

COUNCIL PLAN 2022/25 AND YEAR AHEAD DELIVERY PLAN

Mid-Year Progress Report

Period: Quarter 2 performance data and progress on the
Year Ahead Delivery Plan 2024/25



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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 building, 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 resident. 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 mid-year 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 is intended to provide an overview of the contribution that the Council makes across all its activities to improving Rotherham as a place to live, work and spend time.

2. STATUS DEFINITIONS

Year Ahead Delivery Plan definitions

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

Performance measure definitions

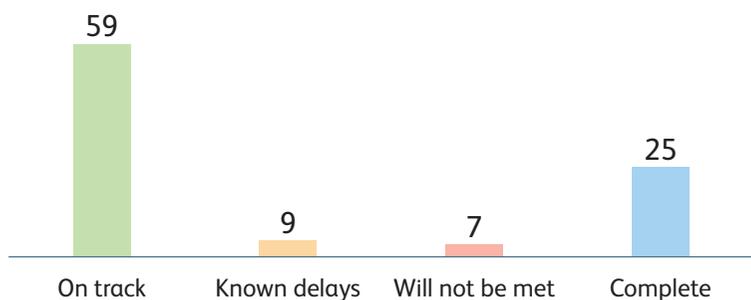
	Performance is on or above target		Performance or numbers have improved.
	Currently performance is not at expected levels. Confidence that the target will be achieved by year-end.		Performance maintained or numbers are the same.
	Performance is not currently on target. High risk that year-end target 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

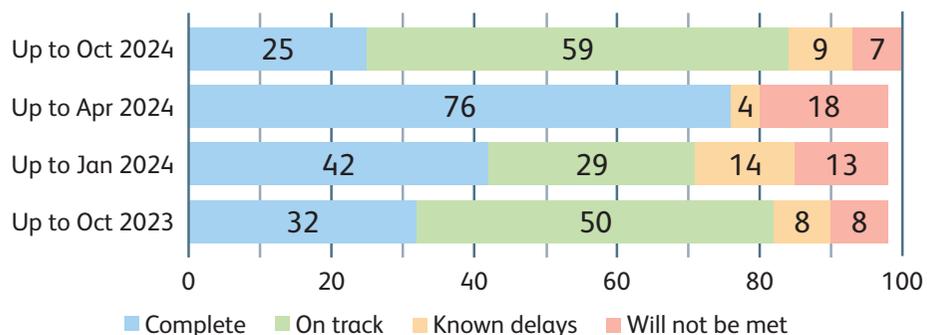
The diagrams below provide details of the overall status in relation to the Council Plan performance measures (where data is available or where targets have been set) and Year Ahead Delivery Plan actions/milestones.

YEAR AHEAD PLAN ACTIONS/MILESTONES

Year Ahead Delivery Plan Actions Status

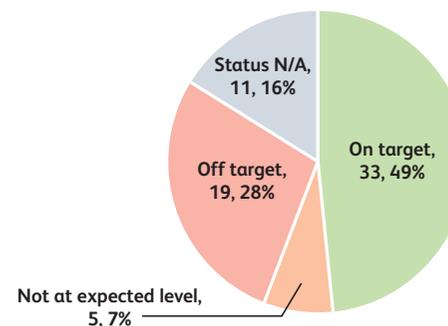


Year Ahead Delivery Plan Trend

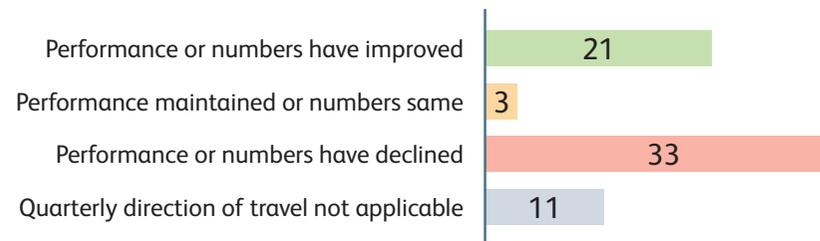


PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel



Of the 33 measures with a downward trajectory, 18 are still on or above the target set, four are not at expected levels and 11 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.

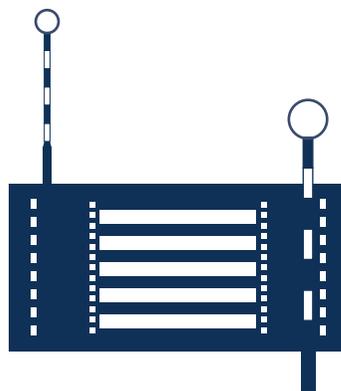
Achievements

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



25 ward plans produced and published informed by local communities.

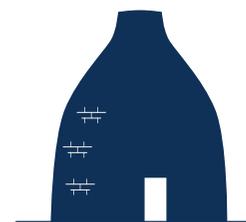
Designed and implemented a new pedestrian crossing at Upper Wortley Road in July 2024 (see case study below).



New database created for logging pavement parking hotspots, informed by requests from the public and Members, as well as the Council's highways and parking teams.



Successfully delivered several cultural events, including The Reytons homecoming gig which attracted 20,000 people and Rotherham Show which attracted 45,000 people (see case study below).



Waterloo Kiln restoration completed in October 2024 and family funday held on 9 November, which included an exhibition of work from the local community and schools.

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 (Resident Satisfaction 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*).



42% of people thought anti-social behaviour was a big problem in their area when surveyed during Quarter 2. This is a decrease when compared to 52% in Quarter 1 (*lower is better*).



71 new volunteering opportunities created for local people via the voluntary and community sector during Quarter 1 and 2, against an annual target of 80 (*higher is better*).



81.1% 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*).

65.7% of the local 'unclassified' road network is 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

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)*.



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)*. A focus group is to be arranged with appropriate groups to understand the reasons for people feeling unsafe.



81 anti-social behaviour community protection notices were issued (anti-social behaviour, waste and noise) in Quarter 1 and 2, against a year-end target of 200 *(higher is better)*. Targeted patrols and project work to address waste in gardens is to begin during Quarter 3 and it is anticipated that this will increase the number of warnings issued and consequently notices served.

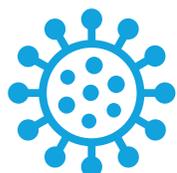
3. OVERVIEW OF PERFORMANCE AND PROGRESS

PEOPLE ARE SAFE, HEALTHY AND LIVE WELL - 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)*



75% of Care Homes are now signed up as Infection Prevention and Control Champions.



Construction of Castle View Day Service and new homes at Canklow started with 'spade in the ground' events in September and October 2024.

Mental health enablement service launched in May 2024.



New All Age Autism Strategy agreed in 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.



New Learning Disabilities Strategy which sets out Rotherham's aspirations for people with a learning disability was formally launched April 2024.



Adult Social Care Co-production board established in April 2024 and named as RASCAL (Rotherham Adult Social Care Always Listening). The board acts as an engagement forum where residents can help co-design adult social care services (see case study below).

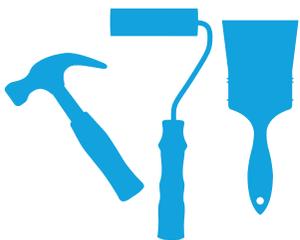
3. OVERVIEW OF PERFORMANCE AND PROGRESS

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

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Achievements

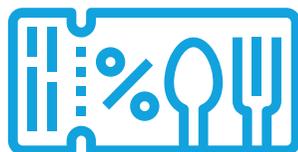
Year Ahead Delivery Plan activities *(completed in the last six months)* continued



New Housing Repairs and Maintenance Policy approved in November 2024 to ensure delivery of high quality, value for money repairs services.



Event focussed on how private sector partners can contribute to the Council's Housing Delivery Programme and explore partnership opportunities took place in September 2024 (see case study below).



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

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 *(delayed beyond December 2024)*



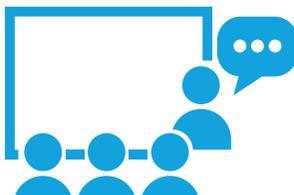
New homes at Eastwood, which are part of the Housing Growth Programme are delayed. Awarding of the contract and the estimated start on site date is now Quarter 2 2025/26, instead of Quarter 4 2024/25.

Performance measures *(not met and worsening)*



In Quarter 1 and Quarter 2 combined there were 184 new older adult admissions to long term residential care (aged 65+) *(lower is better)*, against a year-end target of 317. Reviews of short stays is an increased area of focus and work is underway to minimise the admission of adults into short stay placements due to the hospital discharge pathways.

Housing event focussed on securing a pipeline of future investment in new affordable homes delayed until Quarter 4, as the South Yorkshire Development Partnership Forum (2.11b) was brought forward from Quarter 4 to Quarter 2.



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)*



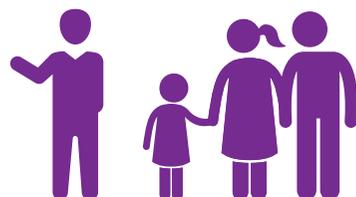
Completed refurbishment of a second two-bedroom residential children's home to make sure Children in Care and young people can stay in the borough.

Performance measures *(achieved and improving)*



The number of Children in Care (rate per 10k population aged 0-17) has steadily reduced over the last few years reaching 87.1 at the end of Quarter 2 *(lower is better)*. This is below our local target of 95.2 and the latest statistical neighbour average (103.9) but remains above the latest national average of 71.0.

During the summer period, conducted consultation on the new Water Splash facility at Clifton Park with children, parents and carers.



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)*



The proportion of two-year olds taking up an early education place has decreased to 83.6%, showing a 2% reduction when compared to the end of 2022/23 (85.6%) and against a Council Plan target of 85% (*higher is better*). However, 83.6% remains positive when compared to the latest published benchmark data - 74.8% national and 77.9% statistical neighbour averages.

3. OVERVIEW OF PERFORMANCE AND PROGRESS

EXPANDING ECONOMIC OPPORTUNITY - ACHIEVEMENTS AND CHALLENGES

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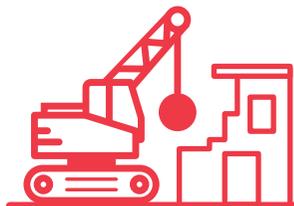
Achievements

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



Redevelopment plans for Wath Library and Dinnington High St into detailed design and planning submission – stage 3 designs are complete for both and were approved by Cabinet in July 2024.

Demolished 3-7 Corporation Street and currently awaiting final plans for future development or allocation.



**CHILDREN'S
CAPITAL OF
CULTURE.**

To date the Children's Capital of Culture programme to support skills development opportunities for young people has trained and mentored 193 young artists, created part-time jobs for 112 young people from Rotherham, and supported 235 young people to achieve Bronze and Silver Arts Award.

Performance measures *(achieved and improving)*



At the end of Quarter 2, there had been 63,331 engagements with library services that help people gain skills or get a job during 2024-25, against a year-end target of 100,000 *(higher is better)*. Quarter 2 performance exceeded all previous quarters.

Total of 110,459 digital transactions completed during Quarter 1 and Quarter 2 *(higher is better)*. This accounts for 60% of the annual target over a six-month period, suggesting the annual target of 185,400 will be achieved.



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 (delayed beyond December 2024)



The hotel and cinema at Forge Island opened in Quarter 2 2024-25. However, new eateries on the site have been delayed, but negotiations have taken place with alternative operators and are in advanced stages.

Performance measures (not met and worsening)



69% of the working age people are economically active (as at Quarter 1, latest available data), against the national average rate of 78.4% (*higher is better*). The gap between Rotherham and the national rate, neighbouring authorities and statistical neighbours is widening. The Council is involved in the design of a South Yorkshire wide scheme called Pathways to Work, which is intended to support the economically inactive into work.

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*).



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)*



Green Flag award achieved on 16 July 2024 for Clifton Park; Greasbrough Park; Rother Valley Country Park; and Thrybergh Country Park. Natural England Accreditation granted in June 2024 for three country parks: Rother Valley, Thrybergh and Ulley (see case study below).



Storm Babet report distributed to residents and businesses affected by the flooding.

Sheffield Road Cycleway completed in July 2024 under the Transforming Cities Fund and the Active Travel Fund programmes.



Structural repair of Centenary Way Viaduct remedial works completed November 2024, ahead of schedule (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)*



During Quarter 1 and Quarter 2 there were 34 effective enforcement actions against fly tipping and 2,445 effective enforcement actions for other environmental crime *(higher is better)*. This is the highest number recorded to date.

In Quarter 2, 56.9% of Council housing had an Energy Performance Certificate (EPC) rated C, against a year-end target of 50% *(higher is better)*. In summary at the end of September 11,339 of 19,918 council housing properties were rated C and above.



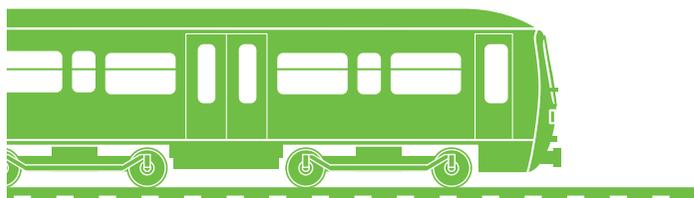
3. OVERVIEW OF PERFORMANCE AND PROGRESS

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 *(delayed beyond December 2024)*



Submission of finalised Outline Business Case for Rotherham Mainline Station is now anticipated by February 2025 to South Yorkshire Mayoral Combined Authority and May 2025 to the Department for Transport. A review is required to fully incorporate the wider economic benefits, as well as additional informal consultation with railway stakeholders in advance of Outline Business Case submission.



Redevelopment works are delayed at Thrybergh Country Park. Now scheduled to start in Quarter 1 2025/26. This will ensure alignment with other capital works (new path around the reservoir, along with the new play facilities).

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 Quarter 2, at 40.8% (provisional data) against a target 45% (higher is better). Officer checks now taking place to prevent bin contamination which should impact positively on performance.

As at the end of Quarter 2, 139 complaints relating to street cleaning, grounds maintenance, and waste management had been received, against a year-end target of 190 (lower is better). The majority related to missed bins and performance is expected to improve as staffing levels return to typical levels.



Carbon emissions from council buildings throughout 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 a slight increased electricity demand.



Heat Decarbonisation – Remaining energy conservation measures and building energy management system upgrades unlikely to be completed by March 2025 due to delays in the construction of the Rotherham heat network. Final building designs also reliant on knowing the expected incoming temperature from a heat network which is currently unknown.

3. OVERVIEW OF PERFORMANCE AND PROGRESS

ONE COUNCIL - ACHIEVEMENTS AND CHALLENGES

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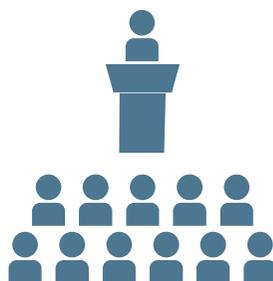
Achievements

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



The Council's Values have been refreshed and were relaunched in June 2024 (see case study below).

Rotherham Together Partnership hosted its biannual showcase in September 2024 at the recently opened Arc Cinema, at Forge Island (see case study below).



Performance measures *(achieved and improving)*

Satisfaction with acting on residents' concerns (Resident Satisfaction 2024) – 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% (*Higher is better*).



Average customer wait time to corporate contact centre was two minutes and 29 seconds in Quarter 2 (*lower is better*). This is better than the previous quarter and exceeds the Council Plan target of four minutes.

10.5% of council employees have declared a disability, against a Council Plan target for ensuring a diverse workforce of 9%. (*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%).

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 or works are taking place on site. These have been funded from the Towns and Villages fund. In addition, the £4m successor fund, Our Places, is being developed in consultation with Rotherham residents.
	Investment continues to enhance library sites. Works have now been completed at Thurcroft library. The new Swinton Library opened on 1 July 2024. 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. Using the Small Schemes Intervention and the Local Neighbourhood Road Safety Scheme allocations confirmed within the Transport Capital Programme (TCP), potential sites are to be investigated and introduced as part of the delivery of the TCP.

4. FINANCE UPDATE

PEOPLE ARE SAFE, HEALTHY & LIVE WELL

Acute care is putting additional pressure on all the health economy. The Council will invest £3.4 million 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 Housing Revenue Account business plan. Work is ongoing to update the investment needed based on price increases and refreshed timescales. To date over 500 homes have been added to the Council home portfolio.

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

The Energy Crisis Support scheme has been extended using the Covid Recovery Fund and Household Support Fund. This will provide a cash grant of £250 to households that are 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 – planning permission achieved. Legal issue now resolved. Reopened for completion in Quarter 3 2024/25
- Home 2 (New two bed) – property not yet identified, property searches ongoing
- Home 3 – planning permission achieved. Procurement tender process to commence – property would require extensive works
- Home 4 – refurbishment works completed and property operationally available. Home is currently staffed and awaiting Ofsted registration
- Home 5 – refurb works commenced on site. On track for February 2025 completion and March 2025 opening.

Children in Care population appears to have stabilised around 500, which is consistent with last year. An overspend (£5.5m) is currently forecast against the placement budget, due to the high numbers of external residential placements, slippage on step-downs and reduction in internal foster carer 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 continues to support early intervention through additional corporate investment (£350k) in the Early Help and Family Group Conference services. This investment compliments 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 and disabilities (SEND) system over a 5-year period. The actions for 2024/25 continue to support service transformation through the creation of additional local SEND places, enhancing SEND provision and increased inclusiveness in mainstream schools. A forecast deficit of £3 million is currently projected for the year, compared to the planned position of £1.2 million. This is due to increase in demand for support plans, inflationary costs, and increased placements in special schools.

