12 are off target. Services are reviewing mitigations to improve performance. (The overall totals in the diagrams may differ because the direction of travel is not applicable for all measures).

# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EVERY NEIGHBOURHOOD THRIVING - ACHIEVEMENTS AND CHALLENGES

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Achievements

#### Year Ahead Delivery Plan activities *(completed in the last six months)*

Developed and delivered an action plan that ensures the Council and its partners are maximising opportunities to join-up activities and initiatives in three locality areas across the borough.



Designed and implemented a new pedestrian crossing at Cortonwood in March 2025.

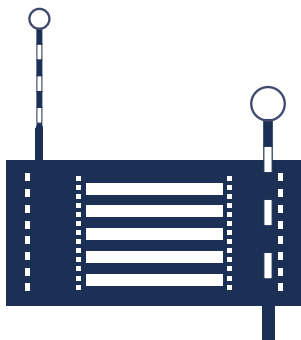


Successfully delivered a range of cultural events including: Signals Festival, Roots – Rotherham Street Carnival and Otherham (see case study below).



Developed the Community Safety Strategy 2025/28, approved by the Safer Rotherham Partnership Board.

Designed and implemented a new pedestrian crossing at Swallownest in January 2025.



Approved improvement projects to principal towns and villages across the borough, delivered as part of Our Places.

Completed the Public Space Protection Order review, the two new three-year orders commenced in January 2025.



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EVERY NEIGHBOURHOOD THRIVING - ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Achievements

#### Performance measures (achieved and improving)



Satisfaction with the borough as a place to live has improved as recorded in the Resident Satisfaction Survey for 2024. 66 % of respondents said, overall, they were satisfied with the Rotherham borough as a place to live, which is above the Council Plan target of 62 % and average across previous surveys (*higher is better*).



109 new volunteering opportunities created for local people via the voluntary and community sector in 2024/25, against a Council Plan target of 80 (*higher is better*).

During 2024/25, there were 4,183,373 visits to culture, sport and tourism facilities, against a target of 4,000,000 and 97 % of customers were satisfied with culture, sport and tourism services (*higher is better*).



80.8 % of the local 'principal road' network is classed as 'green status' (do not require repair), against a year-end target of 79.4 % (*higher is better*).

78.5 % of the local 'non-principal' road network is classed as 'green status' (do not require repair), against a year-end target of 77 % (*higher is better*).



66.2 % of the local 'unclassified' road network classed as 'green status' (do not require repair), against a year-end target of 64.9 % (*higher is better*).



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EVERY NEIGHBOURHOOD THRIVING - ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Challenges

#### Year Ahead Delivery Plan activities *(not achieved/delayed)*

Phase 1 of the Local Neighbourhood Road Safety programme to implement new neighbourhood road safety measures is delayed to Quarter 3 2025/26.



Schemes in seven wards are now been complete, however due to delays in design completion some schemes are still in the process of issuing construction.



The third phase of investment in the borough's CCTV equipment has been delayed. Further work to link systems together is now being developed with proposals due to be finalised in early 2025/26.

The investment of £3 million to deliver the repair of unclassified roads and £1.2 million to repair footways in the 2024/25 Highway Repair Programme will not be met with delays caused by wintry conditions and road space not being available due to utility works. These repairs will be delivered early in the Highway Repair Programme 2025/26.



While most of the remaining schemes are complete (see case study below), phase 1 of the Towns and Villages Fund programme at Maltby East has been delayed to Quarter 3 of 2025/26. This delay is due to the expansion of the scheme's scope and the allocation of additional budgets.



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EVERY NEIGHBOURHOOD THRIVING - ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Challenges

#### Performance measures *(not met and worsening)*



Satisfaction with the local area as a place to live (Resident Satisfaction 2024) – 75 % of respondents said, overall, they were satisfied with their local area as a place to live, which is below the Council Plan target of 80 % *(higher is better)*.



Public perception of anti-social behaviour via the 'Your Voice Counts' survey decreased in 2024/25 to 44 %, against a target of lower than 43 % *(lower is better)*.

Perceptions of feeling safe outside during the day have declined (Resident Satisfaction 2024) – 85 % of those surveyed feel safe during the day, against a target of 90 % and national figure of 91 % *(higher is better)*.



167 anti-social behaviour community protection notices were issued (anti-social behaviour, waste and noise) in 2024/25, against a year-end target of 200 *(higher is better)*.



6 % of positive outcomes for hate crime investigations in Quarter 4 (11 % year-end), against a year-end target of 20 % *(higher is better)*.

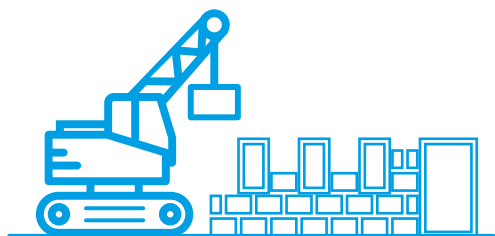
# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## PEOPLE ARE SAFE, HEALTHY AND LIVE WELL - ACHIEVEMENTS AND CHALLENGES

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### Achievements

#### Year Ahead Delivery Plan activities *(completed in the last six months)*



Started the building groundwork for Castle View Day Service in October 2024 with the current estimated completion date is March 2026 (see case study below).

Groundwork for the new homes, through the Housing Growth Programme, began in January 2025 at West Melton and in February 2025 at Swinton.



Event focussed on securing a pipeline of future investment in new affordable homes through joint work with registered providers of social housing and Homes England took place in March 2025.



Expanded the Council's temporary accommodation by 17 homes in 2024/25 through the Councils' Housing Delivery Programme.

150 new homes acquired or built through the Housing Growth Programme, the 150th home was delivered in February 2025 (see case study below).



Delivered the Local Councils Tax Support Top Up scheme to all residents on Council Tax Support, providing up to £121.06 per working household.

Successfully delivered the Energy Crisis Support scheme, providing up to £250 to households that are struggling to meet the cost of their energy bills.



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## PEOPLE ARE SAFE, HEALTHY AND LIVE WELL - ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Achievements

#### Performance measures *(achieved and improving)*



97 % of adults involved in a safeguarding enquiry felt their personal outcomes were at least partially met during 2024/25, against a target of 97 % (*higher is better*).



94.5 % of Council housing repairs were completed 'right first time' during 2024/25 (*higher is better*), exceeding the target of 93 % and improving on the 2023/24 figure (94.4 %).



The proportion of households that were prevented or relieved from homelessness in 2024/25 increased to 85.2 %, an increase on the 2023/24 figure (80.9 %) and exceeding the Council Plan target (85 %) (*higher is better*).

# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## PEOPLE ARE SAFE, HEALTHY AND LIVE WELL - ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Challenges

#### Year Ahead Delivery Plan activities *(not achieved/delayed)*



The Domestic Abuse Delivery Model review is delayed to ensure alignment with the Domestic Abuse Strategy midpoint review. Now due to be completed in December 2025.

The groundwork for new homes under the Housing Growth Programme has been delayed. For Eastwood, the new target date is now Quarter 4 of 2025/26, and for Maltby, it is Quarter 2 of 2025/26. These delays are due to issues in the procurement process and obtaining planning permission.



#### Performance measures *(not met and worsening)*



In 2024/25, there were 327 new older adult admissions to long term residential care (aged 65+) *(lower is better)*, against a year-end target of 317.

95.1 % of Council housing stock meets the 'Decent Homes' standard, against a target of 100 % *(higher is better)*. This is also a decrease from the 2023/24 figure (100 %).



The engagement rate with domestic abuse support services was 58 % in 2024/25, against a target of 60 % *(higher is better)*. This is a decrease from the 2023/24 figure (67 %).

# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL – ACHIEVEMENTS AND CHALLENGES

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### Achievements

#### Year Ahead Delivery Plan activities *(completed in the last six months)*



Delivery of the Baby Packs scheme commenced in April 2025 to support families across the borough with essential items (see case study below).



Submitted the registration of a fourth two-bedroom residential children's home to make sure Children in Care and young people can stay in the borough.

90% of families have registered for a Rotherham Family Hub with a child up to six months by the end of 2024/25 (see case study below).



Increased the amount of local education placements for young people with special educational needs in eight schools across the borough.



175 support sessions have been delivered in 2024/24 to enhance the under 5's offer within communities across the borough.



Building work has been commissioned to develop the Eric Manns building into a centre for children with special education needs and disabilities.

# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL – ACHIEVEMENTS AND CHALLENGES

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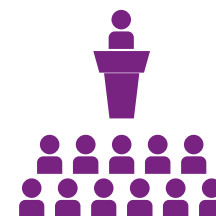
### Achievements

*Year Ahead Delivery Plan activities (completed in the last six months) continued*



The Independent Travel Training scheme has successfully trained 31 young people in 2024/25. This scheme is enabling more children and young people with special educational needs or disabilities to travel independently and achieve their full potential.

Engaged with all 27 Rotherham secondary schools and colleges throughout 2024/25 through the Enterprise Adviser Network Project, enhancing the career provisions of young people across the borough.



Began the redevelopment of the new Water Splash facility at Clifton Park, with the project on track to be delivered by July 2025.

**CHILDREN'S  
CAPITAL OF  
CULTURE.**

Officially launched the programme for the Children's Capital of Culture in December 2024 at the Arc Cinema.

Delivered 208 support sessions throughout 2024/25 to support young people to engage with youth services across the borough.



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL – ACHIEVEMENTS AND CHALLENGES

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### Achievements

#### Performance measures *(achieved and improving)*



Proportion of two-year olds taking up an early education place has increased to 85.7% (*higher is better*), which is above the year-end Council Plan target of 85% and above the latest national average of 74.8%.

The number of Children in Need (rate per 10k population) has reduced to 310.7 (*lower is better*), which is below the year-end target of 375.5 and lower than the latest national (332.9) and statistical neighbour (398.8) averages.



The number of Looked After Children (rate per 10k population) has steadily reduced over the last few years reaching 83.0 at the end of the 2024/25 (*lower is better*). This is below the Council Plan target (95.2) and latest statistical neighbour average (100.9) but does remain above the latest national average (70.0).



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL – ACHIEVEMENTS AND CHALLENGES

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### Achievements

#### Year Ahead Delivery Plan activities *(not achieved/delayed)*



Registration for a third two-bedroom home for children will not be met due to delays caused by the recruitment of a Registered Manager, the new target date is Quarter 1 of 2025/26.

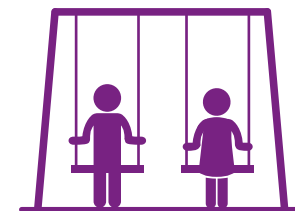


The registration for a sixth two-bedroom residential home is delayed, the planning application is now due to be submitted in May 2025.

The submission of registration for a third two-bedroom home, a fifth two-bedroom home and a sixth two-bedroom residential home is delayed due to challenges with the planning process, a Department for Education capital bid and recruitment. Registration is now expected to be submitted in Quarter 1 and Quarter 3 2025/26.



While a strategic programme is in place for the Children's Playground Programme and consultation has taken place, the delivery of the programme is delayed. Estimated completion date is now October 2025 for Rother Valley and Thrybergh Country Parks.



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL – ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Challenges

#### Performance measures *(not met and worsening)*



78.5% of year 1 pupils passed the phonics screening check in 2023/24 academic year, showing a 0.5% decrease when compared to the previous academic year 2022/23 (79.0%) (*higher is better*). This is below the Council Plan target (80.8%) which is in line with the statistical neighbour average.

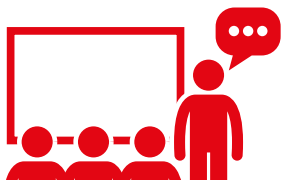
# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EXPANDING ECONOMIC OPPORTUNITY – ACHIEVEMENTS AND CHALLENGES

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Achievements

#### Year Ahead Delivery Plan activities *(completed in the last six months)*



Successfully delivered 64 business workshops throughout 2024/25, providing start-up advice and support to 464 attendees.

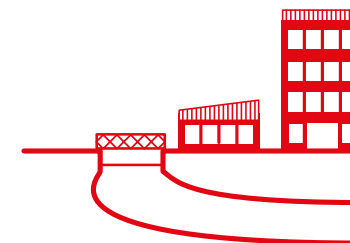


A plan to attract inward investment has been developed and in operational delivery from April 2025.

Provided 132 businesses with financial assistance to support investment throughout 2024/25.



Vetro Lounge, the first restaurant at Forge Island, opened on April 30, 2025. The second eatery, Sygnature Dish, is scheduled to open in the Quarter 1 2025/26 (see case study below).



Launched the Destination Management Plan, advisory board meetings have identified key workstreams and allocated resources for effective delivery.



Construction began at Riverside Gardens on 28 April 2025, with expected completion by June 2026.

# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EXPANDING ECONOMIC OPPORTUNITY - ACHIEVEMENTS AND CHALLENGES

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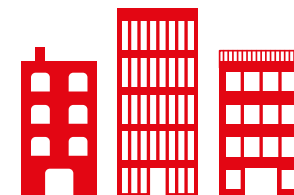
### Achievements

*Year Ahead Delivery Plan activities (completed in the last six months) continued*

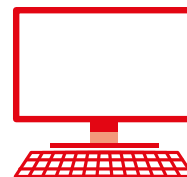
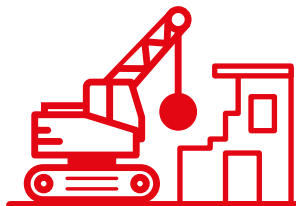


The renovation works at Wentworth Woodhouse were completed in December 2024 and Gulliver's Skills Academy reported completion in May 2025, following some delays.

Provided tailored advice and non-financial support throughout 2024/25 through Go4Growth to support ten Rotherham businesses through one-to-one organisational support and two Rotherham specific courses.



Demolition commenced on the Guardian Centre Building in Quarter 4 to facilitate further development works at the new market and library building.



Worked with Partners across 2024/25 to deliver actions from the Digital Inclusion Strategy, establishing access to support for those at risk of digital exclusion.



Agreed a Social Value Action Plan alongside Rotherham Together Partnership to drive the social value agenda forward.

# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EXPANDING ECONOMIC OPPORTUNITY - ACHIEVEMENTS AND CHALLENGES

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### Achievements

#### Performance measures *(achieved and improving)*



The survival rate of new businesses supported by the Rotherham Investment & Development Office (RiDO) over the first three trading years is 86% *(higher is better)*, against a Council Plan target of 81%. In particular, the survival rates of businesses supported in the last 12 months has increased.



There have been 130,191 engagements with library services that help people gain skills and get a job during 2024/25, against a year end target of 100,000 *(higher is better)*.



Total of 239,392 online customer transactions were completed throughout 2024/25 *(higher is better)*, exceeding the annual target of 185,400.

# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## EXPANDING ECONOMIC OPPORTUNITY – ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Challenges

#### Year Ahead Delivery Plan activities *(not achieved/delayed)*



Construction work at the Templeborough Business Zone Project has been delayed due to the need to reconfigure contractual arrangements, with a resolution likely to be met by August 2025.

Proposed governance revision to the National Planning Policy Framework and the requirement for a new Local Plan, means that the consultation carried out a revised Local Plan Core Strategy Policy to consider social value in major planning decisions is no longer required.



#### Performance measures *(not met and worsening)*



Proportion of residents optimistic about the future of Rotherham as a place to live (Resident Satisfaction 2024) – 53 % of respondents reported feeling ‘very optimistic’ or ‘fairly optimistic’ about the future of Rotherham as a place to live, which is below the Council Plan target of 57 % and lower than last year’s performance of 56 % (*higher is better*).

Proportion of new starter apprenticeships created within the Council as a percentage of the workforce is currently 0.9 % against a target of 1.5 % (*higher is better*). Additional actions have been taken to target this, including better promotion of apprenticeships and careers within the Council.



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## A CLEANER, GREENER LOCAL ENVIRONMENT – ACHIEVEMENTS AND CHALLENGES

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Achievements

#### Year Ahead Delivery Plan activities *(completed in the last six months)*



Completed and submitted the Outline Business Case for Rotherham Mainline Station to South Yorkshire Mayoral Combined Authority and the Department for Transport in February 2025 (see case study below).



Progress towards reaching ‘shovel ready’ status in the has been completed in a number of flood defence/mitigation schemes. This includes Rotherham Renaissance, Parkgate and Rawmarsh and the Culvert Renewal programme.

Concluded a trial of Hydrotreated Vegetable Oil across ten vehicles in the Council’s fleet with results showing a carbon reduction estimated to be around 90% compared to diesel emissions.



Delivered 23 community engagement events across the borough, led by the Community Energy Officer.

The Council’s Transforming Cities Fund programme for public transport improvements with regional partners is progressing well. Works at the Tram-Train stop at Magna have commenced, with completion forecast for Winter 2025/26. The Parkgate Link Road opened in December, and the Park and Ride became operational on 16 May 2025. The Outline Business Case submission for Waverley Station is forecast for August 2025 (see case study below).



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## A CLEANER, GREENER LOCAL ENVIRONMENT – ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Achievements

#### Performance Measures (*achieved and improving*)



In 2024/25, 58 % of Council housing has an Energy Performance Certificate (EPC) rated C and above, against a year-end target of 50 % (*higher is better*). In summary at the end of March 2025, 11,570 of 19,941 council housing properties were rated C and above.



During 2024/25, there were 69 effective enforcement actions against fly tipping and 4,537 effective enforcement actions for other environmental crime (*higher is better*). This is significantly higher than the 2023/24 year-end position (1,463).



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## A CLEANER, GREENER LOCAL ENVIRONMENT – ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

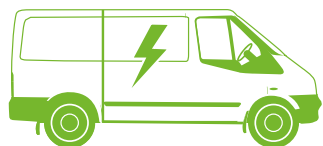
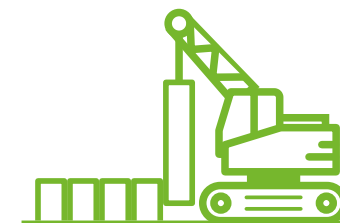
### Challenges

#### Year Ahead Delivery Plan activities *(not achieved/delayed)*

Redevelopment works at Thrybergh and Rother Valley Country Park are delayed due to the availability of materials. The programme is now scheduled to be completed by November 2025.



There are delays across some of the flood defence/mitigation schemes including the Whiston Brook Flood Alleviation Scheme, Eel Mires Dike Flood Alleviation Scheme and Catcliffe Pumping Station.



Whilst there has been positive progress on the delivery of the Fleet Replacement Plan overall, the review and purchasing of vehicles has been delayed. The final vehicles have been delayed due to slower than anticipated progress in agreeing vehicle specifications. The revised target date for completion is now Quarter 2 of 2025/26.



Heat Decarbonisation Plan – the remaining energy conservation measures and building energy management system upgrades are not completed due to delays in investigations works and detailed designs. The estimated completion date for the Riverside House solar canopy works is now Quarter 3 2025/26.



No suitable Council site has yet been identified for low carbon energy generation. Currently undertaking a wider assessment of suitable land across the borough, but completion of timelines remains uncertain.

# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## A CLEANER, GREENER LOCAL ENVIRONMENT – ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Challenges

#### Performance measures *(not met and worsening)*



The proportion of waste sent for reuse decreased in 2024/25, at 37.1 % (provisional data) against a target 45 % (*higher is better*).

61 complaints were received relating to street cleaning, grounds maintenance and waste management in Quarter 4 – this is a slight increase on Quarter 3 in which 56 complaints were received. The cumulative complaints total for 2024/25 is 257, against a year-end target of 190 (*lower is better*).



Overall carbon dioxide emission levels for the Council (operational property portfolio decarbonisation, solar PV and other energy generation, street lighting) for 2023/24 increased by 4.77 % against a Council Plan target of 10 % reduction by 2024. This is linked to the use of carbon-based fuel to generate electricity, delays in the decarbonisation of the grid, as well as slightly increased electricity demand.

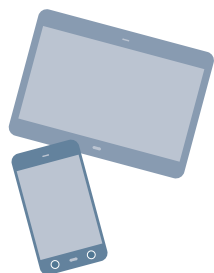
# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## ONE COUNCIL – ACHIEVEMENTS AND CHALLENGES

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Achievements

#### Year Ahead Delivery Plan activities *(completed in the last six months)*



Enhanced and improved the Council website to ensure information is accessible, accurate and customer focused throughout Quarter 4 – 75,069 online ‘transactions’ were completed between January and March (see case study below).



Reviewed the face-to-face customer experience at Riverside House in Quarter 4 by updating signage, materials and completing a meeting room review.

Early Careers’ Hub launched in December 2024 to showcase the entry routes into careers at Rotherham Council (see case study below).



Delivered the first cohort of a learning and development programme to embed a strengths-based working approach across the Council. To date 1,482 staff have completing E-learning training.



Developed and approved the new Council Plan 2025/30 in May 2025.



Rotherham Together Partnership hosted its biannual showcase in April 2025 at Maltby Grammar Business Hub, part of the Maltby Learning Trust.



Improved the employee experience by focusing on wellbeing, learning and development, and implementing strategies to improve apprenticeships and early career opportunities.

# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## ONE COUNCIL – ACHIEVEMENTS AND CHALLENGES

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Achievements

#### Performance measures (*achieved and improving*)



The average customer wait time to Corporate Contact Centre was two minutes 47 seconds through 2024/25 (*lower is better*). This exceeds the Council Plan target of four minutes.



99.2% of annual staff performance development plans were completed by the year end compared to the year-end target of 95% (*higher is better*).

The overall proportion of staff who are disabled rose to 10.6% in Quarter 4, against a target of 9% (*higher is better*).



The proportion of Council Tax collected in the current financial year remains strong at 96.98% and in the top quartile for metropolitan councils (*higher is better*).



# 3. OVERVIEW OF PERFORMANCE AND PROGRESS

## ONE COUNCIL – ACHIEVEMENTS AND CHALLENGES CONTINUED

This section seeks to summarise achievements, as well as flag challenges and risks. Those included relate to both the performance measures and the actions/ milestones within the Year Ahead Delivery Plan and further details are available within the main body of the report.

### Challenges

#### Performance measures *(not met and worsening)*



Satisfaction with keeping residents informed (Resident Satisfaction 2024) – 45 % of respondents said that the Council keeps residents ‘very well’ or ‘fairly well’ informed about the services and benefits it provides (*higher is better*). This is below the Council Plan target of 50 %, lower than the most recent national result (52 %) and below the average percentage across all Rotherham surveys (50 %).



Proportion of business rates collected in the current financial year compared with other metropolitan councils has fallen to 93.96 % (*higher is better*).

## 4. FINANCE UPDATE

The table below provides details on some of the key areas of the Council's budget 2024/25, indicating how the Council intends to spend its budget against its six core themes.

Themes	Commentary on financial performance of key areas of the budget
EVERY NEIGHBOURHOOD THRIVING	At a local level, villages and town sites are being improved with investment that has started and some now complete in local communities from the Towns and Villages fund.
	Investment continues to enhance library sites. Works have now been completed at Thurcroft library. The new Swinton Library opened on the 1 July. There has been a significant increase in visitor numbers at the new facility.
	A process has been established to understand and capture in more detail localised transport issues. In relation to parking, the Transportation Infrastructure Service is using casework, requests for services and general feedback to manage and collate a database of local hotspot areas for nuisance pavement parking. Alongside other public concerns, these were considered for prioritisation in the 2025/26 minor traffic schemes programme.

## 4. FINANCE UPDATE

### PEOPLE ARE SAFE, HEALTHY & LIVE WELL

Continuing pressure on acute care is putting additional pressure on all the health economy. The Council will invest £3.4m to speed up hospital discharges to free up beds and help the system work effectively.

Housing Growth – The Council is continuing to develop new homes and acquire properties to increase the supply of affordable homes. This is supported by the HRA business plan. Work is ongoing to update the investment needed based on price increases and refreshed timescales. To date over 600 homes have been added to the Council home portfolio.

Temporary accommodation is a cost pressure for the Housing Service (est. £0.850m 2023/24). A new homelessness strategy is being drawn up that will ensure the right mix of homes and that optimises processes.

The Energy Crisis Support scheme has been extended using the Covid Recovery Fund and Household Support Fund. This provided a cash grant of £250 to households that were struggling to cope with the cost of living in 2024/25.

CCTV investment has provided operational resources to improve the CCTV service with increased capacity for capturing offences and offenders.

Additional operational resources have been applied in the Planning Service to achieve better enforcement outcomes.

## 4. FINANCE UPDATE

### EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

In House Children's residential homes:

- Home 1 – Work on site completed.
- Home 2 – Planning application submitted 1 April 2025, currently waiting validation.
- Home 3 – Capital works out to tender, the deadline for tender returns is 23 April 2025.
- Home 4 – Ofsted registration completed. Service to consider placements.
- Home 5 – Building works to the property completed. Registered Manager to start in April 2025. Ofsted registration submitted.

Looked After Children population at year end was 481, which is lower than the target of 500. An overspend (£5.7m) is reported for the year against the Children in Care placement budget, mainly due to the high numbers and cost of external residential placements. It is envisaged that accelerating the in-house residential programme, improving performance on step downs and exits from care and increasing the accommodation options for 16+ placements would alleviate the placement cost pressures over the medium term.

In 2024/25, the Council continue to support early intervention through additional corporate investment (£370k) in the Early Help and Family Group Conference services. This investment complements existing Supporting Families, Start for Life & Family Hub and Wraparound childcare provision funding received in the year.

The Safety Valve Agreement sets out a number of actions to achieve a sustainable special educational needs (SEND) system by 2025/26. The actions for 2024/25 continue to support service transformation through the creation of additional local SEND places, enhancing SEND provision and increasing inclusiveness in mainstream schools. A financial deficit of £3.7m is reported for the year to 31 March 2025, compared to the planned deficit of £1.2m. This is due to increased numbers of SEND pupils, inflationary costs, and increased placements in special schools.

