

Public Report with Exempt Appendices
Cabinet

Committee Name and Date of Committee Meeting

Cabinet – 07 July 2025

Report Title

Effingham Street Public Realm

Is this a Key Decision and has it been included on the Forward Plan?

Yes

Strategic Director Approving Submission of the Report

Andrew Bramidge, Strategic Director of Regeneration and Environment

Report Author(s)

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Ward(s) Affected

Boston Castle

Report Summary

This report provides Cabinet with an update on the progress of the Council's Town Centre public realm programme and seeks approval to allocate additional funding from the Town Centre Investment Fund (TCIF) to the existing budget and implement public realm improvements on Effingham Street.

Recommendations

That Cabinet approve:

1. Reallocation of funding identified in the exempt Appendix 2 from Town Centre Investment Fund (TCIF) to the proposed Effingham Street public realm improvements.
2. The delivery of the Effingham Street public realm improvements project as detailed at Appendix 1 and the budget as detailed at exempt Appendix 2.

List of Appendices Included

- Appendix 1a Site boundary and scheme plans (Upper Effingham Street)
- Appendix 1b Site boundary and scheme plans (Lower Effingham Street)
- Appendix 2 Budget - Exempt
- Appendix 3 Initial Equality Screening Assessment
- Appendix 4 Carbon Impact Assessment

Background Papers

[Town Centre Masterplan Public Realm Improvements Phase 1- Cabinet Report December 2019](#)

[Town Centre Masterplan Implementation - Cabinet June 21
3-7 Corporation Street Compulsory Purchase Order Update](#)

Consideration by any other Council Committee, Scrutiny or Advisory Panel

No

Council Approval Required

No

Exempt from the Press and Public

An exemption is sought for Appendix 2 in relation to Paragraph 3 (Information relating to the financial or business affairs of any particular person (including the authority holding that information)) of Part I of Schedule 12A of the Local Government Act 1972 is requested, as this report contains sensitive commercial information of letting a tender.

It is considered that the public interest in maintaining the exemption would outweigh the public interest in disclosing the information, as the Council's commercial interests could be prejudiced by disclosure of this commercial information.

Effingham Street Public Realm

1. Background

- 1.1 In 2017 the Rotherham Town Centre Masterplan highlighted the critical importance of public realm enhancements to help encourage and improve movement and connectivity, particularly between Forge Island and the wider Town Centre, and to improve the physical environment and experience within the Town Centre.
- 1.2 In December 2019 Cabinet approved the design and implementation of plans for improvements to the Town Centre public realm through the Town Centre Improvement Fund (TCIF). This included plans for:
- College Street
 - Bridgegate
 - Frederick Street
 - Howard Street
 - Effingham Street
- 1.3 The arrival of the Future High Streets Fund grant (now Pathfinder) in 2021 allowed for the use of grant to 'top up' existing budgets as well as adding additional scope to the programme.
- 1.4 In June 2021 Cabinet approved the expansion and phasing of the public realm programme. With College Street, Frederick Street & Bridgegate underway at this point, the remainder of the original proposed programme was labelled as a second phase.
- Phase 1
 - College Street
 - Bridgegate
 - Frederick Street
 - Phase 2
 - Howard Street
 - Effingham Street
 - Phase 3:
 - Upper Millgate
 - Riverside Gardens
 - Phase 4:
 - Market Square
 - Upper Howard Street
 - Drummond Street
 - Eastwood Lane
- 1.5 As of May 2025:
- Phase 1 has now completed and has been successful in revitalising the areas, making them more attractive and accessible to business owners, residents and visitors alike.
 - Phase 2 Howard Street has completed; however, due to market conditions and resultant cost increases on the schemes delivered to date, the Effingham St project was placed on hold.

- Phase 3 started on site in May 2025.
 - Phase 4 works are included in the redevelopment of Rotherham Markets and Library and will start on site in Q4 25/26.
- 1.6 The cost increases seen as a result of the delivery of the Howard Street project resulted in a reduced Phase 2 budget available for the delivery of Effingham Street, which is detailed within the exempt appendix, and this in turn resulted in a delay to the anticipated timeframe for completion by February 2024.
- 1.7 This report requests the allocation of additional funding (identified in the exempt Appendix 2) toward the implementation of the Effingham Street improvements and completion of the Town Centre public realm programme as set out in 2019.