4. FINANCE UPDATE

EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL Continued	Home-to-school transport has demand pressures linked to growth in Education Health and 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.
EXPANDING ECONOMIC OPPORTUNITY	Capital investment in the borough is supported by the Future High Streets Fund, Levelling Up Fund, Towns Deal and 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 and Travelodge have opened to the public. Works have commenced on the new cafe at Rother Valley Country Park.
	Investment in the borough’s transport infrastructure remains a priority, marked by the completion of the Transforming Cities Fund programme, which includes the Maltby Bus Corridor and the Sheffield Road Cycle Route. Additionally, the essential bridge repair works on the A630 Centenary Way were finished nine weeks ahead of schedule. Investment in highway maintenance also continues through the £24 million 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 200,000 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	14.6	7%	85	-120	Probation accommodation established and working. Slippage in signing Housing Related Support contract.
24/25 INV4	Empty Homes Officer	45	26.25	58%	45	0	Person in post.
24/25 INV5	CQC Lead	70	29.17	42%	70	0	New lead started in post 1 June 2024.
24/25 INV6	Restorative Hate Crime Service	30	6	20%	28	-2	Investment to continue through 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
Every Child able to Fulfil their Potential							
24/25 INV1	Early Help	370	82	22%	183	-187	The underspend is due to slippage in recruitment to the Early Help outreach (£67k) and two contextual safeguarding conference chairs (£100k) posts. The underspend is included and forms part of the forecast position for children social care.
24/25 INV2	Baby Packs	360	0	0%	180	-180	Procurement in progress.
Expanding Economic Opportunity							
24/25 INV7	Community Wealth Building	120	0	0%	60	-60	A £120k investment to provide a permanent 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.

4. FINANCE UPDATE

Investment Reference	Revenue Budget Investment	2024/25 Investment	Expenditure to date	% Spent To Date	Current Forecast Outturn	Variance	Update Commentary
A Cleaner, Greener Local Environment							
24/25 INV8	Biodiversity Net Gain	50	0	0%	17	-33	Appointment made. Awaiting confirmation on start date, assumed to be December 2024.
24/25 INV9	Principal Towns Cleansing	366	151	41%	314	-52	Funding for 13 new posts, one Band C post still vacant in the South area assumed to be filled December 2024.
24/25 INV10	Tree Service Improvements	79	46	58%	79	0	Existing staff and regrades currently in place - Expected full spend.
24/25 INV11	Bulky Waste Service	211	73	35%	211	0	New boroughwide bulky waste team operational from April 2024 and price reduction implemented.
One Council							
24/25 INV12	Additional Call Handling	133	77.6	58%	133	0	Staff in post, investment bid will be fully utilised.
24/25 INV13	Customer and Digital	157	55	35%	124	-33	Staff all in post. Small forecast underspend due to recruitment slippage at the start of the year.
Total Investment Proposals		2,196	561	26%	1,529	-667	

5. TIMELINE OF KEY ACHIEVEMENTS AND ACTIVITIES

April to October 2024

	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	
	<p>Roots – Rotherham Street Carnival took place featuring a day of live music and activities for all the family to enjoy.</p> <p>Rotherham Apprenticeship Live Event held, which was aimed at young people who are planning the next steps in their career.</p> <p>From Spring 2023 to Easter 2024, the Council provided food vouchers to a total of 75,904 pupils eligible for free school meals, through the Household Support Fund.</p> <p>A Hydrotreated Vegetable Oil trial concluded, demonstrating a significant reduction in carbon emissions.</p> <p>Completion of ten new, affordable, energy efficient homes at the East Herringthorpe development.</p>	<p>Rotherham's All Age Autism Strategy 2024-27 published, setting 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.</p> <p>WOW Rotherham festival returned – a vibrant, colourful, bold, fun, and fearless festival celebration of women, girls, trans and non-binary communities.</p>	<p>'Eastwood Fun Fest' – took place on 22 June 2024 and featured a day of music, dance, art, food, and community.</p> <p>Network of Infection Prevention and Control Champions established, alongside a programme of support to raise standards in care homes and reduce the impact of infectious disease outbreaks – 75% of care homes signed up as champions as of June 2024.</p> <p>Natural England Accreditation awarded to Rother Valley; Thrybergh; and Ulley Country Parks.</p>	<p>Implemented new pedestrian crossing at Upper Wortley Road.</p> <p>Designs for redevelopment plans for Wath Library and Dinnington High Street completed and approved by Cabinet.</p> <p>Reyton's sell-out homecoming gig attracted around 20,000 people - a study by Sheffield Hallam University revealed that the event contributed an impressive £1 million to Rotherham's economy and £1.36 million benefit for South Yorkshire.</p> <p>Call for proposals to include in the Children's Capital of Culture Festival programme for 2025.</p> <p>Completion of Sheffield Road Cycleway, under the Transforming Cities Fund and the Active Travel Fund programmes.</p> <p>Libraries and Neighbourhood Hubs participated in the free 'Marvellous Makers' Summer Reading Challenge, aiming to prevent learning loss through the summer. A free celebration ceremony was also held at Magna in October 2024.</p> <p>Completion of the redevelopment of Swinton Library Neighbourhood Hub and Civic Hall, both opened on 1 July 2024.</p>	<p>Public Space Protection Order consultation took place 18 August until 30 October 2024.</p> <p>Newly designed Rotherham Family Hub registration page included in the 'red book' which is issued to every baby at birth.</p> <p>Section 19 Storm Babet report published and distributed to those affected.</p> <p>Consultation period surrounding a revised Local Plan Core Strategy Policy to consider social value in major planning decisions began</p>	<p>Safer Rotherham Partnership consultation commenced to help shape the priorities for the next three years.</p> <p>Arc Cinema at Forge Island opened to the public, with a day of free family-friendly activities.</p> <p>Redevelopment work at Rother Valley Country Park commenced.</p> <p>Public consultation surrounding the development of the new Council Plan took place between 5 September to 31 October 2024. The face-to-face consultation began at Rotherham Show.</p> <p>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).</p> <p>Rotherham's biggest free cultural festival, the Rotherham Show took place in Clifton Park and attracted 45,000 visitors.</p>	<p>25 ward plans produced and published, informed by local communities.</p> <p>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.</p> <p>Waterloo Kiln restoration completed. Family funday held in November, which included an exhibition of work from the local community and schools.</p> <p>Demolition commenced on the Guardian Centre Building to facilitate further development works at the new market and library building.</p>
2024	APR	MAY	JUN	JUL	AUG	SEPT	OCT
	<p>Engagement forum where residents can co-design adult social care services established and named by participants as RASCAL (Rotherham Adult Social Care Always Listening).</p> <p>95.7% of children attending primary school offered their first choice, with 99.2% of pupils offered one of their three preferred schools. For applications for children to attend Year 3 in a Junior School, 100% have been offered a place at their first preference.</p> <p>New Learning Disability Strategy launched to ensure that people with a learning disability have access to the right support, at the right time.</p> <p>New annual review process for staff named 'My Year Ahead Plan'.</p> <p>Completion of Magna, Maltby Grammar School and Grimm and Co projects.</p>	<p>Ofsted registration for the second two-bedroom home submitted.</p> <p>Started demolition of 7 Corporation Street and concluded in June 2024.</p> <p>Rotherham Town Centre hosted celebrations for Armed Forces Day</p> <p>New social care mental health model went live, providing a pathway that focusses on prevention and recovery.</p>	<p>Council Values refreshed and relaunched.</p> <p>Carers' Week 2024 – joined local partners and charities in multiple events to provide carers in the region with a chance to access information, advice, and raise awareness.</p> <p>First Place-Based Project Board met to ensure the Council and its partners are maximising opportunities to join-up activities and initiatives in the three locality areas of the borough.</p>	<p>Changing Places facility installed at Clifton Park Museum, supporting the needs of disabled visitors and providing accessible facilities to public places.</p> <p>Travelodge at Forge Island opened to the public.</p> <p>Rotherham Healthy Holidays' – 60 activities provided by the Council and partners for children and young people. Ran from 22 July to 30 August 2024.</p> <p>UPLIFT returned to Rotherham for its third year - the festival transformed the town centre with a full programme of urban sports activities, music, dance, art and more.</p> <p>Annual social value event held at New York Stadium, with 67 attendees.</p> <p>Consultation took place on the Water Splash facility at Clifton Park between 1 July and 30 September 2024. 271 responses were received from children, parents, and carers. Results will inform the design brief for the new facility.</p> <p>The Destination Management Plan was published and launched at Magna.</p> <p>Clifton Park, Greasbrough Park, Rother Valley Country Park, and Thrybergh Country Park achieved the Green Flag status.</p>	<p>Annual Resident Satisfaction Survey took place to find out what residents think about the Council and the borough in general.</p> <p>Small Sites Homebuilder Initiative commenced in partnership with Allert Building and Construction Ltd - aiming to provide fast-track routes for smaller building enterprises to develop affordable housing in the borough.</p> <p>Council granted prestigious Armed Forces Covenant Employer Recognition Scheme 2024 Gold Award.</p>	<p>Face-to-face customer experience model reviewed to improve services at Riverside House.</p> <p>Started demolition of 3-5 Corporation Street.</p> <p>In total 28 children and young people have completed Independent Travel Training, 18 of which were in 2024-25.</p> <p>Groundwork of new homes in Canklow started on site, with a formal 'spade in the ground' event.</p> <p>The Rotherham Together Partnership hosted its biannual showcase event at Arc Cinema.</p> <p>A recruitment event was held at Riverside House for those looking to start a career or take their next steps. A wide range of employers from across the borough were present and it was attended by approximately 270 customers and 45 stall holders.</p> <p>Member Development Programme commenced.</p>	<p>Castle View Day Service groundwork started with a 'spade in the ground' event. The current estimated completion date is March 2026.</p> <p>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.</p> <p>Our Places consultation ran from October – November to help identify potential schemes.</p> <p>Changing Places facility opened at Gulliver's Valley Resort, supporting the needs of disabled visitors and providing accessible facilities to public places.</p>

6.1 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">• Work with communities on the things that matter to them• Residents, organisations and businesses use their skills and resources to help others• Neighbourhoods are welcoming and safe• Local people have access to libraries, cultural activities, parks and green spaces• Local towns and villages are improved.	<ul style="list-style-type: none">• Continue to drive local priority setting and activity through ward plans and devolved budgets, with councillors, residents and partner organisations working together• Work with Rotherham’s voluntary and community sector to support and facilitate local networks and groups• Further expand and promote a range of volunteering opportunities• Invest in and develop our library services as neighbourhood hubs, promoting access to books, computers and community events• 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• Deliver improvements to local towns and villages• Bring our communities together through a range of enjoyable activities, cultural and social events, which inspire hope and pride in Rotherham.

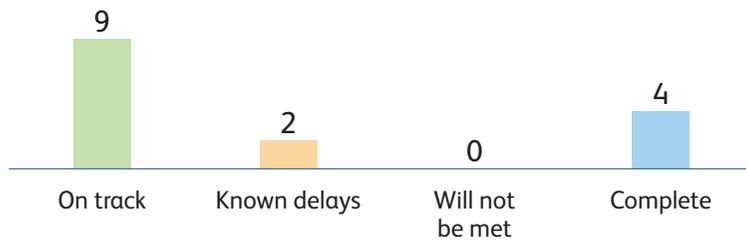
6.1 THEME I – EVERY NEIGHBOURHOOD THRIVING

HEADLINES – EVIDENCING OUR PROGRESS

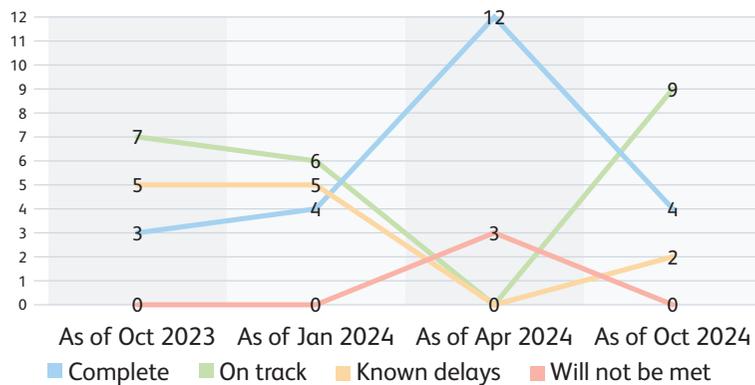
To provide evidence of delivery of the outcomes and commitments within this theme, there are 16 headline performance measures in the Council Plan and 15 priority actions/milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

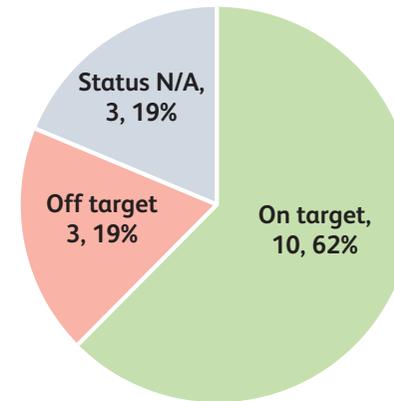


Year Ahead Delivery Plan Action Trend



PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel



6.1 THEME 1 – 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 annual Resident Satisfaction Survey took place in August 2024. Within this there were variations with regards to satisfaction with the borough as a place to live, compared to satisfaction with the local area as a place to live. Satisfaction with the borough as a place to live increased to 66%, which is above both the Council Plan target of 62% and the average across previous surveys. 75% of respondents reported feeling ‘very satisfied’ or ‘fairly satisfied’ with their local area as place to live, which although higher, was below the Council Plan target of 80%. The results have been shared internally and published on the Council’s website.

The Council remains committed to working with communities on the things that matter to them, as well as working alongside partners to ensure Rotherham is a safe, inclusive, and welcoming place for people. During the last six months, the Council has been obtaining people’s views and ideas are to make Rotherham a safer place and enhance and upgrade public spaces. This included engagement with protected characteristic groups. Consultations have included seeking people’s views on the Safer Rotherham Partnership priorities for the next three years and the new Public Space Protection Orders to tackle crime and anti-social behaviour, as well as identifying potential areas for improvement for consideration as part of the ‘Our Places’ programme.

To help ensure neighbourhoods are safe, new CCTV software is being piloted which will allow the viewing of all CCTV assets via one system. In relation to community protection notices (new and warnings), 531 were issued in Quarter 1 and 2 in relation to anti-social behaviour, waste and noise, 81 of which led to Community Protection Notices (CPNs) being issued. Additionally, the number of hate crime incidents reported in Quarter 2 was higher than previous quarters (299). Performance is reported to and monitored by the Safer Rotherham Partnership Board and any necessary improvement actions are discussed at this level.

Perceptions of community safety differ, in Quarter 2, 42% of respondents surveyed perceived anti-social behaviour as a big or fairly big problem in their area, which is inside the Council Plan target. Within the annual Resident Satisfaction Survey conducted in August 2024, 85% of Rotherham respondents reported feeling ‘very’ or ‘fairly’ safe in the local area during the day, compared to 91% nationally and against a Council Plan target of 90%. Feelings of safety in the local area after dark were below the national average (57% in Rotherham, compared to 71% nationally), but above the Council Plan target of 56%. There was a significant gender difference in feelings of safety and focus groups are to take place with appropriate groups to understand the issues in more detail.

With regards to road safety and to help tackle pavement parking, a database of hotspot areas has been established, informed by requests from the public, Members and the Council’s highways and parking teams. A new pedestrian crossing has also been installed at Upper Wortley Road (see case study below).

6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

To improve the road network and following the completion of the successful £24 million 2024 roads programme, the Council is investing £3 million to repair unclassified roads and £1.2 million to repair footways in 2024/25 as part of the Highways Repairs Programme. There are 128 Unclassified (estate) roads for repair in 2024/25 and 42 schemes have been completed (as at beginning October 2024).

Finally, this theme focusses on ensuring that people have access to libraries, cultural activities, parks, and green spaces and various cultural events have continued to take place between April – September 2024, attracting estimated audiences of 136,741. Examples include: Rotherham Street Carnival, WOW Rotherham, Civic Events, The Reytons Homecoming Gig and Rotherham Show (see case study below). Accessibility statements are prepared for all events. The restoration of Waterloo Kiln was also completed in October 2024 and a family funday, which included an exhibition of work from the local community and schools was held in November 2024. In Quarter 2, customer satisfaction with culture, sport and tourism facilities in Rotherham remains high at 96.6%.

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	Work with communities on the things that matter to them	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.

6.1 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"> • Anston & Woodsetts • Swinton Rockingham • Bramley & Ravenfield • Hellaby & Maltby West • Hooper • Maltby East • Thurcroft & Wickersley South • Rotherham West • Wales • Rawmarsh East • Boston Castle • Greasbrough • Kilnhurst & Swinton East. <p><i>(Also links to Neighbourhoods are welcoming and safe outcome).</i></p>	Quarter 4	Known delays	<p>All 26 schemes in the Local Neighbourhoods Road Safety Programme phase one are in the final stages of the design process or at traffic regulation order stage.</p> <p>As of October 2024, 13 have been completed, five are in the ‘issuing for construction’ stage and eight are in design.</p> <p>The programme has been revised and early contractor involvement is in place. The road space has also been booked/allocated for the anticipated construction requirements.</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, noting 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	<p>The new crossing is complete. Post completion auditing, monitoring and evaluation remains ongoing.</p> <p>See case study below.</p>
1.4b		b) Cortonwood	Quarter 3	On track	Design has been completed and work started on site in October 2024.
1.4c		c) Swallownest A57.	Quarter 4	On track	In construction.
1.5	Residents, organisations and businesses use their skills and resources to help others	<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	On track	<p>The first Place-Based Project 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 high-level action plan was presented to the board at the end of September 2024 and actions are now being progressed.</p>

6.1 THEME I – EVERY NEIGHBOURHOOD THRIVING

1.6	Neighbourhoods are welcoming and safe	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	On track	Public Space Protection Order consultation took place 18 August until 30 October 2024 online together with face to face stakeholder engagement. This will inform the conditions to be considered within any new proposed Public Space Protection Order.
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	On track	There are 128 Unclassified (estate) roads included in the Highway Repair Programme for 2024/25. 42 schemes are complete as of 02 October 2024.
1.8		Develop a new Community Safety Strategy for 2025-28.	Quarter 3	On track	The Safer Rotherham Partnership is reviewing its priorities for the next three years and consultation is underway. The online survey went live on 4 September 2024 and a range of consultation events have been taking place. Partners are being consulted via attendance at strategic partnership board meetings and the Safer Rotherham Partnership priority groups. Consultation has included engagement with protected characteristic groups. Partner data is being used to prepare the Joint Strategic Intelligence Assessment documents. The consultation ends on 14 December 2024.