Home to School transport has demand pressures linked to growth in Education Health Care plans (EHCPs). Joint work between Regeneration and Environment and Children and Young People's Services is ongoing to maximise transport efficiencies and dampen cost pressures. There are several strands to this work, reviewing all the single person journeys, assessment of eligibility to transport, governance process and reviewing policies.



## 4. FINANCE UPDATE

### EXPANDING ECONOMIC OPPORTUNITY

Capital investment in the borough progresses, supported by the Future High Streets Fund, Levelling Up Fund and Towns Deal with matched Council capital resources. This investment will result in a reshaped town centre and changes in our local towns, villages and country parks. A number of strategic acquisitions have been made in the town centre as part of this programme. Forge Island is now complete and the ARC Cinema, Travelodge and Vetro Lounge have opened to the public. Works have commenced on the new cafe at Rother Valley Country Park and the new Market/Library in the Town Centre.

Transport infrastructure investment continues, including the Parkway Widening scheme, which has been completed and highways maintenance through the £24m to 2024 Roads Programme.

Jobs and skills investment is progressing with the building of the Century 2 Business Centre. The new facility opened in November 2023.

### A CLEANER, GREENER LOCAL ENVIRONMENT

Additional revenue investment to improve the environment has benefitted grounds maintenance, street cleansing, wildflower seeding and tree planting.

Further recognition of the climate emergency is evidenced through an enhanced team dedicated to this area and investment in carbon reduction programmes.

### ONE COUNCIL

The Council receives in excess of 300,000 calls a year into its main contact centre. Additional revenue investment to reduce call waiting times and to improve and modernise the way that members of the public can contact the Council is providing better value for money and enhancing the customer experience. Ongoing investment in digital technologies ensures that the Council functions efficiently, effectively, and sustainably.

## 4. FINANCE UPDATE

### 2024/25 REVENUE BUDGET INVESTMENTS TRACKING

The table below provides a progress update on the 2024/25 revenue budget investments approved via Council in March 2024, as part of the Council's Budget and Council Tax Report 2024/25. Whilst these are in the main permanent investments, it is vital that the Council can demonstrate progress on these member priorities.

Investment Reference	Revenue Budget Investment	2024/25 Investment	Expenditure to date	% Spent To Date	Current Forecast Outturn	Variance	Update Commentary
People are safe healthy and live well							
24/25 INV3	Homelessness Prevention	205	85.0	41 %	85	-120	Probation accommodation established and working. Slippage in signing HRS contract.
24/25 INV4	Empty Homes Officer	45	45	100 %	45	0	Person in post.
24/25 INV5	CQC Lead	70	70.00	100 %	70	0	New lead started in post 1 June.
24/25 INV6	Restorative Hate Crime Service	30	28	93 %	28	-2	Investment to continue project through a funding agreement with Remedi, a specialist restorative justice charity. Invoices to be paid quarterly. £2k cost met by South Yorkshire Police.

## 4. FINANCE UPDATE

Investment Reference	Revenue Budget Investment	2024/25 Investment	Expenditure to date	% Spent To Date	Current Forecast Outturn	Variance	Update Commentary
<b>Every Child able to Fulfil their Potential</b>							
24/25 INV1	Early Help	370	186	50 %	186	-184	The underspend is due to slippage in recruitment to the Early Help outreach and the 2x contextual safeguarding conference chairs posts. The underspend forms part of the forecast position reported for children social care.
24/25 INV2	Baby Packs	360	6	2 %	6	-354	January start – main launch March.

<b>Expanding Economic Opportunity</b>							
24/25 INV7	Community Wealth Building	120	0	0 %	0	-120	A £120k investment to provide for a permanent Band J member of staff to act as the project manager, with the remaining funding used to promote the take up of employee ownership in the borough. Post not yet recruited to. Offered up as an in-year budget saving. The service are looking into a third party solution, via an arrangement with an organisation doing similar work in Sheffield. Believed to be a more effective way of getting something off the ground than recruiting a member of staff.

## 4. FINANCE UPDATE

Investment Reference	Revenue Budget Investment	2024/25 Investment	Expenditure to date	% Spent To Date	Current Forecast Outturn	Variance	Update Commentary
<b>A Cleaner, Greener Local Environment</b>							
24/25 INV8	Biodiversity Net Gain	50	15	30 %	15	-35	Biodiversity Officer started in December 2024.
24/25 INV9	Principal Towns Cleansing	366	318	87 %	318	-48	Funding for 13 new posts, remaining vacant post recruited to February 2025.
24/25 INV10	Tree Service Improvements	79	79	100 %	79	0	Existing staff and regrades currently in place – Investment spent in full.
24/25 INV11	Bulky Waste Service	211	211	100 %	211	0	New boroughwide bulky waste team operational from April 2024 and price reduction implemented.
<b>One Council</b>							
24/25 INV12	Additional Call Handling	133	133.0	100 %	133	0	Staff in post, investment bid was fully utilised.
24/25 INV13	Customer and Digital	157	116.9	74 %	131	-26	Staff all in post. Small underspend due to recruitment slippage at the start of the year.
<b>Total Investment Proposals</b>		<b>2,196</b>	<b>1,293</b>	<b>59%</b>	<b>1,307</b>	<b>-889</b>	

# 5. TIMELINE OF KEY ACHIEVEMENTS AND ACTIVITIES

## October 2024 to April 2025

Every neighbourhood thriving		People are safe, healthy and live well		Every child able to fulfil their potential		Expanding economic opportunity		A cleaner, greener local environment		One Council	
25 ward plans produced and published, informed by local communities.		Rotherham's annual Remembrance Sunday commemorations took place, including the Rotherham's Remembrance Parade.		The Public Space Protection Order review agreed by Cabinet to commence in January 2025.		Otherham – Winter Light Festival took place featuring a free trail of projection installations across the town centre as part of the Children's Capital of Culture programme.		Signals Festival took place, a music festival celebrating young talent from Rotherham.		Roots – Rotherham Street Carnival took place featuring a day of live music and activities for all the family to enjoy	
Waterloo Kiln restoration completed. Family funday held in November, which included an exhibition of work from the local community and schools.		Rotherham Christmas Lights' Switch-on took place with an evening of free entertainment.		The programme for the Children's Capital of Culture officially launched at Arc Cinema on 5 December.		Holocaust Memorial Day took place.		Approved the new Community Safety Strategy for 2025-2028.		Towns and Villages Fund scheme completed at Aston and Todwick.	
Work started at Cortonwood to implement a new light-controlled puffin crossings, completed in		The 10th Annual Reclaim the Night the night took place.		Completion of Wentworth Woodhouse project.		The new pedestrian crossing at Swallownest opened for public use on the 22 January.		Work started on the development of 14 new homes at the former Ship Inn public house in Swinton as part of the Housing Growth Programme.		Completed the new pedestrian crossing at Cortonwood.	
Our Places consultation ran from October – November to help identify potential schemes.		Hosted the annual Tenants' Open day at the New York Stadium, a chance for tenants to celebrate key achievements of the Council and tenants.		Work started on site for the new Council homes at West Melton.		The Outline Business Case for Rotherham Mainline Station submitted to South Yorkshire Mayoral Combined Authority and the Department for Transport.		Launched the WalkSafe App alongside South Yorkshire Police.		Held Round Table Event on 20 March focused on securing future investment in new affordable homes.	
Provided £1.586 million worth of food vouchers to children eligible for free school meals during the school holidays through to October half term 2024.		The Member Survey went live from November until December.		The designs for the Culvert Replacement Programme are complete and funding is currently being sought for construction.		The first Baby Packs were delivered to new mothers in the borough with a due date on or after 6 April.		Began the redevelopment of the new Water Splash facility at Clifton Park.		Submitted registration for a fourth two-bedroom home.	
Launched the Strength-based working learning and development programme for the Council and partners.		Approved the Looked After Children and Care Leavers Sufficiency Strategy, providing further support for young people leaving care.		The Parkgate Link Road opened.		Delivered the 650th home under the current development programme.		Hosted Employment Solutions' recruitment and networking event, with a wide range of employers from across the borough.		Work completed on the car park at Rother Valley Country Park.	
2024		2025		Early careers hub launched in December 2024, showcasing entry routes into the Council.		Create seven resource bases to provide additional school places for children with special educational needs.		Work commenced on the Magna Tram Train project in March 2025.		The Rotherham Together Partnership hosted its biannual showcase event at Maltby Grammar Business Hub, part of Maltby Learning Trust.	
OCT		NOV		DEC		JAN		FEB		MAR	
Castle View Day Service groundwork started with a 'spade in the ground' event. The current estimated completion date is March 2026.		Changing Places facilities opened at Rother Valley and Thrybergh Country Park, supporting the needs of disabled visitors and providing accessible facilities to public places.		Registration commenced for the Baby Packs scheme for expectant mothers with due dates on or after 7 April.		By the end of the month, 175 support sessions had been delivered to children under the age of 5 through the delivery of Rotherham's Statutory Children's Centres.		The 150th home was delivered as part of the Housing Growth Programme.		Vetro Lounge at Forge Island opened to the public.	
Review the impact of the mental health services redesign for residents.		Centenary Way Viaduct achieved practical completed on 9 November 2024.		The Housing Repairs and Maintenance Policy approved by Cabinet on 18 November 2024.							
Plug in and Play - a games festival took place during October half-term –brought together physical activity trails and digital gaming in partnership with National Video Game Museum and Children's Capital of Culture.											
Demolition commenced on the Guardian Centre Building to facilitate further development works at the new market and library building.											
Changing Places facility opened at Gulliver's Valley Resort, supporting the needs of disabled visitors and providing accessible facilities to public places.											

## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

Our vision for Rotherham is for every neighbourhood to be a thriving neighbourhood, where people are able to work together to achieve a good quality of life.

Outcomes – our ambition	How we will get there
<ul style="list-style-type: none"><li>• Work with communities on the things that matter to them</li><li>• Residents, organisations and businesses use their skills and resources to help others</li><li>• Neighbourhoods are welcoming and safe</li><li>• Local people have access to libraries, cultural activities, parks and green spaces</li><li>• Local towns and villages are improved.</li></ul>	<ul style="list-style-type: none"><li>• Continue to drive local priority setting and activity through ward plans and devolved budgets, with councillors, residents and partner organisations working together</li><li>• Work with Rotherham’s voluntary and community sector to support and facilitate local networks and groups</li><li>• Further expand and promote a range of volunteering opportunities</li><li>• Invest in and develop our library services as neighbourhood hubs, promoting access to books, computers and community events</li><li>• Work alongside our partners to ensure Rotherham is a safe, inclusive and welcoming place for local people, including responding effectively to community safety issues such as anti-social behaviour and hate crime</li><li>• Deliver improvements to local towns and villages</li><li>• Bring our communities together through a range of enjoyable activities, cultural and social events, which inspire hope and pride in Rotherham.</li></ul>

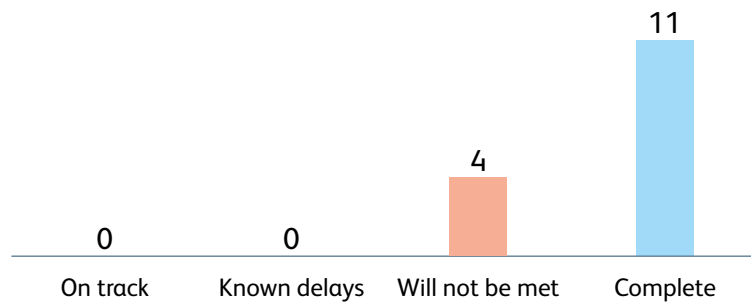
# 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

## HEADLINES – EVIDENCING OUR PROGRESS

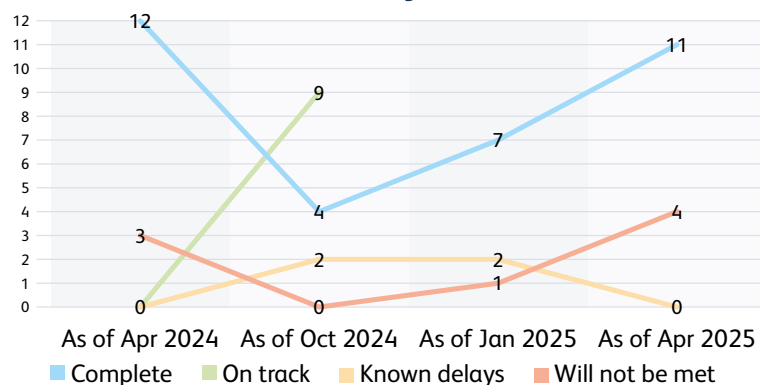
To provide evidence of delivery of the outcomes and commitments within this theme, there are 16 headline performance measures in the Council Plan and 15 priority actions/milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

### YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

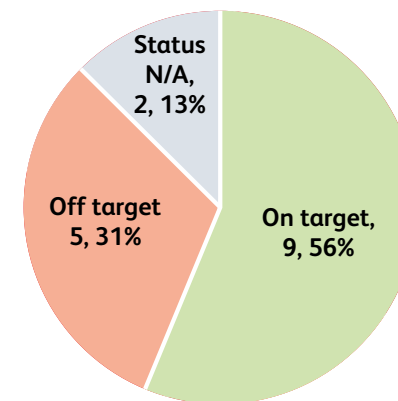


Year Ahead Delivery Plan Action Trend

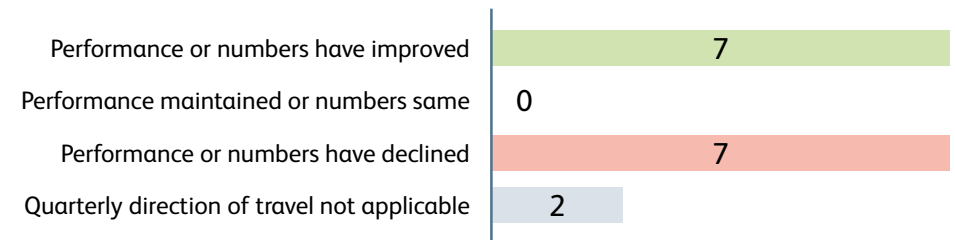


### PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel





## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

### NARRATIVE – THE BIGGER PICTURE

The “Every Neighbourhood Thriving” theme is focused on working with local people to achieve a good quality of life. This includes working with communities to find solutions to local issues, using the assets, knowledge and skills available. The theme also aims to create vibrant communities in which people feel happy, safe and proud. This will be achieved by making it easier for people to get involved in the local community, working closely with partners and local voluntary and community groups, enhancing town and village centres, green spaces and libraries, and tackling community issues.

The Council has continued to improve road safety and support walking by delivering new pedestrian crossings in key locations across the borough. The first of these, on Upper Wortley Road, was completed earlier in the programme and laid the groundwork for further improvements. A new crossing in Cortonwood was constructed between October 2024 and March 2025, offering safer and more accessible walking routes for residents and visitors. In Swallownest, a new crossing on the A57 was officially opened for public use in January 2025, helping people cross this busy road with greater confidence and safety. These new crossings are part of our wider efforts to create safer, more accessible streets for everyone in Rotherham.

Alongside this, strong progress is being made on Phase 1 of our Local Neighbourhood Road Safety Programme, which is delivering safety measures in 13 neighbourhoods across the borough. This includes the introduction of 20mph speed limits to make our roads safer for all.

So far, safety improvements have been completed in seven neighbourhoods, with an eighth due to be completed soon. Work is also moving forward in four more areas, where schemes are being prepared for construction. However, some delays in finalising designs mean that the remaining work is

now expected to be completed by the end of Autumn 2025. As part of the 2024/25 Highway Repair Programme, the Council has invested £3 million to repair unclassified (estate) roads and a further £1.2 million to improve footways across the borough. This investment is helping to make every-day journeys safer, smoother, and more reliable for residents.

A total of 132 unclassified roads were included in the programme, with 121 schemes successfully completed by the end of the 2024/25 financial year. The remaining 11 schemes have been delayed due to severe winter weather in January 2025. These final repairs will be delivered as soon as practically possible, ensuring that all planned improvements are completed.

Due to these improvements, the road condition indicators have improved, with a greater proportion of the network now rated as ‘green – not requiring repair’ compared to the previous year.

The restoration of the historic Waterloo Kiln was completed on 31 October 2024, marking a significant achievement in protecting Rotherham’s industrial heritage. The site was officially reopened to the public with a Family Funday on 9 November, which featured an exhibition of creative work from local schools and community members, celebrating the kiln’s renewed role as a cultural and educational space.

The project involved dismantling and rebuilding the kiln’s upper section in line with Historic England guidelines, ensuring the structure’s authenticity was preserved. The base was levelled, the high step access removed, and step-free access introduced, making the site safer and more accessible for all visitors.

The £4 million Phase 1 programme of the Towns and Villages Fund is well under way, with schemes either complete or progressing four key areas. In Rotherham East, the project was successfully completed in Quarter 3, and in



## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

Aston & Todwick, it was completed in March 2025 – delivering improvements that directly respond to local priorities. In Brinsworth, work began on site at the start of 2025/26. The scheme in Maltby East has been expanded to include additional highways works, as a result, work is expected to begin on site in Quarter 3 of 2025/26.

The cultural and community programme continues to thrive. The 2024/25 events programme brought people together across the borough, with highlights including Rotherham Show, Signals Festival, UPLIFT, and WOW Rotherham. These events attracted over 134,000 attendees – a 13.3 % increase on the previous year – and helped boost customer satisfaction with culture, sport and tourism services to 97 %. Visits to cultural, sport and tourism facilities also rose to over 4.18 million.

There have also been positive trends in civic engagement and volunteering, with new volunteering opportunities increasing from 80 to 109 over the year. Resident satisfaction with Rotherham as a place to live rose to 66 %, exceeding the Council Plan target of 62 %.

However, some performance indicators show areas for concern. Satisfaction with local areas as a place to live fell to 75 %, below the 80 % target. Perceptions of safety during the day declined to 85 %, down from 92 % in 2023 and below the national average. Public perception of anti-social behaviour rose slightly, and the number of Community Protection Notices issued fell below target. Positive outcomes from hate crime investigations also declined, from 17 % to 11 %, remaining well below the 20 % target.

The Council remains committed to working with residents, partners, and the voluntary sector to ensure every neighbourhood in Rotherham continues to thrive.

## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

### YEAR AHEAD DELIVERY PLAN TRACKER

Every Neighbourhood Thriving					
Ref	Outcome	Activity	Timescales for delivery	Status	Rationale for status
1.1	<b>Work with communities on the things that matter to them</b>	Produce ward plans with ward priorities informed by local communities.	Quarter 3	Complete	Ward briefings were presented to Elected Members to assist them in identifying their priorities. Discussions with members and ward level consultations also took place throughout the summer and autumn.  Ward plans were published in October 2024.

## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

1.2	<p>Progress Phase 1 of the Local Neighbourhood Road Safety programme to design and implement new neighbourhood road safety measures in 13 Wards:</p> <ul style="list-style-type: none"> <li>• Anston &amp; Woodsetts</li> <li>• Swinton Rockingham</li> <li>• Bramley &amp; Ravenfield</li> <li>• Hellaby &amp; Maltby West</li> <li>• Hoover</li> <li>• Maltby East</li> <li>• Thurcroft &amp; Wickersley South</li> <li>• Rotherham West</li> <li>• Wales</li> <li>• Rawmarsh East</li> <li>• Boston Castle</li> <li>• Greasbrough</li> <li>• Kilnhurst &amp; Swinton East.</li> </ul> <p><i>(Also links to Neighbourhoods are welcoming and safe outcome).</i></p>	Quarter 4	Will not be met	<p>Schemes in seven wards are complete and a scheme in one further ward is largely complete pending final road marking and street lighting works.</p> <p>Schemes in four further wards are in process of issuing for construction, with one undergoing the final design checks. Construction is forecast to commence in Quarter 2 of 2025/26 for these projects.</p> <p>One is being picked up with a City Region Sustainable Transport Settlements (CRSTS) Neighbourhoods Streets scheme, which enables more money to be put into support measures for that project.</p>
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## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

1.3		Create a database of pavement parking hotspots, informed by requests from the public and Members, along with locations identified by the Council's highways and parking teams.	Quarter 3	Complete	<p>A database has been established and requests submitted through the service's public facing website are being logged. Member requests are also being included.</p> <p>The website has been updated to reflect the position outlined in the paper to Cabinet in February 2024. The service is still awaiting Department for Transport guidance regarding pavement parking.</p>
1.4a		Design and implement new pedestrian crossings at: a) Upper Wortley Road	Quarter 2	Complete	The new crossing is complete. Post completion auditing, monitoring, and evaluation remains ongoing.
1.4b		b) Cortonwood	Quarter 3	Complete	Work started on site in October 2024 and was completed in March 2025.
1.4c		c) Swallownest A57.	Quarter 4	Complete	Crossing was commissioned and opened for public use 22 January 2025.
1.5	<b>Residents, organisations and businesses use their skills and resources to help others</b>	<p>Develop and deliver a phase 1 action plan that ensures the Council and its partners are maximising opportunities to join-up activities and initiatives in the three locality areas of the borough.</p> <p><i>(LGA Corporate Peer Challenge action in response to recommendation 6).</i></p>	Quarter 4	Complete	<p>The first Locality Working Board met in June 2024.</p> <p>A mapping exercise with managers took place in September 2024, to identify examples of place-based working in Rotherham and identify gaps.</p> <p>A draft action plan was presented to the board at the end of September 2024 and actions are now being progressed.</p>

## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

1.6	<b>Neighbourhoods are welcoming and safe</b>	Deliver a full review of Public Space Protection Orders, ensuring that robust plans are in place to drive enforcement of any proposed conditions.	Quarter 3	Complete	<p>The Public Space Protection Order review has now been completed and reported to Cabinet in December 2024.</p> <p>Cabinet agreed to two new three-year Public Space Protection Orders which commenced in January 2025 for Boroughwide Dog Fouling and Town Centre and Clifton Park. The Cabinet report also detailed the additional oversight of enforcement activity measures.</p>
1.7		Invest £3m to deliver the repair of unclassified roads and £1.2m to repair footways in the 2024/25 Highway Repair Programme.	Quarter 4	Will not be met	<p>121 of 132 roads resurfaced which is 92 % complete. The 11 roads that were included in the programme but not delivered were delayed due to wintery conditions in Quarter 4 or road space not being available due to utility works. These roads will be delivered early in the Highway Repair Programme 2025/26.</p>
1.8		Develop a new Community Safety Strategy for 2025/28.	Quarter 3	Complete	<p>The consultation is now complete, key stakeholders have been engaged in agreeing the priorities.</p> <p>A draft proposal of these priorities was shared at the Safer Rotherham Partnership Board in December 2024 and received the support of the Board. The Strategy was approved by the Safer Rotherham Partnership Board in February 2025.</p>

## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

1.9		<p>Complete the third phase of investment into the Borough's CCTV equipment. Specifically, procure the additional software which will allow for viewing of all units via one system.</p> <p><i>(Action also links to people are safe, healthy and live well).</i></p>	Quarter 4	Will not be met	<p>During 2024 the team undertook a pilot of AI technology to test the software and infrastructure; with the aim to test if this improves functionality and effectiveness of CCTV systems installed within Rotherham; to improve CCTV management and the Artificial Intelligence system, improving the connectivity across the borough.</p> <p>Through the trial the team have developed a deeper understanding of the Video Management Systems; learning about the capabilities of AI the team developed an understanding of the current CCTV unit cameras we have across Rotherham; harnessing and maximising their full potential.</p> <p>Further work to link the systems together is now being developed with proposals to be finalised in early 2025/26.</p>
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## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

1.10	<b>Local people have access to libraries, cultural activities, parks and green spaces</b>	<p>Deliver cultural events in varied locations throughout the borough, including events such as:</p> <ul style="list-style-type: none"> <li>• Rotherham Show</li> <li>• Signals Festival</li> <li>• Uplift</li> <li>• WOW Rotherham.</li> </ul>	Quarter 4	Complete	<p>This year's events programme is underway with the following events delivered to date:</p> <ul style="list-style-type: none"> <li>• Roots: Rotherham Street Carnival</li> <li>• WOW Rotherham</li> <li>• Civic Events inc. Mayor's Parade, Armed Forces Day</li> <li>• The Reytons homecoming gig (see case study below)</li> <li>• UPLIFT</li> <li>• Rotherham Show</li> <li>• Plug In &amp; Play</li> <li>• Christmas Lights' Switch On</li> <li>• Otherham – Winter Lights Festival</li> <li>• Signals Festival.</li> </ul> <p>Events across the year attracted a total audience of 134,546, an uplift of 13.3 % on the previous year.</p> <p>Accessibility statements are prepared for all events to ensure inclusivity.</p>
1.11		Complete the restoration of Waterloo Kiln.	Quarter 2	Complete	<p>The kiln base has been levelled and the high step access removed. Step free access has been added as part of the restoration.</p>

## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

1.12	<b>Local towns and villages are improved</b>	<p>Completion of the phase 1 £4 million Towns and Villages Fund programme remaining schemes:</p> <ul style="list-style-type: none"> <li>• Aston and Todwick</li> <li>• Brinsworth</li> <li>• Rotherham East</li> <li>• Maltby East.</li> </ul>	Quarter 4	Will not be met	<p>The Towns and Villages Fund Programme is making good progress. Two out of the four areas have already been completed, and work is currently underway in Brinsworth, with completion by June 2025.</p> <p>In Maltby East, the plans have been expanded to include additional highways work. Because of this, the scheme is being considered for inclusion in the Our Places Fund. With the wider scope and extra budget agreed, work is now expected to start on site in Quarter 3 of 2025/26.</p>
1.13		Develop and approve the schemes to be delivered as part of Our Places, focusing on improvement projects to key gateways into principal towns and villages, as well as the borough.	Quarter 3	Complete	<p>Public consultation took place between October – November 2024. The report was presented to Cabinet in December 2024 with approval to develop interventions into detailed deliverable projects. These include civic centre improvements; cenotaphs, memorials and monuments; pedestrian improvements; supporting the borough's principal towns. Implementation of Phase 1 included in new Year Ahead Delivery Plan for 2025/26.</p>



Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Yr end	TARGET			
NE01a	Satisfaction with the borough and local area: a) Proportion of public satisfied with Rotherham Borough as a place to live	RE - Comm. Safety & Street Scene	Alexandra Hanna	High	A	62.0%	57.0%	65.0%	Not Available	66%	Not Available	Not Available	66%	>62%	↑	✓	The annual Resident Satisfaction Survey was conducted in August 2024 and 66% of respondents said, overall, they were satisfied with Rotherham Borough as a place to live. This was above the average across previous surveys (61.5%) and above the Council Plan target of 62%. There are variations in satisfaction with the borough as a place to live compared to satisfaction with local area as a place to live. Respondents aged 35-44 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.
NE01b	Satisfaction with the borough and local area: b) Proportion of the public satisfied with their local area as a place to live	ACEX - Comms. & Marketing	Alexandra Hanna	High	A	80.0%	76.0%	82.0%	Not Available	75%	Not Available	Not Available	75%	Equal to or >80%	↓	✗	The annual Resident Satisfaction Survey was conducted in August 2024 and 75% of respondents reported feeling 'very satisfied' or 'fairly satisfied' which is below the average recorded level across all waves. This is also below the 80% Council Plan target. People aged 18-24 years were the least likely to report being 'satisfied' (54%). People aged 65+ years are the most likely to be satisfied with their local area (83%).
NE02a	Volunteering: a) Number of staff involved in the council employee volunteer scheme to support local communities	ACEX - Organisational Development	Vacant - Head of OD and Change	High	Q	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	No target	◆	△	Data currently not available.
NE02b	Volunteering: b) Number of new volunteering opportunities for local people via the voluntary and community sector	ACEX - Policy, Perf & Intell.	Fiona Boden	High	Q	101	74	80	38	33	17	21	109	80	↑	✓	21 new volunteering opportunities were created by VAR in Quarter 4 2024-25, taking the year-to-date total to 109. This is an increase on 2023-24 when 80 new volunteering opportunities were created throughout the year.  DoT based on comparison to same period last year.
NE03a	Anti-social behaviour a) Number of all community protection notices (new and warnings) issued (anti-social behaviour, waste and noise).  Community Protection notices also measured separately, see NE03b below.	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	Not available	1504	1193	275	256	132	461	1124	1000	↓	✓	Measure definition and target changed for 2024-25 to include all community protected warnings, as well as notices. This measure is relatively new and started being reported on from Q1 2023/24.  There has been a significant increase in the number of Community Protection Warnings (CPW) and Community Protection Notices (CPN) issued during Quarter 4. The project work that commenced in January has had a positive impact on figures and it is worth noting that all CPW's served during 2024/25 have been followed up with only a small number rolling over into 2025/26. Overall compliance rate with CPWs of 85% which is positive.
NE03b	Anti-social behaviour Number of community protection notices issued (anti-social behaviour, waste and noise)	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	205	413	206	43	38	25	61	167	200	↓	✗	This measures Community Protection Notices (waste, noise and ASB) ASB & Policing Act 2014 issued by the Community Protection Unit, (CPU). The issuance of Community Protection Notices relies upon non-compliance with Community Protection Warnings: Notices can only be issued if a Warning has first been given and then not complied with. Consequently, there is a risk where the more compliance with Warnings the more difficult it is to achieve this element of the performance target. Obviously, it is the Council's aim to achieve increased compliance without recourse to formal action.  Achieved an annual total of 167 CPN's issued against a Council Plan target of 200, falling short by 33. There has been additional patrols since January to increase figures. The service are being more pro-active in following up on all CPW's issued to ensure they are being complied with.

