

NOTICE OF MOTION	Date of Council Meeting: 04/11/26
	Mover: Councillor Adam Carter
	Seconded: Councillor Tarmey
	Title of Motion: Let's have pride in Rotherham

Summary/Background:

This council believes that Rotherham is a place of heritage, enterprise, community spirit and shared pride.

This council notes with concern the rhetoric used by right wing political parties and others, who seek to portray Britain and Britain's towns as broken, failing and divided. Such language does not reflect the hard work and co-operation of residents, volunteers, small businesses, public servants, community groups, faith organisations, charities, schools, sports clubs and many other local campaigners who improve our area every day.

True pride in Britain is not found in division. It is found in building up our communities, backing local people, celebrating our shared heritage, investing in the places we call home, and ensuring that everyone who contributes to local life is seen, valued and thanked.

Council further believes that civic pride is a practical commitment to improving the area now and for future generations. It means cleaner streets, thriving high streets, well-used parks and green spaces, active community venues, inclusive events, visible heritage, vibrant local culture, and opportunities for residents to shape the future of their neighbourhoods.

Therefore, this Council resolves to:

1. Affirm at every opportunity its pride in our local area and publicly reject attempts to talk down Britain, our towns, or the people who live and work in them.
2. Ask Cabinet to consider:
 - a. launching of an annual "Pride in Rotherham" programme, bringing together residents, businesses, schools, voluntary organisations and community groups to celebrate what is best about our area.
 - b. establishing a Civic Pride Week, including events in town centres, villages and neighbourhoods such as local history walks, community

clean-ups, cultural showcases, school projects, heritage displays, sports taster sessions and celebrations of local food, music and creativity.

- c. expanding the Community Champions scheme to recognise residents and organisations who go above and beyond for others, including volunteers, carers, youth leaders, veterans, emergency service workers, educators, health and social care staff, neighbourhood organisers, environmental volunteers, charity workers and small businesses that support community life.
- d. holding an annual Community Champions reception or awards event with nominations open to the public and a particular focus on unsung heroes.

3. Ask scrutiny to review how the council:

- a. supports schools and youth organisations to take part in civic pride activities, including projects on local history, democracy, volunteering and the contribution young people make to the area.
 - b. works with local businesses, markets, cultural venues, sports clubs, faith groups and voluntary organisations to promote positive stories about the area and encourage residents to shop local, volunteer local and celebrate local.
 - c. explores funding opportunities, partnerships and sponsorship to support civic pride events and community-led improvements, ensuring that activity is inclusive, accessible and spread across different neighbourhoods.
4. Invite ward councillors to work with residents and local organisations to identify local pride projects, including improvements to public spaces, street planting, litter reduction, heritage interpretation, community art, shopfront improvements and better promotion of local events.
5. Request that officers bring forward a report to the Cabinet setting out a proposed timetable, budget options, partnership opportunities and measurable outcomes for the Civic Pride Week, Community Champions scheme and wider “Pride in Rotherham” programme.