6.1 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	On track	<p>Following continued investment into the CCTV hardware, the Council has significantly increased the number of CCTV units through the first phases of this project. The Council has now instigated a pilot with a software provider which allows for the viewing of images from separate systems in one place, but also enhances the capability of the system by introducing new features which will hopefully support better identification of offenders.</p>
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6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

1.10	Local people have access to libraries, cultural activities, parks and green spaces	<p>Deliver cultural events in varied locations throughout the borough, including events such as:</p> <ul style="list-style-type: none"> • Rotherham Show • Signals Festival • Uplift • WOW Rotherham. 	Quarter 4	On track	<p>This year’s events programme is underway with the following events delivered to date:</p> <ul style="list-style-type: none"> • Roots: Rotherham Street Carnival • WOW Rotherham • Civic Events inc. Mayor’s Parade, Armed Forces Day • The Reytons homecoming gig (see case study below) • UPLIFT • Rotherham Show • Plug In & Play • Christmas Lights’ Switch On. <p>Attendance at events to date is 99,700.</p> <p>Events still to be delivered include:</p> <ul style="list-style-type: none"> • Otherham • Signals Festival. <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 restoration was completed on 31 October 2024 and this opened to the public with a Family Funday on 9 November, which included an exhibition of work from the local community and schools.</p> <p>The work has included the dismantling and rebuilding of the top section of the kiln in line with Historic England guidelines.</p>

6.I THEME I – EVERY NEIGHBOURHOOD THRIVING

1.12	Local towns and villages are improved	<p>Completion of the phase 1 £4 million Towns and Villages Fund programme remaining schemes:</p> <ul style="list-style-type: none"> • Aston and Todwick • Brinsworth • Rotherham East • Maltby East. 	Quarter 4	Known delays	<p>Aston & Todwick - now on site and due for completion Quarter 3.</p> <p>Brinsworth – Costs returned and approved. Awaiting internal review.</p> <p>Rotherham East – now on site and due for completion Quarter 3.</p> <p>Maltby East – the scheme has been extended to include highways works and will be considered for inclusion in the Our Places Fund. Work likely to start on site Quarter 1 2025/26 due to expanded scope.</p>
1.13		<p>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.</p>	Quarter 3	On track	<p>Public consultation took place between October – November 2024. Responses will be reviewed and scheme proposals considered at Cabinet in December 2024.</p>

Every Neighbourhood Thriving

Outcomes

- Work with communities on the things that matter to them
- Residents, organisations and businesses use their skills and resources to help others
- Neighbourhoods are welcoming and safe
- Local people have access to libraries, cultural activities, parks and green spaces
- Improved local towns and villages are improved

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)	Year to Date	TARGET			
NE01a	Satisfaction with the borough and local area: a) Proportion of public satisfied with Rotherham Borough as a place to live	ACEX - Comms. & Marketing	Alexandra Hanna	High	A	62.0%	57.0%	65.0%	Not Available	66%	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%	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	Lily Hall	High	Q	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	71	80	↑	✓	33 new volunteering opportunities were created by VAR in Quarter 2 2024-25, taking the year-to-date total to 71. This is an increase on 2023-24 when 32 new volunteering opportunities were created in the first two quarters. 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	531	1000	↓	✓	Measure definition and target changed for 2023-25 to include all community protected warnings, as well as notices. This measure is new and is only being formally reported on from Q1 2023/24. Quarter 2 has seen a decrease of 74 compared to Quarter 1 24-25. However, the performance in the first half of the year is on profile to deliver the Council Plan target of 1,000 Community Protection Notices.

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)	Year to Date	TARGET			
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	81	200	↓	✗	<p>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.</p> <p>Quarter 2 2024-25 has seen a decrease from 43 CPN's issued in Quarter 1 compared to 38 CPN's in Quarter 2. Whilst current performance to date is below the profile needed to deliver the Council Plan target, the YTD total at this stage of the year is only slightly behind the total that had been achieved at the same point last year and this Council Plan target was met last year. Targeted patrols and project work to address key areas of waste in gardens is to begin during quarter 3 and it is anticipated that this will increase further the number of Warnings issued with subsequent increased likelihood of further non-compliance and consequently Notices being served.</p>
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%	42.0%	<43%	↑	✓	<p>Your Voice Counts Survey is conducted quarterly by South Yorkshire Police. Quarterly average for South Yorkshire Neighbouring authorities are, Barnsley 39%, Doncaster 38%, Sheffield 34%. South Yorkshire Police report that in terms statistical significance there is no significant difference to the previous quarter.</p> <p>Although Rotherham scores highest of the four LAs, there has been a reduction since the previous quarter that means this measure now comes in under the Council Plan target. DoT based on comparison to previous quarter.</p>
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	530	No target	◆	ⓘ	<p>Quarter 2 breakdown is 243 Crimes and 56 Non-crimes. There were 68 more incidents in Quarter 2 when compared to Quarter 1 2024-25.</p>
NE04b	Proportion of positive outcomes to hate crime investigations	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	12.8%	8.1%	7.6%	4.0%	Not Available	Not Available	20%	◆	⚠	<p>SYP have changed how this metric is reported. This methodology change impacts the Council Plan Performance measure and reporting at the Safer Rotherham Partnership. SYP have applied this change to new data (Quarter 2) as well as historic data going back to Quarter 1 2021/22. SYP will issue all future data on this measure against this methodology. We have sought clarification around the rationale for the change but have not received a response.</p> <p>As this reflects a significant change to the data which would create issues around comparability; the new data has not been formally reported in the Council Plan and historic data already published has not been altered. Data for Quarter 2 issued under the new methodology reports a positive outcome rate of 12%.</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%	79.4%	↑	✓	<p>Measure definition changed from 'classified road network' to 'principal' and target amended for 2024-25.</p> <p>The Quarter 2 position on this measure is 81.1% compared to Quarter 1 80.1%. The Council Plan target is 79.4% so this measure is currently exceeding this target.</p> <p>DoT based on comparison to previous quarter.</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%	77.0%	↓	✓	<p>Target amended for 2024-25.</p> <p>The Quarter 2 position on this measure is 78.5% compared to Quarter 1 78.6%. The Council Plan target is 77.0% so this measure is currently exceeding this target.</p> <p>DoT based on comparison to previous quarter.</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)	Year to Date	TARGET			
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%	65.7%	64.9%	↑	✓	Target amended for 2024-25. The Quarter 2 position on this measure is 65.7% compared to 64.4% Quarter 1. The Council Plan target is 64.9% so this measure is currently exceeding this target. DoT based on comparison to previous quarter.
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%	85%	>90%	↓	✗	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%). In Rotherham, a slightly higher percentage of women (88%) than men (84%) felt very or fairly safe during the day.
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%	57%	>56%	↓	✓	The annual Resident Satisfaction Survey was conducted in August 2024 and 57% of respondents reported feelings of safety after dark, (much lower than the figures observed nationally at 71%). 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.
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	1,144,384	1,235,269	2,379,653	4,000,000	↓	✓	Target increased for 2024-24. Visitor numbers for Quarter 2 exceed visitor numbers for Quarter 1 in 2024/25, by 90,885, an 8% increase. However they were slightly down on Quarter 2 2023-24. Events held in Rotherham during Quarter 2 attracted 77,597 visitors. The measure is on track to achieve its yearly target. 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%	97.7%	>90% across all services	↓	✓	This measure continues to deliver consistently above the target of 90%. Quarter 2 saw 96.6% positive satisfaction average over the quarter. Individual Service scores for Customer Satisfaction for Quarter 2 are: Libraries= 99.54% Heritage= 98% Events,(Rotherham Show) = 94% DoT is measured against Quarter 1 2024/25.

6.1 THEME 1 – EVERY NEIGHBOURHOOD THRIVING

CASE STUDY

Provision of a pedestrian crossing on the A629 Wortley Road



The A629 Wortley Road is a vital transport artery connecting the M1 motorway to Rotherham town centre. The road frequently experiences high traffic volumes, with vehicles often travelling at speed. Traffic comprises of heavy goods vehicles in the southbound direction, buses and commuter traffic, which poses significant challenges for pedestrians attempting to cross the road safely.

The road is situated in a residential area, which causes a high pedestrian demand, driven by local shops, community facilities, and two schools: St. Bede’s Catholic Primary School and Winterhill School. These combining factors highlight the urgent need for improved pedestrian infrastructure to promote safety, support active travel, and enhance community connectivity.

Pedestrians faced significant difficulty crossing the road due to the speed and density of traffic, and the absence of a formal crossing point heightened safety risks. This posed a particular issue for the most vulnerable in the community, with parent, schoolchildren, and elderly residents reporting “near-miss” incidents regularly to the Council and Members.

The crossing points of Grange View Road and Great Park Road is a popular walking route, with residents accessing shops and schools creating heavy footfall in the area. This exacerbates the need for a safe and efficient crossing solution. However, the presence of multiple side roads intersecting with the A629 adds to the difficulty in designing a crossing that serves all users without seriously disrupting traffic flow and local access. There was also limited available space and existing utilities, which poses a challenge for the construction of the pedestrian crossing. Careful planning and innovative solutions were required to install a crossing that adequately met safety standards without extensive road alterations.

In-depth analysis of vehicle speeds and pedestrian movement patterns was required to inform the crossing’s design. High pedestrian demand justified the installation of a controlled crossing, such as a puffin crossing, with signalisation to regulate traffic and ensure safe crossing intervals. Improved walking and cycling paths were also integrated into the project to encourage active travel for schoolchildren and residents. The crossing formed part of a broader network of sustainable transport links.

Once the design was agreed and the cost estimation was confirmed, the works were issued to the Highway Delivery Team where they were subsequently phased to minimise disruption, with clear signage and temporary measures to maintain pedestrian safety during construction.

The new pedestrian crossing which was completed in July 2024, addressed long-standing safety concerns, providing a reliable solution for pedestrians to navigate the busy A629. The crossing enabled families and children to walk or cycle to St. Bede’s Catholic Primary School and Winterhill School, supporting health and sustainability goals. Local shops and amenities became more accessible, fostering economic and community engagement. The Council has received some feedback from residents, who have praised the project for

6.1 THEME I – EVERY NEIGHBOURHOOD THRIVING

addressing the hazardous conditions and creating a safer, more user-friendly environment.

The provision of a pedestrian crossing on the A629 Wortley Road illustrates how infrastructure interventions can address safety issues arising from high traffic speeds and volumes, while meeting the needs of a community with high pedestrian demand. This project not only improved safety and accessibility but encouraged active travel and strengthened connections within the local area, serving as a model for similar urban road challenges which are now part of the ongoing transport capital programme.

6.1 THEME I – EVERY NEIGHBOURHOOD THRIVING

CASE STUDY

The Reytons homecoming concert in Clifton Park

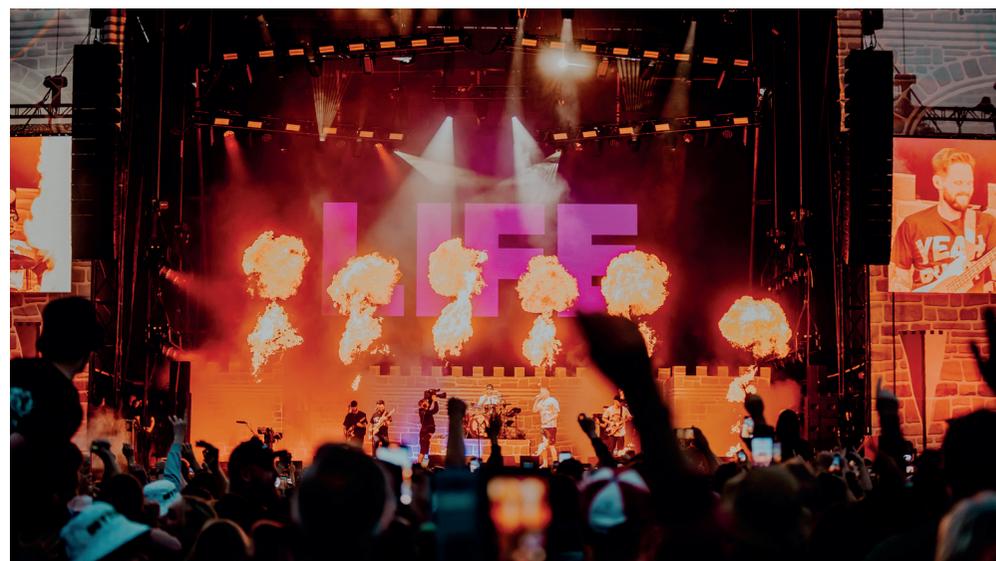
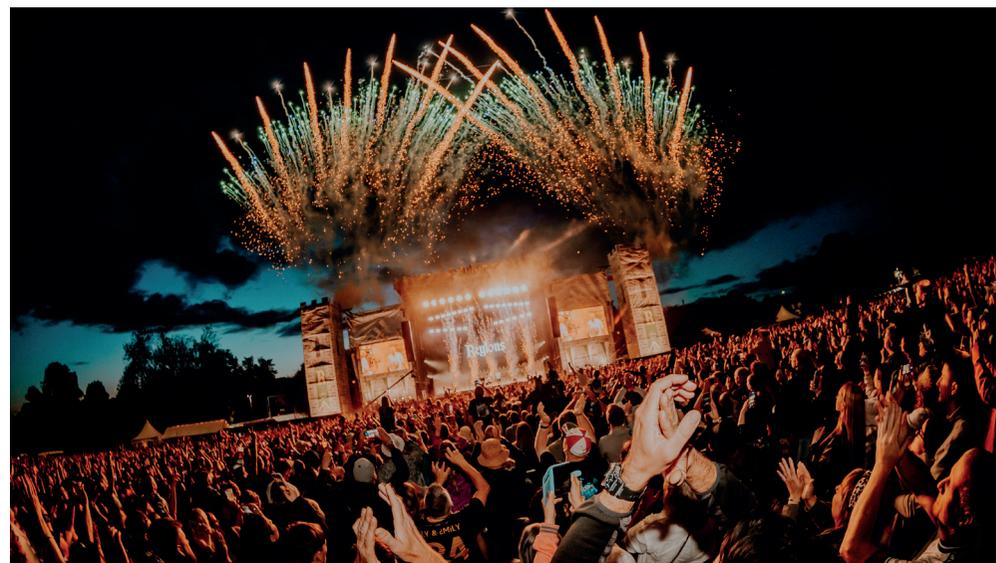
On 6 July 2024, Clifton Park transformed into an outdoor music venue as The Reytons, a Rotherham-born band, held a sell-out homecoming concert. This event, which celebrated music for audiences of all ages, marked the first live music performance in the park since T-Rex in 1971.

In late 2022, the band's promoters reached out to the Council to organise a homecoming concert, with a capacity of 20,000 attendees. A project group was established, consisting of various council officers to address the concert's needs and oversee the necessary preparations.

The project group worked diligently to ensure the concert and town centre provided a welcoming, friendly, and safe experience for attendees, whilst keeping residents informed. Leaflets were distributed to households and businesses along with a door knock to residents living near to the park.

The project group also focused on:

- Car parking at Herringthorpe Playing Fields
- Counter terrorism measures
- Town centre business engagement
- Volunteer coordination for the town centre, welcoming guests at transport hubs and key areas within the town
- Advice on traffic management
- Support to the event promoters and production team
- Restoration of the park post-concert.



6.1 THEME I – EVERY NEIGHBOURHOOD THRIVING

The concert was delivered and hailed a great success. Hundreds of comments were witnessed on social media praising the concert’s organisation and the warm welcome attendees received upon arriving in town.

Local residents commented on the pride they felt in the town and the buzz they felt from being able to experience something of this magnitude on their own doorstep or in some cases own back garden.

One local resident said “I attended with my daughters, and we had one of the best days out we have had in a long time. The organisation was so good, and it was great to see an event like that taking place in Clifton Park. Everyone I have spoken to who went has said how much they enjoyed it, and it is something very positive for Rotherham. I would just like to say thank you on behalf of the residents of Victoria Avenue. The concert was a success. We had no parking issues, no problems with litter or noise from spectators. Really well organised”.

As part of the planning, an economic impact survey was commissioned from Sheffield Hallam University. The results were overwhelmingly positive:

- An impressive £1 million to Rotherham’s economy and £1.36 million benefit for South Yorkshire
- 94% of respondents strongly agreed or agreed that they found the event to be a safe and inclusive environment. For Rotherham residents the level of agreement was 95% with a higher proportion of ‘strongly agree’ rather than ‘agree’ answers
- Across the sample, 84% of respondents either strongly agreed (55%) or agreed (29%) that the event had made them feel more positive about Rotherham. For Rotherham residents, the level of agreement was 87%

- The event was successful in reaching people from the most deprived areas, with people from Index of Multiple Deprivation deciles 1 and 2 overrepresented in the sample at 27%. For Rotherham residents, 31% were from the two most deprived deciles. The event was successful in attracting people who are normally underrepresented in cultural and sporting activities.

Money spent by fans on public transport, food, drink, and hotels has all positively contributed towards keeping local businesses thriving, whilst putting a sense of pride back in Rotherham.