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Yr end	TARGET			
NE03c	Anti-Social behaviour b) Public perception of anti-social behaviour (via the 'Your Voice Counts' quality survey)	RE - Comm. Safety & Street Scene	Sam Barstow	Low	Q	42.0%	44.0%	43.8%	52.0%	42.0%	44.0%	36.0%	44.0%	<43%	↓	✗	The Your Voice Counts Survey is conducted quarterly by South Yorkshire Police. Quarterly average for South Yorkshire Neighbouring authorities are, Barnsley 42%, Doncaster 50%, Sheffield 33%. South Yorkshire Police report that in terms of statistical significance there is no significant difference to the previous quarter. There has been a reduction since the previous quarter, and the measure is now under the Council Plan target.
NE04a	Hate crime: a) Number of hate crime incidents	RE - Comm. Safety & Street Scene	Sam Barstow	Neither High/Low	Q	837	862	791	231	299	175	169	874	No target	◆	ⓘ	Quarter 4 breakdown is 160 Crimes and 9 Non-crimes. Hate Crime Incidents have seen a decrease in Quarter 4 when compared to Quarter 3, however does seem consistent with Quarter 4 2023/24.
NE04b	Proportion of positive outcomes to hate crime investigations	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	25.0%	20.0%	17.0%	12.0%	15.0%	11.0%	6.0%	11.0%	20%	↓	✗	<p>Relates to All Investigations only. Reporting is subject to the caveat that figures are subject to change due to ongoing investigations. South Yorkshire Police state that the report is based on "Incident Created Date" in each quarter and the outcomes for each incident tend to be recorded at a later date.</p> <p>Quarter 4 has seen a 5% decrease when compared to Quarter 3, the year-end figure for 2024-25 is 11% against a Council Plan target of 20%.</p> <p>There are currently 45 investigations still ongoing during Quarter 4 so the figure is subject to change.</p>
NE05a	Proportion of the local "principal" road network classed as 'green status' (do not require repair)	RE - Comm. Safety & Street Scene	Sam Barstow	High	A	80.4%	79.4%	79.4%	80.1%	81.1%	81.1%	81.1%	80.8%	79.4%	↑	✓	<p>Measure definition changed from 'classified road network' to 'principal' and target amended for 2024-25.</p> <p>The Quarter 4 position on this measure is 81.1% which has remained the same since Quarter 2. The Council Plan target is 79.4% so this measure is currently exceeding this target.</p> <p>DoT based on comparison to position last year.</p>
NE05b	Proportion of the local "non-principal" road network classed as 'green status' (do not require repair)	RE - Comm. Safety & Street Scene	Sam Barstow	High	A	75.3%	77.0%	77.0%	78.6%	78.5%	78.5%	78.5%	78.5%	77.0%	↑	✓	<p>Target amended for 2024-25.</p> <p>The Quarter 4 position on this measure is 78.5% so consistent with Quarter 2 and 3. The Council Plan target is 77.0% so this measure is currently exceeding the target.</p> <p>DoT based on comparison to position last year.</p>
NE05c	Proportion of the local "unclassified" road network classed as 'green status' (do not require repair)	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	61.6%	64.2%	64.9%	65.4%	65.7%	66.9%	67.0%	66.2%	64.9%	↑	✓	<p>Target amended for 2024-25.</p> <p>The Quarter 4 position on this measure is 67% compared to 66.91% in Quarter 3. The Council Plan target is 64.9% so this measure is currently exceeding this target.</p> <p>DoT based on comparison to position last year.</p>
NE06a	Perceptions of feeling safe: a) Proportion of public that feel safe when outside in their local area during the day	RE - Comm. Safety & Street Scene	Sam Barstow	High	A	90.0%	87.0%	92.0%	Not Available	85%	Not Available	Not Available	85%	>90%	↓	✗	<p>The annual Resident Satisfaction Survey was conducted in August 2024 and 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%).</p> <p>In Rotherham, a slightly higher percentage of women (88%) than men (84%) felt very or fairly safe during the day.</p>
NE06b	Perceptions of feeling safe: b) Proportion of public that feel safe when outside in their local area after dark	RE - Comm. Safety & Street Scene	Sam Barstow	High	A	56.0%	56.0%	62.0%	Not Available	57%	Not Available	Not Available	57%	>56%	↓	✓	<p>The annual Resident Satisfaction Survey was conducted in August 2024 and 57% of respondents reported feeling safe after dark, (much lower than the figures observed nationally at 71%).</p> <p>In Rotherham, there was a significant difference between men and women's feelings of safety after dark, with 62% of men reporting feeling 'very safe' or 'fairly safe' compared to only 54% of women. Young people aged 18-24 are least likely to feel safe after dark and those aged 45-54 most likely to feel safe.</p>

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Yr end	TARGET			
NE07A	Number of visits to culture, sport and tourism facilities (all population - cumulative)	RE - Culture, Sport & Tourism	Polly Hamilton	High	Q	3,023,352	4,005,789	4,029,832	1,161,683	1,218,639	897,390	905,661	4,183,373	4,000,000	↑	✓	Target increased for 2024-25. The cumulative visitor numbers for year-end 2024/25 is 4,183,373. This is 183,373 visitors ahead of the Council Plan target and 152,541 ahead of the year-end total for 2023/24. DoT reflects a seasonal comparison (against the same point in the previous year).
NE07B	Customer satisfaction with culture, sport and tourism services	RE - Culture, Sport & Tourism	Polly Hamilton	High	Q	91.6%	92.2%	95.4%	98.8%	96.6%	94.0%	98.0%	97.0%	>90% across all services	↑	✓	This measure continues to deliver consistently above the target of 90%. Quarter 4 saw a 98% positive satisfaction average over the quarter.  Individual Service scores for Customer Satisfaction for Quarter 4 are: Libraries= 97.68% Heritage= 98%  DoT is measured against Quarter 3 2024/25.

## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

### CASE STUDY

#### Rotherham East Towns and Villages

The Towns and Villages Fund is a £4 million capital programme, aiming to improve the borough's local town and village centres. Colleagues from across the Council including Neighbourhoods, Landscape Design, Transportation, Highways, and Community Safety, have been working together to develop 23 schemes. The programme has played a key role in fostering pride within our neighbourhoods, with community consultation and engagement ensuring that residents – supported by their Ward councillors – have been involved in local improvement projects.

The delivery of the schemes is nearing completion, with Brinsworth being the final site to finish. The penultimate scheme was Doncaster Road in the Rotherham East Ward, which was identified as in need of investment.

The scheme was designed by the Council's Internal Landscape Design Team and the goal was to discourage improper parking and ensure a safe pedestrian walkway. This was achieved by installing a resin footpath to define a clear route and uplift the area.

Additionally, the footway was also resurfaced on both sides of the road to address cracks and patchwork repairs, along with upgraded street furniture such as bollards. Another element of the scheme included block paving at junctions to uplift the area further. Bespoke planters, designed by the Landscape Team, are currently being manufactured and will soon be installed to introduce new planting and add greenery to the area.

The Brinsworth scheme is almost complete and will conclude the successful delivery of the Towns and Villages Fund project.

Plans are underway to complete a larger Towns and Villages Scheme along Maltby High Street in 2026, which will be an exciting addition to our thriving neighbourhoods initiative.





## 6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

### CASE STUDY

#### Otherham

From Friday 24 to Sunday 26 January 2025, the inaugural Otherham Winter Light Festival took over five of Rotherham town centre's buildings for a dazzling cultural spectacle, brought to life by Flux Rotherham, Children's Capital of Culture, theatre company imitating the dog, Rotherham Council Events Team and children's literacy charity, Grimm & Co.

This was a first for Rotherham, which featured a mesmerising trail of illuminated art and sound projections which transformed the town centre for one weekend only and brought to life a spectacular vision of the borough as it celebrates becoming the world's first Children's Capital of Culture in 2025.



Flux Rotherham and James Mulkeen



Flux Rotherham and James Mulkeen

To create the ideas for Otherham, Grimm & Co, in partnership with imitating the dog, ran a 6-week writing programme for young people aged 12-16. Participants reimagined Rotherham as an otherworldly place, with their stories inspiring the projection designs. To celebrate Rotherham's young filmmaking talent, Flux partnered with Children's Capital of Culture, imitating the dog, and Studio Bokehgo to work with schools and young creators to produce original, imaginative short films, which were showcased in the 'Cinema of Future Films' (High Street) across all three nights. A new song written by young people at Grimm & Co and recorded by Rotherham Youth Choir was also featured as part of the event.



## 6.1 THEME I – EVERY NEIGHBOURHOOD THRIVING

Alongside the projections, there were walk-about performances (including Ghost Caribou by Thingumajig Theatre), art installations in Minster Gardens and family-friendly drop-in workshops, such as a light painting booth with artist Tim Simpson, LED circus workshops with Yorkshire Circus at Forge Island, and creative workshops at Grimm and Co. and Rotherham Minster.



Flux Rotherham and James Mulkeen



Flux Rotherham and James Mulkeen

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

Everyone deserves to feel happy, healthy, and secure. We want to empower everyone to lead fulfilling lives, whilst also keeping them safe from harm.

Outcomes – our ambition	How we will get there
<ul style="list-style-type: none"><li>• People have good mental health and physical wellbeing</li><li>• People feel empowered, safe, and live independently for as long as possible</li><li>• People can access affordable, decent housing</li><li>• Inequalities are addressed and nobody is left behind.</li></ul>	<ul style="list-style-type: none"><li>• Focus on minimising/tackling the leading risk factors for death and disability in Rotherham, such as tobacco, unhealthy weight, and alcohol</li><li>• Promote the best possible mental health for all, building on existing campaigns such as the Five Ways to Wellbeing, the Great Big Rotherham To-do list and Be the One</li><li>• Work with people to build on their strengths and resilience, reducing reliance on social care interventions</li><li>• Deliver the ‘My Front Door’ programme, providing adults with learning disabilities and autism with increased choice and opportunities for greater independence</li><li>• Tackle poverty and financial crisis, including development of a ‘social supermarket’ which will help people to move on from food banks, a new Rothercard that will provide discounts on Council services for those who most need them, and our Community Energy Scheme, which will enable households to reduce their energy bills</li><li>• Work with partners to deliver our domestic abuse strategy, taking a coordinated approach to reduce the prevalence of domestic violence</li><li>• Invest in affordable housing and support those at risk of or experiencing homelessness</li><li>• CCTV improvements will be realised through the Capital investment currently agreed (£420,000) alongside improving corporate management of CCTV purchases and assets</li><li>• Continuing to focus on promoting access to services, including out of hours alongside a robust performance management framework within enforcement services</li><li>• Transformation within Domestic Abuse Services is being delivered through strong partnership working, increased investment and the re-design of both internal and commissioned services.</li></ul>

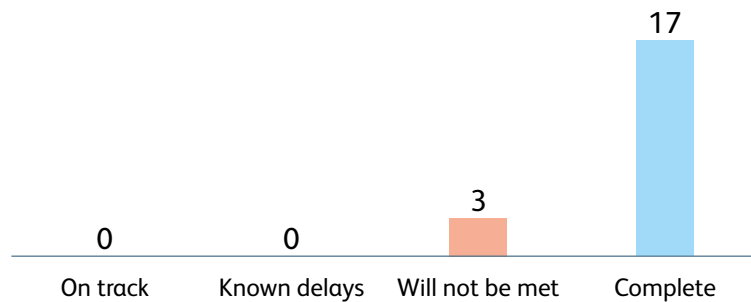
## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

### HEADLINES – EVIDENCING OUR PROGRESS

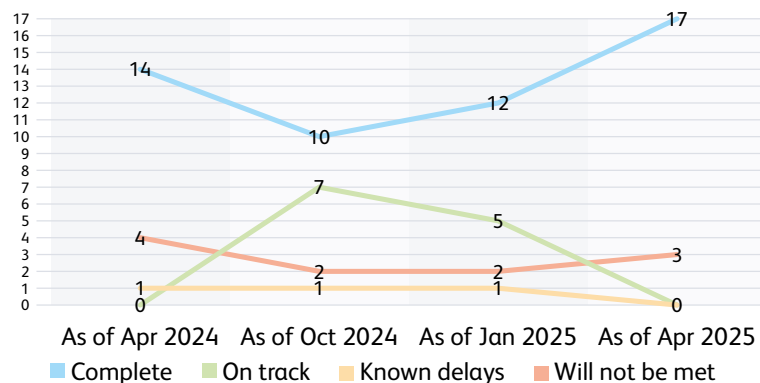
To provide evidence of delivery of the outcomes and commitments within this theme, there are 12 headline performance measures and 20 priority actions/ milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

#### YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

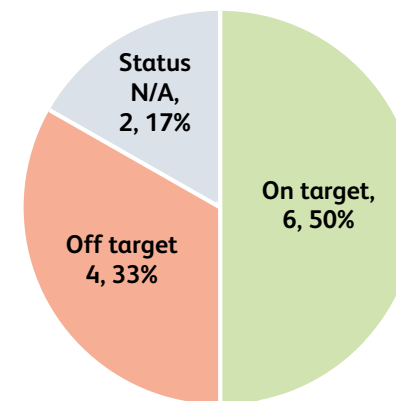


Year Ahead Delivery Plan Action Trend

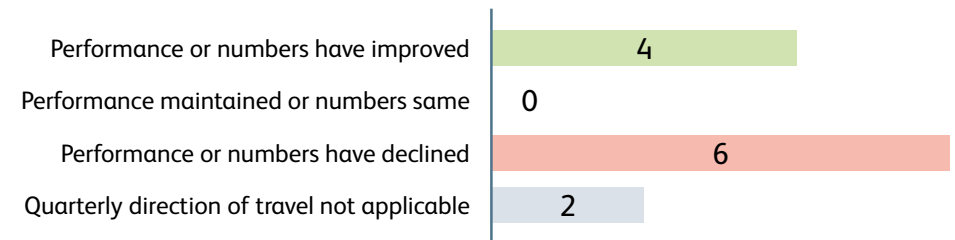


#### PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel





## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

### NARRATIVE – THE BIGGER PICTURE

The people are safe, healthy and live well theme focuses on supporting everyone to feel happy, healthy, and secure, empowering people to lead fulfilling lives, and keeping them safe from harm. The encouragement of good mental health and physical wellbeing is continued through the delivery of access to affordable and quality housing and a range of other schemes. The progress that has been made in delivering these ambitions is detailed below.

There is continued delivery of programmes to ensure that people have good mental health and physical wellbeing. A network of Infection Prevention and Control Champions has been established alongside the commissioning of a programme of support to raise infection prevention and control standards in care homes to reduce the impact of infectious disease outbreaks. Additionally, the Council completed a six-month review in October 2024 of its resident mental health services redesign to better meet the needs of those in crisis. The review has highlighted a continued good working relationships with Rotherham, Doncaster and South Humber NHS Foundation Trust. Among the resulting improvements, the Council's Adult Social Care service can now produce equality data on the Mental Health Equality Data assessments to identify trends and reasons for delay and the Mental Health Enablement Service is now operational.

To make sure the people of Rotherham feel empowered, safe and live independently for as long as possible, a new Learning Disabilities Strategy was launched in April 2024 which clearly sets out the Council's aspirations for people with a learning disability. The objectives of the strategy are being implemented through a co-production approach being taken to working with people with lived experience and their families. The All Ages Autism Strategy was agreed and published in February 2024 and sets out the vision

for all autistic people living and working in Rotherham to have the same opportunities as anyone else to live rewarding and fulfilling lives, whatever their age. A fully accessible range of documents have been publicly available from Quarter 1 of the 2024/25 municipal year.

The Council has also begun the building groundwork for the Castle View Day Service which will allow for new day opportunities to be provided for people with high support needs. The contract was awarded in October 2024 with the current estimated completion date being March 2026. The Council has also created an engagement forum to involve residents in co-designing adult social care services to ensure their experiences shape the future delivery of services. This resulted in an Adult Social Care Co-Production Board being established in April 2024 and named by participants as RASCAL (Rotherham Adult Social Care Always Listening).

A decision has been taken to delay until December 2025, a review into the domestic abuse delivery model. This review will set out the next steps for Cabinet and will now align with the mid point of the Domestic Abuse Strategy. The review includes consideration of the lived experiences of victims and survivors accessing services. A consultation has taken place via a workshop with Rotherham Rise survivors as well as some individual surveys to those who are working with the Council's outreach service and the Domestic Abuse housing officers.

Progress has been made to ensure that people can access affordable, decent housing. A new Housing Repairs and Maintenance Policy was agreed in November 2024 which sets out aims to deliver high quality, value for money repairs. As well as committing to maintaining existing homes, the Council is offering new housing stock to residents. 20 new homes will be delivered

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

via the Market Acquisitions Workstream of the Council's Housing Delivery Programme with 17 houses being delivered to date.

The aim of continuing to deliver the Housing Growth Programme has seen largely positive progress. 156 homes have been acquired or built in 2024/25, six more homes than anticipated. Increasing the number and quality of housing in the borough enables a wider choice for tenants in meeting their needs with more variety in access, location and ability to reduce the burden of the cost-of-living crisis.

In September 2024 work commenced in Canklow to deliver 13 new Council homes with completion targeted for next municipal year. Work has also commenced on new homes in Swinton in January 2025 which will deliver four new bungalows and in West Melton development began in January 2025 that will build 10 new Council homes.

The groundwork for the development of 31 new council homes in Eastwood has been delayed due to unsuccessful procurement. The work on this site was due to begin in the second quarter of 2024/25 but is now targeting a start date during 2025/26. The beginning of groundwork of new homes in Maltby, which is projected to build four new wheelchair friendly homes, has also been delayed due to obtaining planning permission and the procurement process. This development is now aiming to begin in Quarter 2 of the 2025/26 municipal year.

The Council has made progress towards holding targeted events to strengthen partnership relationships and promote opportunities for local housing investment and delivery. A roundtable discussion on securing a pipeline of future investment in new affordable homes through joint work with registered providers of social housing and Homes England was held in March 2025. In September 2024 Rotherham hosted the South Yorkshire Development Partnership Forum, in partnership with The Housing Forum.

This event focussed on how private sector partners can contribute to the delivery of the Council's Housing Delivery Programme and an opportunity to explore potential longer-term partnerships.

Finally, the Council's Local Council Tax Support Top Up scheme, which provides up to £121.96 to working households in receipt of council tax support has been administered to all currently in receipt of the service as well as new applicants. The Council's Energy Crisis Support Scheme, providing up to £250 to households that are struggling to meet the cost of their energy bills was delivered in March 2025. Finally, the Council provided food vouchers to children eligible for free school meals for school holidays, this provided £1.586 million worth of vouchers through to October half term 2024 as part of the Household Support Fund. A further package of support has now been agreed for the period to Easter 2026.

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

### YEAR AHEAD DELIVERY PLAN TRACKER

People are safe, healthy and live well					
Ref	Outcome	Activity	Timescales for delivery	Status	Rationale for status
2.1	<b>People have good mental health and physical wellbeing</b>	Develop a network of Infection Prevention and Control Champions and commission a programme of support to raise Infection prevention and control standards in Care Homes and reduce the impact of infectious disease outbreaks.	Quarter 3	Complete	75 % of Care Homes signed up as Champions by June 2024. Work is ongoing through scheduled Infection Prevention and Control champion meetings.

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

2.2		Review the impact of the mental health services redesign for residents.	Quarter 4	Complete	<p>The impact assessment highlighted continued good working relationships between Rotherham Doncaster and South Humber NHS Foundation Trust and the Council. A six-month review was completed in October 2024, and this helped to understand impact and outcomes.</p> <p>Adult social care can now produce equality data, on the Mental Health Act assessments to help identify trends and reasons for delay. The Mental Health enablement service is now operational and is designed to work with a strengths-based approach to enable adults with mental ill health to maximise their independence and connect to their community to ensure longer term resilience. The service is a short-term service (up to 15 weeks) providing assistance to support people with social and community-based opportunities.</p>
2.3	<b>People feel empowered, safe and live independently for as long as possible.</b>	Launch the new Learning Disabilities Strategy which sets out Rotherham's aspirations for people with a learning disability.	Quarter 1	Complete	<p>The Learning Disability Strategy 2024/27 was formally launched in April 2024. The strategy will ensure that people with a learning disability have access to the right support, at the right time.</p> <p>The strategy objectives are now being implemented through co-produced approaches with people with lived experience and their families.</p>
2.4		Start the building groundwork for Castle View Day Service which will provide new day opportunities for people with high support needs.	Quarter 2	Complete	<p>The contract has been awarded and groundwork started with a spade in the ground event on 8 October 2024.</p> <p>The current estimated completion date is March 2026.</p>

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

2.5		Launch the new All Age Autism Strategy which sets out aspirations for autistic people living and working in Rotherham.	Quarter 1	Complete	Rotherham's All Age Autism Strategy 2024/27 was agreed and published by Cabinet on 12 February 2024. The strategy sets out the vision for all autistic people living and working in Rotherham to have the same opportunities as anyone else to live rewarding and fulfilling lives, whatever their age.  This has been published alongside the easy word version to ensure it is fully accessible
2.6		Implement an engagement forum where residents can co-design adult social care services to ensure their experiences shape the future delivery of services.	Quarter 1	Complete	An Adult Social Care Co-Production Board was established in April 2024 and named by participants as RASCAL (Rotherham Adult Social Care Always Listening). The meetings are held monthly and include 10 to 15 regular attendees. To date, the board has been instrumental in co-producing the 2023 Local Account and ensuring public information is clear and easy to understand for residents. The board is diverse and includes representation from different protected characteristic groups.
2.7		Complete a review of the domestic abuse delivery model and set out next steps for Cabinet, following implementation in 2022. The review will include the lived experiences of victims and survivors accessing services.	Quarter 4	Will not be met	The review is complete, but the presentation of findings and recommendations to Cabinet is delayed until Winter 2025/26. This delay is to ensure alignment with the midpoint review of the Domestic Abuse Strategy.

