

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

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9th December 2025

Cllr Michael Bennett-Sylvester
Elected Member

Via email: michael.sylvester@rotherham.gov.uk

Dear Cllr Bennett-Sylvester,

Council Meeting – Wednesday 5th November 2025

Thank you for your supplementary question at our last Council Meeting relating to the challenges around deprivation and inequality in areas such as Dalton, Thrybergh and Munsbrough. I am sorry for not writing back to you sooner on this matter.

I recognise the concerns that you have raised, and the widening gap evidenced by the recent IMD figures is indeed very concerning. The Council is seeking to address this in a number of ways. The Pride in Place Programmes are, by their nature, targeted at some of the most deprived communities in the borough as defined by the Government's own data. However, although Rotherham has done well from these funding allocations, I accept that these programmes will not impact upon every part of the borough that needs support.

Officers will also target our other work to focus on the most disadvantaged area. The Pathways to Work programme is targeted at those who are outside of the labour market and so by definition it will impact on our more deprived communities by seeking to get more people into employment. Additionally, we will ensure there is a focus on the impact of major capital programmes, for example Rotherham Gateway Station, upon the communities that need support.

Your wider point though is acknowledged, and the Council will look at ways these principles can be enshrined into future policy documents.

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