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">• 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.	<ul style="list-style-type: none">• Focus on minimising/tackling the leading risk factors for death and disability in Rotherham, such as tobacco, unhealthy weight, and alcohol• 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• Work with people to build on their strengths and resilience, reducing reliance on social care interventions• Deliver the ‘My Front Door’ programme, providing adults with learning disabilities and autism with increased choice and opportunities for greater independence• 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• Work with partners to deliver our domestic abuse strategy, taking a coordinated approach to reduce the prevalence of domestic violence• Invest in affordable housing and support those at risk of or experiencing homelessness• CCTV improvements will be realised through the Capital investment currently agreed (£420,000) alongside improving corporate management of CCTV purchases and assets• Continuing to focus on promoting access to services, including out of hours alongside a robust performance management framework within enforcement services• Transformation within Domestic Abuse Services is being delivered through strong partnership working, increased investment and the re-design of both internal and commissioned services.

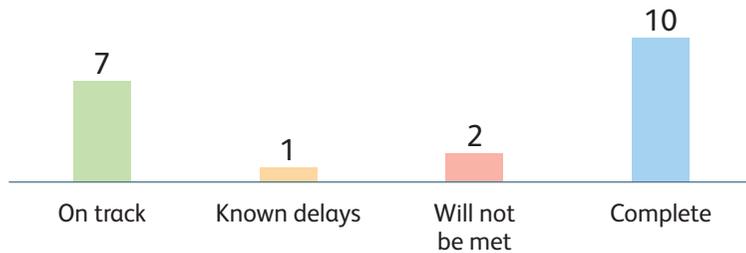
6.2 THEME 2 – PEOPLE ARE SAFE, HEALTHY AND LIVE WELL

HEADLINES – EVIDENCING OUR PROGRESS

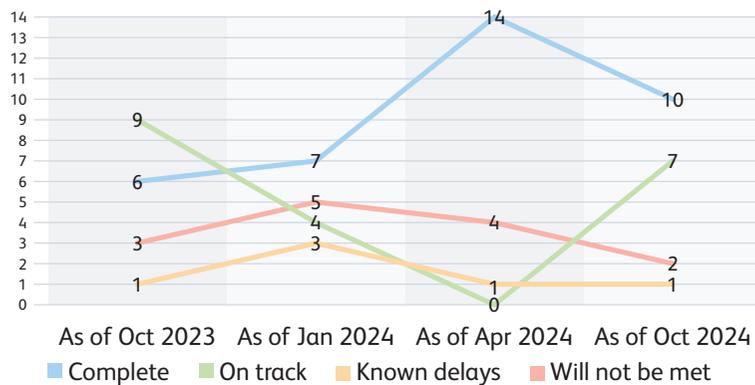
To provide evidence of delivery of the outcomes and commitments within this theme, there are 12 headline performance measures and 20 priority actions/milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

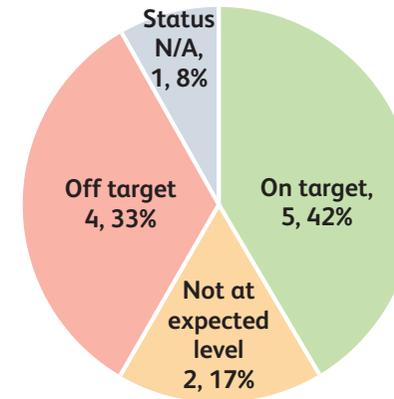


Year Ahead Delivery Plan Action Trend



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 empowering people to lead fulfilling lives, whilst also keeping them safe from harm, with the aim for everyone to feel happy, healthy, and secure. The Council's ambition is for people to have good mental health and physical wellbeing, and to be able to access affordable, decent housing, with nobody left behind. Key areas of progress to deliver on these ambitions are outlined below.

The Council is delivering a range of programmes to ensure people have good mental health and physical wellbeing. The Council and partners agreed to develop a network of Infection Prevention and Control Champions, in achieving this, by June 2024, 75 % of Care Homes have signed up as Champions.

Another area of work in ensuring people have good mental health and physical wellbeing, has been the six-month review of the mental health services redesign. The review was completed in October 2024 to assess the impacts for residents. The assessment highlighted continued good working relationships between Rotherham Doncaster and South Humber NHS Foundation Trust (RDaSH) and the Council, which has helped to ensure a holistic approach to supporting people and ensuring that they can access the support they require. The Mental Health enablement service is also now operational. This is designed to ensure a strengths-based approach to enable adults with mental ill health to maximise their independence and connect to their community, ensuring longer-term resilience. The service is a short-term service (up to 15 weeks) and provides assistance to support people with social and community-based opportunities.

As part of efforts to help more people feel empowered, safe, and live independently for as long as possible, a new Learning Disability Strategy, which outlines priorities for learning disability services transformation, was

formally launched in April 2024. The strategy's objectives are now being implemented through co-produced approaches with people with lived experience and their families.

In addition, the new All Age Autism Strategy, which sets out aspirations for autistic people living and working in Rotherham, has now been published with an 'easy read' version available.

To meet the needs of people with high support needs, contracts have been awarded for the construction of Castle View, a purpose-built centre that will provide day opportunities. Work started in October 2024 and the estimated completion date is March 2026.

Managing the number of new older adult admissions to long term residential care (aged 65+) remains challenging, with 184 adults being admitted since start of 2024/25. Reviews of short stays is an increased area of focus and is being closely monitored to ensure that people are being supported home as quickly as possible. Joint work is also underway across health and social care teams to minimise the admission of adults into short stay placements due to the hospital discharge pathways.

Another important milestone is the creation of an engagement forum where residents can co-design adult social care services to ensure their experiences shape the future delivery of services. The co-production board was established in April 2024, named by participants as RASCAL (Rotherham Adult Social Care Always Listening). See the case study below. To date, RASCAL has been instrumental in co-producing the 2023 Local Account and a readers' group has been formed with members to ensure that public information is clear and easily understood by residents.

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

The Council continues to deliver on its commitment to ensure more people have access to decent and affordable housing. In line with this commitment, a new Repairs and Maintenance Policy was approved by Cabinet on 18 November 2024. In Quarter 2, 94.4% of council housing repairs were completed “right first time” by our partners, which is above the 93% Council Plan target and a further 178 properties were made decent which led to a performance figure of 93.8%, although this is below the Council Plan target of 100%.

A homelessness improvement plan is also in place, focused on prevention and temporary accommodation. This includes expansion of the Council’s temporary accommodation portfolio to meet demand and reduce hotel usage. 14 additional temporary accommodation homes have been completed so far this year and as of end Quarter 2, 161 households were in temporary accommodation (both temporary accommodation and hotels), which is a reduction on the previous two quarters.

Alongside this, delivery of the Housing Growth Programme continues through the acquisition or construction of new homes to increase the council-owned stock. A total of 82 homes were delivered in the first half of 2024/25, with groundwork on new homes in Canklow starting on site in September 2024. Planning permissions have been granted to start further new developments in Swinton and West Melton, with preferred contractors having been identified for the work.

To help deliver on its ambitious housing plans, the Council hosted the South Yorkshire Development Partnership Forum in September 2024, in partnership with The Housing Forum. As well as presentations on the Council’s housing programme, the event included a tour of current and future town centre developments, and a ‘marketplace event’ where officers were available for informal discussions with private sector partners. See case study below.

In order to address inequalities and ensure nobody is left behind, a number of schemes are being delivered to support vulnerable people or those who are struggling with increased living costs.

Food vouchers worth £1.586 million have been provided to children eligible for free school meals, for the school holidays through to October half term 2024, in line with the package of measures agreed through the Household Support Fund.

Furthermore, the Council Tax Support Top Up scheme provides up to £121.96 to working households receiving council tax support; the Energy Crisis Scheme offers up to £250 to households that are struggling to meet the cost of their energy bills and food vouchers continue to be provided in the school holidays for children who are eligible for free school meals.

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	People have good mental health and physical wellbeing	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.

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.</p> <p>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 data, including equality data, on the Mental Health Act assessments to help identify trends and reasons for delay.</p> <p>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	People feel empowered, safe and live independently for as long as possible.	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>Contracts have been awarded to O+P Construction 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 published and agreed 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 on a monthly basis and include 10-15 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. See case study below.
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	On track	The work to review the new service is on track within the agreed timeline. A paper is being produced with options to inform decision making on the future domestic abuse pathway and how services are delivered/commissioned.

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

2.8	People can access affordable, decent housing	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 set 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	On track	<p>A minimum of 16 homes will be delivered via the market acquisitions workstream of the Councils’ Housing Delivery Programme, with 14 of these already completed.</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.</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	On track	<p>57 homes were delivered in Quarter 1 and a further 25 homes were delivered in Quarter 2.</p> <p>Homes meet a range of needs, for example disabled persons units, apartments for older people and those with an assessed health need etc.</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>This is a joint development with Adult Social Care. The scheme will deliver 13 new Council Homes, including 12 2-bed apartments for older people and those with an assessed health need, and one wheelchair user property for households with acute needs.</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>The award of the contract has been delayed. The overall programme and the estimated start on site date is now Quarter 2 2025/26.</p> <p>The programme will deliver 31 new council homes in total and will meet the needs of larger families and older people, as well as supporting independence.</p>
2.10 (d)		d) Start groundwork on new homes at Maltby.	Quarter 4	Known delays	<p>Delays due to obtaining planning permission and procurement process.</p> <p>Scheme is now in contract (Stage one – Design). This is a two-stage design and build contract.</p> <p>It is estimated that this scheme will now start on site Quarter 1 2025/26.</p>
2.10 (e)		e) Start groundwork on new homes at Swinton.	Quarter 4	On track	<p>Planning permission granted in March 2024 and a preferred contractor has been identified.</p> <p>Estimated start on site Quarter 4.</p>
2.10 (f)		f) Start groundwork on new homes at West Melton.	Quarter 4	On track	<p>Planning permission was granted in April 2024 and a preferred contractor has been identified. Estimated to start on site Quarter 4.</p> <p>Ten council homes will be delivered in total and will include four one-bedroom-apartments.</p> <p>Due to affordability issues of younger people, those who are homeless, and the numbers of people on the housing register requiring a one-bedroomed property, the delivery of one-bedroomed homes is a strategic priority.</p>

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

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	Will not be met	<p>Events schedule amended due to opportunity to host the South Yorkshire Development Partnership Forum during Quarter 2 (see action 2.11b below).</p> <p>This event will now take place in Quarter 4.</p>
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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	<p>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. As part of the event the Council hosted various sessions including presentations on the Council’s Housing Delivery Programme, a tour of current and future town centre developments, and a ‘marketplace event’ where council officers were available for informal discussions with private sector partners on how they can help the Council deliver its ambitious housing plans.</p> <p>See case study below.</p>
2.12	<p>Inequalities are addressed and nobody is left behind</p>	<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	On track	<p>The scheme is being administered with all current residents on Council Tax Support who meet the criteria for Local Council Tax Support Top Up. The scheme is live to new applicants or those with a change in circumstances so will run all year.</p>

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	On track	The scheme is live and will be tracked and monitored for performance for the rest of 2024/25. It will need to be closely monitored up to the year end to ensure that if the grant isn’t fully utilised, it can be used to support any area to maximise the grant available.
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	<p>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.</p> <p>Wider package of measures also delivered.</p> <p>The Household Support Fund has provided support to the most vulnerable residents in the borough.</p>

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)	Year to Date	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	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%	96.4%	97%	↓	●	The Council Plan target has been set to sustain performance at 97%. Performance has declined to 95.3% in Quarter 2 and average 96.4% of all adults involved in a safeguarding enquiry feeling their personal outcomes are being met. The level of performance remains high and are comparative to regional and national benchmarking average values This places the service just below 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%	92.4%	93.6%	90%	↓	✓	Reablement's improvements continue with an increase in additional capacity for front line staff to enable them to undertake more face-to-face visits and a realignment of roles and responsibilities which has made an impact on support to the wider system. A formal consultation has commenced in relation to a new staffing structure which will see the introduction of a new role of community discharge to assess (D2A) officer. Implementation of a new electronic social record system (support planning and rostering) is planned by January 2025.
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	75	109	184	317	↓	✗	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. During Quarter 2 of 2024-25 there have been 109 admissions against a target of 79, which is above the target set with 184 adults being admitted since start of 2024-2025 which if to continue would equate to 368 at year outturn. Strengths-based reviews of people in short stays is now an increased area of focus for service and is being closely monitored on a weekly basis at a Head of Service level to ensure that people are being supported home wherever and as quickly as possible to avoid potential risks linked to institutionalisation. Joint work is now underway also across health and social care teams to minimise the admission of adults into short stay placements as a result of hospital discharge pathways as we know this can also lead to increased levels of placement for people for example during winter pressures.
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%	94.7%	93%	↓	✓	Performance for 2024-25 continues to improve and achieve above our 93% target with Quarter 2 at 94.4% of council housing repairs completed "right first time" by our partners. DoT based on comparison to previous quarter.

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)	Year to Date	TARGET			
PE06	Number of new homes delivered with Council support, including affordable homes	ACHPH - Housing	James Clark	High	Q	180	373	217	68	39	107	200	↓	✓	<p>Positive performance in Quarter 2 – with 39 homes delivered/enabled with Council support.</p> <p>Consisting of:</p> <ul style="list-style-type: none"> •25 new Council Homes (9 Market Acquisitions, 9 Section 106 Acquisitions, 7 Small and Medium Enterprise) •11 Empty Homes brought back in to use •3 enabled homes <p>Currently on track to deliver the year-end target of 200.</p> <p>DoT based on comparison to previous quarter.</p>
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%	93.80%	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 2 a further 178 properties were made decent due to updates in survey data, completed works by contractors which led to a performance figure of 93.8% (18649) of Council housing meets the decent home standard. Stock condition surveys are being undertaken to these properties to assess the current condition which should therefore reduce this number.</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%	83.2%	85%	↓	●	<p>Quarter 2 shows a slight reduction in performance against Quarter 1 but is better than year end 2023/24 with 82.3% of households, prevented or relieved from homelessness. This is a challenging target owing to increases in demand and continued housing market pressures that make move on challenging. Still, progress has been made since last year.</p> <p>There has been more cases in the prevention stage in September 158 compared to 109 at the same period last year and the service are monitoring the number of cases in main duty, which also has increased.</p> <p>A landlord incentive scheme is being finalised to launch early 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 are being 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.</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	161	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 56 households in September. Also reduced the number of families placed outside of the borough from five families in June to one in September.</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's 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	1,693	No target	◆	ⓘ	<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 2 had 67 more referrals than in Quarter 1.</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)	Year to Date	TARGET			
PE11	Engagement rate with Domestic Abuse support services	RE - Comm. Safety & Street Scene	Sam Barstow	High	Q	47%	46%	67%	53%	57%	57%	60%	↑	✗	<p>This measure is the % of clients of DA 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. The performance team is also working with the service to develop a set of performance actions which will result in an increase in performance.</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>Q2 has seen a 4% increase in engagement compared to Q1. The provider reports that performance is lower this quarter than they hoped for as a result of an increase in referrals that they weren't able to make successful contact with. Factors which cause this are incomplete referrals or referrals where the client has not given consent. Contract managers have agreed to explore these issues at the next commissioning meeting.</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%	98.25%	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 23/24 of 98.37% was 0.56% up on 97.81% reported in 22/23.</p> <p>DoT based on comparison to with Quarter 2 performance in 2023-24.</p>

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

CASE STUDY

Adult Social Care Co-Production Board

A new engagement forum has been established where residents can co-design adult social care services to ensure their experiences shape the future delivery of services. The inaugural meeting of the Adult Social Care Co-Production Board was held in April 2024. Attendees included people who had expressed an interest in helping to shape the future of adult social care services during recent events. The board collectively agreed to brand themselves as Rotherham Adult Social Care Always Listening (RASCAL) and elected a chair and deputy chair at the first meeting. RASCAL meet on the first Wednesday of every month at Rotherham Town Hall.

The purpose of the RASCAL Board is to:

- Ensure the voices of communities are placed at the centre of decision making and governance
- Start engagement early when developing plans and provide feedback to communities on how their engagement has influenced activities and decisions
- Understand the community's needs, experiences, and aspirations for health and care. Using engagement to determine whether change is having the desired effect.

The board currently comprises of 12 members, with each representative having lived experience of adult social care either themselves or as a parent, carer, or community member. The board is diverse with representatives covering a wide range of protected characteristics.



The Council's Adult Social Care Service facilitates and supports representatives to attend the board wherever possible. For example, a British Sign Language interpreter was organised to ensure that effective communication can occur within the meetings. Representatives from the board also collaborate with colleagues within the Council's Adult Social Care Service to develop a forward plan of topics for discussion. Feedback from the meetings is captured to influence and shape service delivery.

Within the board there are subgroup meetings that focus on specific topics, for example in October 2024, a discussion was held on the Adult Social Care website to ensure the content is informative and accessible to everyone. Currently, a newsletter and webpages are being developed as a way of demonstrating the fantastic work that is being delivered by the board.

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

Mohammed Riaz, Chair of RASCAL, said, *“I believe in equality, fairness and independence.*

People with health conditions and disabilities deserve a voice in every decision that shapes their lives because no one knows their needs and strengths better than them.

Together we can create a difference and create a much better Rotherham that embraces inclusion and understanding. We can do so little individually but together we can do so much.”

Sam Taylor, Deputy Chair of RASCAL, said *“Being a part of the RASCAL board is such an important opportunity to advocate for improvement and change to Adult Social Care for the people of Rotherham.*

The idea and purpose of the board is to bring together members of the public to work alongside and co-produce work with Adult Social Care officers.

I believe the RASCAL board is the key to providing high-quality services, as you have the voice of people who are going to be accessing services provided feeding back and highlighting the strengths and weakness to the Council, who can then facilitate any changes that are needed.

Being a part of RASCAL, you have the opportunity to bring issues, experience, feedback, ideas which we discuss and work through. You are a valued voice as well as giving a realistic opinion on issues or projects that the Council bring to the meetings as well.”

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

CASE STUDY

Housing Development Partnership Forum Event

On 24 September 2024, The Housing Forum (THF) and the Council hosted a Development Partnership Forum event at Rotherham Town Hall.