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

2.8	<b>People can access affordable, decent housing</b>	Agree a new Repairs and Maintenance Policy.	Quarter 3	Complete	<p>The Housing Repairs and Maintenance Policy was approved by Cabinet on 18 November 2024.</p> <p>The Council is committed to delivering high quality, value for money repairs services and the draft Housing Repairs and Maintenance Policy sets out the Council’s approach to meeting those aims.</p>
2.9		Expand the Council’s temporary accommodation by at least 16 homes.	Quarter 3	Complete	<p>A minimum of 16 homes were delivered via the Market Acquisitions Workstream of the Councils’ Housing Delivery Programme.</p> <p>Funding has been secured via the Government’s Local Authority Housing Fund to contribute to a proportion of the acquisition costs of these properties. 20 homes will be delivered with Local Authority Housing Fund. 17 homes have already been completed and delivered via Market Acquisitions.</p>
2.10 (a)		<p>Continue to deliver the Housing Growth Programme by:</p> <p>a) Acquiring or building 150 new homes to increase council owned housing stock.</p>	Quarter 4	Complete	<p>57 homes were delivered in Quarter 1 and a further 25 homes were delivered in Quarter 2. A further 42 homes were delivered in Quarter 3. Quarter 3 homes were delivered via S106 Acquisitions (26) and Market Acquisitions (16).</p> <p>The 150th home was delivered ahead of schedule in February 2025. 156 homes have been acquired or built in 2024/25, six additional homes than anticipated.</p>
2.10 (b)		b) Starting groundwork on new homes in Canklow as part of a joint development with a new day opportunities centre, “Castle View”.	Quarter 3	Complete	<p>Scheme started on site on 23 September 2024 (Quarter 2). The formal ‘Spade in the Ground’ event has taken place.</p> <p>The completion of homes at Canklow Warden Street is a Year Ahead Delivery Plan Target for 2025/26.</p>

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

2.10 (c)		c) Starting groundwork on new homes at Eastwood.	Quarter 4	Will not be met	<p>Previous procurement activity was unsuccessful. Therefore, the original start on site target was not met. A new programme has been produced to align with Rotherham Council's governance and procurement regulations for award of a two-stage design and build contract which is anticipated within the next two months. Planning permission for this project is already in place, which will facilitate a faster transition to the next phase once a new contractor is secured. Start on site is now forecast for Quarter 4 2025/26. Starting groundwork on new homes at Eastwood will carry over as a Year Ahead Delivery Plan Target for 2025/26.</p>
2.10 (d)		d) Start groundwork on new homes at Maltby.	Quarter 4	Will not be met	<p>Initial procurement activity paired Maltby with Eastwood, which following early market engagement proved to be unattractive to potential contractors and added delays as a different procurement approach was required. Planning permission determination was delayed on Addison Road due to significant highways and tree challenges. Elm Tree Road was determined at Planning Board due to the number of public comments – all of which have added further delay.</p> <p>Planning delays were reported in the last update.</p> <p>A contractor for the design element is in place, construction to be determined. A realistic programme has been produced to align with Rotherham Council's governance and procurement regulations for award of the construction contract. This should mitigate further delays.</p> <p>Start on site is now forecast for Quarter 2 2025/26.</p> <p>Starting groundwork on new homes at Maltby will carry over as a Year Ahead Delivery Plan Target for 2025/26.</p>

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

2.10 (e)		e) Start groundwork on new homes at Swinton.	Quarter 4	Complete	Significant milestone reached – scheme started on site February 2025. The completion of homes at Swinton is a Year Ahead Delivery Plan Target for 2025/26.
2.10 (f)		f) Start groundwork on new homes at West Melton.	Quarter 4	Complete	Scheme started on site January 2025. The completion of homes at West Melton is a Year Ahead Delivery Plan Target for 2025/26.
2.11 (a)		<p>Hold targeted events to strengthen partnerships and promote opportunities for local housing investment and delivery:</p> <p>a) An event focussed on securing a pipeline of future investment in new affordable homes through joint work with registered providers of social housing and Homes England.</p> <p><i>(LGA Corporate Peer Challenge action in response to recommendation 3).</i></p>	Quarter 2	Complete	Decision was taken to switch the order of the events when given the opportunity to host a Housing Forum event in Rotherham in September. This event aligned better with the activity we had planned in Quarter 4. It would not have made sense, nor could we have resourced two events in Quarter 2.



## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

2.11 (b)		<p>b) An event focussed on how private sector partners can contribute to the delivery of the Council's Housing Delivery Programme and an opportunity to explore potential longer-term partnerships.</p> <p><i>(LGA Corporate Peer Challenge action in response to recommendation 3).</i></p>	Quarter 4	Complete	Rotherham hosted the South Yorkshire Development Partnership Forum, in partnership with The Housing Forum (a cross-sector membership network of 120+ organisations, from the public and private sectors, driving quality and supply in UK housing) on 24 September 2024. Event scheduled for Quarter 4 will now take place in Quarter 2 (see above).
2.12	<b>Inequalities are addressed and nobody is left behind</b>	<p>Delivery of the Council's Local Council Tax Support Top Up scheme, providing up to £121.96 to working households in receipt of council tax support.</p> <p><i>(The scheme will start from 1 April 2024, but will pick up all new applicants through to 31 March 2025).</i></p>	Quarter 4	Complete	The scheme has been administered with all current residents on Council Tax Support who meet the criteria for Local Council Tax Support Top Up. The scheme was live to new applicants or change in circumstances so ran all year.

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

2.13		Delivery of the Council's Energy Crisis Support Scheme, providing up to £250 to households that are struggling to meet the cost of their energy bills.	Quarter 3	Complete	The scheme has been delivered with applications closing in March 2025.
2.14		Provide food vouchers to children eligible for free school meals for school holidays through to October half term 2024, in line with the package of measures agreed through the Household Support Fund.	Quarter 3	Complete	Provided £1.586 million worth of food vouchers to children eligible for free school meals, during the school holidays through to October half term 2024. Wider package of measures also delivered. The Household Support Fund has provided support to the most vulnerable residents in the borough.

People are Safe, Healthy and Live Well

Outcomes

- People have good mental health and physical wellbeing
  - People feel empowered, safe and live independently for as long as possible
- People can access affordable, decent housing
  - Inequalities are addressed and nobody is left behind

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
PE01	Number of people attending the Make Every Contact Count (MECC) training relating to health and wellbeing issues	ACHPH - Public Health	Ben Anderson	High	Q	152	535	473	125	201	Awaiting data	Awaiting data	326	150	◆	⚠	In 2023/24, there were a total of 473 sessions exceeding the target of 150. The target has been exceeded again by Quarter 2 this year 2024/25. This is due to the revised cost of living session focusing on damp and mould contributing to increased uptake which will be running until March 2025.
PE02	The proportion of adults involved in a safeguarding enquiry who felt their personal outcomes were at least partially met	ACHPH - Adult Care	Kirsty Littlewood	High	Q	97.0%	97.0%	96.1%	97.5%	95.3%	96.8%	98.4%	97.0%	97%	↑	✓	The Council Plan target has been set to sustain performance at 97%. Quarter 4 performance has increased to 98.4% of adults involved in a safeguarding enquiry who felt their personal outcomes were at least partially met, giving a year end figure of 97%, meeting the annual Council Plan target. The level of performance remains high and is comparative to regional and national benchmarking average values. This places the service in line with the National target of 97% and above the regional benchmark of 95%.
PE03	Proportion of new clients who receive short term (reablement) service in year with an outcome of no further requests made for support	ACHPH - Adult Care	Kirsty Littlewood	High	Q	93.2%	92.5%	93.5%	94.8%	91.5%	85.9%	90.0%	90.6%	90%	↓	✓	The year-end performance of 90.6% continues to exceed the Council Plan target of 90% for those who have been receiving short term Enablement not requiring further support. The year-end position has achieved higher than the latest national average benchmarking 77.6%. The service recently concluded a PAMMS Assessment, with the service rated as Overall Good with areas of good practice. Recruitment to the service is continuing, with 7 FTE Enablers progressing through the final stages of recruitment and the recruitment of FTE Liaison Enablement Workers going well. This will enable us to further support the service to expand and diversify.
PE04	Manage the number of new older adult admissions to long term residential care (aged 65+)	ACHPH - Adult Care	Kirsty Littlewood	Low	Q	324	341	301	67	87	84	89	327	317	↓	✗	<p>The 2024/25 Better Care Fund (BCF) official target for Rotherham is; "To reduce the number of older people, admitted to residential care, to a population rate of 563.62". This equates to 317 admissions over the year.</p> <p>Quarter 4 2024/25 saw a surge of admissions mid quarter to permanent care home placements, this has again reduced to usual levels for older adults but has increased the year-end total to 327, which is 10 above the BCF target of 317 and at a population rate of 581.40.</p> <p>The general increase of adults being admitted over the last 3 quarters, is in the context of increased demand across the system, acuity and also linked to the journey of people who have previously been in short stay residential placement.</p>
PE05	Proportion of council housing repairs completed 'Right 1st time'	ACHPH - Housing	James Clark	High	Q	90.9%	92.8%	94.4%	95.1%	94.4%	94.0%	94.6%	94.5%	93%	↑	✓	Quarter 4 performance of Council housing repairs completed 'right first time' by our partners is 94.6%, which is a slight increase of 0.6%, giving a year-end figure of 94.5% and achieving higher than the end year target of 93%.
PE06	Number of new homes delivered with Council support, including affordable homes	ACHPH - Housing	James Clark	High	Q	180	373	217	68	42	55	48	213	200	↓	✓	<p>Positive performance in Quarter 4 – with 48 homes delivered or enabled with Council support. Consisting of:</p> <ul style="list-style-type: none"><li>• 32 new Council Homes as part of the Council’s Housing Delivery Programme</li><li>• 10 private sector Empty Homes brought back in to use</li><li>• 6 homes Enabled</li></ul> <p>End of year target of 200 homes has been surpassed – 213 homes have been delivered with Council support.</p>

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
PE07	Proportion of council housing stock that meets the "Decent Homes" standard	ACHPH - Housing	James Clark	High	Q	99.90%	100.00%	100.00%	92.92%	93.80%	94.10%	95.10%	95.10%	100.00%	↓	✗	<p>The definition for this measure has been changed in 2024-25 so that it aligns exactly with the Regulator of Social Housing technical requirements for Tenant Satisfaction Measures (TSMs), which must now be submitted by the Council to the Regulator annually.</p> <p>In Quarter 4, a further 203 properties were made decent due to updates in survey data, completed works by contractors which led to a performance figure of 95.1% of Council housing meeting the decent home standard against a target of 100%.</p>
PE08	Proportion of households prevented or relieved from homelessness	ACHPH - Housing	James Clark	High	Q	76.0%	78.0%	80.9%	84.0%	82.3%	82.3%	92.0%	85.2%	85%	↑	✓	<p>Quarter 4 shows an improved performance of 92%, with a year-end figure of 85.2% against a Council Plan target of 85%. This has been a challenging target owing to increases in demand and continued housing market pressures that make move on to settled accommodation challenging. Still, progress has been made since last year.</p> <p>A new operating model was established which has helped to increase the homelessness prevention cases load. There has been more cases in the prevention stage in March 2025 190 compared to 117 at the same period last year. The service are monitoring the number of cases in the relief duty, the aim is to reduce the numbers. In March 2024, there was 172 relief cases and this has reduced to 139 in March 2025.</p> <p>A landlord incentive scheme has been finalised in January 2025 to help us work closer with landlords and secure accommodation in the private sector.</p> <p>A comprehensive homelessness improvement plan is in place, informed by specialist advisor, which focused on prevention and temporary accommodation. Resources have been aligned to deal with the increased demand. The functions of the Homelessness team's and the temporary accommodation team have now been separated, and agreement has been received for additional posts. These officers have been recruited and are currently been trained.</p>
PE09	Number of households in temporary accommodation (both temporary accommodation and hotels)	ACHPH - Housing	James Clark	Low	Q	Not available	Not Available	170	173	161	145	148	148	130	↑	✗	<p>There has been positive results in respect of reducing hotel usage, reducing the number of hotel placements in April from 89 households to 17 households in March 2025. At the end of March 2025, there were no families placed into hotels and the number of families placed outside of the borough has reduced from 5 families in June 2024 to 0 in March 2025.</p> <p>A comprehensive homelessness improvement plan is in place, informed by specialist advisor, which focused on prevention and temporary accommodation. Resources are being aligned to deal with the increased demand. The functions of the Homelessness team and the temporary accommodation team have now been separated, and agreement has been received for additional posts.</p>
PE10	Total number of referrals to domestic abuse support services	RE - Comm. Safety & Street Scene	Sam Barstow	Neither High/Low	Q	5,395	3,300	3,137	813	880	849	886	3,428	No target	◆	①	<p>This measure is included to provide context for PE11 - Engagement rate with Domestic Abuse Services. Please note the methodology for this measure has changed following the recommissioning of this provision. From Quarter 3 (2022-23) onwards, the data will be issued provisionally before being finalised the following quarter when all of the data is available.</p> <p>Quarter 4 has 27 more referrals than in Quarter 3, and 93 more referrals than Quarter 4 2023/24.</p>

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
PE11	Engagement rate with Domestic Abuse support services	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	47%	46%	67%	53%	57%	63.0%	59.0%	58%	60%	↓	✗	<p>This measure is the % of clients of Domestic Abuse services who accept support from that agency. The measure records the total number of referrals made to domestic abuse support services who go on to successfully engage with those services. Following the recommissioning of this service, significant work on how the referral process of people on to these services has been undertaken.</p> <p>As with PE10, the methodology for this measure has changed following the recommissioning of Domestic Abuse support. From Quarter 3 (2022-23) onwards, the data will be issued provisionally before being finalised the following quarter when all of the data is available.</p> <p>Engagement rate for Quarter 4 has had a 4% decrease from Quarter 3 and is 1% under the Council Plan target of 60%. Compared to Quarter 4 last year there has been a 9% decrease in engagement.</p> <p>Monitoring of trends will continue for future quarters, however engagement rates do vary due to individual client circumstances.</p>
PE12	Proportion of new claims for Housing Benefits and Council Tax Support dealt with within 14 days of receipt of all necessary information.	FCS - Finance	Rob Mahon	High	Q	97.34%	97.30%	98.37%	98.56%	98.25%	98.36%	98.35%	98.35%	98.00%	↓	✓	<p>Measure and target amended for 2023-24 and 2024-25 to reflect the performance of the Council in processing claims.</p> <p>The final performance for 2024/25 is 98.35%, which 0.02% down from 2023/24 (98.37%).</p> <p>DoT based on being down in comparison with Quarter 3 2023/24.</p>

## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

### CASE STUDY

#### 650th Council Home

In February 2025, the Council delivered the 650th new home of our current development programme. This marks a significant milestone in our ongoing commitment to addressing housing needs within the community. This achievement is a testament to our dedication to providing quality, affordable housing options for residents, helping to ensure that everyone has access to a safe and secure home.

The 650th home was a market acquisition. These acquisitions include properties where the Council has the Right of First Refusal on former council homes sold under Right to Buy, disposals from Housing Associations, empty properties, and purchases from the open market. Market Acquisitions are used to meet the diverse needs of our communities, as we can purchase a range of property types in areas that may not have much Council housing.



Acquisitions at Lake View Road, Wath.



New homes being built in West Melton.

The Council has pledged to continue to deliver hundreds of new high-quality homes across the borough, by either building new homes or through acquiring properties from a range of sources, including private developers and the open market. Having a new, safe, and affordable home can transform lives by providing stability, improving health, supporting education, fostering community connections, and enabling personal development.

One tenant said the move had *“Massively lifted our moods living here, everything is just immaculate and lovely including the garden where our grandchildren can play, the street is quiet, the bills have more than halved, we feel overwhelmed and privileged and really fortunate to have been offered this.”*

The next step for the Housing Growth Programme will be to continue its progress towards achieving the aims set for 2025/26. These include the completion of ongoing works in Canklow, Swinton and West Melton and starting new works in Eastwood and Maltby.



## 6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

### CASE STUDY

#### Castle View ‘Spade in the Ground’ Event

In October 2024, the Castle View Development project officially began with a special “Spade in the Ground” event in Canklow, Rotherham. This event celebrated the start of building a new adult day centre and housing for people with complex support needs.

The Leader of the Council joined partner O&P Construction Services to break ground on the site of this new housing and independent living development.

Following Cabinet approval in 2023, a total of £11m is being invested into the site, which includes a six-bedroom property and two two-bedroom apartments, both of which support people with complex needs.

Alongside the accommodation will be Castle View, a purpose-built day centre providing modern and accessible facilities for people with high support needs. Additionally, 13 accessible properties will be available for Council rent to people who meet the criteria.

Together, these plans will help meet the council’s commitment to deliver modern, purpose-built facilities that more effectively meet people’s needs, within environments that are more conducive to maximising independent living and are closer to home.

The properties will occupy land which has been unused since the clearance of unsuitable properties in 2009, with the development expected to complete in spring 2026. The partnership with O&P will build on the Council’s award-winning work on social value to promote local employment through council spending. In addition to Council investment in the project, the delivery of Council homes on the site has been supported by the Brownfield Land Release Fund (BLRF2), part of the One Public Estate programme.



Community feedback has been very positive. A spokesperson for the Council highlighted the importance of the new facility in supporting people with complex needs and serving as a hub for community activities, learning, and skill development. Local councillors are committed to delivering modern, purpose-built facilities that meet residents’ needs and improve their quality of life.

The Castle View Development is a testament to Rotherham Council’s dedication to enhancing local infrastructure and providing essential services to residents. The “Spade in the Ground” event not only marked the beginning of construction but also symbolised a new chapter of growth and support for the Canklow community.

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

We want Rotherham to be a great place to grow up, where all children and young people are safe, valued, able to enjoy their lives and achieve their aspirations.

Outcomes – our ambition	How we will get there
<ul style="list-style-type: none"><li>• Children get the best start in life</li><li>• Children and young people safe from harm</li><li>• Young people feel empowered to succeed and achieve their aspirations</li><li>• Children and young people have fun things to do and safe places to go.</li></ul>	<ul style="list-style-type: none"><li>• Further develop our partnership approach to ensuring that all children and young people get the best possible start in life and are ready to attend school and learn</li><li>• Continue with the development of residential homes for our children in care and work with local providers in residential and foster care to access the best local placements</li><li>• The Council will work to improve our Youth Justice inspection judgement through the delivery of our improvement plan</li><li>• With our partners, we will address the variability of Education, Health and Care Plans and the quality of provision for children and young people</li><li>• Collaborate with partners to embed a multi-agency Family Hub Approach for our children, families, and communities</li><li>• Ensure that the Early Help workforce are equipped with the right, most up to date knowledge and tools to effect outstanding outcomes for children and families</li><li>• Work with young people that are disengaged to reconnect them to training, further education and employment</li><li>• Focus on raising the achievement of Key Stage 1 and 2 pupils in reading through the reading fluency project and will support pupils who are currently below the expected standard in reading and/or who may have difficulty accessing reading required in the wider curriculum</li><li>• Work in collaboration with schools to narrow the persistent attainment gap between disadvantaged and non-disadvantaged pupils and raise the attainment of disadvantaged pupils</li><li>• Deliver on our commitment to become the first Children’s Capital of Culture holding a year-long festival in 2025.</li></ul>



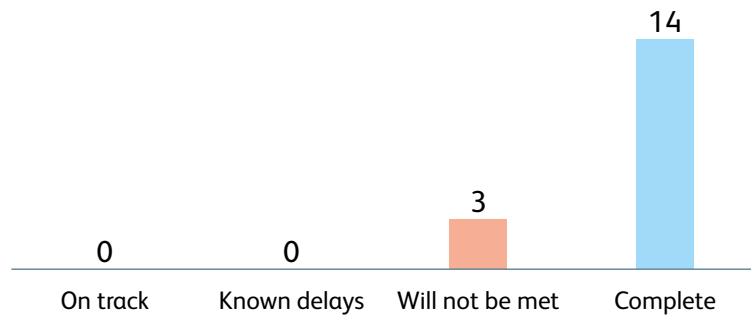
## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

### HEADLINES – EVIDENCING OUR PROGRESS

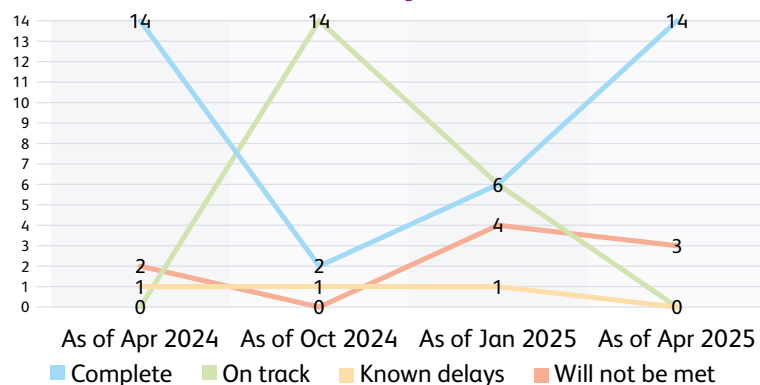
To provide evidence of delivery of the outcomes and commitments within this theme, there are 11 headline performance measures and 17 priority actions/ milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

#### YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

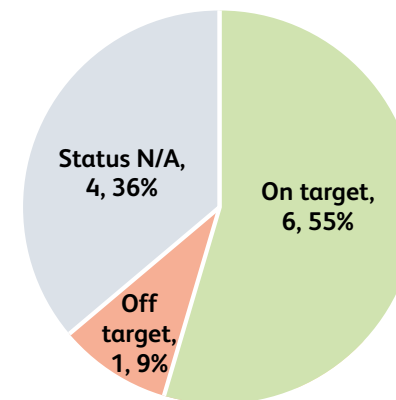


Year Ahead Delivery Plan Action Trend

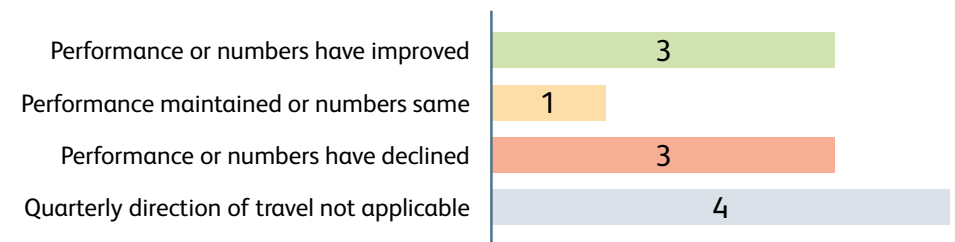


#### PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel



## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

### NARRATIVE – THE BIGGER PICTURE

This theme encapsulates our ambition for Rotherham to be a great place to grow up, where all children and young people are safe, valued, and able to achieve their aspirations.

Services provided by the Council to young people with Special Educational Needs and Disabilities were given the highest possible rating by Ofsted last year, building on the 'Good' rating they gave the services the Council provides to children, young people and families in August 2022.

The support provided to our very youngest residents through the Baby Packs scheme has been expanded. This provides infants and their families with baby grows, books, blankets and more. The scheme is free of charge and packs are distributed in appointments with midwives. The Council is also supporting young families through our Family Hubs scheme, which has continued successfully following its launch last year. In the final quarter of the year, the percentage of families who registered with a Family Hub within six months of their child's birth rose to 90%, up from the previous figure of 77%.

Seven resources bases in schools have been created across the borough for young people with Special Educational Needs and Disabilities, ensuring that youngsters who need more support can receive it in their local school. This is a key priority, as this year the number of children in the borough with an Education, Health and Care Plan rose to over 3,000. Support for these children outside of school has also been expanded, and the first steps towards transforming the Eric Manns building into a new hub for children and their families to access services, play areas and a sensory room have been taken.

This quarter has also seen the continuation of our programme to expand residential care facilities so that children can stay in the borough. Registration has been submitted for two more two-bedroom homes, ensuring that young

people are closer to having a more permanent home in the area which they come from. This process will continue into the next financial year for a further three two-bedroom properties, ensuring that we will have submitted registrations for six two-bedroom homes in total by the end of Quarter 3 next year.

As part of our new Home to School Transport Policy, Independent Travel Training has been delivered to 24 local children, so they can travel to and from school without difficulty. The Council has worked with all 27 secondary schools and colleges in Rotherham to improve their careers services and interactions with employers. This is with the aim of ensuring that their provision would reach at least six of the Gatsby benchmarks outlining best practice, with an average score in Rotherham institutions now reaching 6.6 which is a significant achievement.

Over 200 support sessions to help engage young people with universal youth provision have also been run, as well as over 1,000 additional universal sessions for them to attend when they are ready. Construction has begun on a new water splash facility in Clifton Park, providing children with a cool and fun place to play this summer. This year the Council has also worked with children and young people across the borough to produce the Children's Capital of Culture programme. Alongside the continuation of the traineeship programme, the Council has run a range of events, from workshops in schools to marquee occasions in the town centre such as Otherham and the music festival Signals.