2. Key Issues

2.1 Design

The proposed designs for the Effingham Street public realm work are detailed in Appendix 1. The design is split into two sections:

- Upper Section (Appendix 1a): running from Hastings Clock to the old Boots building.
 - Lower Section (Appendix 1b): running from Market Square to the Camelia sculpture.
- 2.2 Works proposed as part of the scheme include:
- Replacement and upgrade of old and tired surface materials.
 - Improvements and upgrade to lighting to help improve safety and CCTV functionality.
 - Improved layout of market stalls along Effingham Street to provide additional space for traders and space to expand the offer to other street markets including continental food markets.
 - Feature lighting to add interest to the Streetscene.
 - Upgrading of street furniture.
 - Infrastructure works to provide new power supplies for market stalls and events.
- 2.3 A cost assessment has been undertaken by the Council's Landscape Design Team. This cost plan determines the full cost for the scheme which is detailed in the exempt appendix 2. This report therefore requests an additional allocation from the TCIF programme to create sufficient budget to deliver the scheme.

2.4 Market Trader Implications

The outdoor covered market traders are currently displaced onto Effingham Street due to works to the Outdoor Covered Market (OCM), and they will be required to move again to allow works to take place on Effingham Street.

- 2.5 Upon completion of the OCM, the existing indoor traders will have first priority to move into this new space temporarily whilst the Indoor Covered Market (ICM) works are taking place. It is expected that once this decant has taken place there will be some remaining space for displaced outdoor traders to return to the OCM. The need for additional space will be determined through engagement with traders, seasonal requirements and reviews of stall take up following reopening of the OCM. Should there be sufficient demand for on street trading, Frederick Street will be proposed as the preferred solution.
- 2.6 **Phasing Implications**
The programme is dependent on achievement of the construction programme for the Markets and Library redevelopment due to co-ordination with the market stall holders and the requirement of relocating them whilst work takes place. Work is due to start on site in February 2026 on completion of the works to the Outdoor Covered Market and related public realm, therefore mitigating the risk of contractor conflict.
- 2.7 The works will require phased closure of Effingham Street. The appointed contractor will be asked to ensure limited disruption to shops and the public, keeping access to retailers throughout the works.
- 2.8 **Revenue Implications**
The future maintenance of the scheme will be managed under the grounds and street maintenance cleansing programme of the Town Centre teams and is included in the current allocated revenue budget and resource establishment. This programme is under continual review due to predicted increasing footfall levels.

3. Options considered and recommended proposal

- 3.1 There are no alternative design options proposed for the Effingham Street Upper Section. A high quality scheme is required to enhance the character of the Old Town Hall listed building and, therefore, any reduced design options are not proposed.
- 3.2 Design options considered for Effingham Street Lower Section are as follows:
- 3.2.1 **Option A** – Ensure a consistent palette of materials and design across the town centre, helping with the creation of a better pedestrian flow and a greater sense of pride in the town centre. Replace paving with natural stone, the paving palette which has been used across other public realm schemes in Rotherham Town Centre. Replace concrete paving in carriageway. All elements such as street lighting, uplighting to trees and power for events are included.
- This option is recommended.***

- 3.2.2 **Option B** – Replicate the Town Centre’s existing concrete paving palette along the footways (the areas that haven’t been enhanced in other Town Centre public realm work). Replace concrete paving in carriageway. Concrete does not align with the desired aesthetic for the Town Centre. Natural stone has been implemented on the rest of the completed Town Centre public realm schemes.
This option is not recommended.
- 3.2.3 **Option C** – Minimal updates to surface materials, localising making good to existing block paved areas. Uplighting to trees, new grilles and power for events would be omitted.

The upper section of Effingham Street will have a high quality standard of work to stay in keeping with the Old Town Hall. To do minimal updates further down the same street in the lower section would create an unbalanced and visually unappealing appearance.

This option is not recommended.

- 3.2.4 **Option D** – Do nothing.

This is not a recommended option. This could negatively impact the council’s reputation. The public are aware of these future plans and failing to act on them could lead to a loss of trust and confidence in the council’s commitment to addressing community needs and improving the Town Centre.

This option is not recommended.

- 3.3 It is therefore recommended that Option A is accepted and taken forward.