The Housing Forum is the only cross-sector industry-wide organisation that represents the entire housing supply chain with a primary purpose to encourage collaborative solutions that increase the supply and delivery of quality homes through effective partnership working. See Housing Forum website for more information.

Approximately 40 delegates attended the event from various organisations including Places for People, Great Places, Bosch, Baily Garner LLP, Leeds City Council, Derby City Council, Adept, Arches Housing, Housing Bonds Alliance, Insite Energy, Polypipe and HLM Architects. Colleagues from Sheffield City Council and the South Yorkshire Mayoral Combined Authority also attended and presented at the event.

From the Council's perspective – the event was a perfect opportunity to showcase the Council's ambitious Housing Delivery Programme, first no-gas Council homes at East Herringthorpe and innovative Small Sites Homes Building Initiative. The event also included a walking tour of Forge Island and several recently completed Council-led housing developments within the Town Centre.

Following the walking tour, Council officers from a range of service areas including Housing, Planning, Procurement, and Asset Management held a marketplace style event where attendees were able to progress informal conversations about housing development/ growth opportunities across the



borough. Invites to this part of the day were also extended to locally based developers, land agents/ owners, contractors and housing providers.

Overall, the event provided an opportunity to:

- Put Rotherham's ambitious Housing Delivery Programme 'on the map' and demonstrate the Council's ability to deliver new homes with key partner organisations
- Share and learn from best practice around the delivery of net zero homes – with several potential suppliers keen to find out more about future plans
- Have focussed conversations with landowners/ developers who may be interested in working with the Council through the Small Sites Homebuilding Initiative, and with other Local Authorities who want to adapt the Council's ways of working through the initiative. A webinar was recently held with 18 different Local Authorities sharing Small Sites Homebuilding Initiative ideas

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

- Provide a one-stop shop for those with an interest in delivering new homes in Rotherham to talk to representatives from the key Council services who are central to delivering and enabling new homes – with more than 10 individual conversations taking place on subjects such as procurement, planning and the use of public land.

The feedback from both the event organisers and attendees were very positive. Comments received after the event included:

“Great content, great range of speakers; hit the note of the subject accurately with high quality information.”

“The marketplace was a brilliant networking opportunity and rounded the day off well”.

“The housing and regeneration tour was a great success – please pass on our thanks to the excellent”.

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">• 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.	<ul style="list-style-type: none">• 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• 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• The Council will work to improve our Youth Justice inspection judgement through the delivery of our improvement plan• With our partners, we will address the variability of Education, Health and Care Plans and the quality of provision for children and young people• Collaborate with partners to embed a multi-agency Family Hub Approach for our children, families, and communities• Ensure that they Early Help workforce are equipped with the right, most up to date knowledge and tools to effect outstanding outcomes for children and families• Work with young people that are disengaged to reconnect them to training, further education and employment• Focus on raising the achievement of key stage 1 and two 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• Work in collaboration with schools to narrow the persistent attainment gap between disadvantaged and non-disadvantaged pupils and raise the attainment of disadvantaged pupils• Deliver on our commitment to become the first Children’s Capital of Culture holding a year-long festival in 2025.

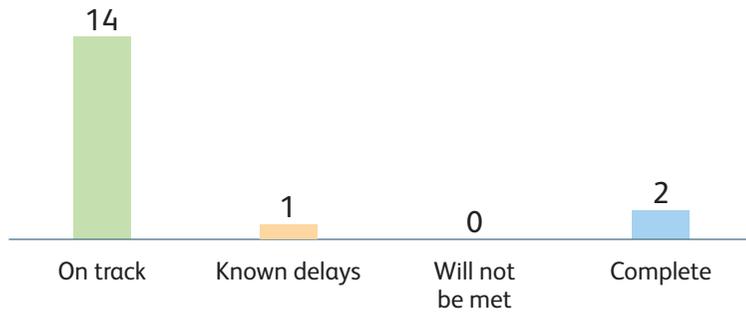
6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

HEADLINES – EVIDENCING OUR PROGRESS

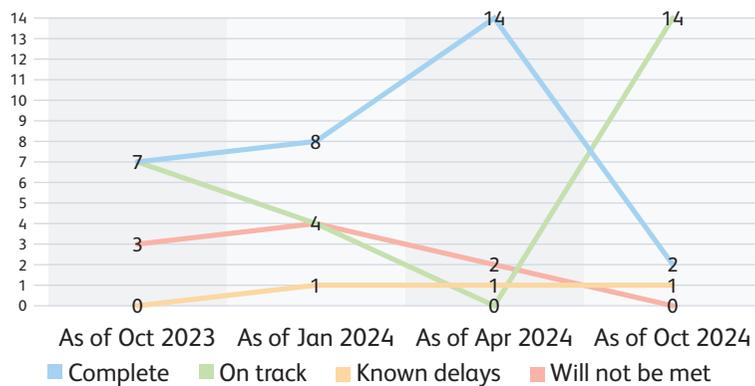
To provide evidence of delivery of the outcomes and commitments within this theme, there are 11 headline performance measures and 17 priority actions/milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

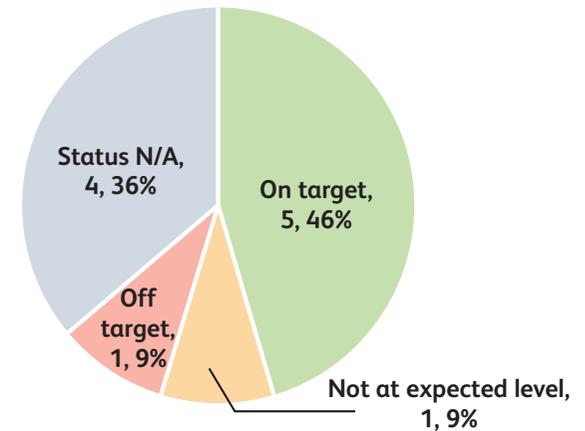


Year Ahead Delivery Plan Action Trend



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 focuses on the ambition for 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. Services provided to children, young people and families by Rotherham Council have been rated as ‘Good’ across the board by government inspectors in an Ofsted report published in August 2022 and in November 2024, Rotherham’s services for children and young people with Special Education Needs and Disabilities (SEND) received the highest rating. A summary of the Council’s progress and achievements is outlined below.

The Council continues to ensure that children get the best start in life. The procurement process for the Baby Packs scheme to support families with essential items is almost complete. Work has also been focussed on increasing the number of families registered with a Family Hub so that children, young people and their families have somewhere to go when they need help, advice or support. As at the end of Quarter 2, 75% of families with a child up to six-months old had registered.

The latest available data for the proportion of two-year-olds taking up an early education place, indicates that 83.6% had taken up a place in the 2023/24 academic year. Although this is below the Council Plan target of 85%, performance remains positive when compared to the latest published benchmark data (74.8% national and 77.9% statistical neighbour averages).

The Council is continuing to provide new residential homes, so more Children in Care and young people in Rotherham can stay in the borough and remain safe from harm. A second two-bedroom home registration was submitted to Ofsted in May 2024 (see case study below). Work is also continuing to open four more two-bedroom homes, with two further registrations on track to be submitted to Ofsted in Quarter 3.

As part of the focus on ensuring young people feel empowered to succeed and achieve their aspirations, seven resource provisions have been registered or approved to provide additional school places for children with special educational needs, including Thurcroft Junior Academy, Winterhill, Maltby Manor Academy, Thrybergh Academy, Foljambe Primary, Wales High, and Brinsworth Whitehill. The additional school places will help meet the growing demand. As at the end of Quarter 2, there were 3,494 children with an Education, Health, and Care Plan (EHCP).

The Independent Travel Training scheme is continuing to have a positive impact. The scheme is specifically for children and young people in receipt of home to school transport due to a special educational need. The training, which helps to equip young people with the skills needed to travel by themselves on public transport to and from school or college, has now trained 28 children and young people, including 18 since April 2024.

In addition, the Council has successfully been engaging with Rotherham secondary schools and colleges to assist them in enhancing their careers provision and achieve at least six of the Gatsby benchmarks. Summer 2024 performance data indicated 100% of Rotherham schools and colleges had completed submissions and achieved at least three Gatsby benchmarks, with 44% achieving all eight. Support is being provided to the lowest performing establishments.

As part of the focus on ensuring children and young people have fun things to do and safe places to go, the Council has been working with children and young people to co-produce and launch the Children’s Capital of Culture 2025 (see case study below). The programme for the first quarter will be announced in December 2024. Consultation on the new water splash facility at Clifton Park also took place over the summer period between 1 July-30

6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

September 2024 and 271 responses were received from children, parents, and carers. The specification is now to be agreed, prior to procuring a supplier to carry out the works.

Finally, in the first six months of 2024/25, 604 universal youth work sessions were delivered, providing fun, inclusive and enriching activities and opportunities for young people.

6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

YEAR AHEAD DELIVERY PLAN TRACKER

Every child able to fulfil their potential					
Ref	Outcome	Activity	Timescales for delivery	Status	Rationale for status
3.1	Children get the best start in life	Commission, set-up and start roll out of Baby Packs Scheme to support families with essential items and child development.	Quarter 4	On track	<p>The set up and purchasing process (procurement) has nearly finished. There are several stages to this process and the scheme is on track to be delivered in line with the Quarter 4 timescale.</p> <p>This is a universal provision for all new families in Rotherham to provide basic essentials.</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	On track	<p>The children's centre registration form (registration for 0-5) was re-launched 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 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 end of Quarter 2, 75%, of families have registered for a Rotherham Family Hub with a child up to six months old. This work will continue through Quarter 3 and Quarter 4.</p> <p>Note – the data resets at the start of the financial year, therefore the current position is good progress against the target.</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	On track	Recruitment has taken place and the additional posts filled. Induction is underway to ensure staff are equipped to deliver high quality sessions for children and families.
3.4 (a)	Children and young people safe from harm	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. See case study below.
3.4 (b)		b) Submit registration for a third two-bedroom home.	Quarter 3	On track	Home has been purchased and is awaiting a light refurbishment. Registration is due to be submitted in Quarter 3.
3.4 (c)		c) Submit registration for a fourth two-bedroom home.	Quarter 3	On track	New build property is currently on track for completion. Registration is due to be submitted in Quarter 3.
3.4 (d)		d) Submit registration for a fifth two-bedroom home.	Quarter 4	On track	Property has progressed through planning and is awaiting refurbishment.

6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

3.4 (d)		e) Submit registration for a sixth two-bedroom home.	Quarter 4	Known delays	Property searches are underway to identify the final property. A timeline for the action will be set once an appropriate property is identified.
3.5	Young people feel empowered to succeed and achieve their aspirations	Create seven resource bases to provide additional school places for children with special educational needs.	Quarter 4	On track	Resource Provisions have 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, and Brinsworth Whitehill. Note, action not yet marked as complete due to the provision at Winterhill school, which is scheduled to open Easter 2025, once capital works have been completed.
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	On track	Work is continuing between Parent 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.
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	On track	The scheme is specifically for children and young people in receipt of home to school transport due to a special educational need. Within the current year 2024/25, 18 young people have completed the training with the service on track to achieve the annual target of 24. In total, as at end September 2024, 28 children and young people had successfully completed their individual training to the required level and three were currently undertaking training with the team.

6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

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	On track	<p>Summer 2024 performance data - 100% of Rotherham Schools and Colleges have completed Compass submissions and fully achieved at least three Gatsby benchmarks with 44% achieving all eight.</p> <p>Support currently focussed on the lowest performing establishments.</p>
3.9	Children and young people have fun things to do and safe places to go	Work with children and young people across the borough to co-produce and launch the Children’s Capital of Culture 2025.	Quarter 3	On track	<p>The call for proposals to include in the Children’s Capital of Culture festival year programme was launched in July 2024.</p> <p>Projects in development ahead of the festival year include:</p> <ul style="list-style-type: none"> • Plug In & Play – a games festival in October half-term bringing together physical activity trails and digital gaming in partnership with National Video Game Museum • Rotherham Opera – working with school children across the borough to create a retelling of the magic flute in partnership with Royal Opera House • A major public art programme in partnership with Flux Rotherham and Gallery Town. <p>The first quarter of the 2025 festival programme will be announced in December 2024.</p> <p>See case study below.</p>

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	On track	Initial sites for improvement have been identified and discussed with Cabinet Members. Procurement framework contract for new play areas in development. A Strategic Outline Programme for the scheme is in development with the first site planned for completion in March 2025.
3.11 (a)		Progress a new Water Splash facility at Clifton Park: a) Conduct consultation with children, parents, and carers.	Quarter 2	Complete	Consultation has taken place with users over the 2024 summer period 1 July-30 September 2024. 271 responses were received from children, parents, and carers. The results will inform the design brief for the new facility.
3.11 (b)		b) Commission a supplier to undertake the work in readiness for launch in July 2025.	Quarter 4	On track	Suppliers will be sought once specification is agreed. The service is working with procurement to identify the route to market in order to select a supplier.
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	On track	Recruitment has taken place and the additional posts filled. Induction is underway to ensure staff are equipped to deliver high quality sessions for young people.

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)	Year to Date	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	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 Q4 data, compared to Q3. 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	297.6	310.3	310.3	375.5	↓	✓	The children in need (CiN) population increased (lower is better) in Quarter 2 by 12.7 CiN per 10,000 reaching 310.3. This equates to an increase of 74 children and young people (1,803 in total). 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. Although the measure increased, it remains below the year-end target of 375.5 as well as being below the latest national (342.7) and statistical neighbour (404.9) 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	51.5	51.5	85	↓	✓	The rate of children per 10,000 with a child protection plan increased to 51.5 (lower is better) at the end of the quarter (equating to 299 children on a plan). However the rate is still below the year-end target of 85.0 per 10,000 as well as the latest stat neighbour average (60.0 per 10k) but remains above the latest national average (43.2).
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	87.1	87.1	95.2	↑	✓	The children in care (CIC) rate per 10,000 has steadily reduced over the last few years reaching 87.1 at the end of Quarter 2 (lower is better). This is below our local target of 95.2 and the latest stat neighbour average (103.9) but remains above the latest national average of 71.0. It's important to note the rate would be 79.7 without the inclusion of the unaccompanied asylum-seeking children (UASC) population (43 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 could consequently increase these cohort numbers.
CH05	Open Early Help children at the end of the reporting period	CYP - Early Help	Kelly White (Interim)	Neither High/Low	Q	2889	3286	2868	2828	2428	2428	No target	◆	ⓘ	There were 2,428 children (1175 families) open to the service at the end of the quarter compared to 2,828 children (1,326 families) at the end of Quarter 1. This shows a decrease of 400 children (151 families) over 3 months.
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%	22%	↓	✓	At the end of Quarter 2, 16.0% of social care referrals were reported as being a re-referral (within 12 months) which shows a 0.1% increase (lower is better) when compared to the end of Quarter 1, but remains 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	19	19	19	No target	◆	ⓘ	There were 19 children and young people assessed as having a medium to high risk of Child Sexual Exploitation (CSE) at the end of the quarter, a decrease of 10 since the end of Quarter 2 last year (2023/24).

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)	Year to Date	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 Outturn)	Term 1 (Sep > Dec) to be reported in qtr 3	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>Term one of the 2024/25 academic year will be available to be reported at the end of Quarter 3.</p> <p>*This is an academic year measure and therefore 2024/25 academic year end performance will not be reported until quarter 2 2025/26.</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% (Provisional - awaiting validation and publication by DfE)	-	-	78.5% 2023-24 academic year (Provisional - awaiting validation and publication by DfE)	Above stat neighbour* (Awaiting 2023/24 validated data from the DfE) (latest 22/23 79.7%)	◆	△	<p>Performance for the 2023/24 academic year is currently provisional and is awaiting validation and publication by the Department for Education (DfE). Current unvalidated data shows 78.5% of year 1 pupils passed the phonics screening check. This shows a 0.5% decrease when compared to the previous academic year (79.0%).</p> <p>Until the latest 2023/24 benchmark data is published, we are unable to report if we have met the stat neighbour average target but we are currently showing to be 0.5% below last academic years national average and 1.2% below the stat neighbour 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 2023/24 academic year unvalidated data will be reported in Quarter 2 2024/25.</p>
CH10	Number of children with Education, Health and Care Plan	CYP - Education & Inclusion	Niall Devlin	Neither High/Low	Q	2711	3056	3360	3456	3494	3494	No target	◆	ⓘ	<p>There were 3494 children with an Education, Health, and Care Plan (EHCP) at the end of Quarter 2, showing an increase of 38 since the end of Quarter 1.</p>
CH11	Number of additional universal youth work sessions delivered	CYP - Early Help	Kelly White (Interim)	High	Q	339	1135	1411	376	228	604	800	↓	✓	<p>This measure is well on target. In the first six months of 2024/25, 604 universal youth work sessions were confirmed as being delivered which equates to 76% of the annual 800 target. The DoT is based on comparison to the previous quarter when the number of sessions delivered in Quarter 2 was slightly lower due the school holidays, which is expected.</p>

6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

CASE STUDY

Children’s Capital of Culture: Community Festivals 2024



In 2025, Rotherham will become the world’s first Children’s Capital of Culture (CCoC). A programme designed and delivered by children and young people living in the borough.

Since 2021, Children’s Capital of Culture have built positive relationships with a huge number of communities across Rotherham, with a focus on those who may face barriers to accessing creative activities or opportunities to develop their skill and take part in training. Building these relationships has

been vital, as it has enabled the Council to develop the 2025 festival year programme that is co-produced with children and young people within their own communities.

In 2024, Children’s Capital of Culture had the opportunity to work closely with existing community events and festivals, supporting their growth and development whilst also enabling them to be part of our journey into 2025.