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

### F YEAR AHEAD DELIVERY PLAN TRACKER

#### Every child able to fulfil their potential

Ref	Outcome	Activity	Timescales for delivery	Status	Rationale for status
3.1	<b>Children get the best start in life</b>	Commission, set-up and start roll out of Baby Packs Scheme to support families with essential items and child development.	Quarter 4	Complete	<p>Registration for Baby Packs began in January for mothers with due dates on or after 6 April. The first Baby Packs were delivered in March 2025 for babies due the week commencing 7 April, as they are delivered four weeks ahead of the due date.</p> <p>In Quarter 4, 146 mothers registered for a Baby Pack, and 74 Baby Packs were delivered.</p> <p>See case study below.</p>

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

3.2		Increase the number of families registered with a Family Hub (from the current figure of 77 % to a target of 90 % of families registered at a family hub within six months of their child's birth).	Quarter 4	Complete	<p>The children's centre registration form (registration for 0-5) was relaunched in April 2024 to allow families with children 0-19 (age 25 with SEND) to register. The new form is available via the Rotherham Family Hubs website. This includes the collection of equality data to help inform delivery of the programme.</p> <p>Partners across the Rotherham Family Hub programme have been encouraging registration during engagement with families. Over the last summer, the Early Help service have attended a number of community engagement events attended by a wide range of organisations to promote registration.</p> <p>In August 2024, a newly designed Rotherham Family Hub registration page was included in the 'red book' which is issued to every baby at birth.</p> <p>New leaflets and posters have been designed and distributed across GP surgeries and key family meeting places, such as libraries, to encourage registration.</p> <p>As at year-end, 90 %, of families have registered for a Rotherham Family Hub with a child up to six months old.</p>
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## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

3.3		Deliver 130 support sessions (5 sessions per week to be delivered during Quarter 3 and Quarter 4 following recruitment of additional officers) to enhance the under 5's offer through the delivery of Rotherham's Statutory Children's Centres.	Quarter 4	Complete	Following recruitment, delivery commenced in Quarter 2. As of 31 January 2025, 175 sessions have been delivered.  Delivery to date has included Tots and Toddler group; baby group; Little walkers; Boogie Tots; Baby Sensory; Messy Play; and Baby Massage delivered across the borough in Children's Centres and Family Hubs.
3.4 (a)	<b>Children and young people safe from harm</b>	Provide new homes to make sure Children in Care and young people in Rotherham can stay in the borough:  a) Submit registration for a second two-bedroom home.	Quarter 2	Complete	An Ofsted registration for the second two-bedroom home was submitted in May 2024.
3.4 (b)		b) Submit registration for a third two-bedroom home.	Quarter 3	Will not be met	There was a delay in appointing a Registered Manager, but one is now in post. Registration will be submitted in Quarter 1.
3.4 (c)		c) Submit registration for a fourth two-bedroom home.	Quarter 3	Complete	The building is now complete. Registration was submitted in March 2025.

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

3.4 (d)		d) Submit registration for a fifth two-bedroom home.	Quarter 4	Will not be met	Refurbishment pushed back due to feasibility being completed on a Department for Education capital bid which could support the refurbishment of the property.  Previous delays incurred through planning. Registration is now expected to be submitted Quarter 3 2025/26 following completion of capital works.
3.4 (e)		e) Submit registration for a sixth two-bedroom home.	Quarter 4	Will not be met	A HRA property has now been identified following joint work with housing and planning will be submitted Quarter 1 2025/26. The timeline will be updated subject to successful progress through planning.
3.5	<b>Young people feel empowered to succeed and achieve their aspirations</b>	Create seven resource bases to provide additional school places for children with special educational needs.	Quarter 4	Complete	All Resource Provisions have now been registered or have had approved increases in places at the following schools: Thurcroft Junior Academy, Winterhill, Maltby Manor Academy, Thrybergh Academy, Foljambe Primary, Wales High, Brinsworth Whitehill.
3.6		Commission building work to develop the Eric Manns building into a new centre for children with special education needs and disabilities.	Quarter 3	Complete	Work has been commissioned and further work is continuing between Parent and Carer Forum and Children and Young People's Services to prepare the building for occupation. Project Managers have been assigned and scoping of work is ongoing.

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

3.7		Deliver Independent Travel Training to 24 children and young people to increase independence, through the new Home to School Transport Policy.	Quarter 3	Complete	The service has now supported 31 young people through this process with a further five now undergoing the training meaning this target is now met.
3.8		Engage through the Enterprise Adviser Network Project with all 27 Rotherham secondary schools and colleges in the South Yorkshire Careers Hub to assist them enhance their careers provision, improve interactions with local employers and achieve at least six of the Gatsby benchmarks, used to monitor and grade careers provision.	Quarter 4	Complete	<p>All 27 schools actively engaged. 24 out of 27 institutions are matched with an Enterprise Adviser.</p> <p>Rotherham's average benchmark score has been maintained 6.6 (Target set by CEC is 6).</p> <p>Project has been renamed as the South Yorkshire Careers Hub.</p>

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

3.9	<b>Children and young people have fun things to do and safe places to go</b>	Work with children and young people across the borough to co-produce and launch the Children's Capital of Culture 2025.	Quarter 3	Complete	<p>The programme for Children's Capital of Culture was officially launched on 5 December at Arc Cinema to invited stakeholders and media. The Quarter 1 2025/26 programme is now live and features large scale Land Art Commissions, Pop Up Programme across wards, and events including:</p> <ul style="list-style-type: none"><li>• Otherham Winter Light Festival featuring five new large-scale projections</li><li>• Signals Music Festival with 10 days of workshops and performances culminating in a Town Centre Music Festival</li><li>• Roots Rotherham Street Carnival officially welcoming the 2025 Festival Year.</li></ul> <p>The call for proposals to add to the Children's Capital of Culture festival year programme was launched in July 2024. To date 36 proposals have been received and the programme will continue to develop throughout the year with Quarterly Programme Launch.</p>
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## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

3.10		Start the new three year Children's Playgrounds Programme and deliver the first scheme.	Quarter 4	Complete	<p>All sites for improvement have been identified and discussed with the Leader/Cabinet Members.</p> <p>Consultation has been completed for Chestnut Grove, Dinnington alongside Thrybergh and Rother Valley Country Parks.</p> <p>The external works framework procurement is now complete, and the tender report was approved on 23 May 2025. The anticipated framework go-live date is the 10 June 2025.</p> <p>A Strategic Outline Programme for the playgrounds programme is now in place. The replacement of the play area at Chestnut Grove is now complete and the project timeline for the two Country Parks is:</p> <ul style="list-style-type: none"> <li>• Replacement of the play area at Rother Valley Country Park by October 2025. Initial feasibility checks and design works is currently underway.</li> <li>• Replacement of the play area at Thrybergh Country Park by October 2025. Initial feasibility checks and design works is currently underway.</li> </ul> <p>An Officer Decision Record for the whole improvement scheme has been prepared.</p>
3.11 (a)		<p>Progress a new Water Splash facility at Clifton Park:</p> <p>a) Conduct consultation with children, parents, and carers.</p>	Quarter 2	Complete	<p>Consultation has taken place with users over the 2024 summer period 1 July to 30 September 2024. 271 responses were received from children, parents, and carers.</p> <p>The results will inform the design brief for the new facility.</p>

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

3.11 (b)		b) Commission a supplier to undertake the work in readiness for launch in July 2025.	Quarter 4	Complete	The contract has now been awarded to the supplier, and work commenced on site.  The project is on track to be completed by July 2025.
3.12		Deliver 208 support sessions (8 sessions per week to be delivered during Quarter 3 and Quarter 4 following recruitment of additional officers) to support young people to engage with universal youth provision.	Quarter 4	Complete	Following recruitment, delivery commenced earlier than expected in Quarter 2. As of the end of March 2025 the Council has delivered 254 sessions.

Every Child able to fulfil their potential

- Outcomes
- Children get the best start in life
  - Children and young people safe from harm
- Young people feel empowered to succeed and achieve their aspirations
  - Children and young people have fun things to do and safe places to go

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
CH01	Percentage of eligible children accessing their 2-2.5yr health visitor checks	ACHPH - Public Health	Ben Anderson	High	Q	92.0%	91.0%	90.7%	Data not yet available	Data not yet available	Data not yet available	Data not yet available	Data not yet available	93%	◆	△	The Rotherham value for 2023/24 is 90.7%. Rotherham’s performance remains above the national value at 78.4%, and above Yorkshire and the Humber at 89.3%. Status is based on the latest available data, annual data for 2023/24. DoT is based on Quarter 4 data, compared to Quarter 3. The target was set as an aspirational target, above the contracted target (84%), based on previous performance of the provider and the service consistently exceeds the 84% contractual expectation. All quarters for 2023/24 remain above the contracted target, albeit still below the aspirational target of 93%.
CH02	Number of Children in Need (rate per 10K population 0-17 as per DfE population)	CYP - Social Care	Monica Green	Low	Q	380.5	378.6	316.8	297.3	309.7	319	310.7	310.7	375.5	↑	✓	During 2024/25 the Children in Need (CiN) population decreased by 6.1 CiN per 10,000 when compared to 2023/24. This equates to a reduction of 72 children & young people. This measure follows the DfE definition which includes CiN, child protection (CP), children in care (CIC) and, leaving care cohorts. As such, if any of these cohorts rise then this measure will too. The year-end figure remains below the year-end target of 375.5 as well as being below the latest national (332.9) and statistical neighbour (398.8) averages.
CH03	The number of children with a Child Protection plan (rate per 10K population 0-17)	CYP - Social Care	Monica Green	Low	Q	82.7	70.4	45.6	45.1	51	51	54.2	54.2	85	↓	✓	The rate of children per 10,000 with a child protection plan (CPP) increased to 54.2 at the end of 2024/25 when compared to 2023/24 (45.6). This equates to an increase of 54 children. However, the 54.2 rate remains below the year-end target of 85.0 (lower is better) as well as being in line with the latest stat neighbour average (54.2) but remains above the latest national average (41.6).
CH04	The number of Looked After Children (rate per 10k population 0-17)	CYP - Social Care	Monica Green	Low	Q	97.8	96.7	87.7	88	87.3	86.4	83	83	95.2	↑	✓	The children in care (CIC) rate per 10,000 has steadily reduced over the last few years reaching 83.0 at the end of 2024/25 (lower is better). This equates to 482 children. 83.0 is below our local target of 95.2 and the latest stat neighbour average (100.9) but remains above the latest national average of 70.0. It’s important to note the rate would be 78.7 without the inclusion of the unaccompanied asylum-seeking children (UASC) population (25 UASC).  Focused work continues to ensure children are brought into care only at the point that it’s essential for them to be safeguarded in this way. Supporting children and families in a strengths-based way for them to remain together, which may be using Child Protection and Child in Need Plans which would consequently increase these cohort numbers.
CH05	Open Early Help children at the end of the reporting period	CYP - Early Help	Kelly White	Neither High/Low	Q	2889	3286	2868	2828	2428	2422	2215	2215	No target	◆	❗	There were 2215 children (1060 families) open to the service at the end of 2024/25 compared to 2868 children (1335 families) at the end of 2023/24. This shows a decrease of 653 children over the year and a decrease of 275 families.
CH06	Proportion of social care re-referrals in 12 months - in current month	CYP - Social Care	Monica Green	Low	Q	18.3%	17.2%	17.3%	15.9%	16.0%	16.0%	20.7%	17.3%	22%	➡	✓	In 2024/25, 17.3% of social care referrals were reported as being a re-referral (within 12 months) which remains in line with 2023/24 (17.3%) and is also within the target set of 22.0%.
CH07	Number of children and young people who are currently assessed as having a medium to high risk of CSE (CSE cohort)	CYP - Social Care	Monica Green	Neither High/Low	Q	41	37	23	18	17	16	15	15	No target	◆	❗	There were 15 children and young people assessed as having a medium to high risk of Child Sexual Exploitation (CSE) at the end of 2024/25, a decrease of 8 when compared to the end of 2023/24 (23).

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good Is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
CH08	Proportion of two-year olds taking up an early education place	CYP - Education & Inclusion	Niall Devlin	High	Q	88.1%	85.6%	83.6%	-	83.6% (Term 3 - 23/24)	96.6% (Term 1 - 24/25)	85.7% (Term 2 - 24/25)	85.7% (Term 2 - 24/25)	85%	↑	✓	<p>At the end of the 2023/24 academic year, it was reported that 83.6% of two-year-olds had taken up an early education place showing a 2% reduction when compared to the end of 2022/23 (85.6%) and missed the 85% local target. However, 83.6% remains positive when compared to the latest published benchmark data - 74.8% national and 77.9% stat neighbour averages.</p> <p>*This is an academic year measure and therefore 2024/25 academic year end performance will be reported in quarter 2 2025/26. However, at the end of the spring term (term 2) 2024/25 85.7% of two-year-olds had taken up an early education place showing a 10.9% reduction when compared to the end of the autumn term (96.6%). However, 85.7% remains above the 85% target and is positive when compared to the latest published benchmark data (see above).</p>
CH09	Proportion of pupils passing the phonics screening check in year 1	CYP - Education & Inclusion	Niall Devlin	High	A	75% (2021/22 academic year)	79.0% (2022/23 academic year)	78.5% (2023-24 academic year)	-	-	-	-	78.5% (2023-24 academic year)	Above stat neighbour*	↓	✗	<p>78.5% of year 1 pupils passed the phonics screening check in 2023/24 academic year which shows a 0.5% decrease when compared to the previous academic year (79.0% - 2022/23). The target for this measure is to be inline or above our statistical neighbour's average (80.8%), which has have therefore been missed by 2.3% and 1.5% below the national average.</p> <p>The Rotherham School Improvement Service (RoSIS) continue to focus on increasing the percentage of pupils achieving the national standard and accelerating the rate of progress in phonics. RoSIS offer phonic reviews and follow-up support training for teachers new to administering the phonics screen and bespoke support requested by schools.</p> <p>*This is an academic year measure and therefore 2024/25 academic year unvalidated data will be available in Quarter 2 2025/26.</p>
CH10	Number of children with Education, Health and Care Plan	CYP - Education & Inclusion	Niall Devlin	Neither High/Low	Q	2711	3056	3360	3484	3519	3629	3721	3721	No target	◆	ℹ	There were 3721 children with an Education, Health, and Care Plan (EHCP) at the end of 2024-25, showing an increase of 361 when compared to the end of last year (2023/24).
CH11	Number of additional universal youth work sessions delivered	CYP - Early Help	Kelly White	High	Q	339	1135	1411	392	287	282	159	1120	800	↓	✓	During 2024/25, 1120 universal youth work sessions were confirmed as being delivered which has met the target of 800 sessions.

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

### CASE STUDY

#### Family Hubs registrations



Mahasen is a Sudanese refugee, with three children. She has been attending Rotherham Ethnic Minority Alliance (REMA) activities for many years. Mahasen is part of the Rotherham Sudanese Community group and one of the leads of the Sudanese women's drummers' group. She is a well known community figure given her confidence, enthusiasm, and welcoming personality.

When REMA became part of the Family Hubs network, Mahasen registered with Family Hubs, and accepted an invitation to be part of the Parent Carer Panel focus groups. With the support of the REMA Family Hub Navigator, Mahasen attended the first Parent Carer Panel focus group, enabling under heard families to engage. During the groups, she shared her aspirations to study and volunteer with a view to gaining employment when her youngest child starts school.

Over the past year, Mahasen has become a key part of REMA's Family Hub. She became a Family Hubs volunteer, and this has included her attending a Family Hubs induction session and completing Safeguarding training. She is active as a translator peer support volunteer, a group volunteer at REMA Toddler group and a breastfeeding peer supporter. She supports other women from the community to join activities around Rotherham and advocates for them.





## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL



Mahasen has shared many times that being part of all the Family Hubs activities has been really good for her, and her children. The wider community have clearly benefited from her support. Mahasen feels part of the team, enjoys supporting other families and feels very confident about the future.

‘I hope to succeed in the English and Maths skills exams, and I’m applying for the Access HE diploma course. After that, I’ll study the fields of nutrition and health, because I love working in this field. I hope that I can achieve great success and get a job in the same field’.

Mahasen has become a key member of the Parent Carer Panel, supporting the integration of new members and most notably contributing to the co-production of the publication of the Best Start in Life guidance. This piece of work was undertaken between Public Health Consultants and panel members. She recently attended a panel session in partnership with Flux to create arts and crafts for the Rotherham WOW festival. Mahasen attended the festival and also played the Sudanese drums on stage with two of her peers.

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

### CASE STUDY

#### Baby Packs

The Rotherham Baby Packs scheme is funded by Rotherham Council up to the value of £360,000 a year to support expectant mothers and their newborns across the borough. It aims to provide essential items to families ensuring that every child in Rotherham gets the best start in life.

Registrations for the Baby Packs started in January, with all expectant women who were due to give birth after 7 April 2025 eligible to receive one.

The Council is working with midwives at the Rotherham NHS Foundation Trust to register expectant mums onto the scheme at their 25-week appointment. The packs are delivered to women when they are around 36 weeks pregnant.

The baby packs contain clothing, a toy, a book and other useful items for the first six months and comes in a sturdy storage box that can become a memory box once baby has outgrown the items. They are being delivered by FMI on behalf of Rotherham Council.

The initiative also ensures that new parents receive timely help and support. The pack includes a Start for Life booklet which includes information on various services for families with children up to two years old including midwifery, health visiting and infant feeding. There is continued support for children and families in Rotherham through the Council's Family Hubs network.

In the first 15 weeks of the scheme over 600 mothers have registered which equates to around a 70 % uptake, with last reporting month (April 2025) achieving a 94 % uptake rate.

The feedback from recipients has been very positive. New mothers have expressed their gratitude for the thoughtful and useful items in the pack.

Jaspreet Kaur said: *"I was confused about what to buy for my child. When I received baby pack, it contains almost all the items which I needed after my baby's delivery. Every item is useful, and I am very grateful."*

Another new mum said: *"I just wanted to say thank you for the lovely box and items inside that got delivered today as part of the baby pack."*

*"It really is a lovely gift from Rotherham Council and I would like it to be recognised and thank the people that organise this and put it together. It really is appreciated and will definitely get plenty of use from!"*

A third added: *"It's well thought out and equipped with many essentials. This must be a huge lifeline for many families. We really appreciate this support."*



Cllr Baker-rogers, Ben Anderson, Cllr Reed, Claire Mullin (Community Nursery Nurse), Cllr Cusworth

## 6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

Feedback from practitioners has also been received: *“The baby packs have quickly become a valuable tool in promoting early intervention, supporting family wellbeing, and embedding key health messages from the very start of the parenting journey.”*

The Council will continue to rollout of the programme in 2025/26 with an aim to deliver 100 % of baby packs to eligible Rotherham Families who have requested one.

In the second half of the financial year further feedback will be sought from recipients of the boxes to assess the short and medium-term outcomes.



Cllr Cusworth and Jaspreet Kaur



## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

Our vision is to create a fair and prosperous economy that provides chances for everyone to get a good job, or start and grow a business, and plan confidently for the future.

Outcomes – our ambition	How we will get there
<ul style="list-style-type: none"><li>• A growing economy that provides decent jobs and chances to progress</li><li>• Delivering regeneration schemes that bring investment and opportunity, both in Rotherham town centre and in our towns and villages</li><li>• Working with partners and suppliers to create more local jobs, paid at the Real Living Wage or above, and apprenticeships</li><li>• People having opportunities to learn, develop skills and fulfil their potential</li><li>• Strengthening digital infrastructure and skills which enable access for all.</li></ul>	<ul style="list-style-type: none"><li>• Support people to improve their skills and secure decent work through a range of schemes and initiatives</li><li>• Provide a package of support and advice that enables businesses to start up and thrive, including targeted support to those most affected by the pandemic</li><li>• Deliver improvements and opportunities for local communities through major regeneration programmes</li><li>• Create a vibrant town centre, accessible to everyone, through a range of complementary schemes and major projects, including the flagship leisure development at Forge Island</li><li>• Secure further commitments through our social value policy and work with partners to maximise the impact of our collective spending power</li><li>• Connect people to economic opportunities through a range of transport schemes and improvements that also offer more environmentally friendly travel options.</li></ul>

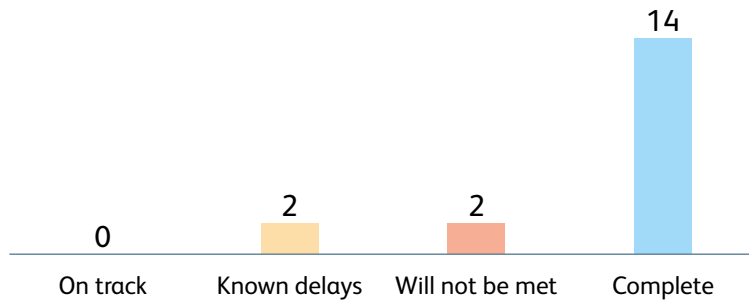
## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

### HEADLINES – EVIDENCING OUR PROGRESS

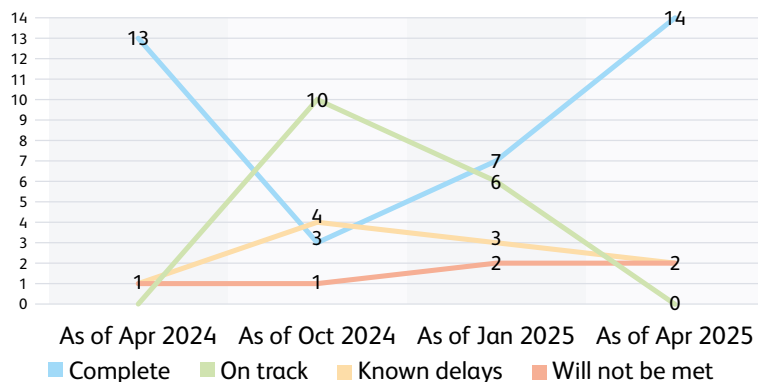
To provide evidence of delivery of the outcomes and commitments within this theme, there are nine headline performance measures and 18 priority actions/ milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

#### YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

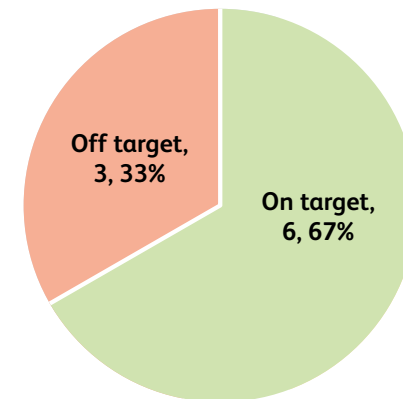


Year Ahead Delivery Plan Action Trend

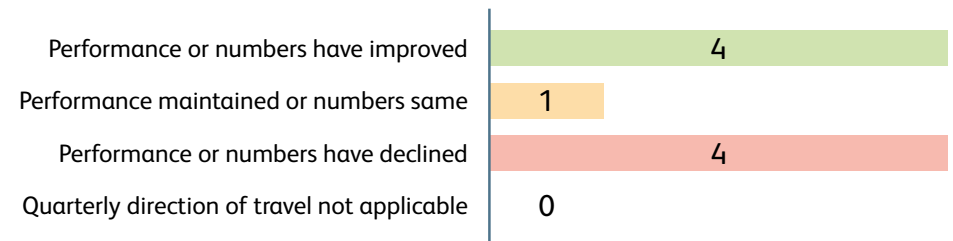


#### PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel



## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

### NARRATIVE – THE BIGGER PICTURE

The Council continues to invest in creating the conditions for inclusive economic growth, supporting local businesses, attracting investment, and helping residents into employment and training. The network of business hubs remains central to this effort, offering vital support to entrepreneurs and small businesses. Following improvements to Wi-Fi and facilities in 2024/25, further upgrades are planned for 2025/26 to ensure these spaces remain fit for purpose.

The Rotherham Investment and Development Office (RiDO) delivered 64 business support workshops over the year, attended by 464 participants. In addition, 132 business grants were awarded, totalling £880,605, including four new offers worth £23,753 in Quarter 4 alone. These grants have supported a wide range of activity, from productivity improvements and business growth to start-up support and investment in energy efficiency and carbon reduction.

Major regeneration schemes are also progressing. Forge Island has seen the successful opening of its new Travelodge (July 2024) and Arc Cinema (September 2024), with the first eatery, Vetro Lounge, opening in April 2025. A second venue, Sygnature Dish, is due to open in Spring 2025. Meanwhile, construction has begun on the Riverside Gardens and Corporation Street public realm works, with contracts signed and work having started on site in April 2025.

The Council continues to act as the accountable body for several high-profile projects funded through external investment. These include the transformation of the old grammar school into the Maltby Skills Academy, now a vibrant community and learning hub; the expansion of Magna's

educational offer through new exhibits focused on climate change and STEM; and the creation of a new home for children's literacy charity Grimm & Co in a repurposed church. All three projects are now complete. Works at Wentworth Woodhouse were completed in December 2024, and Gulliver's Skills Academy was completed in May 2025, following some delays and schools are now visiting the new facilities.

Through the Employment Hub and Employment Solutions Service, the Council is supporting residents into work, training, apprenticeships, and education. While the target to support 750 people was not met in 2024/25, the service remains a key part of our inclusive growth strategy and will continue into 2025/26.

Performance data shows encouraging signs of progress. The survival rate of new businesses supported by RiDO over their first three years is 86%, exceeding the Council Plan target of 81%. Engagement with library services that support skills and employment reached 130,191 – well above the 100,000 target. Online customer transactions also exceeded expectations, with 239,392 completed in 2024/25 against a target of 185,400.

However, some activities have experienced delays. The start of construction on the Templeborough Business Zone has been postponed to August 2025 due to the need to reconfigure contractual arrangements. Plans to publish a revised Local Plan Core Strategy Policy on social value have been paused, as the Council must now prepare a new Local Plan in response to changes in national planning policy. Work to agree a 12-month apprenticeship plan with Rotherham Together partners is ongoing, with further discussions scheduled.

## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

Performance in some areas has also declined. Only 53 % of residents reported feeling optimistic about Rotherham's future – below the 57 % target and down from 56 % the previous year. The proportion of new starter apprenticeships within the Council workforce stands at 0.9 %, short of the 1.5 % target. In response, additional actions are being taken to promote apprenticeships and careers within the Council.

Despite these challenges, the Council remains committed to expanding economic opportunity across the borough – supporting businesses to grow, helping residents into good jobs, and delivering regeneration that benefits all communities

## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

### YEAR AHEAD DELIVERY PLAN TRACKER

Expanding economic opportunity					
Ref	Outcome	Activity	Timescales for delivery	Status	Rationale for status
4.1	<b>A growing economy that provides decent jobs and chances to progress</b>	Deliver a programme of business workshops providing start-up advice and support to 150 attendees from both pre-start and new start businesses.	Quarter 4	Complete	20 workshops were delivered in Quarter 4, making a total of 64 workshops for 2024/25 with a total of 464 attendees.  Workshops are delivered online and in-person, and cover a wide range of business issues such as developing a start-up and growth strategy; branding and marketing; and managing finance.
4.2		Provide 60 businesses with financial assistance to support investment.	Quarter 4	Complete	44 grant offers were approved in Quarter 3 to a value of £314,941. A further four grant offers were approved in Quarter 4 to a value of £23,753.  The year-end total is 132 grant offers to a value of £880,605. Grants are between £500 and £25,000, and support investment in a range of productivity enhancements, business growth projects, start-ups and energy efficiency and carbon reduction measures.
4.3		Produce a strategy to attract inward investment from the UK and beyond.  <i>(LGA Corporate Peer Challenge action in response to recommendation 2).</i>	Quarter 4	Complete	The strategy came into operational delivery on 1 April 2025. It outlines an approach to attracting inward investment and is currently active and ongoing.

## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

4.4		Publish and launch Destination Management Plan for South Yorkshire and develop new governance arrangements to support the development of the Local Visitor Economy Partnership. <i>(LGA Corporate Peer Challenge action in response to recommendation 2).</i>	Quarter 2	Complete	The Destination Management Plan was published in July 2024 and launched at an industry event in Magna.  A Rotherham based chair of the interim Advisory Board has been appointed. The Advisory Board meetings have identified key workstreams and resource to be allocated appropriately to delivery.
4.5	<b>Delivering regeneration schemes that bring investment and opportunity, both in Rotherham town centre and in our towns and villages</b>	Opening the hotel, cinema and the first phase of eateries at Forge Island.	Quarter 2	Complete	The Hotel opened in July 2024, and the cinema opened in early September 2024.  The first eatery, Vetro Lounge, opened on the 30 April 2025. The second eatery out of four, Sygnature Dish, will be open Quarter 1 2025/26.  (See case study below).
4.6		Start construction of Riverside Gardens & Corporation Street public realm works.	Quarter 4	Complete	Work started on site at Riverside Gardens on 28 April 2025. Estimated completion date is Quarter 1 2026/27.

## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

4.7		<p>Acting as accountable body, monitor and support partners to deliver projects across Rotherham with funding secured by the Council including:</p> <ul style="list-style-type: none"> <li>• Wentworth Woodhouse</li> <li>• Maltby Skills Academy</li> <li>• Grimm and Co</li> <li>• Gulliver's Skills Academy</li> <li>• Magna.</li> </ul>	Quarter 3	Complete	<p>Maltby, Grimm &amp; Magna projects were complete in Quarter 1 and Quarter 2 2024/25.</p> <p>Wentworth Woodhouse was completed 16 December 2024.</p> <p>Gulliver's Skills Academy was completed in May 2025, following some delays and schools are now visiting the new facilities.</p>
4.8		Progress redevelopment plans for Wath Library and Dinnington High St into detailed design and planning submission.	Quarter 3	Complete	Planning applications for both projects have been submitted. Stage 3 designs are complete for both and were approved by Cabinet in July 2024.
4.9		Complete demolition of 3-7 Corporation Street.	Quarter 3	Complete	Demolition of number 7 began in May 2024 and concluded in June 2024. Numbers 3-5 were concluded in September 2024.
4.10		Complete the demolition of the Guardian Building to facilitate the further works to redevelop the new market and library building.	Quarter 3	Complete	Demolition commenced 21 October 2024 and was completed in Quarter 4.

## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

4.11		Start construction of the Templeborough Business Zone Project.	Quarter 3	Will not be met	Significant delays encountered in relation to contractual arrangements. Likely resolution by August 2025.
4.12	<b>Working with partners and suppliers to create more local jobs, paid at the Real Living Wage or above, and apprenticeships</b>	Agree with Rotherham Together Partnership members an action plan to collectively drive the social value agenda. <i>(LGA Corporate Peer Challenge action in response to recommendation 4).</i>	Quarter 4	Complete	The Social Value Portal has been commissioned to lead this piece of work on behalf of Rotherham Together Partnership.  Following a collaborative piece of work across the Rotherham Together Partnership, the action plan has now been agreed to drive the social value agenda forward.
4.13		Agree with Rotherham Together Partnership members a 12-month plan to increase the number of apprenticeships across the borough, through direct employment opportunities and through contracts. <i>(LGA Corporate Peer Challenge action in response to recommendation 4).</i>	Quarter 4	Known delays	Rotherham Together Partners have committed to work together to increase the numbers of apprenticeships in the borough. Data gathering across partners has been undertaken to determine the numbers of new apprenticeships achieved in the last 12 months. Joint workshops and meeting facilitated by the South Yorkshire Apprenticeship Hub have taken place during the first half of 2025, to explore the opportunities to work together and maximise impact, in addition to developing appropriate actions for the action plan.  A further meeting will take place in July 2025 to decide on the actions to be included in the 2025/26 plan.



## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

4.14	<p>Deliver against key priorities of the Council's Social Value Policy, specifically:</p> <ul style="list-style-type: none"> <li>• Deliver Social Value Annual Conference with a focus on SMEs</li> <li>• Build the capacity of local SMEs through additional tailored support to 160 businesses receiving non-financial support, including one-to-ones and group sessions.</li> </ul> <p><i>(LGA Corporate Peer Challenge action in response to recommendation 4).</i></p>	Quarter 4	Complete	<p>Annual social value event held at New York Stadium on 15 July 2024 with 67 attendees. The event was very well received.</p> <p>Go4Growth have started work with Rotherham businesses, producing two Rotherham - specific courses:</p> <p>Bid writing – accessed 64 times</p> <p>Social Value – accessed 43 times</p> <p>They have also provided 1-2-1 advice and support to ten Rotherham businesses.</p> <p>The Chamber's sector-based events started in September with Chamber Means Business, attended by 400 people.</p> <p>Additionally, 160 businesses have been provided with tailored non-financial support to enhance the capacity of local SMEs.</p>
4.15	<p>Publish for consultation a revised Local Plan Core Strategy Policy to consider social value in major planning decisions.</p> <p><i>(LGA Corporate Peer Challenge action in response to recommendation 4).</i></p>	Quarter 4	Will not be met	<p>Proposed governance revision to the National Planning Policy Framework and the requirement for a new Local Plan, means that there is no longer a need for this consultation.</p>

## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

4.16	<b>People having opportunities to learn, develop skills and fulfil their potential</b>	<p>Through the new Employment Hub pathway and Employment Solutions Service, support a minimum of 750 people to access employment, (including training, education, apprenticeships, and paid employment).</p> <p><i>(LGA Corporate Peer Challenge action in response to recommendation 4).</i></p>	Quarter 4	Known delays	711 residents have been supported through the Employment Hub during 2024/25. This is below target following challenges delivering the Individual Placement Support Programme which resulted in 56 fewer residents supported through the Individual Placement Support Programme.
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## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

4.17	<p>Utilise the Children’s Capital of Culture programme to support skills development opportunities for young people e.g.:</p> <ul style="list-style-type: none"> <li>• Train and mentor at least ten Young Artists in Residence</li> <li>• Recruit at least 80 16-to-25-year-olds to work as paid Trainee Young Producers</li> </ul> <p>Support at least 200 young people to achieve Bronze and Silver Arts Award and train 24 Rotherham professionals as Arts Award Advisors.</p>	Quarter 4	Complete	<p>To date the programme has:</p> <ul style="list-style-type: none"> <li>• Trained and mentored 10 Young Artists in Residence through a range of development grants and paid performance opportunities.</li> <li>• Recruited at least 121 16-to-25-year-olds to work as paid Trainee Young Producers.</li> <li>• Supported 217 young people to achieve Arts Awards, gaining qualifications equivalent to NVQ levels 1–3, which support their routes into further education, training and employment.</li> </ul>
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## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

4.18	<b>Strengthening digital infrastructure and skills which enable access for all</b>	<p>Work with partners to deliver the Digital Inclusion Strategy as per the agreed action plan. This will include rolling out more free sim cards to digitally excluded residents, along with devices and community-based training session (a minimum of 100 sessions during the year).</p> <p><i>(Links to LGA Corporate Peer Challenge action in response to recommendation 6).</i></p>	Quarter 4	Complete	<p>All deliverables of the programme have been completed within the required timescales.</p> <p>Pathways have been established to ensure ongoing access to support for people who may otherwise be at risk of digital exclusion.</p> <p>A stakeholder group invited to be members of South Yorkshire Digital Inclusion Network.</p>
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Expanding Economic Opportunity

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
EC01	Proportion of working age population who are in work (or actively looking for work) in Rotherham	RE - Planning, Regen. & Transp.	Simon Moss	High	Q	77.0%	74.2%	71.3%	69.0%	72.6%	74.4%	Not Available	74.4%	Achieve national average	↑	✗	<p>The data for Economic Activity is taken from the Annual Population Survey. The survey releases data quarterly but usually with a 6 month time lag. The data released is based on surveys conducted with residents over a 12 month period rather than a quarter. The data presented here relates to Jan 2024 - Dec 2024. 74.4% of Rotherham's working age population is economically active. In comparison, Yorkshire &amp; Humber and Great Britain are at 76% and 78.6% respectively.</p> <p>Currently Rotherham is 4.2% below the national average. This is the second consecutive quarter where the gap between the national average and Rotherham's position has reduced. Prior to that the previous 8 quarters saw the gap between Rotherham and the UK widening.</p> <p>The Council is involved in the design of a South Yorkshire wide scheme called Pathways to Work. The pilot scheme has been awarded funding in the recent Budget. The scheme is intended to support around the Economically Inactive into work and is expected to go live in Quarter 1 2025/26.</p>
EC02a	Optimistic about the future: a) Proportion optimistic about the future of Rotherham as a place to live	RE - Planning, Regen. & Transp.	Simon Moss	High	A	57%	51%	56%	Not Available	53%	Not Available	Not Available	53%	>57%	↓	✗	<p>The annual Resident Satisfaction Survey was conducted in August 2024 and 53% of respondents reported feeling 'very optimistic' or 'fairly optimistic' about the future of Rotherham as a place to live, similar to the 54% average across all surveys. People aged 18-24 were the most likely to be optimistic about the future of Rotherham as a place to live (70%) and women were more optimistic than men overall.</p> <p>There is no comparable national data for these questions.</p>
EC02b	Optimistic about the future: b) Proportion optimistic about the future of Rotherham town centre	RE - Planning, Regen. & Transp.	Simon Moss	High	A	24%	27%	27%	Not Available	27%	Not Available	Not Available	27%	>24%	→	✓	<p>The annual Resident Satisfaction Survey was conducted in August 2024 and 27% of respondents felt positive about the future of Rotherham town centre. The figure has remained consistent at 27% for the last three surveys, which is above the average of 23% across all ten surveys. 35% of respondents were not optimistic at all about the town centre. Young people aged 18-24 years were the most optimistic about the future of Rotherham town centre (46% were optimistic), whereas people aged 55-64 were most likely to not be optimistic. There is no comparable national data for these questions.</p>
EC03	Number of new businesses started with help from the Council	RE - Planning, Regen. & Transp.	Simon Moss	High	Q	103	55	83	26	17	19	16	78	60	↓	✓	<p>The total for this measure (the combined Business Centre and Launchpad totals) for this quarter is 16 . The cumulative total for the year is 78 businesses supported, against an annual target of 60 meaning the annual Council Plan Target has been delivered.</p> <p>Occupancy at Century 2 Business Centre has risen to 66% following movements this quarter, including letting one of the lab spaces to a construction materials business. Over the past year Launchpad has dealt with a record number of enquiries, 464 in total.</p>
EC04a	Actions taken in Rotherham to promote progressive and sustainable Economic Development: a) Survival rate of new businesses supported in RiDO Business Centres over the first three trading years	RE - Planning, Regen. & Transp.	Simon Moss	High	A	93%	86%	83%	Not Available	Not Available	Not Available	86.3%	86.3%	81%	↑	✓	<p>The Council Plan target is 81% - the combined survival rate across the last three years for businesses that have been supported is 86%. In particular the survival rate for businesses supported in the last 12 months has increased. Survival rate figures are indicative of trends in the economy, reflecting difficult trading conditions following Covid, but recent figures are showing improvements towards expected levels.</p>
EC04b	Actions taken in Rotherham to promote progressive and sustainable Economic Development: b) Provide advice and support to local businesses to help them recover and grow.	RE - Planning, Regen. & Transp.	Simon Moss	High	Q	136	540	675	185	134	103	100	522	500	↓	✓	<p>The Council Plan Advice and support target for 2024/25 is 500. Quarter 4 2024-25 has seen 100 sessions delivered, 149 less than Quarter 4 2023/24. The total for the year is 522 and is above the annual Council Plan target.</p>

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
EC05	Number of engagements with libraries’ services which help people learn, acquire new skills or get a job	RE - Culture, Sport & Tourism	Polly Hamilton	High	Q	41,577	93,442	117,594	31,621	33,223	28,746	36,601	130,191	100,000	↑	✓	Council Plan target increased for 2024-25. The cumulative figure for year end is 130,191, service have exceeded the target for year by 30,191 DoT is a seasonal comparison with Quarter 3 2023/24 (against the same point in the previous year).
EC06	Proportion of new starter apprenticeships created within the Council as a percentage of the workforce	ACEX - Organisational Development	Vacant - Head of OD and Change	High	Q	0.6%	0.6%	1.1%	0.8%	0.8%	0.8%	0.9%	0.9%	1.5%	↓	✗	Compared to Quarter 4 2023-24 performance is lower and 0.9% of live new starter apprenticeships have been created as a percentage of the workforce. There are currently 48 live new starter apprenticeships. A further 24 are required to hit the target.  Actions being taken include: - Engagement/recruitment of younger employees continuing through better engagement with schools, colleges and universities - Promoting the role of the Council through attending events, and offering more work placements - Launch of a Careers Hub and Rotherham recruitment campaign to better promote apprenticeships and careers - Learning and Development and HR are working jointly to promote apprenticeships to services to assist with succession planning - Further work is taking place with local universities around Council careers and degree apprenticeships - An apprenticeship group has been formed by Rotherham partner representatives to monitor progress, share approaches and work together where possible to create opportunities.
EC07	Number of online customer transactions	FCS - Customer, Info & Digital	Luke Sayers	High	Q	200,200	185,935	189,171	58,925	51,624	53,764	75,069	239,382	185,400	↑	✓	The annual target for the number of online transactions (185,400) has been met; and exceeded by 29%, with the year-end figure being 239,382. During Quarter 4, there was a significant increase in self-serve online transactions. Quarter 4 is generally the busiest quarter for online transactions as it usually includes weather related reports such as gritting, road conditions etc. Quarter 4 also includes the peak for garden waste transactions ( 15,363 ), with demand for other services also high including 2,668 bulky waste collection requests, 2,558 energy crisis support forms and 2,574 Housing online transactions.

## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

### CASE STUDY

#### Employment Solutions – Recruitment and Networking Event

On 21 March 2025, Employment Solutions held the first of two Recruitment and Networking events aimed at helping Rotherham residents connect with employers and training providers from across the region. These events are designed to highlight the various opportunities available and to introduce attendees to the wide range of support accessible to many individuals in the borough.



The support available covers a range of training opportunities, from mainstreams colleges like Rotherham College, part of the RNN Group, and Northern College in Barnsley, to smaller independent providers such as B2W Group and Street League. The training showcased includes courses tailored to various industries, with some providers focusing on specific sectors. For instance, Rotherham Skills Academy offers unemployed residents the chance to obtain their CSCS card and advance to Boot Camp courses, where they will be connected with employers. Street League provides study programs centred around football and sports, allowing participants to gain functional skills qualifications while engaging in sporting activities. Juniper Training, specialising in apprenticeships training, was also present, adding further variety to the support available.



The March event featured a diverse range of employers actively recruiting, with many reporting that they received applications and CVs they would not have otherwise. Employers ranged from care providers seeking experienced carers or young individuals starting their careers, to various departments in the Council showcasing their services.

Some of the services present included:

- Children and Young People's Services – Early Years were publicising their recruitment campaign to encourage more people to get into childcare and offering tailored packages to support this.
- Facilities Management – Aiming to fill several School Crossing Patrol Warden vacancies, as well as cleaning vacancies across the Council.
- Rotherham Council Fostering Services – Showcasing the benefits and opportunities which fostering can bring.

In addition to Council vacancies, the event featured a variety of external employers such as Henry Boot, Next, the Advanced Manufacturing Research Centre, and South Yorkshire Police.

Beyond employment and training opportunities, several specialist support providers were present to help attendees overcome personal barriers to employment. These included YWCA, which supports women and their children with housing, relationships and life skills, and Employment is for Everyone, which offers support to neurodiverse residents, helping them build confidence and advocating on their behalf.

The event was a great success, attracting nearly 400 people. The Employment Solutions team received excellent feedback from both returning and new providers. Feedback received is highlighted below:

#### **Pearson Qualifications (employer)**

*"The job fair was great and really well executed. You did a fantastic job with it all!"*

#### **Portland Training (provider)**

*"Thanks for inviting us to the event it was a great day, and we got a good number of candidates that we are hoping to support with upcoming courses."*





## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

### CASE STUDY

#### Opening of eatery at Forge Island

As part of the Council's £47 million development of Forge Island, Rotherham town centre celebrated the opening of Vetro Lounge in May 2025, joining the Arc Cinema and Travelodge.

Forge Island is quickly turning into a popular destination for food and drink. Vetro Lounge offers a laid-back café-bar atmosphere with a diverse menu that includes both vegan and gluten-free options. Sygnature Dish, a new steak and seafood restaurant, set to open in Summer 2025, is run by local entrepreneurs and promises unique, high-quality meals. There are plans for two more restaurants that will further improve the town centre's offer. These new openings are attracting more visitors to the area and boosting confidence in Rotherham's future.

The opening of the Arc Cinema, the Travelodge hotel, and restaurants, such as Vetro Lounge, have boosted the local economy and increased town centre footfall by 10% in 2024. Alongside this, it has also created a number of jobs in construction, hospitality, and retail.

By offering high-quality leisure options, Forge Island encourages residents to spend locally, retaining economic value within Rotherham. The hotel and riverside enhancements position Rotherham as a destination, attracting visitors and supporting the wider South Yorkshire tourism economy.



## 6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

Feedback on the new eatery has been overwhelmingly positive in the press and social media:

*“I’m so glad this chain has popped up in Rotherham - I think it’s just what the town centre and Forge Island needed.”*

*“Vetro lounge has such a friendly atmosphere and the perfect place to go after the cinema. It is a great addition to Forge Island, and I will definitely be returning.”*

*“The outdoor seating area is lovely with views of the new footbridge and river; Forge Island and Vetro Lounge is a valuable addition to the town centre.”*

Forge Island marks the beginning of extensive regeneration in Rotherham town centre. A major programme of public sector intervention and investment is underway, including the development of new housing and a residential community, the establishment of new services such as a library and market, and enhancements to green spaces and public areas. As the transformation of the town centre builds confidence, private sector investors are increasingly taking the lead in redevelopment, further contributing to the future growth and diversity of the local economy.



## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

Our vision is to create a clean and welcoming environment across the borough, and in turn secure our natural environment for the next generation.

Outcomes – our ambition	How we will get there
<ul style="list-style-type: none"><li>• Increasing satisfaction with the cleanliness of the borough</li><li>• Creating better transport systems for future generations</li><li>• Reducing the risk and impact of flooding and other environmental emergencies</li><li>• Contributing to reducing carbon emissions across the borough.</li></ul>	<ul style="list-style-type: none"><li>• Ensure our streets are clean by providing an effective response to fly-tipping and littering, and continually improving our approach to street cleaning</li><li>• To continue to invest in our urban green spaces and country parks, maintaining our four Green Flag accredited parks, whilst aiming for additional accreditations</li><li>• Complete masterplans for the borough's three country parks, with an ambition to enhance services provided at these parks, whilst improving the appearance, cleanliness and welcome of our green spaces</li><li>• Work with regional partners to deliver public transport improvements such as a new Tram-Train stop at Magna, as well as longer term aims including a railway station at Waverley and a new mainline station for Rotherham</li><li>• Develop a new Cycling Strategy and invest in new cycleways across Rotherham</li><li>• Continue the roll out of public charging points to make electric vehicles a more viable option for residents and visitors</li><li>• Deliver flood alleviation projects and work with communities and businesses to develop flood resilience measures in the worst-affected areas</li><li>• Deliver a renewable energy generation project by 2025</li><li>• Plant a minimum of 500 new trees every year</li><li>• Encourage our suppliers to reduce their emissions through implementation of the Council's Social Value Policy</li><li>• Support residents to access nationally available insulation grants to improve energy efficiency.</li></ul>

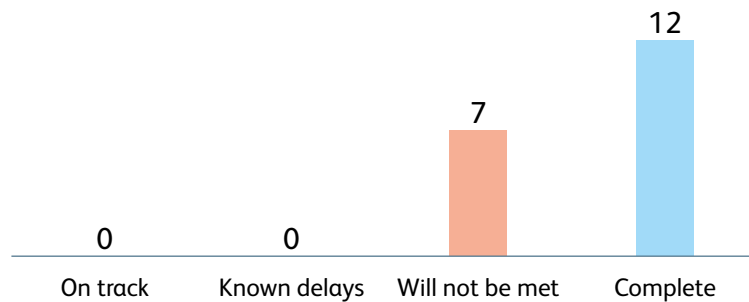
## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

### HEADLINES – EVIDENCING OUR PROGRESS

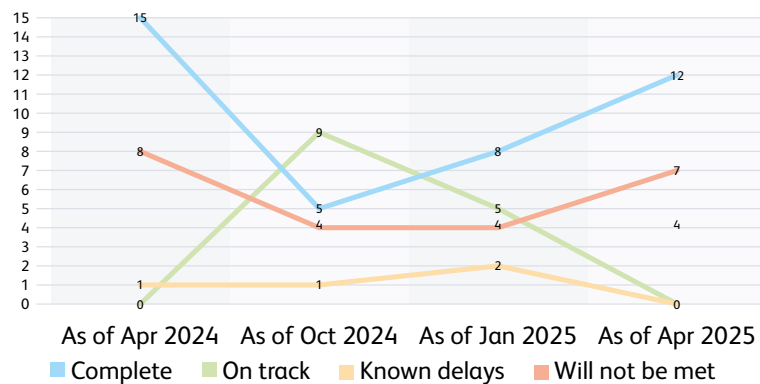
To provide evidence of delivery of the outcomes and commitments within this theme, there are nine headline performance measures and 19 priority actions/ milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

#### YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

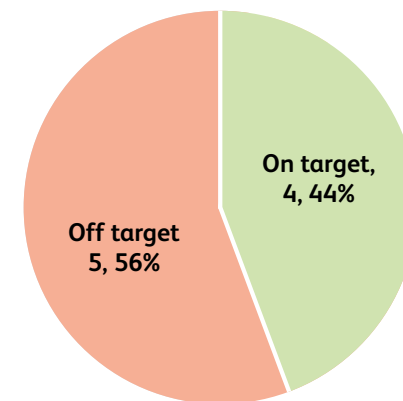


Year Ahead Delivery Plan Action Trend

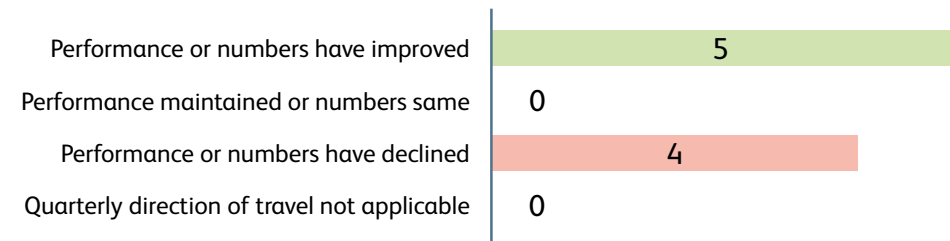


#### PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel



## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

### NARRATIVE – THE BIGGER PICTURE

This theme aims to create clean and welcoming places across the borough, supporting environmentally friendly activity and initiatives that cut carbon emissions, helping to secure and preserve our natural environment for the next generation. Key areas of progress to deliver on these ambitions are outlined below:

The masterplans at both Rother Valley and Thrybergh Country Parks are progressing but remain behind schedule. Work at Rother Valley Country Park commenced in September 2024, with the car park completed in March 2025. The remaining programme is now expected to be completed by November 2025 due to delays caused by the lack of availability of materials. At Thrybergh Country Park, work on the café is scheduled to begin in July 2025, with completion anticipated in Quarter 3 of 2025/26. Changing Places facilities are in place at both parks, supporting the needs of disabled visitors and providing accessible facilities to public places.

Initiatives to increase the cleanliness of the borough are ongoing, with additional cleansing and litter picking both in and outside of Rotherham Town Centre. Between October 2024 – March 2025, there were 69 effective enforcement actions against fly tipping and 4,537 effective enforcement actions for other environmental crime.

Significant progress is being made on the Rotherham Mainline Station project. The Outline Business Case has been completed and was submitted to the South Yorkshire Mayoral Combined Authority and the Department for Transport in February 2025.

Additionally, major schemes funded through the Transforming Cities programme such as the Link Road and the Park and Ride facility at Parkgate are now complete. The link road opened in December 2024, with the Park and

Ride operational from 16 May 2025. Work on the Magna Tram-Train Stop commenced in March, with completion forecast for Winter 2025/26. However, progress at Waverley Station continues to be delayed due to the Barrow Hill Line cancellation. Further discussion proceeds around delivery, and an Outline Business Case will continue to be developed.

Work is continuing to mitigate the risk and impact of flooding within Rotherham and, while some flood defence and mitigation schemes are ready to progress, some continue to face delays. The Rotherham Renaissance Flood Alleviation Scheme; Parkgate and Rawmarsh Flood Alleviation Scheme; and Culvert Renewal Programme have all reached 'shovel ready' status throughout Quarter 3 and 4 but delays have occurred at Catcliffe pumping station alongside both Whiston Brook and Eels Mires Dike flood alleviation scheme. These delays relate to the allocation of funding, however both Catcliffe pumping station, and the Whiston Brook flood alleviation scheme have been progressed to advanced outline designs. It is estimated that the Eel Mires Dike alleviation scheme will progress to full design in Quarter 2 2025/26.