4. Consultation on proposal

- 4.1 Throughout 2019, consultation took place with a wide range of stakeholders and groups to seek feedback on possible interventions that were set out in the Town Centre public realm programme as part of the Town Centre Masterplan. The feedback received from the public and Town users was positive.
- 4.2 In May 2025 engagement was undertaken with market traders and affected businesses to notify them of the work that will be carried out. Communication with affected stakeholders will continue throughout the detailed design stage. They will also be informed of all key dates so they are aware of how the works will impact them as far in advance as possible to ensure a seamless relationship whilst works are underway.
- 4.3 Locally, a strategic engagement plan formed a key part of the Town Investment Plan (TIP); MyTown portal was used to initially engage the wider community in understanding the Town’s needs. As the TIP was progressed, a more targeted approach was developed, enabling the public to comment directly on proposals via a Virtual Exhibition (in line with Covid

19 restrictions). The presence of the platform was promoted through social media and Council newsletters.

- 4.4 Events such as the Rotherham Show have also provided a platform for sharing plans and obtaining feedback from communities regarding the Town's regeneration proposals.

5. Timetable and Accountability for Implementing this Decision

5.1	Activity	Target Date
	Detailed designs of Phase 1 to RIBA Stage 4	August 2025
	Procurement exercise for a main works contractor	Q2 2025 – Q4 2026
	Works commence on site	February 2026

- 5.2 Accountability for implementation of this decision lies with the Assistant Director, Planning, Regeneration & Environment.

6. Financial and Procurement Advice and Implications

- 6.1 The estimated cost of the project can be found in the exempt Appendix 2, along with proposals for how the project will be funded. The on-going maintenance costs for the upgraded public realm will be funded by existing budgets.
- 6.2 Dependent on the route to market determined to be the most appropriate for the project, the procurement must be undertaken in compliance with the Procurement Act 2023 or the Public Contracts Regulations 2015, as well as the Council's own Financial and Procurement Procedure Rules.

7. Legal Advice and Implications

- 7.1 The recommendations are consistent with the policies and plans of the Council as referred to in the body of the report. The procurement to be undertaken in respect of the proposal will need to be compliant with the Procurement Act 2023 or the Public Contract Regulations 2015 dependent on the preferred route to market.
- 7.2 The procurement undertaken in respect of the proposal will result in a comprehensive construction contract to protect the Council's investment and to secure the planned outcome.

8. Human Resources Advice and Implications

- 8.1 There are no direct HR implications arising from the recommendations in this report.

9. Implications for Children and Young People and Vulnerable Adults

9.1 There are not thought to be any direct implications, however the overall improvement of the Town Centre is considered to be beneficial on the entire community.

10. Equalities and Human Rights Advice and Implications

10.1 The proposed plans for the Town Centre will improve accessibility and be suitable for all users. The increased safety measures will help to deter crime and anti-social behaviour creating a safer and more inclusive community for everyone.

10.2 An Initial Equality Screening has been completed and is attached as Appendix 3. A Full Equality Assessment will be completed at the Full Business Case stage in Q4 2026.

11. Implications for CO2 Emissions and Climate Change

11.1 There will be an increase in emissions during the construction period. Through contractor engagement it is hoped that the emissions during construction can be kept to a minimum, promote waste segregation and diversion from landfill. There are no other direct implications expected from the Effingham Street public realm works.

12. Implications for Partners

12.1 The work on Effingham Street may cause temporary disruption within the work boundary therefore close collaboration will be maintained with the market stall holders and business owners in the vicinity, ensuring continuous co-ordination and engagement both before and during the works. Engagement with stakeholders took place in May 2025.

13. Risks and Mitigation

13.1 Contractor availability affecting deliverability within the preferred timescales. While the procurement approach is yet to be confirmed the new External Works framework could be engaged to reduce procurement timescales and ensure the availability of suitable contractors.

13.2 Dependency on the Market and Library redevelopment programme. Maintain overview of markets and library project and ensure potential contractors are aware of the dependencies.

13.3 Miscommunication or lack of understanding of impact on stakeholders a. Maintain regular engagement with market stall holders and other

stakeholders to ensure they are informed and involved in the planning process.

14. Accountable Officers

14.1 Simon Moss, Assistant Director Planning, Regeneration & Transport

Approvals obtained on behalf of Statutory Officers: -

	Named Officer	Date
Chief Executive	Sharon Kemp OBE	23/06/2025
Strategic Director of Finance & Customer Services (S.151 Officer)	Judith Badger	09/06/25
Assistant Director of Legal Services (Monitoring Officer)	Phil Horsfield	04/06/25

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This report is published on the Council's [website](#).*