Through funding from Arts Council England, the CCoC Team were able to work with five different community festivals:

- Eastwood Fun Festival (Rotherham East ward), in June 2024
- Harthill Carnival (Wales ward), in July 2024
- Aston Carnival (Aston and Todwick ward), in August 2024
- Ferham Festival (Rotherham West ward), in August 2024
- Reclaim The Night (Boston Castle ward), in November 2024

The CCoC Team provided up to £2,000 of support to each festival, which allowed the festival organisers to enhance their offer to the communities. The Council worked with all community festivals to more strongly embed youth voice into their delivery, helping the festival organisers find opportunities to support and showcase local children and young people’s talents.

Collectively, the CCoC Team worked with 499 school pupils and 130 children and young people attending youth provision in the build-up to these festivals. The festivals themselves reached well over 10,000 participants.

The outcome of working with these community festivals was huge, especially at Ferham Festival 2024. The festival took place on Saturday 17 August 2024 and saw over 2,000 people from the surrounding areas attend.

6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

The Children's Capital of Culture Engagement Team worked with 154 school children across two local primary schools to explore the children's interests in visual art and music. Children at Kimberworth Community Primary School created colourful banners and posters that highlighted what their community means to them, whilst Thornhill Primary School used their musical talents to write, sing, and record a 'Thornhill Rap' that explained their favourite things about Rotherham.

The CCoC Engagement Team also worked with a local youth group based at Liberty Church to develop performance skills and, most importantly, confidence. Attended mostly by Roma-Slovak young people, the work this group of young people produced with dance company Rationale Arts was magical. Using traditional Roma dance moves mixed with hip-hop beats and tricks, the group created a unique way to show their pride in their culture and heritage. Group members, along with siblings, parents, aunties and uncles, all performed on the main stage at Ferham Festival.

With Ferham and Masbrough being within the 10% most deprived areas in England, opportunities for children and young people to experience quality creative activities that build essential life skills, confidence, and community cohesion is crucial. By the end of the project, the young people were able to feel real pride in talking about their own culture and community. By working with these specific groups, Children's Capital of Culture have allowed these children and young people to experience arts and culture, breaking down barriers that may have limited their access to the creative industries.

Children's Capital of Culture continues to work with the Liberty Church youth group to offer rich cultural experiences to the young people who regularly attend. Building relationships with their wider families is also growing, with the hopes that multiple generations can enjoy the 2025 festival year.

6.3 THEME 3 – EVERY CHILD ABLE TO FULFIL THEIR POTENTIAL

CASE STUDY

Second two-bedroom home – newest addition to the residential portfolio

The refurbishment of the second two-bedroom children’s home in Thurcroft was completed by August 2024, following the Ofsted registration submitted in May 2024. The Council recognises that the best way to care for our children is within our own locality, as it ensures that the Council can effectively work with a multitude of health, education, and social care professionals, as well as the children’s families. Work is taking place to transform our residential service and ensure that placements are available to meet the increasing demand on residential care homes. There continues to be a national shortage of foster placements, which enhances this demand and means that children sometimes need to be moved away from family, friends, and networks to different areas of the country. Consequently, this can impact the relationships, educational/extra-curricular achievements, health and the emotional wellbeing of the children.

Rotherham already has a portfolio of established children’s homes, including a short breaks home for children with disabilities, four residential homes, and a supported accommodation. The borough also has two emergency and a one bedded home, which provides short term support to children experiencing breakdown in their care.

The ambition in Rotherham is to allow children in care to have an upbringing that is filled with love and happiness, which contributes to long term success and maintenance of important relationships and networks that will support children throughout their lives. Whilst the Council would like all children to live in family homes, we recognise that this is not always achievable. Therefore, it is important that the Council focusses on a model that develops smaller homes, which aid in replicating a family environment.



Having smaller children’s homes means that the Council can work to match each child well to their placement and core staff group, who are focused on the children’s individual needs and requirements. Additionally, the smaller homes model allows for more focused attention and individualised planning for children with more complex needs.

The Council recognises that the key to success in the home is the staff team. Therefore, a scrutinous recruitment process was implemented to ensure that all staff are skilled, experienced, and equipped to work with our children. The majority of the team were in post by September 2024, and have extensive experience through working in other established homes across the service.

A registration visit is due to take place in December 2024, and the Council aims to welcome the first child in January 2025.

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">• A growing economy that provides decent jobs and chances to progress• Delivering regeneration schemes that bring investment and opportunity, both in Rotherham town centre and in our towns and villages• Working with partners and suppliers to create more local jobs, paid at the Real Living Wage or above, and apprenticeships• People having opportunities to learn, develop skills and fulfil their potential• Strengthening digital infrastructure and skills which enable access for all.	<ul style="list-style-type: none">• Support people to improve their skills and secure decent work through a range of schemes and initiatives• 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• Deliver improvements and opportunities for local communities through major regeneration programmes• 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• Secure further commitments through our social value policy and work with partners to maximise the impact of our collective spending power• Connect people to economic opportunities through a range of transport schemes and improvements that also offer more environmentally friendly travel options.

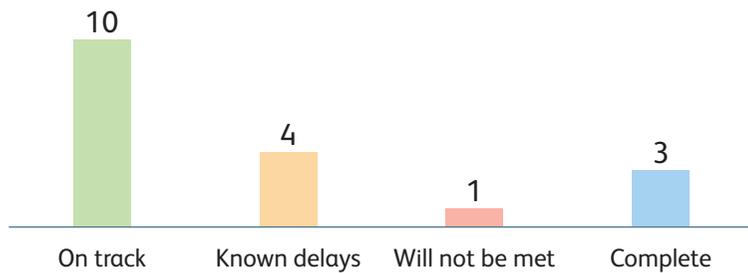
6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

HEADLINES – EVIDENCING OUR PROGRESS

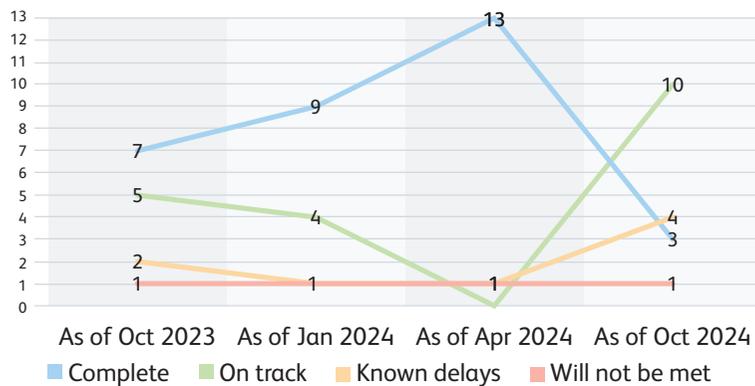
To provide evidence of delivery of the outcomes and commitments within this theme, there are nine headline performance measures and 18 priority actions/milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

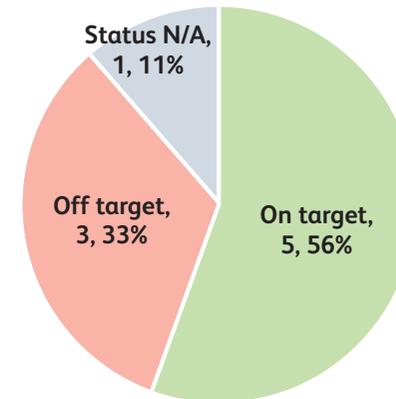


Year Ahead Delivery Plan Action Trend



PERFORMANCE MEASURES

Performance Measures Status



Performance Measures Direction of Travel



6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

NARRATIVE – THE BIGGER PICTURE

A broad range of activity is being delivered to create and expand opportunities for people across the borough.

Rotherham Investment and Development Office (RiDO) continues to offer a high-quality business support service. This ranges from workshops focused on start-up advice, to grants that help organisations become more productive or reduce their carbon footprint. Rotherham’s business hubs, which are currently benefiting from WIFI and other upgrades, offer flexible office and lab space with on-site support and opportunities to collaborate. In the first half of 2024/25, 28 workshops were delivered with over 200 attendees and 84 grant offers were approved.

In the town centre, Rotherham’s fantastic new cinema and Travelodge hotel have opened on the redeveloped Forge Island site (see case study below). New eateries on the site have been delayed, but negotiations have taken place with alternative operators and are in advanced stages.

Forge Island is a key part of the town centre masterplan, which aims to create an improved visitor experience particularly by utilising the waterside location and improving connections to the river and nature. To this end, construction of Riverside Gardens, which will create an attractive riverside walk with seating and natural play areas for children, is due to start in April 2025.

At the same time, regeneration schemes continue right across Rotherham. The redevelopment of Maltby grammar school to create a new business and community hub has been completed, as have improvements to the visitor attractions at Magna (see case study). The latest phase of the stables renovation at Wentworth Woodhouse is nearing completion and the exciting skills academy at Gulliver’s theme park is due to be finished by March 2025.

Elsewhere, planning applications have been approved for Wath library and Dinnington high street. In Dinnington, this paves the way for a scheme that includes commercial units, a new landscaped town square, and improved pedestrian access. The Wath library development will create a state-of-the-art building with improved public realm and car parking, and a new commercial unit in a prime location.

Despite these developments, optimism with regards to the future of Rotherham as a place to live remains low. In the 2024 Resident Satisfaction Survey, 53% of respondents reported feeling ‘very optimistic’ or ‘fairly optimistic’ about the future of Rotherham as a place to live.

Whilst economic inactivity remains challenging in Rotherham (69.0% of Rotherham’s working age population are currently economically active, in comparison to 75.4% across the Yorkshire & Humber and 78.4% nationally), progress continues to be made in helping people to secure decent work and taking forward the social value agenda to maximise the impact of local spending. The new employment hub and Employment Solutions service supported 153 people into work or training between July and September 2024. This is complemented by the Advance project, which helps people in work to improve their skills or retrain, and the Ambition project, which supports young people to overcome barriers to accessing employment, education or training. Children’s Capital of Culture is also delivering tangible benefits for young people, with training and mentoring for 193 young artists, 110 paid traineeships, and 235 young people achieving Arts Award qualifications.

6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

Furthermore, as of end Quarter 2 2024/25, 43 new businesses had been supported by the Council to start up and 319 advice and support sessions had been delivered to help local businesses recover and grow. There were also 63,331 engagements with library services to help people gain skills or get a job.

In relation to social value, a series of workshop sessions have enabled local partners to assess their progress, learn from each other, and identify further opportunities to use procurement and other mechanisms to generate additional value and achieve better outcomes for local people. Alongside this, a programme being delivered by Rotherham Chamber and Go4Growth is helping local businesses to improve their bid-writing skills and increase their chances of securing contracts.

Finally, excellent progress is being made in implementing Rotherham's Digital Inclusion Strategy. Over 1,500 people have attended 80 community-based digital inclusion training/support events, 1,000 digitally excluded residents have received free sim cards, and a pilot training programme has provided internationally-educated nurses with extra support to improve their digital skills. As of end Quarter 2, the number of online transactions on the Council's website totalled 110,549 for 2024/25.

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	A growing economy that provides decent jobs and chances to progress	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	On track	12 workshops were delivered in Quarter 2 making a total of 28 workshops for the year to date and having a total of 201 attendees. The KPI has been achieved but delivery of workshops will continue.
4.2		Provide 60 businesses with financial assistance to support investment.	Quarter 4	On track	40 grant offers were approved in Quarter 1 to a value of £187,973. A further 44 grant offers were approved in Quarter 2 with a value of £354,000. Grants are between £500 and £25,000 and Quarter 1 included a larger number of small grants. Grants 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	On track	First draft of the strategy expected to be complete by end Jan 25. 13 investment projects (reported last quarter) remain live.

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	Known delays	The Destination Management Plan was published in July 2024 and launched at an industry event in Magna. A chair of the interim Advisory Board has been appointed. Initial board meeting to communicate plans and identify priorities is scheduled for January 2025.
4.5	Delivering regeneration schemes that bring investment and opportunity, both in Rotherham town centre and in our towns and villages	Opening the hotel, cinema and the first phase of eateries at Forge Island.	Quarter 2	Will not be met	The hotel opened in July 2024 and the cinema opened in early September 2024 (see case study below). After a significant tenant for the food and drink units fell away, negotiations have taken place with alternative operators and are in advanced stages with the most likely timescale for opening, following operator fit-outs, being Spring 2025.
4.6		Start construction of Riverside Gardens & Corporation Street public realm works.	Quarter 4	Known delays	Contract costs received and contract expected to be in place from January 2025. The expected start on site date is April 2025.

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"> • Wentworth Woodhouse • Maltby Skills Academy • Grimm and Co • Gulliver’s Skills Academy • Magna. 	Quarter 3	Known delays	<p>Maltby, Grimm & Magna projects now complete.</p> <p>Maltby Academy: the redevelopment programme has seen the old grammar school building transformed into a community space that will support local services, wellbeing, employment and enterprise. Alongside providing bookable workspaces, serviced hot-desking, seminar rooms, a community coffee shop, and an apprenticeship centre, the space also accommodates the Maltby Academy Sixth Form centre, providing classrooms, tutorial rooms and learning spaces for students.</p> <p>Magna: the Levelling Up Fund has expanded Magna’s access for visitors by installing new exhibits which extend the target age range to include better learning provision for the U5s and by modernising STEM themes to embrace topics around climate change and renewable technologies.</p> <p>Grimm: the project has enabled the purchase and transformation of a disused church into a new home for the children’s literacy charity. The Council will continue to provide support throughout the delivery of the partner projects.</p> <p>Wentworth continue to report completion Quarter 3. Gulliver’s report completion Quarter 4.</p> <p>See case study below.</p>
4.8		Progress redevelopment plans for Wath Library and Dinnington High St into detailed design and planning submission.	Quarter 3	Complete	<p>Planning applications for both projects have been submitted. Stage 3 designs are complete for both and have been approved by Cabinet in July 2024.</p>

6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

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 delayed until September 2024, due to nesting birds and delays in obtaining a bat license. The next stage is to develop plans for future development or allocation.
4.10		Complete the demolition of the Guardian Building to facilitate the further works to redevelop the new market and library building.	Quarter 3	On track	Demolition commenced 21 October 2024.
4.11		Start construction of the Templeborough Business Zone Project.	Quarter 3	Known delays	Delays encountered in relation to contractual arrangements. Likely resolution by end of November, which will push start on site to Quarter 4.
4.12	Working with partners and suppliers to create more local jobs, paid at the Real Living Wage or above, and apprenticeships	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	On track	The Social Value Portal has been commissioned to lead this piece of work on behalf of Rotherham Together Partnership. The third of three workshops is taking place on 28 November 2024, after which an action plan will be produced.

6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

4.13		<p>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.</p> <p><i>(LGA Corporate Peer Challenge action in response to recommendation 4).</i></p>	Quarter 4	On track	<p>Work is underway with the Rotherham Together Partnership to understand the number of apprentices in place. A workshop, facilitated by the South Yorkshire Apprenticeship Hub, will take place in early 2025 to identify actions to continue to increase the number of apprenticeships in the borough.</p>
4.14		<p>Deliver against key priorities of the Council’s Social Value Policy, specifically:</p> <ul style="list-style-type: none"> • Deliver Social Value Annual Conference with a focus on SMEs • Build the capacity of local SMEs through additional tailored support to 160 businesses receiving non-financial support, including one-to-ones and group sessions. <p><i>(LGA Corporate Peer Challenge action in response to recommendation 4).</i></p>	Quarter 4	On track	<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 48 times</p> <p>Social value – accessed 23 times.</p> <p>They have also provided 1-2-1 advice and support to four Rotherham businesses.</p> <p>The Chamber’s sector-based events started in September with Chamber Means Business, attended by 400+ delegates.</p>

6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

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	On track	<p>The consultation period ran from 12 August to 30 September 2024 and the responses are currently being assessed. A decision on how to progress will be made following publication of the government’s response to the National Planning Policy Framework consultation.</p>
4.16	<p>People having opportunities to learn, develop skills and fulfil their potential</p>	<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	On track	<p>153 residents have been supported. Whilst this is below target for the quarter, the service has exceeded cumulative targets set since commencement of funding in January 2024.</p>

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"> • Train and mentor at least ten Young Artists in Residence • Recruit at least 80 16-to-25-year-olds to work as paid Trainee Young Producers <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"> • Trained and mentored 193 Young Artists through a range of development grants and paid performance opportunities. • Recruited at least 110 16-to-25-year-olds to work as paid Trainee Young Producers • Supported 235 young people to achieve Bronze and Silver Arts Award gaining qualifications equivalent to NVQ levels 1–3, which support their routes into further education, training and employment
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6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