Finally, as part of the Council's actions to reduce carbon emissions across the borough, a trial of Hydrotreated Vegetable Oil (HVO) across ten vehicles ran for six months from October 2023 to April 2024. Results demonstrated a significant reduction in carbon emissions, estimated to be around 90% compared to diesel emissions. Alongside this, a Heat Decarbonisation Plan (HDP) for the Council's corporate estate has now been developed and all scheduled LED lighting upgrades have been completed. The remaining proposed measure, the Riverside House solar canopy works, is facing delays. This is due to more detail design work needing to be completed, but it is estimated that delivery of these works will begin in Quarter 3 2025/26.

## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

### YEAR AHEAD DELIVERY PLAN TRACKER

A cleaner, greener local environment					
Ref	Outcome	Activity	Timescales for delivery	Status	Rationale for status
5.1	<b>Increasing satisfaction with the cleanliness of the borough</b>	Deliver more cleansing in main towns, outside of Rotherham town centre. Including additional litter picking and cleansing activities through an additional day per week of officer time. Each main town will also receive an additional day of mechanical sweeping each week.	Quarter 2	Complete	All revenue investments for the high footfall areas have been completed. Swinton, Maltby, Wath, Dinnington and the Town Centre receive an extra sweep of the high street areas once per week. This has been in place since September 2024.  The 'Love Where You Live' works are also progressing as planned.
5.2		Apply for the Green Flag Award for two urban parks and two country parks. Achieve Natural England Accreditation for three country parks: Rother Valley, Thrybergh and Ulley.	Quarter 1	Complete	Four Parks in Rotherham were awarded Green Flag in 2024. These included Ulley Country Park, Rother Valley Country Park and two of our Urban Parks, Clifton and Greasbrough Park. Additionally, Rother Valley, Thrybergh, and Ulley country parks were awarded a Natural England accreditation.



## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

5.3		Start redevelopment works at Rother Valley and Thrybergh Country Parks, supported by the Levelling-Up Fund.	Quarter 2	Will not be met	<p>Programme is due to be complete by November 2025.</p> <p>Started work at Rother Valley Country Park in September 2024, the car park was completed in March 2025.</p> <p>Work at Thrybergh Country Park café is scheduled to begin in July 2025, with completion envisaged in Quarter 3 2025/26 after a 16-week programme. This will ensure alignment with other capital works (new path around the reservoir, along with the new play facilities).</p> <p>Changing Places facilities are now in place in both parks.</p>
5.4	<b>Creating better transport systems for future generations</b>	Progress the delivery of the Transforming Cities Fund and the Active Travel Fund programmes, including the complete construction of the Sheffield Road Cycleway.	Quarter 2	Complete	Practical completion was achieved in July 2024.
5.5		Complete structural repair of the Rotherham Council funded Centenary Way Viaduct remedial works scheme.	Quarter 4	Complete	<p>Project achieved practical completion on 9 November 2024.</p> <p>Contractors have now left the site, and the bridge is now open to full working order.</p> <p>There remain several post completion tasks including, the Road Safety Audit stage 3, residual sign clearance and continued monitoring of the design performance.</p>

## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

5.6		Complete submission of the Outline Business Case (OBC) for Rotherham Mainline Station.	Quarter 2	Complete	The Outline Business Case document is complete and was submitted to South Yorkshire Mayoral Combined Authority and the Department for Transport in February 2025.
5.7		<p>Work with regional partners, including South Yorkshire Mayoral Combined Authority (SYMCA), Transport for the North and Network Rail to deliver the Council's Transforming Cities Fund (TCF) programme funding public transport improvements.</p> <p>This includes starting the construction of a new Tram-Train stop at Magna and completing the Parkgate Link Road and Park and Ride TCF Scheme.</p> <p>Work with SYMCA to progress the Outline Business Case for the new railway station at Waverley.</p>	Quarter 4	Complete	<p>Work has continued with South Yorkshire Mayoral Combined Authority regarding the development of the Transforming Cities Fund programme, including supporting and aligning the Magna Tram Train project with the wider works in the Templeborough area.</p> <p>The Parkgate Link Road opened in December 2024 and the Park and Ride operational from 16 May 2025.</p> <p>Works on the Magna Tram Train project commenced in March 2025, with completion forecast in the Winter 2025/26.</p> <p>Potential risk is posed to the plans at Waverley Station due to the Barrow Hill Line cancellation. However, the Outline Business Case submission is now forecast for August 2025.</p>



## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

5.8 (a)	<b>Reducing the risk and impact of flooding and other environmental emergencies</b>	Reach 'shovel ready' status across the following flood defence/mitigation schemes: a) Rotherham Renaissance Flood Alleviation Scheme.	Quarter 4	Complete	There are ten individual schemes included in the Rotherham Renaissance Flood Alleviation Scheme. All of the schemes have been progressed to Approval in Principle. Nine of the schemes have been paused until further funding is available for delivery.  The proposed flood alleviation scheme at Kilnhurst, which is one of the ten schemes, will still be progressed to full design in 2025/26 with possible future delivery with identified allocated funding.  One phase will be taken forward in the new Year Ahead Delivery Plan and is forecast to be completed in Quarter 2 2025/26.
5.8 (b)		b) Parkgate & Rawmarsh Flood Alleviation Scheme.	Quarter 4	Complete	Two out of three phases have been paused at Approval in Principle until funding has been sought and allocated for construction.  One phase is being continued through to detailed design and has allocated funding for future delivery.
5.8 (c)		c) Whiston Brook Flood Alleviation Scheme.	Quarter 4	Will not be met	The advanced outline designs (Approval in Principle) are complete for this scheme, and is currently being progressed to full design, which is estimated to be complete in Quarter 2 2025/26.
5.8 (d)		d) Eel Mires Dike Flood Alleviation Scheme.	Quarter 4	Will not be met	This scheme will be taken forward in the new Year Ahead Delivery Plan.  The full design includes the acquisition of land and is forecast to be completed in Quarter 2 2025/26.
5.8 (e)		e) Catcliffe Pumping Station.	Quarter 4	Will not be met	The advanced outline designs (Approval in Principle) are complete for this scheme.  It is anticipated that full designs will be completed in Quarter 1 2025/26 and achieve 'shovel ready' status in Quarter 2 2025/26.

## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

5.8 (f)		f) Culvert Renewal Programme.	Quarter 4	Complete	The designs for the Culvert Replacement Programme are complete and funding is currently being sought for construction.
5.9		Engage with affected communities, following the flooding caused by Storm Babet in October 2023 to provide the outcome of the formal Section 19 investigation.	Quarter 3	Complete	The Section 19 – Storm Babet report was published in August 2024. All residents and businesses affected by flooding received a hand delivered letter detailing the report and three drop-in sessions were delivered in September 2024 to engage with the residents and businesses affected.
5.10 (a)	<b>Contributing to reducing carbon emissions across the borough</b>	Delivery of the Fleet Replacement Plan including: a) Conclude the review and purchasing of vehicles included within the Fleet Replacement Plan, which will reduce carbon emissions by ensuring vehicles meet modern standards as well as providing electric or hybrid vehicles wherever possible.	Quarter 4	Will not be met	Out of 60 planned vehicles, 23 have been awarded and will be delivered by the end of Quarter 3 2024/25.  30 vehicles are still pending specifications. All 135 vehicles will help reduce carbon emissions. Efforts are underway to finalise the remaining business cases and procurement packs by September 2025, causing a slight delay.

## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

5.10 (b)		b) Conclude a trial of HVO (Hydrotreated Vegetable Oil) and consider future roll out to reduce carbon emissions.	Quarter 4	Complete	<p>The trial ran for six months, from October 2023 – April 2024.</p> <p>Results show a significant carbon reduction, estimated to be around 90 % compared to diesel emissions.</p> <p>Use of this fuel type requires an increase in revenue costs; therefore, consideration is needed prior to implementation.</p>
5.11		<p>Develop a Heat Decarbonisation Plan (HDP) and deliver actions to decarbonise the Council's estate, including:</p> <ul style="list-style-type: none"> <li>• Complete Riverside House Solar (PV) canopy works.</li> <li>• Complete LED lighting upgrades and energy conservation measures (insulation, draft sealing etc) to the Civic Theatre, Museum and Town Hall and upgrade Building Energy Management Systems.</li> </ul>	Quarter 4	Will not be met	<p>A Heat Decarbonisation Plan for the Council's corporate estate has now been produced.</p> <p>All programmed LED lighting upgrades have now been completed.</p> <p>Riverside House solar canopy works are currently awaiting a final ground survey but have been delayed due to design work. Work estimated to begin Quarter 3 2025/26.</p>

## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

5.12		Work with local communities to change residents' behaviours to reduce climate change by delivering 10 engagement events across the borough.	Quarter 4	Complete	The Community Energy Officer has delivered 23 community engagement events across the borough.
5.13		Identify suitable site(s) to develop low carbon energy generation plans and complete a feasibility study for the delivery of the sites as part of the Council's commitment to deliver a renewable energy project.	Quarter 4	Will not be met	<p>Following assessments, no council sites are currently considered to be suitable for low carbon energy generation.</p> <p>A wider assessment of land throughout the borough is currently being undertaken.</p> <p>Uncertainty over completion timelines, completion is dependent on the availability and suitability of local land.</p>

A Cleaner, Greener Local Environment

- Outcomes
- Increasing satisfaction with the cleanliness of the borough
  - Creating better transport systems for future generations
  - Reducing the risk and impact of flooding and other environmental emergencies
  - Contributing to reducing carbon emissions across the borough

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
EN01a	Fly tipping and environmental crime: a) Effective enforcement actions; fly-tipping	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	61	45	51	16	18	19	16	69	60	↑	✓	<p>Compared to Quarter 4 2023-24 performance is lower and 0.9% of live new starter apprenticeships have been created as a percentage of the workforce. There are currently AB5248 live new starter apprenticeships. A further 24 are required to hit the target.</p> <p>Actions being taken include:</p> <ul style="list-style-type: none"><li>- Engagement/recruitment of younger employees continuing through better engagement with schools, colleges and universities</li><li>- Promoting the role of the Council through attending events, and offering more work placements</li><li>- Launch of a Careers Hub and Rotherham recruitment campaign to better promote apprenticeships and careers</li><li>- Learning and Development and HR are working jointly to promote apprenticeships to services to assist with succession planning</li><li>- Further work is taking place with local universities around Council careers and degree apprenticeships</li><li>- An apprenticeship group has been formed by Rotherham partner representatives to monitor progress, share approaches and work together where possible to create opportunities.</li></ul>
EN01b	Fly tipping and environmental crime: b) Effective enforcement actions; other environmental crime (cumulative)	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	780	1245	1463	1099	1397	816	1225	4537	1,500	↑	✓	WISE have been extremely proactive since taking over the contract and have had positive interactions with member of the public whilst carrying out their patrols. There has been 1,225 fines issued during Quarter 4, which is a 67% increase when compared with Quarter 3. Year end total of 4,537 against a Council Plan target of 1,500 (3,037 over the target).
EN02	Proportion of waste sent for reuse (recycling and composting)	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	38.8%	38.5%	41.6%	42.2%	40.8%	33.2%	32.1%	37.1%	45%	↓	✗	<p>Data is a provisional, the finalised recycling rate figures are done 3-months in arrears in order for the service to collate the data/figures.</p> <p>Year-end figure for 2024/25 is 37.1% against a Council Plan target of &gt;45%. Quarter 4 saw a 1.1% decrease when compared against Quarter 3 and 2% less than the same point in 2023/24.</p> <p>The kerbside recycling is lower due to vastly reduced amounts of garden waste and increased residual waste during Quarter 4.</p> <p>NB -This is just % of kerbside waste that is collected for recycling, not overall recycling rates, so is purely driven by what residents put in their bins.</p>
EN03	Number of official complaints relating to: a) street cleaning b) grounds maintenance c) waste management	RE - Comm. Safety & Street Scene	Sam Barstow	Low	Q	a) Street Cleansing 5 b) Grounds Maintenance 17 c) Waste Management 143 Total Complaints= 165	a) Street Cleansing 20 b) Grounds Maintenance 16 c) Waste Management 230 Totals Complaints = 266	192	a) Street Cleansing 1 b) Grounds Maintenance 2 c) Waste Management 60 Total Complaints = 63	a) Street Cleansing 0 b) Grounds Maintenance 4 c) Waste Management 72 Total Complaints = 76	a) Street Cleansing 0 b) Grounds Maintenance 1 c) Waste Management 56 Total Complaints = 57	a) Street Cleansing 2 b) Grounds Maintenance 1 c) Waste Management 58 Total Complaints = 61	a) Street Cleansing 3 b) Grounds Maintenance 8 c) Waste Management 246 Total Complaints = 257	190	↓	✗	Quarter 4 has seen an increase in the number of complaints received when compared to the previous quarter, however remains stable when compared with Quarter 4 2023/24. The majority of complaints received in waste were around repeat missed collections and not returning bins correctly. The service has produced 2 memos to all staff about returning bins and included this in winter training. Coaching documents go to all crews who generate a complaint.

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
EN04a	Overall carbon dioxide emission levels for the Council: a) Operational property portfolio decarbonisation, solar PV and other energy generation, street lighting.	FCS - Property and Facilities	Kevin Fisher (Temporarily transferred from R&E)	Low	A	b. Mains Electricity 1,875.30 c. Natural Gas Heating 1,698.49 d. Streetlighting 1,383.63 f. Onsite Generation 4.09  Total = 4,961.51 %Annual Change = -4.15%	b. Mains Electricity 1,782.05 c. Natural Gas Heating 1,703.36 d. Streetlighting 1,266.74 f. Onsite Generation 0.28  Total = 4,752.43 %Annual Change = -4.21%	Latest data for 2023/24 published Q2 2023/24: b. Mains Electricity 1,782.05 c. Natural Gas Heating 1,703.36 d. Streetlighting 1,266.74 f. Onsite Generation 0.28  Total = 4,752.43 %Annual Change = -4.21%	Not Available	Latest data for 2023/24 published Q2 2024/2025(tCO2e)  b. Mains Electricity 1,947.58 c. Natural Gas Heating 1,675.94 d. Streetlighting 1,355.64 f. Onsite Generation 0.00  Total = 4,979.15 %Annual Change = 4.77%	Not Available	Not Available	4.77%	10% reduction by 2024	↓	✗	The status and DoT are based on the latest data for 2023/24, published Quarter 2 2024/25. An increase in carbon emissions from the Council buildings has been observed throughout 23/24 period. This is due to an increase in the carbon intensity (i.e. the amount of carbon released per unit) of electricity by 7% during this time. This is linked to the use of carbon based fuel to generate electricity at source and delays in the decarbonisation of the grid as well as a slight increased electricity demand across the Council's operational estate following the return to standardised office attendance post COVID-19. There has been a slight downturn in the use of gas during time period driven partly by warmer external temperatures.
EN04b	Overall carbon dioxide emission levels for the Council: b) Corporate fleet, grey fleet, EV charging infrastructure.	FCS - Property and Facilities	Kevin Fisher (Temporarily transferred from R&E)	Low	A	a. Corporate Fleet 2,411.77 e. Grey Fleet 272.92 g. EV Charging 0.56  Total =2,685.25 %Annual Change = 1.59%	a. Corporate Fleet 2,390.29 e. Grey Fleet 381.31 g. EV Charging 0.47  Total = 2,772.07 %Annual Change = 3.23%	Latest data for 2022/23 published Q2 2023/24: a. Corporate Fleet 2,390.29 e. Grey Fleet 381.31 g. EV Charging 0.47  Total = 2,772.07 %Annual Change = 3.23%	Not Available	Latest data for 2023/24 published Q2 2024/25:  a. Corporate Fleet 2298.59 e. Grey Fleet 396.09 g. EV Charging 2.46  Total = 2,772.07 %Annual Change = -2.70%	Not Available	Not Available	-2.70%	10% reduction by 2024	↑	✗	Greenhouse gas emissions from EN04b sources have increased over the last three financial years, driven by increasing business mileage since the end of COVID-19 social distancing restrictions. Data for 2023/24 financial year indicates a decrease of 2.70% . This carbon saving was delivered by a 7-month trial of HVO biodiesel in 10 corporate fleet vehicles. In 2023/24, diesel-fuelled corporate fleet vehicles and mains gas heating comprised 52.6% and 38.4% of greenhouse gas emissions from non-electric sources within scope of Council Plan performance measures, respectively. Heat decarbonisation works have been delayed by issues with the procurement of a low carbon heat network connection at five of the Council's operational sites in the town centre. An initial carbon saving might have been anticipated in 2024/25, however there is now no realistic opportunity to connect to a heat network before 2027. A timelier cut in greenhouse gas emissions may be available from the Council's corporate fleet. A seven-month trial of HVO biodiesel in 10 vehicles has already delivered a carbon saving of ca. 80 tCO2e, in 2023/24. HVO has continued to be used in those vehicles since the trial ended, implying an annualised carbon saving of ca. 137 tCO2e, in 2024/25. Extending deployment of HVO to all the Council's diesel-fuelled, corporate fleet vehicles could cut emissions by up to 2,197 tCO2e per annum: equivalent to a 29% carbon saving, in 2023/24.  The status and DoT are based on the latest data for 2023/24 published Quarter 2 2024/25.
EN05a	Number of trees planted by the Council: a) Number of hectares of land for woodland creation	RE - Culture, Sport & Tourism	Polly Hamilton	High	A	9.4	21	1	0	0	0.5	0.87	1.37	5	↑	✗	Measure description amended for 2024-25 to ensure this is defined as the number of hectares of land given to woodland creation. This does not include urban trees. Planting season begins in Quarter 3.  1.37 hectares of woodland were created in 2024/25. There is difficulty finding suitable land. The original sites identified when the planting started have been delivered and so service are identifying new sites and trying to engage more private landowners. It should also be noted that the Trees Service have created 8,693 metres of new hedgerow in 2024/25 which is an important habitat.
EN05b	Number of trees planted by the Council b) Number of trees	RE - Culture, Sport & Tourism	Polly Hamilton	High	A	22,139	2,397	964	0	0	419	178	597	500	↓	✓	The measure on trees planted and woodland creation has seen a total of 597 trees planted in 2024/25. The annual target for trees is 500 in urban areas. In total across Rotherham and including urban planting, 10,827 trees were planted in 2024/25.
EN06	Proportion of council housing with an Energy Performance Certificate (EPC) rated C and above	ACHPH - Housing	James Clark	High	A	46.48% (Oct'21)	50.9%	53.7%	54.7%	56.9%	57.4%	58.0%	58.0%	50.0%	↑	✓	At Quarter 4 Council housing with an energy performance certificate (EPC) rated C and above was 58% and has therefore met the target. In summary, at year end 2024/25, 11,570 of 19,941 council housing properties were rated C and above.



## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

### CASE STUDY

#### Mainline Station Outline Business Case

The Rotherham Gateway will transform our the town's connectivity, opening up faster and easier links to the whole of the UK. It will put Rotherham firmly on the map, making it a more attractive place to live, work, and invest.

Rotherham Gateway is a major priority in the South Yorkshire Mayoral Combined Authority's Plan for Good Growth and a key mission for the Council, incorporating both rail and Tram Train services and reintroducing mainline trains to Rotherham for the first time since the 1980s.

Located in Rotherham's industrial heartland just north of the town centre at Parkgate, the Gateway will be an anchor for urban regeneration which unlocks local, regional and national benefits for everybody. It will significantly improve local connectivity and town centre access and will complement additional sustainable transport investments planned for Rotherham.

The Gateways location proximity to key housing and employment hubs in Eastwood, proposed Bassingthorpe Farm, and Parkgate Retail Park, as well as the wider South Yorkshire Investment Zone, makes it the ideal choice to drive Rotherham's long-term growth.





## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

This project is at the heart of Rotherham's plans for the wider regeneration of the area, transforming the town into a modern northern economy. The Gateway, which is expected to open in 2031, will drive jobs and investment into the town which will benefit the whole borough as follows:

- Up to 1,000 additional high value jobs in companies close to local residents
- People will enjoy faster journeys across the region and beyond
- £52 million improvement in local economy from new employment prospects
- Rotherham Gateway is close enough to support Rotherham town centre
- 3,000 new homes – Bassingthorpe Farm and surrounding sites will be able to deliver new homes
- Attract talent, boosting business confidence to hire and raising living standards
- The journey to Leeds will be half an hour faster, helping people work and play
- New advanced manufacturing and business space will be unlocked.

Furthermore, the project will support the creation of 8,000 jobs and assist in securing £1.2 billion in private investment across the wider South Yorkshire Investment Zone of Rotherham, Sheffield, Doncaster and Barnsley.

The Outline Business Case document was submitted to South Yorkshire Mayoral Combined Authority and the Department for Transport in February 2025.



## 6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

### CASE STUDY

#### Parkgate Link Road



The Parkgate link road scheme is a new 800 metre road designed to reduce traffic around the Parkgate Shopping Centre. The road, which runs from Stadium Way and Stonerow Way and ends at a new roundabout junction with Aldwarke Lane opened in December 2024. It provides an alternative access route and has been designed to relieve existing congestion on the A633 around Taylors Lane Roundabout and improve traffic flow and bus journey times.

The £11.5 million scheme is part of a £12.8 million package of investment which has mostly been funded by the South Yorkshire Mayoral Combined Authority (SYMCA), which also includes a new 300-space Park and Ride facility for the Parkgate Tram Train terminus, including electric vehicle bays. Operational since 16 May 2025, people can park their bike or car at the Park and Ride for free and catch the tram to Rotherham town centre, Meadowhall South, Valley Centertainment, Sheffield Arena and Sheffield city centre.

Cllr Chris Read, Leader of Rotherham Council, said: *“We’re delighted that the new link road opened in time for Christmas. I’m sure it’s welcome news for shoppers as they head out over the festive season.”*

*“As well as improving access to the country’s first tram-train, the new access road will provide some welcome relief on the congested local road network. It’s another great example of the investment we’ve secured for the borough.”*



## 6.6 THEME 6 – ONE COUNCIL

As a Council we have an important part to play in addressing the challenges faced and achieving better outcomes for the people of Rotherham. Our vision is to work with communities to deliver responsive and modern services that are easily accessible to all.

Outcomes – our ambition	How we will get there
<ul style="list-style-type: none"><li>• Effective customer services – residents know we mean what we say, are kept informed and can access the services they need in the way that suits them</li><li>• Engaged, diverse and skilled workforce who feel empowered to adopt new ways of working to meet the needs of all customers</li><li>• Sound financial management and governance arrangements</li><li>• Effective leadership, working with our partners to achieve better outcomes across the whole borough.</li></ul>	<ul style="list-style-type: none"><li>• Work with services, partners and communities to promote equality, celebrate diversity and ensure fairness for everyone</li><li>• Communicate and engage with residents so that they feel informed about council services and how to access these</li><li>• Work in an efficient, open, transparent and accountable way, in partnership with key stakeholders</li><li>• Work to improve customer satisfaction, including by developing and implementing a new set of customer service standards.</li></ul>

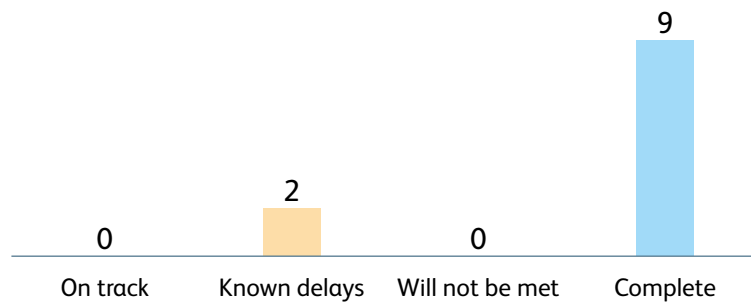
## 6.6 THEME 6 – ONE COUNCIL

### HEADLINES – EVIDENCING OUR PROGRESS

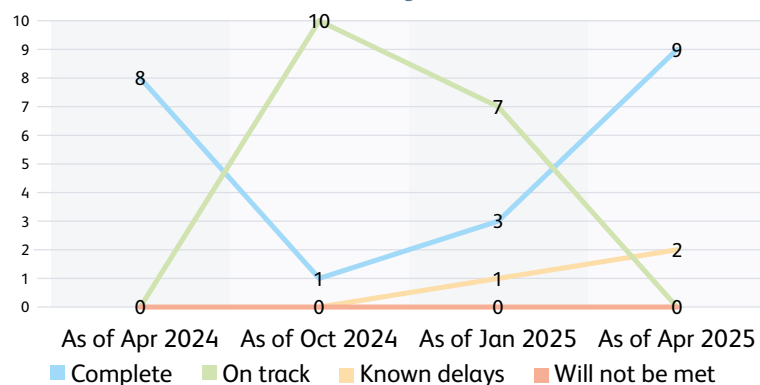
To provide evidence of delivery of the outcomes and commitments within this theme, there are 11 headline performance measures and 11 priority action/ milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

#### YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

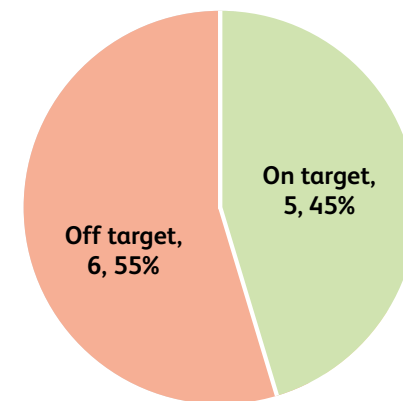


Year Ahead Delivery Plan Action Trend

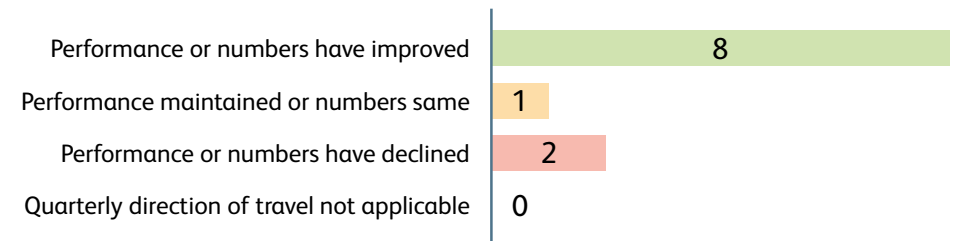


#### PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel



## 6.6 THEME 6 – ONE COUNCIL

### NARRATIVE – THE BIGGER PICTURE

The One Council theme is focussed around working with communities to achieve the Council’s vision and deliver responsive and modern services which are accessible to all.

