

**Councillor John Williams – Cabinet Member for  
Transport, Jobs and the Local Economy**

Riverside House  
Main Street  
Rotherham  
S60 1AE

E-mail: [john.williams@rotherham.gov.uk](mailto:john.williams@rotherham.gov.uk)

Email the Council for **free** @ your local library!

<b>Ref</b>	<b>Direct Line:</b>	<b>Please Ask For</b>
JW/LH	01709 807949	Councillor Williams

2<sup>nd</sup> October 2025

Cllr Adam Carter  
Elected Member

Via email: [adam.carter@rotherham.gov.uk](mailto:adam.carter@rotherham.gov.uk)

Dear Cllr Carter,

**Council Meeting – Wednesday 10<sup>th</sup> September 2025**

Thank you for your supplementary question raised at the Council meeting on Wednesday 10<sup>th</sup> September 2025.

You stated that the consultation was very clunky and difficult to access and asked me if I agreed that it was not presented well and was confusing for the residents of Brinsworth?

I can advise that the bridge at Grange Lane has not been mentioned by any member of the public during the consultation exercise. Having consulted with our Transport and Highways colleagues I understand that reopening would require a new bridge which is likely to incur significant cost and take up the majority, if not all the PfN funding.

In respect of the consultation methodology, The Place Standard Tool, is widely used across the UK for place-based consultations. Online access to the Place Standard Tool was available for a four-week period, running from 14 July to 11 August 2025, and aside from an error in one drop down box, the council has not received any feedback that it was difficult to access.

In order to maximise participation in the consultation there has been several in person consultations.

- Commissioning of Voluntary Action Rotherham (VAR) to lead tailored community consultation, utilising the strong voluntary and community sector network. VAR adapted the consultation materials to meet the needs of each community, specifically to ensure different age groups, languages, and abilities could participate.

- 13 pop-up consultation events led by officers throughout the boundary area, totalling 39 hours of engagement. To maximise accessibility and encourage participation, consultation events were strategically located in high-footfall areas within local communities, enabling residents to engage in familiar and comfortable settings without the need to travel.

A presentation went to Improving Places Select Commission on 2<sup>nd</sup> September 2025, and a copy of that can be found [here](#) for your information.

I hope you find this information helpful.

Yours sincerely,



**Councillor John Williams**

**Cabinet Member for Transport, Jobs and the Local Economy / Ward Councillor for Hooper**