4.18	Strengthening digital infrastructure and skills which enable access for all	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). <i>(Links to LGA Corporate Peer Challenge action in response to recommendation 6).</i>	Quarter 4	On track	<ul style="list-style-type: none">• Digital inclusion stakeholder group (attended by wide range of partners/voluntary sector) meet regularly to review programme progress and identify new opportunities to remove digital inclusion barriers.• From April-September 2024, over 1,500 people attended 80 community-based digital inclusion training/support events.• Over 1,000 digitally excluded residents provided with free sim cards.• First Connectivity grant awarded to help a local community centre get back online. <p>Pilot training programme successfully completed to provide internationally educated nurses with extra support with their digital skills.</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)	Year to Date	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%	Not Available	69.0%	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 Jul 2023 - Jun 2024. 69.0% of Rotherham's working age population is economically active. In comparison, Yorkshire & Humber and Great Britain are at 75.4% and 78.4% respectively.</p> <p>Currently Rotherham is 9.4% below the national average. The gap has been widening, it was 1.8% (Jul 21-Jun 22), 2.5% (Oct 21-Sep 22), 3.4% (Jan 22-Dec 22), 4.2% (in both Apr22-Mar 23 and Jul 22-Jun 23), 6.3% (Oct 22-Sep 23), 7.5% (Jan 23-Dec 23) and 8% (Apr 23-Mar 24). The national average has been broadly stable, the reason the gap has been widening is because the % of economically active has persistently been reducing in Rotherham.</p> <p>The Council is involved in the design of a South Yorkshire wide scheme called Pathways to Work. The scheme could be awarded funding in the upcoming Budget. The scheme is intended to support the Economically Inactive into work.</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%	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%	27%	>24%	→	✓	<p>The annual Resident Satisfaction Survey was conducted in August 2024 and 27% of respondents felt as 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	43	60	↓	✓	<p>Occupancy at Century 2 Business Centre dropped to 53% this quarter due to a positive outcome for a business expanding out into new premises. Launchpad enquiries remain strong, assisting 93 pre-start ideas and existing businesses in the quarter.</p> <p>The total for this measure (the combined Business Centre and Launchpad totals) this quarter is 17 against an annual target of 60. This is above the same point last year but down on the last three quarters. The cumulative total for the year is 43 businesses supported, which is ahead of the profile needed to deliver the annual Council Plan Targetable the level of the same period the previous year.</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	81%	◆	△	<p>This measure is reported on at Quarter 4.</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)	Year to Date	TARGET			
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	319	500	↓	✓	The Council Plan advice and support target has been increased for 2024-25 to 500. Last year 675 sessions of support were delivered. This exceeded the Council Plan target. As a result the Council Plan target for this measure was increased from 400 to 500 support sessions. Quarter 2 2024-25 has seen 134 sessions delivered, 14 more than Quarter 2 2023-24. Whilst this is lower than the last three quarters, the cumulative total for the year to date is 319 and above the profile needed to deliver the annual Council Plan 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	31,710	63,331	100,000	↑	✓	Council Plan target increased for 2024-25. The Council Plan measure on Libraries is already 63% towards achieving the annual target of 100,000 with a further 31,710 engagements in Quarter 2, exceeding both Q1 and Q2 23/24. DoT is a seasonal comparison with Quarter 2 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	Lily Hall	High	Q	0.6%	0.6%	1.1%	0.8%	0.8%	0.8%	1.5%	→	✗	Compared to the previous year, performance is the same as Quarter 2 2023-24 and 0.8% of live new starter apprenticeships have been created as a percentage of the workforce. Performance has also stayed the same for the last two quarters. The year-end target is still to be achieved. There are currently 43 live new starter apprenticeships. A further 29 are required to hit the target. A group of new starters have completed their apprenticeships in the last two quarters which has impacted the overall figure of live new starter apprenticeships. Actions being taken include: - Engagement/recruitment of younger employees is being prioritised 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 career journeys at RMBC, also promoted during Apprenticeship Week February 2024
EC07	Number of online customer transactions	FCS - Customer, Info & Digital	Luke Sayers	High	Q	200,200	185,935	189,171	58,925	51,624	110,549	185,400	↑	✓	A total of 110,459 digital transactions were completed during Quarter 1 and Quarter 2. This accounts for 60% of the annual target over a six-month period, suggesting the annual target of 185,400 is on track to be achieved. DoT based on comparison to Quarter 2 2023-24.

6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

CASE STUDY

Rotherham welcomes new cinema and hotel

As part of the Council's £47 million investment in the creation of Forge Island, Rotherham town centre welcomed the opening of the Travelodge hotel to the public in July 2024, followed by the Arc Cinema in September 2024.

The development of Forge Island has been a Council-wide endeavour, spanning ten years of collaborative work, to revitalise Forge Island into a family-friendly destination. Delivered with the Council's partner, Muse, Forge Island is a key development in the Town Centre Masterplan.

The Travelodge Rotherham Central, hosts 69 rooms and is the town's first branded hotel. It has been developed to a premium design and includes next-generation rooms and several sustainable building features. Sustainability has been an important factor when designing the hotel, which includes features such as PV cells (a non-mechanical device that converts sunlight directly into electricity) on the roof, aerated shower heads and taps in bathrooms, and EV car charging points in the car park. Additionally, a new Bar Café welcomes both hotel guests and passers-by, offering an all-day dining service and licensed bar. It is set to have a positive impact on the town's tourism economy. Situated next to Rotherham's train and tram services, it allows for access to some of Rotherham's major visitor attractions.

The Arc Cinema opened on 6 September 2024, and features two flagship Hypersense screens and six medium-sized screens. It offers a major part of the Council's family-friendly vision for Forge Island and was celebrated with a 'Forge Island celebration day' which included free family activities on 14 September 2024.

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

“Fantastic achievement and such a boost for the people and families of Rotherham. Congratulations to all those who had a vision and to those who made the vision a reality”.

“Fantastic to see investment in the town where I was born and always great when a plan becomes reality which will benefit so many local families”.

“Well done Rotherham for bringing this back to the town”.

The regeneration and development of the town centre continues with a programme of major public sector intervention and investment. From the creation of a new town centre residential community supported by services and infrastructure in the form of a new market and library, leisure activities, green space and public realm, to events programming and improved transport infrastructure. As the town centre evolves and confidence grows, we see more private sector investors leading redevelopment and putting their own mark on this diverse and growing economy.



6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY



Equality and access have been considered in the design of Forge Island and the provision of amenities, ensuring an accessible facility for the entire community. As a result of the Council's growing relationship with Rotherham Sight and Sound, dedicated tours were held prior to opening to ensure users of the town centre with visual and hearing difficulties could become familiar with the new amenity.

Forge Island is the first step in leading the diversification of the town centre toward the new and vibrant area the wider borough deserves, driving footfall, investment, and quality, with an aim of fostering growing confidence and pride in Rotherham.

6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY

CASE STUDY

Levelling Up Fund – Magna and Wentworth Woodhouse Leisure Economy Projects

The Council secured £19.9 million of Government Levelling Up Funding for the wider Leisure Economy and Skills Programme in October 2021. Alongside additional funding sources, it has aided partners in delivering capital projects at Magna Science Adventure Centre and Wentworth Woodhouse. Levelling Up Funding has supported these partners to deliver the redevelopment of some of the borough's major attractions, to contribute towards the growing leisure and cultural sector of the economy.

Wentworth Woodhouse is a grand stately home dating back to 1720s, and it is currently undergoing extensive regeneration works to ensure it is preserved and functioning for many centuries to come. Alongside additional funding from Historic England and the South Yorkshire Mayoral Combined Authority through the UK Shared Prosperity Fund, £4.6 million of Levelling Up Funding was used to enable the regeneration of the Southwest Corner of the partner's Grade I listed stables. Once the modernisation works are complete, the historic stables will be transformed into a purpose-built hospitality space, including production kitchens, visitor's café, events space, and a training facility for new service sector staff.

To ensure that barriers to visit Wentworth Woodhouse are reduced, the design of the stables has carefully considered inclusivity for visitors with disabilities and carers. One of the Mews buildings has been repurposed as the second Changing Places facility, with renovation work joining Mews Court to the main Stables complex. This builds upon existing access arrangements, including the fully accessible gardens and ground floor with lowered reception desk, an accessible visitor's shuttle upon request, and sensory packs.



Construction continuing at Wentworth Woodhouse.

Additionally, the Council has facilitated £1.89 million of Levelling Up Funding for the delivery of a modernisation project at Magna Science Adventure Centre, which includes refreshed exhibitions to inspire young people as well as key infrastructure upgrades. Modernisation of the four Pavilions, Air, Earth, Fire and Water has been completed, as well as upgrades to the reception area and café to enhance the overall visitor experience. This funding has sustained and enhanced employment opportunities, therefore creating increased capacity for educational delivery to a greater audience. This includes better learning provision for home educator groups, special educational needs support, and learn through play experiences for under-fives.

6.4 THEME 4 – EXPANDING ECONOMIC OPPORTUNITY



The new infrastructure within Magna has allowed for easier movement around the refurbished pavilions and new exhibitions for all visitors, creating an inclusive experience. There are several accessible toilets available, and a Changing Places facility has been opened in the Red Hall to ensure that the annual 1,500 visitors with disabilities or complex care needs have a safe and comfortable visit with access to essential equipment. Quiet areas are available upon request for visitors to use for prayer, breast feeding or sensory overstimulation due to the nature of exhibitions.

Following the investment, this much valued partner has reported a 30% increase in visitors, and a further 4,680 educational visits.

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

- 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.

How we will get there

- Ensure our streets are clean by providing an effective response to fly-tipping and littering, and continually improving our approach to street cleaning
- To continue to invest in our urban green spaces and country parks, maintaining our four Green Flag accredited parks, whilst aiming for additional accreditations
- 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
- Work with regional partners to deliver public transport improvements such as a new Tram-Train stop at Magna, as well as longer term aims a railway station at Waverley and a new mainline station for Rotherham
- Develop a new Cycling Strategy and invest in new cycleways across Rotherham
- Continue the roll out of public charging points to make electric vehicles a more viable option for residents and visitors
- Deliver flood alleviation projects and work with communities and businesses to develop flood resilience measures in the worst-affected areas
- Deliver a renewable energy generation project by 2025
- Plant a minimum of 500 new trees every year
- Encourage our suppliers to reduce their emissions through implementation of the Council's Social Value Policy
- Support residents to access nationally available insulation grants to improve energy efficiency.

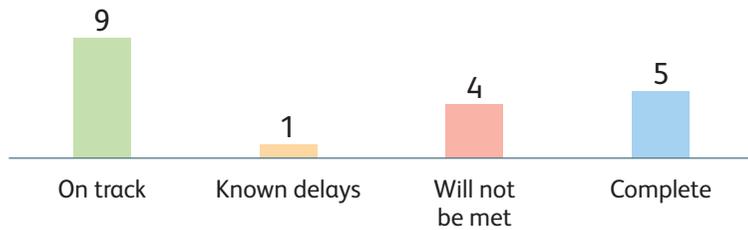
6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

HEADLINES - EVIDENCING OUR PROGRESS

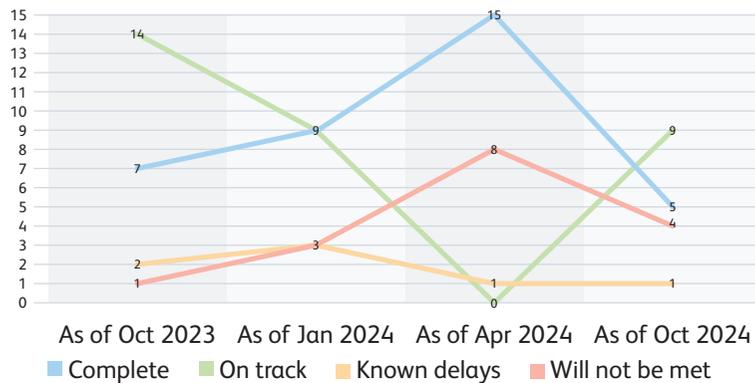
To provide evidence of delivery of the outcomes and commitments within this theme, there are nine headline performance measures and 19 priority actions/ milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status

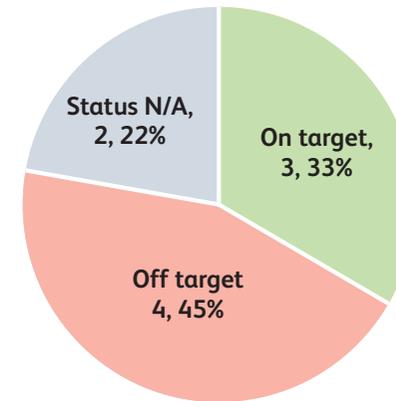


Year Ahead Delivery Plan Action Trend



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.

Initiatives to increase the cleanliness of the borough are continuing, with additional cleansing in and outside of Rotherham Town Centre and litter picking and cleansing activities. Between April – September 2024, there were 34 effective enforcement actions against fly tipping and 2,445 effective enforcement actions for other environmental crime.

Four parks in Rotherham achieved the Green Flag award in July 2024. This includes two urban parks (Clifton and Greasbrough) and two country parks (Rother Valley and Thrybergh). Additionally in June 2024, Rother Valley, Thrybergh, and Ulley country parks were awarded the Natural England accreditation (see case study below).

Although redevelopment work at Rother Valley Country Park (funded through the Levelling Up initiative) has begun, the redevelopment work at Thrybergh Country Park is delayed and is now scheduled to start in Quarter 1 2025/26, with completion anticipated by Quarter 3. This will ensure alignment with other capital works (a new path around the reservoir, along with the new play facilities). Changing Places facilities are now in place at both parks, supporting the needs of disabled visitors and providing accessible facilities to public places.

Progress continues to be made in creating a better transport system within the region through the Transforming Cities programme and funding for active travel. Sheffield Road cycleway scheme was completed in July 2024 and the

structural repair of the Centenary Way viaduct achieved practical completion in November 2024, nine weeks ahead of its originally scheduled completion date (see case study below).

A major scheme funded through Transforming Cities is the Link Road and Park and Ride at Parkgate. The link road opened in December 2024, ahead of the Quarter 4 target, with the park and ride scheduled to follow in early 2025. However, the progression of the outline business case for Waverley Station is at risk of delay due to the cancellation of the Barrow Hill line and its potential impact on the plans for Waverley.

Work continues to mitigate the risk and impact of flooding within Rotherham. The target to reach ‘shovel ready’ status across six flood defence and mitigation schemes, including the Rotherham Renaissance scheme, Whiston Brook, and Catcliffe pumping station, is on track to be achieved by Quarter 4. An update on the progress of the flood schemes will be provided to the Improving Places Select Commission in December 2024. Engagement has continued with those affected by Storm Babet in October 2023, following the publication of The Section 19 Storm Babet report in August 2024.

Finally, the Council remains committed to reducing carbon emissions across the borough. A trial of Hydrotreated Vegetable Oil (HVO) ran for six months from October 2023 to April 2024, and is on track to be completed by Quarter 4. It demonstrates a significant reduction in carbon emissions within Rotherham. Additionally, the development of a Heat Decarbonisation Plan (HDP) for the Council’s corporate estate has now been produced and all scheduled LED lighting upgrades have been completed. The remaining proposed measures and upgrades face delays due to the setbacks in the construction of the Rotherham Heat Network. The plan to identify suitable sites to progress low carbon energy generation plans within the borough

6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

will not be met by the Quarter 4 target. Following assessments, no current Council sites are suitable for the plans. However, a wider assessment of land throughout the borough is ongoing. Uncertainty surrounds the completion of the project as it is dependent on the availability and suitability of local land.

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	Increasing satisfaction with the cleanliness of the borough	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	All four parks (Clifton Park; Greasbrough Park; Rother Valley Country Park; and Thrybergh Country Park) achieved the Green Flag status on 16 July 2024. The Country Parks, including Ulley, were awarded the Natural England Accreditation in June 2024. See case study below.

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 due to be completed by October 2025.</p> <p>Started work at Rother Valley in September 2024, car park scheduled for completion in Quarter 4.</p> <p>Work at Thrybergh Country Park café is scheduled to begin as early as possible in Quarter 1 2025/26 and completion is envisaged in early Quarter 3 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	Creating better transport systems for future generations	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, nine weeks ahead of its programmed 5 January 2025 date.</p> <p>Contractors have now left 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> <p>See case study below.</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	Will not be met	<p>Delays due to additional work required to assess and quantify the regeneration benefits associated with the station and strengthen the business case, as well as The Department for Transport requesting additional informal consultation with railway stakeholders in advance of formal Outline Business Case submission.</p> <p>Anticipated submission of finalised Outline Business Case by February 2025 to South Yorkshire Mayoral Combined Authority and May 2025 to Department for Transport, replaces previous target date of Quarter 2 2024.</p>
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6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

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	On Track	<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, with the Park and Ride operational in early 2025.</p> <p>Potential risk is posed to the plans at Waverley Station due to the Barrow Hill Line cancellation. However, the Outline Business Case will continue to be developed and future discussions around delivery will proceed.</p>
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6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

5.8 (a)	Reducing the risk and impact of flooding and other environmental emergencies	Reach ‘shovel ready’ status across the following flood defence/mitigation schemes: a) Rotherham Renaissance Flood Alleviation Scheme.	Quarter 4	On Track	The work to reach ‘shovel ready’ status is on track. An update on the schemes’ progress will be provided in December 2024.
5.8 (b)		b) Parkgate & Rawmarsh Flood Alleviation Scheme.	Quarter 4	On Track	The work to reach ‘shovel ready’ status is on track. An update on the schemes’ progress will be provided in December 2024.
5.8 (c)		c) Whiston Brook Flood Alleviation Scheme.	Quarter 4	On Track	The work to reach ‘shovel ready’ status is on track. An update on the schemes’ progress will be provided in December 2024.
5.8 (d)		d) Eel Mires Dike Flood Alleviation Scheme.	Quarter 4	On Track	The work to reach ‘shovel ready’ status is on track. An update on the schemes’ progress will be provided in December 2024.
5.8 (e)		e) Catcliffe Pumping Station.	Quarter 4	On Track	The work to reach ‘shovel ready’ status is on track. An update on the schemes’ progress will be provided in December 2024.
5.8 (f)		f) Culvert Renewal Programme.	Quarter 4	On Track	The work to reach ‘shovel ready’ status is on track. An update on the schemes’ progress will be provided in December 2024.

6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

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)	Contributing to reducing carbon emissions across the borough	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	Known Delays	119 vehicles identified for replacement, several of the larger value vehicles have been purchased with a further 20 minibuses currently being evaluated for award. A total of 58 vehicle specifications have been agreed, 31 are being consulted upon and 21 vehicles remain outstanding. Several vehicles have been identified as no longer required.
5.10 (b)		b) Conclude a trial of HVO (Hydrotreated Vegetable Oil) and consider future roll out to reduce carbon emissions.	Quarter 4	On Track	The trial ran for six months, from October 2023 - April 2024. Results are currently being analysed, however do demonstrate a significant reduction in carbon emissions. Use of this fuel type requires an increase in revenue costs; therefore, consideration is needed prior to implementation.