Work continues to enhance the Council’s commitment to deliver effective customer services. The website is being continually reviewed to ensure it is accessible to as many customers as possible and the range of self-serve web forms has been expanded with over 30 additional digital forms created in the final three months of the year alone (see later case study). For customers who wish to access services face to face, the model was reviewed in September 2024 and new signage has been placed in Riverside House and greater emphasis put on meet and greet delivery from staff, to direct customers more quickly to the right person or place. For those customers who wish to make contact by telephone, call wait times in the Corporate Contact Centre have remained well ahead of the target this year. Wait times dropped to an average of two minutes and 47 seconds over the year and the Contact Centre’s ability to answer more calls more quickly has continued to be supported by the call back facility.

The 2024 Resident Satisfaction Survey highlighted that there has been a slight improvement in the proportion of residents who think that the Council acts on the concerns of residents with 52 % of residents currently thinking concerns are acted on, compared to 51 % last year. These figures are well above the national average for all local authorities which currently stands at 47 %. Conversely, the residents who feel that the Council keeps them informed has fallen with only 45 % saying that the Council does this “very well” or “fairly well” compared to 50 % last year.

Performance in responding to complaints within timescales has improved, compared to the previous year with 83 % now being answered in the appropriate timescale as opposed to 82 % in 2023/24. Low performance in quarters one and three of the year have held the overall position back. Performance is short of the Council Plan target by 2 % but is currently improving.

The Council launched a new set of values in June 2024 (as reported in the mid-year update). These values have also been embedded into role profiles, the recruitment process and are embedded in a toolkit for managers as well as the objective-setting conversations for the year ahead. Following the last Employee Opinion Survey, each directorate has created a set of priorities with employees that are now being put into practice.

One of the Council’s key workforce activities is to become an employer of choice and work is continuing to review how the Council attracts, recruits, develops and retains staff from different sections of the community. Improvements continue to be made to employee experience. Each directorate is continuing to implement their action plans and work is ongoing to streamline and improve each stage of the employee lifecycle, with significant improvements made in wellbeing, learning and development, and attraction strategies including apprenticeships and early careers. Progress is being made towards achieving all the targets set around the proportion of its workforce that is made up of disabled employees, employees of ethnic minority groups and young employees. The sickness absence performance measure missed its target but improved over the year. Additional support continues to be provided to managers including absence management clinics and appropriate absence data and information. Managing attendance remains

## 6.6 THEME 6 – ONE COUNCIL

a standing agenda item at Workforce Strategy Board and regular deep dives are undertaken to identify common themes and share best practice.

Work to develop a new Council Plan has now been completed, following a public consultation launched on 5 September 2024 to get residents' views on the Council's priorities. The new Plan covers the period 2025 to 2030 and was approved by Council on 21 May 2025. Alongside this, the revision of the Health and Wellbeing Strategy is progressing, although completion has been slightly delayed due to scheduling challenges.

Meetings of the Strategic Partnership Group are continuing to be facilitated, with these taking place in June and October 2024 and February and April 2025. The Rotherham Together Partnership hosted its biannual showcases in September 2024 at the recently opened Arc Cinema at Forge Island and in April 2025 at Maltby Grammar School.

The Member Development Programme commenced in September 2024 and, as well as bespoke topics, Members are provided with access to development opportunities facilitated by the Local Government Association and other providers. Members have also been provided with access to the Council's E-Learning Portal to further develop knowledge and skills and to support the creation of a personal development portfolio.

In addition, the Member Survey went live on 25 November 2024 until the end of January 2025, providing an opportunity for Members to provide feedback on experiences during the Induction period following the May 2024 all out Elections. 25 out of 59 Members responded and responses were presented to the Member & Democratic Panel on 4 March 2025. Responses will be utilised to aid planning for All Out Elections in May 2028.



## 6.6 THEME 6 – ONE COUNCIL

### YEAR AHEAD DELIVERY PLAN TRACKER

One Council					
Ref	Outcome	Activity	Timescales for delivery	Status	Rationale for status
6.1	<b>Effective customer services – residents know we mean what we say, are kept informed and can access the services they need in the way that suits them.</b>	Enhance and improve the Council website to ensure information is accessible, accurate and customer focused and increase the number of services available online. <i>(Links to LGA Corporate Peer Challenge action in response to recommendation 6).</i>	Quarter 4	Complete	Quarter 4 2024/25 saw 75,069 online ‘transactions’ completed between 1 January and 31 March 2025. A range of self-serve web forms expanded – over 30 additional digital forms created.
6.2		Review the face-to-face customer experience at Riverside House to ensure all services are delivered consistently through a new agreed model which can then be used across all Rotherham Council sites in the future. <i>(Links to LGA Corporate Peer Challenge action in response to recommendation 6).</i>	Quarter 4	Complete	During Quarter 4 2024/25, out of date notices, signage, leaflets and posters have been removed, the use of meeting room effectiveness has been reviewed, and more emphasis has been placed on meet and greet delivery from staff to direct customers more quickly to the right person or place.



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6.3		Make it easier for customers to report and receive feedback on their queries and improve the accessibility of community safety and street scene services. This will include a review of website information, ensuring webforms are provided for each service and continuing to introduce new IT systems.	Quarter 4	Known delays	This project has been delayed due to market feedback and a need to repeat the procurement process. The procurement process closed in mid-May with an update to follow.
6.4	<b>Engaged, diverse and skilled workforce who feel empowered to adopt new ways of working to meet the needs of all customers</b>	Re-launch the Council's values to underpin employee working practices.	Quarter 1	Complete	The values were co-produced with staff to ensure that everyone had an opportunity to participate. The engagement opportunities were targeted at staff who take part in the Equality Diversity and Inclusion Staff Networks. The range of engagement approaches such as an online survey, in-person focus groups in schools, depots and council locations meant we reached a more diverse group of employees.

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6.5		<p>Deliver improvements in response to the Employee Opinion Survey 2023 results.</p> <p><i>(Links to LGA Corporate Peer Challenge action in response to recommendation 1).</i></p>	Quarter 4	Complete	<p>Improvements continue to be made to employee experience; Each directorate is continuing to implement their action plans, as well as a full review of the employee lifecycle to identify organisation wide opportunities for improvements. Work is ongoing to streamline and improve each stage of the employee lifecycle, with significant improvements made in wellbeing, learning and development, and attraction strategies including apprenticeships and early careers. Whilst further work is required to launch a robust and meaningful Pulse Survey, the range of employee engagement channels utilised continues to inform progress against priority areas.</p>
6.6		<p>Launch programme to showcase Rotherham Council work experience, supported internships, apprentices and graduate schemes to attract more diverse candidates.</p>	Quarter 3	Complete	<p>Attendance at various careers fairs, spotlight events and school activities with students has taken place to further promote Rotherham Council as an Employer of Choice. The early careers hub was launched in December 2024, showcasing the entry routes into Rotherham Council.</p>

## 6.6 THEME 6 – ONE COUNCIL

6.7		<p>Commission and deliver the first cohort of a learning and development programme that will help embed a strength based-working approach across the Council's workforce and partners:</p> <ul style="list-style-type: none"> <li>• Level 2 – Enhanced Awareness</li> <li>• Level 3 – Practitioner</li> </ul> <p><i>(LGA Corporate Peer Challenge action in response to recommendation 6).</i></p>	Quarter 3	Complete	<p>The first cohort of a learning and development programme to embed a strengths-based working approach across the Council and partners ran from October to December 2024. A total of 119 participants from various services attended, with positive feedback on both training levels.</p>
6.8	<b>Effective leadership, working with our partners to achieve better outcomes across the whole borough</b>	<p>Develop a new Council Plan for 2025, including a Performance Management Framework and Communications Plan to support delivery.</p> <p><i>(LGA Corporate Peer Challenge action in response to recommendations 1 and 13).</i></p>	Quarter 4	Complete	<p>Work to develop a new Council Plan has concluded. A public consultation launched on 5 September 2024 to get residents' views on the Council's priorities. The consultation survey closed on 31 October 2024, and the results have been analysed, for publication alongside the new plan.</p> <p>The new Council Plan was considered by Cabinet in May 2025 and then Council, prior to coming into effect.</p>

## 6.6 THEME 6 – ONE COUNCIL

6.9		<p>Work with partners to promote the Rotherham Plan key successes and achievements, through:</p> <ul style="list-style-type: none"> <li>• Delivery of two newsletters to residents</li> <li>• Facilitation of quarterly Strategic Partnership Group meetings</li> <li>• Delivery of two stakeholder events to promote progress and collaborative working across agencies.</li> </ul> <p><i>(LGA Corporate Peer Challenge action in response to recommendation 2).</i></p>	Quarter 4	Complete	<p>The latest partnership newsletter for residents was finalised and distributed in late 2024. It highlighted the cinema opening and Children’s Capital of Culture, together with information on health and wellbeing and community safety initiatives.</p> <p>Meetings of the Strategic Partnership Group have been held quarterly, with the most recent meetings taking place on the 24 February and 28 April 2025. A showcase event was held at Arc Cinema in September 2024. The final showcase event of 2024/25 was held on 30 April 2025 at Maltby Grammar School Buisness Hub.</p>
6.10		<p>Refresh of Rotherham’s Health and Wellbeing Strategy for 2025–30.</p> <p><i>(Also links to people are safe, healthy and live well theme).</i></p>	Quarter 4	Known delays	<p>The development session for the Health and Wellbeing strategy has been moved from the original date in January due to availability issues. The organisation of this session has proved to be challenging as it requires attendance from leaders from Rotherham’s health and wellbeing sector.</p>

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6.11		Implement both the Member Induction and Development Programmes to support new Members and ensure they can conduct both their Community Leadership and Town Hall roles.	Quarter 4	Complete	The Member Development Programme commenced in September 2024 and provides ongoing opportunities for Member Development across a range of topics including the 'Need to Know' Sessions e.g. Code of Conduct, Equality, Diversity and Inclusion, CCE/ CSE. Members are also provided with access to development opportunities facilitated by the Local Government Association and other providers. Members have been provided with access to the Council's E-Learning Portal to further develop knowledge and skills and to support the creation of a personal development portfolio.
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One Council

Outcomes

- Effective customer services – residents know we mean what we say, are kept informed and can access the services they need in the way that suits them
  - Engaged, diverse and skilled workforce who feel empowered to adopt new ways of working to meet the needs of all customers
- Sound financial management and governance arrangements
  - Effective leadership, working with our partners to achieve better outcomes across the whole borough

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
OC01	Proportion of complaints closed within timescales	ACEX - Policy, Perf & Intell.	Fiona Boden	High	Q	85%	85%	82%	79%	87%	75%	80%	83%	85%	↑	✗	Performance improved in Quarter 4 (80%) in comparison to Quarter 3 (75%) 2024-25 and year to date (83%). This is a slight improvement on 2023-24 (82%). The year-end figure of 83%, is 2% below Council Plan target.  The Corporate Complaints Team continue to target services where there are performance issues to improve the number of complaints responded to in timescales.
OC02a	Satisfaction: a) The proportion of residents who feel that the Council keeps them informed	ACEX - Comms. & Marketing	Alexandra Hanna	High	A	50%	48%	50%	Not Available	45%	Not Available	Not Available	45%	>50%	↓	✗	The annual Resident Satisfaction Survey was conducted in August 2024. 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 Council Plan target of 50%, lower than the most recent national result (52%) and below the average percentage across all Rotherham surveys (50%). Younger respondents (aged 18-24) and respondents aged 65+ were the cohorts most likely to think that the Council keeps residents well informed.  The next survey will take place around June 2025.
OC02b	b) To what extent do you think that the Council acts on the concerns of local residents	ACEX - ACEX	Alexandra Hanna	High	A	48%	42%	51%	Not Available	52%	Not Available	Not Available	52%	>48%	↑	✓	52% of respondents in Rotherham answered positively when asked about the extent to which the Council acts on the concerns of residents (i.e. 'a great deal' or 'a fair amount'). This is the highest response across all surveys and better than the national result (47%). This is also above the Council Plan target of 48%. 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.  The next survey will take place around June 2025.
OC03	Average customer wait time to corporate contact centre (in minutes)	FCS - Customer, Info & Digital	Luke Sayers	Low	Q	Not available New measure for 22/23	6 mins 8 secs	3 mins 7 secs	3 mins 47 secs	2 mins 29 secs	1 min 25 secs	3 mins 30 secs	2 mins 47 secs	4 (Quarterly target)	↑	✓	The average call wait time target for 2024/25 has been reduced to 4 mins. The target has been achieved in both Quarter 1 (3 mins 30 secs) and Quarter 4 (2 mins 47 secs), meaning that the target has been met throughout the year.  Collectively, the call demand across Quarters 1, 2 and 3 is similar to that of 2023/24. The call back service remains popular, allowing customers to avoid waiting in the queue during particularly busy periods.

Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
OC04	Number of council working days lost to sickness per full time equivalent post	ACEX - HR	Lynsey Linton	Low	Q	13.57	12.79	13.30	13.26	12.91	12.56	12.58	12.83	10.30	↑	×	<p>The 10.3 days lost per FTE target is based on benchmarking by the CIPD of public sector organisations with over 5000 employees, reflecting absence levels in similar sized organisations in the public sector.</p> <p>Sickness absence levels have increased in Quarter 4 2024-25 to 12.58, compared to 12.56 in Quarter 3 2024-25. The year-end figure is 12.83 against a Council Plan target of 10.3.</p> <p>Additional support continues to be provided to managers including:</p> <ul style="list-style-type: none"><li>- Absence management clinics in place to advise and upskill managers</li><li>- Absence data and information reports are being shared with senior management to ensure effective oversight</li><li>- Development of Health and Wellbeing intranet pages</li><li>- Transfer of Health and Safety to the HR Service to ensure holistic health, safety and wellbeing intervention and action planning</li><li>- Managing attendance remains a standing agenda item at Workforce Strategy Board and regular deep dives are undertaken to identify common themes and shared practices.</li></ul>
OC05	The proportion of completed annual staff performance development reviews	ACEX - Organisational Development	Vacant - Head of OD and Change	High	Q	78.6%	96.5%	96.3%	0.5%	17.2%	41.7%	99.2%	99.2%	95%	↑	✓	<p>Performance indicates 99.2% of staff have had a My Year Ahead Plan, against an end of year target of 95%. The new My Year Ahead Plan approach to performance and development reviews (PDRs) has been rolled out for 2024/25. The new approach includes a rolling timescale, which means that all employees must have a complete PDR within a 12 month timeframe.</p>
OC06a	Diverse workforce: a) Overall proportion of disabled employees	ACEX - HR	Lynsey Linton	Rep. of borough	Q	9.3%	9.7%	10.2%	10.2%	10.5%	10.5%	10.6%	10.6%	9%	↑	✓	<p>10.6% of the Council's workforce are disabled, against a target of 9%. The Workforce Plan sets out key activity to become an employer of choice, including a review of how the Council attracts, recruits, develops and retains staff from different sections of the community.</p> <p>Latest Census benchmarking data to be used for future target setting:</p> <ul style="list-style-type: none"><li>- Disability – these figures relate to the total borough population – 21.1% disabled under the Equalities Act, 78.9% not disabled under the Equalities Act. If the 21.1% is broken down further then 9.8% are limited a lot and 11.3% limited a little.</li></ul>
OC06b	b) Overall proportion of Black, Asian and Minority Ethnic employees	ACEX - HR	Lynsey Linton	Rep. of borough	Q	4.7%	4.5%	4.7%	5.0%	5.2%	5.2%	5.6%	5.6%	6.3%	↑	×	<p>The proportion of black, Asian and minority ethnic employees has increased to 5.6% in Quarter 4 2024-25. The is below the Council Plan target of 6.3%.</p> <p>The Workforce Plan sets out a review of how the Council attracts, recruits, develops, and retains staff from different sections of the community</p> <p>Senior Community Engagement Officer post established, which enhances our engagement with communities.</p> <p>The BME network helps to provide knowledge on how the Council can promote being an inclusive employer, alongside other insights on attracting applicants.</p> <p>A dedicated action plan has been developed in response to maximising the impact of the national local government recruitment campaign which includes key actions to support reflecting our communities.</p> <p>Latest Census benchmarking data to be used for future target setting:</p> <ul style="list-style-type: none"><li>- Ethnicity – these figures relate to the total borough population – under the high-level categories - 91% white and 9% non-white, however if broken down further then the population is 88.3% white/British and 11.7% minority ethnicities (including white minorities e.g. Roma/Irish)</li></ul>



Ref	Key Performance Indicators	LEAD SERVICE	LEAD OFFICER	Good is?	Qtrly or Annual?	2021/22 (Yr End)	2022/23 (Yr End)	2023/24 (Yr End)	2024/25						Direction of travel	Progress against target	Notes
									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	QTR 3 (Oct-Dec)	QTR 4 (Jan-Mar)	Year end	TARGET			
OC06c	c) Proportion of workforce under 25	ACEX - HR	Lynsey Linton	Rep. of borough	Q	4.2%	2.9%	3.4%	3.4%	3.4%	3.0%	3.4%	3.4%	4.6%	→	×	<p>The proportion of the workforce under 25 at Quarter 4 2024-25 is 3.4%, against a target of 4.6%. This is the same as the year-end figure for 2023-24.</p> <p>Actions being taken include:</p> <ul style="list-style-type: none"><li>-The Workforce Plan outlines the Council's strategies for attracting, recruiting, developing, and retaining staff from diverse community sections.</li><li>-The appointment of a Senior Community Engagement Officer has significantly enhanced engagement with young people across the borough.</li><li>-Efforts are underway to strengthen partnerships with local universities and colleges, actively promoting careers in local government and specifically in Rotherham. Collaborations with 12 secondary schools, 7 colleges, and 3 universities are being developed to create early career pathways.</li><li>- The Children's Capital of Culture initiative has provided over 400 volunteering opportunities and is hosting funded traineeships as part of the programme.</li><li>-Additionally, six new graduates joined in September 2024 under the Impact: Local Government Graduate Programme.</li><li>- The Early careers offer has been refreshed, including work experience opportunities, supported internships, and new starter apprenticeships to better promote careers at the Council to younger people.</li></ul> <p>Work will now focus on identifying where there are opportunities to create better pathways into council roles for younger employees.</p> <p>Latest Census benchmarking data for 2021 to be used for 2024-25 target setting:</p> <ul style="list-style-type: none"><li>- borough population aged 18-24, 19,366 or 7.3% of the overall population.</li></ul>
OC07a	<p>Council tax and business rates collected:</p> <p>a) Proportion of Council Tax collected in the current financial year compared with other Met Councils</p>	FCS - Finance	Rob Mahon	High	Q	97.42%	97.01%	96.92%	27.05%	52.81%	78.97%	96.98%	96.98%	Top Quartile	↑	✓	<p>The final collection performance for 2024/25 was 96.98%, a 0.06% increase on the year-end figure reported for 2023/24 (96.92%).</p> <p>The target of Top Quartile Metropolitan Council was achieved in 2023/24 with Rotherham being 5th best Metropolitan Council.</p>
OC07b	b) Proportion of business rates collected in the current financial year compared with other Met Councils	FCS - Finance	Rob Mahon	High	Q	97.40%	97.10%	96.95%	26.23%	52.06%	76.66%	93.96%	93.96%%	Top Quartile	↓	×	<p>The final collection performance for 2024/25 of 93.96% , a 2.99% decrease on 2023/24 (96.95%).</p> <p>The target of Top Quartile Metropolitan Council was not achieved in 2023/24 with Rotherham being 19th best Metropolitan Council for Non Domestic Rates collection and it is antcipated we will not achieve top quartle perfomance in 2024/25.</p>

## 6.6 THEME 6 – ONE COUNCIL

### CASE STUDY

#### Early careers hub launch

Our early careers offer has been refreshed and revitalised during 2024/25 to ensure the Council meets its goal of being an Employer of Choice. Promoting careers at the Council to a younger audience is key to ensure we are able to recruit an engaged, diverse and skilled workforce of the future and guarantee the organisation's ongoing success.

A variety of work has taken place around this key priority.

Firstly, the work experience offer has been refreshed, with new processes, policies and guidance for managers rolled out to ensure the placements offered are high quality and impactful for all students. Work experience placements are followed up with an evaluation survey for all parties so

experiences can be reflected on and improved where needed. Work has taken place internally with Directorates to capture all work experience activity which ensures the standard of placements stays consistently high.

Other key activities to refresh work experience included updating the website to offer clear information on work experience placements and how to apply for one. The online form has been refreshed to ensure the process is simple and accessible. Officers from several services are continuing to work together to ensure the quality of information and advice provided online around early careers is high. We have welcomed over 200 students on work experience placements during 2024/25, with over 90% of the students rating their placements as very good or good.

The Council has continued to work with local colleges and education providers to increase the number of supported internships the organisation offers. A supported internship is a structured work-based programme for 16-24 year-olds with special educational needs and disabilities which is designed to equip participants with the confidence and skills for future employment. We have seen eight supported internships take place within the Council in 2024/25.

The impact that supported internships can have is demonstrated by one of our previous supported interns, Idrees.

Idrees originally undertook a supported internship in our Customer Services team for six months in 2023, where he worked in different areas of the team. The structure of the internship and the support from his work-place mentor increased his skills and confidence, empowering him to apply for a Customer Services apprenticeship within the Council. Idrees has now successfully completed his apprenticeship and interviewed for and secured a permanent role within Housing Services, where he is enjoying his work. He was also recognised with the Supported Intern award at the 2024 Rotherham Apprentice of the Year Awards and was highly commended in the Business



## 6.6 THEME 6 – ONE COUNCIL

category of the RNN Apprentice Awards in February 2025. Idrees has since enrolled on another apprenticeship to undertake alongside his current role. Idrees said “My supported internship was a great opportunity that has opened so many doors for me and played a huge part in my success”.

Most work placements requested are for one or two-week blocks. A ‘One Council’ work experience placement was piloted in January 2025, with students experiencing a number of different Council services to illustrate the wide variety of career opportunities within the Council. A further placement also took place in March 2025, with further One Council work experience placements scheduled on an ongoing basis. There are also plans for further development of alternative experience options, such as school students working on community projects as a group, presentation events where several Council services showcase the varied career opportunities available and providing applied project placement opportunities for university students.

Internally, a new careers hub intranet page has been developed and promoted to ensure managers have all the information they need around how they can support the early careers priority and also see the benefits in their services, both in the short and long term. The page includes information around work experience, supported internships, apprenticeships and the local government graduate scheme.

Work has taken place over the last year to strengthen our partnerships and links with local schools, colleges and universities. To promote as an employer of choice, the Council attended over 25 outreach career and employability events between September 2024 to March 2025. This ranged from careers fairs to bespoke events such as mock interviews, professional networking and group focus sessions. As a result of linking in with local universities to promote our recruitment for the local government graduate scheme, Impact, we saw over 70 applications from South Yorkshire universities.



Increasing the number of new starter apprenticeships is a priority, both within the Council and across the Rotherham Together Partnership. A working group has been set up to monitor progress against our target of 500 new apprenticeships within the borough by 2028, and to enable closer collaboration of Rotherham partners to work together on increasing these opportunities. Work is taking place internally to identify where apprenticeships may be able to help with recruitment challenges across the Council.

Work continues on all of the above to develop and improve our approach, which is key to provide as many opportunities as possible for young people locally to develop meaningful careers as well as expanding economic opportunities and supporting the local economy.

## 6.6 THEME 6 – ONE COUNCIL

### CASE STUDY

#### Online Transactions

More and more of us are regularly accessing information and services online. Being able to 'self-serve' gives people greater choice and control and the ability to independently complete tasks at a time that is convenient to them and their lifestyle.

The role of the Customer Services Digital team is to make it as easy as possible for people to find what they need online, so they can complete their task with the minimum amount of effort.



We do this by:

- Creating designs and services that are accessible to as many people as possible. We have designed our website so our customers can view our website 'their way' using a device of their choice; also giving them the ability to change font styles/size and language options so they can access the information and services they need.
- Publishing information that is user friendly with website text that is as simple as possible to understand.
- Expanding the range of things people can do online including booking and paying for services – there are now over 500 web forms that offer online access to a wide range of services.
- Designing our online forms so that we are clear about what we need to know so customers only have to share their information once.
- Providing customers with the ability to upload copies of documents online instead of asking them to send them to us via email or post.
- Offering customers the ability to pin a location on a map so that it's easier for them to report things whilst they're out and about.
- Improving the speed with which our customers find what they need - 'Bailey' our friendly chat bot is always available to help customers find the answers they need.
- Keeping customers informed with automated information updates.



## 6.6 THEME 6 – ONE COUNCIL



Between 1 April 2024 and 31 March 2025, the Council's website was visited 1.5 million times. And there were over 239,000 online transactions completed by our customers including:

- 21,977 garden waste subscriptions
- 9,094 housing repairs/enquiries
- 8,572 Council Tax and Benefits enquiries
- 8,655 bulky waste collection requests
- 6,479 applications for support from the Energy Crisis Support Scheme

In the future we expect the way that people communicate with the Council to change as technology continues to advance. Importantly, regardless of the way a customer chooses to self-serve we want it to be a positive experience. For this reason, we continue to encourage customers to become a volunteer tester, so we design our services in the most customer focused way.