6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

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"> • Complete Riverside House Solar (PV) canopy works. • 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. 	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.</p> <p>Remaining energy conservation measures and building energy management system upgrades are unlikely to be completed by March 2025 due to delays in the construction of the Rotherham heat network.</p> <p>Final building designs are reliant on knowing the expected incoming temperature from a heat network which cannot be provided yet.</p>
5.12		<p>Work with local communities to change residents' behaviours to reduce climate change by delivering 10 engagement events across the borough.</p>	Quarter 4	On Track	<p>The Community Energy Officer has delivered eight community engagement events across the borough.</p> <p>On track for completion by the end of March 2025.</p>

6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

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>
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A Cleaner, Greener Local Environment

Outcomes

- Increasing satisfaction with the cleanliness of the borough
- Reducing the risk and impact of flooding and other environmental emergencies
- Creating better transport systems for future generations
- 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)	Year to Date	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	34	60	↑	✓	<p>Target unchanged for 2024-25.</p> <p>Breakdown of 18 enforcement actions: 0 Fly Tipping FPN's 3 Small Fly tipping FPN's. 3 Prosecutions secured for Fly Tipping offenses</p> <p>A review is being carried out to see if the scope of this measure could be expanded to include in total: P52 (Failed to Produce Waste Transfer) YTD - 1 P10 (Domestic Duty of Care - FPN) - YTD - 6 P61 (Environmental Protection Act 1990 Section 47 Notice) - YTD - 1 PF1 (Environmental Protection Act Section 59 Fly Tipping Notice) - YTD - 3 AQK (Number of Vehicle Seizures) - YTD - 0 Prosecutions secured for S33, S34, S87 and/or S88 breaches of the Environmental Protection Act - YTD - 3 as they are all fly-tipping related enforcement actions.</p> <p>This metric measures FPNs issued specifically for fly tipping. Wider activities such as other FPNs, warnings issued in advance of prosecutions are all part of the work the council undertakes to combat enviro-crime.</p> <p>There has been a increase in performance in Q2 (by 2) compared to Q1.</p>
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	1346	2445	1,500	↑	✓	<p>WISE have had an exceptional Quarter 2 with a total of 1,346 tickets issued, 247 more issued than in Quarter 1. The annual Council Plan target for this year has already been achieved by the end of the first half of the year.</p>
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%	41.5%	45%	↓	✗	<p>The data is provisional, the finalised recycling rate figures are done 3-months in arrears in order for the service to collate the data/figures.</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> <p>DoT based on comparison to previous quarter. Quarter 2 has seen a decrease compared to Quarter 1.</p> <p>Service point to a recent trend of bin contamination decreasing which has happened as a result of officers checking bin lids before emptying.</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 1 b) Grounds Maintenance 6 c) Waste Management 132 Total Complaints = 139	190	↓	✗	<p>76 complaints were received in Quarter 2. The majority of complaints during Quarter 2 were due to "lack of service" (predominantly missed bins) due to staffing absence being high in Q2. The service expect that performance will improve as staffing levels return to more typical levels.</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)	Year to Date	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%	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. 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%	-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 2.07%. 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	◆	△	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.
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	0	500	◆	△	The measure on trees planted and woodland creation are currently has seen a total of 964 trees planted in the planting season, Quarter 3 & Quarter 4. The annual target for trees is 500 in urban areas.
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%	56.9%	50.0%	↑	✓	At Quarter 2 Council housing with an energy performance certificate (EPC) rated C 56.9% and has therefore on target. In Summary at the end of September 11,339 of 19,918 council housing properties were rated C and above.

6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

CASE STUDY

Centenary Way Viaduct Repair

The Centenary Way Viaduct is a dual carriageway structure on the A630 that carries approximately 38,000 vehicles daily across its two bridge decks. It spans sensitive areas, including a river, canal, electrified railway, towpath, and Brinkworth Lane. Active land beneath the structure includes storage yards and car parking.

Following the need for essential repair works in August 2022, emergency traffic management measures were implemented, restricting access to adjacent carriageway lanes in both directions to ensure public safety.



The project team prioritised a solution that minimised disruption to the highway while addressing safety concerns. This involved securing the expansion joints in two sections and fixing 140 slabs with enhanced security. A safety system was installed to protect the central reservation, and the carriageway was resurfaced.

Given Centenary Way's importance, construction was purposefully programmed to align with the school summer holidays in July 2024 to ensure minimal disruption. This also allowed for the slabs to swell in hot weather and shrink back to size when temperatures drop, preventing any further disruption on the bridge.

6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

The main contractor, CR Reynolds, implemented the works efficiently and completed the project on 9 November 2024, nine weeks ahead of the original January 2025 completion date. Additional works, including bridge repairs and central reservation improvements at Ickles Roundabout, were integrated into the schedule without delaying the project timeline. The project's timely delivery, efficient planning, and high-quality execution earned positive feedback from stakeholders. Regular communication updates ensured transparency throughout the process. The scheme demonstrates effective collaboration and innovative problem-solving to address complex infrastructure challenges while minimising disruption to a critical transport route.



6.5 THEME 5 – A CLEANER, GREENER LOCAL ENVIRONMENT

CASE STUDY

Green Flag Awards for four of Rotherham's parks



Green spaces are among the richest areas of natural biodiversity in borough, and there is considerable evidence of their health benefits for communities. These benefits arise partly because green spaces promote physical activity, but are also linked to other factors. Natural environments have relaxing and restorative effects, and urban green spaces, such as parks, provide opportunities for social interaction and inclusion.

The Green Flag Award scheme recognises and rewards well-managed parks and green spaces, setting the benchmark for the management of recreational outdoor spaces in the United Kingdom and globally.

This year, the Urban Parks and Countryside Teams successfully obtained four Green Flags for Clifton Park, Greasbrough Park, Rother Valley Country Park, and Ulley Country Park.

The annual award is assessed by industry experts who review the parks' management plans before visiting the sites to see how these plans translate into quality park provisions on the ground. The assessors were particularly impressed by the commitment of the parks' staff and volunteers in ensuring our parks are well cared for and maintained to a high standard, providing our communities with access to quality green spaces.

Receiving recognition through the Green Flag Award is crucial for Rotherham's parks. It highlights the commitment to maintaining high standards and ensures the community has access to well-managed, beautiful green spaces. This recognition not only boosts the morale of dedicated staff and volunteers, but also reinforces the importance of preserving these vital areas for future generations.

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

- 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.

How we will get there

- Work with services, partners and communities to promote equality, celebrate diversity and ensure fairness for everyone
- Communicate and engage with residents so that they feel informed about council services and how to access these
- Work in an efficient, open, transparent and accountable way, in partnership with key stakeholders
- Work to improve customer satisfaction, including by developing and implementing a new set of customer service standards.

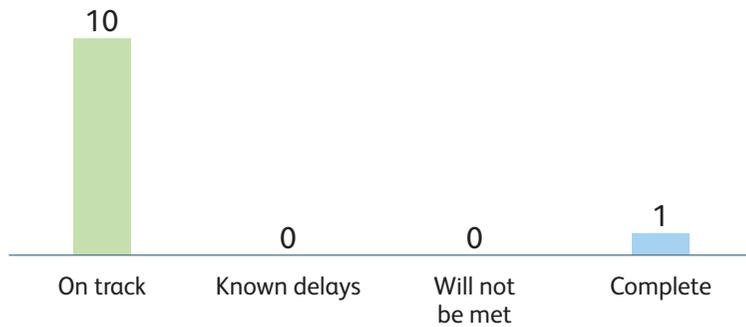
6.6 THEME 6 – ONE COUNCIL

HEADLINES – EVIDENCING OUR PROGRESS

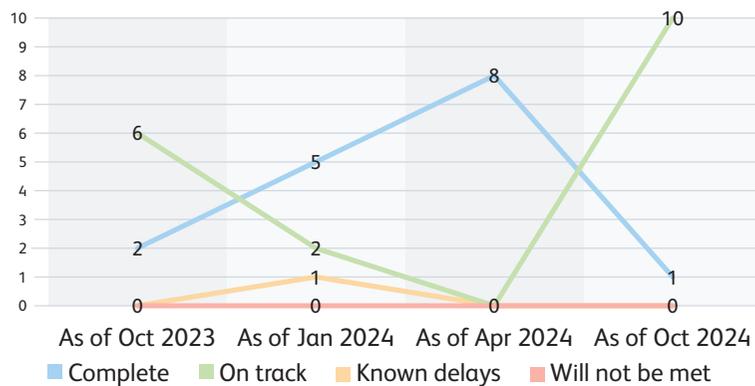
To provide evidence of delivery of the outcomes and commitments within this theme, there are 11 headline performance measures and 11 priority action/milestones contained within the Year Ahead Plan Delivery Plan. The diagrams below provide an overview of performance and progress.

YEAR AHEAD ACTIONS AND MILESTONES

Year Ahead Delivery Plan Actions Status



Year Ahead Delivery Plan Action Trend

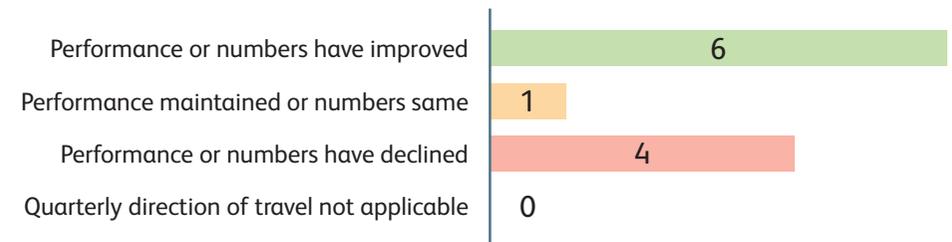


PERFORMANCE MEASURES

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 new services have been added to the site over the course of the first six months of the year. For customers who wish to access services face to face, the model was reviewed in September 2024 and a workplan developed to improve the face-to-face services at Riverside House. 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 29 seconds in the three-month period to the end of September 2024. The Contact Centre’s ability to answer more calls more quickly has continued to be supported by the call back facility where 18,167 customers opted for and received a call back within an average of 10 minutes in the same period.

The 2024 Resident Satisfaction Survey highlighted that there has been an 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 during the year to date, with 87% being answered in the appropriate timescale in the three months ending in September 2024. Due to lower performance in the first three months of the year, the overall position is short of the Council Plan target by 2% but is currently improving.

The Council launched a new set of values in June 2024 (see case study below). These values have also been embedded into role profiles, the recruitment process and are embedded in a toolkit for managers. Every member of staff will see the values embedded in their objective-setting conversation for the year ahead. Following the last Employee Opinion Survey, each directorate has created a set of employee opinion priorities with employees that are now being put into practice. Pulse surveys will start in 2025 each quarter to track progress against the Council’s key three priorities (career development, personal money worries and council communications).

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. A Careers Fair and a “Public Sector Spotlight” session has taken place with students to further promote the Council as an Employer of Choice. Targeted work is underway to remove barriers to recruitment and enable the Council’s workforce to reflect the population of the borough more closely. Progress is being made towards achieving the targets set around the proportion of its workforce that is made up of disabled employees and employees of ethnic minority groups. The sickness absence performance measure missed its target but improved in the period to the end of September 2024. Additional support continues to be provided to managers including absence management

6.6 THEME 6 – ONE COUNCIL

clinics and appropriate absence data and information. Managing attendance remains 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 commenced, with a public consultation launched on 5 September 2024 to get residents' views on the Council's priorities. This consultation closed on 31 October 2024 and results are currently being analysed. Alongside this, consultation on the revision of the Health and Wellbeing Strategy is being conducted across various forums and a development session for the Health and Wellbeing Board is scheduled for January 2025.

Meetings of the Strategic Partnership Group are continuing to be facilitated, with the first of these for this financial year held in June 2024 and a further meeting taking place in October 2024. The Rotherham Together Partnership hosted its biannual showcase in September 2024 at the recently opened Arc Cinema at Forge Island (see case study below).

Furthermore, the Member Development Programme is continually refreshed, and regular updates are scheduled covering the 'Need to Know' topics. Following the local elections in May 2024, a Member Induction Programme for 2024 has been produced which captures feedback from the Member and Democratic Panel and Member Mid-Term Reviews. This Programme commenced in September 2024 and provides ongoing opportunities for Member Development across a range of topics including 'Need to Know' sessions on areas such as the Code of Conduct and Equality, Diversity and Inclusion.

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	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.	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	On track	The Council website is reviewed on a regular basis to ensure it is as accessible to as many people as possible. Several new services have been added to the website, including an energy grant application form. Work will continue to add more services to the online offering.

6.6 THEME 6 – ONE COUNCIL

6.2		<p>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.</p> <p><i>(Links to LGA Corporate Peer Challenge action in response to recommendation 6).</i></p>	Quarter 4	On track	<p>The face-to-face customer experience model was reviewed in September 2024 and a workplan developed to improve the face-to-face services at Riverside House.</p> <p>Improvements have already been implemented to the security, signage and welcome to residents entering the building.</p>
6.3		<p>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.</p>	Quarter 4	On track	<p>The review of website information is currently underway, using feedback identified through mystery shopping.</p> <p>The new “Confirm” system for Grounds and Streets maintenance is now in its final phases of implementation. All functionalities are set to be live by the end of the current financial year, ahead of the next growing season.</p> <p>A process to replace the enforcement and regulatory systems that sit across Licensing and Community Protection is now underway.</p>

6.6 THEME 6 – ONE COUNCIL

6.4	Engaged, diverse and skilled workforce who feel empowered to adopt new ways of working to meet the needs of all customers	Re-launch the Council’s values to underpin employee working practices.	Quarter 1	Complete	<p>The values have now been re-launched and shared with the workforce through all internal communications channels.</p> <p>The refreshed values have been embedded through role profiles and the recruitment process. They are being further embedded through a toolkit for managers. Every member of staff will see the values embedded in their objective-setting conversation for the year ahead.</p> <p>The values have also been embedded throughout the employee award nominations to align recognition to our values.</p> <p>See case study below.</p>
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	On track	<p>Each directorate have created a set of priorities with employees that are now being put into practice.</p> <p>Pulse surveys will start in 2025 each quarter to track progress against Rotherham Council’s key three priorities (career development, personal money worries and council communications).</p> <p>Ongoing work with the “One Council” Champions to understand engagement across the Council and promote council wide communications.</p>
6.6		Launch programme to showcase Rotherham Council work experience, supported internships, apprentices and graduate schemes to attract more diverse candidates.	Quarter 3	On track	<p>Careers Fair and Public Sector Spotlight session has taken place with students to further promote Rotherham Council as Employer of Choice.</p> <p>Early careers offer will be launched in December 2024 to showcase the entry routes into Rotherham Council.</p>

6.6 THEME 6 – ONE COUNCIL

6.7		<p>Commission and deliver 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"> • Level 2 – Enhanced Awareness • Level 3 – Practitioner <p><i>(LGA Corporate Peer Challenge action in response to recommendation 6).</i></p>	Quarter 3	On track	Currently on track to complete training with the first cohort by mid-December across Levels 2 and 3.
6.8	<p>Effective leadership, working with our partners to achieve better outcomes across the whole borough</p>	<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	On track	<p>Work to develop a new Council Plan has commenced, with a public consultation launched on 5 September 2024 to get residents' views on the Council's priorities. This consultation will close on 31 October 2024 after which the results will be analysed, and a summary report will be produced on the main findings.</p> <p>The new Council Plan is due to be considered by Cabinet and then Council for approval in Quarter 4 2024/25, with the new plan coming into effect from April 2025.</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"> • Delivery of two newsletters to residents • Facilitation of quarterly Strategic Partnership Group meetings • Delivery of two stakeholder events to promote progress and collaborative working across agencies. <p><i>(LGA Corporate Peer Challenge action in response to recommendation 2).</i></p>	Quarter 4	On track	<p>The meetings of the Strategic Partnership Group are continuing to be facilitated, with the first of these held in June 2024. The next meeting is due to take place in October 2024.</p> <p>The Rotherham Together Partnership hosted its biannual showcase in September 2024 at the recently opened Arc Cinema at Forge Island. Celebrating recent achievements across partners, it sought to promote collaborative working across the Partnership. See case study below.</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	On track	<p>Consultation conducted across various forums and events including the Rotherham Show and health community days.</p> <p>Stakeholder survey underway to capture views of support organisations who provide care.</p> <p>Desktop review of existing consultation work nearing completion.</p> <p>Development session for the Health and Wellbeing Board taking place in January 2025.</p>

6.6 THEME 6 – ONE COUNCIL

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	On track	<p>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.</p> <p>Members are also provided with access to development opportunities facilitated by the LGA and other providers.</p> <p>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.</p> <p>Draft Member Survey to be shared with the Member & Democratic Panel in November 2024 with a view to seeking agreement to circulate to all Members late November until late December 2024 allowing evaluation in January/February 2025 and reporting back to Member & Democratic Panel in March 2025 to aid planning for All Out Elections in May 2028.</p>
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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)	Year to Date	TARGET			
OC01	Proportion of complaints closed within timescales	ACEX - Policy, Perf & Intell.	Fiona Boden	High	Q	85%	85%	82%	79%	87%	83%	85%	↑	●	<p>Performance Improved in Quarter 2 (87%) in comparison to Quarter 1 (79%) 2024-25 and year to date (83%) is above the year-end total for 2023-24 (82%). The year-end figure of 82%, was 3% below Council Plan target.</p> <p>The Corporate Complaints Team continue to target services where there are performance issues to improve the number of complaints responded to in timescales.</p>
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%	45%	>50%	↓	✗	<p>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.</p>
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%	52%	>48%	↑	✓	<p>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.</p>
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	3 mins 11 secs	4 (Quarterly target)	↑	✓	<p>The average call wait time target for 2024/25 has been reduced from 6 mins to 4 mins per quarter. The target has been achieved for both Quarter 1 (3 mins 47 secs) and Quarter 2 (2 mins 29 secs).</p> <p>Collectively, the call demand across Quarters 1 & 2 2024/25 (160,321) was only marginally different (+1.75%) to that of 2023/24 (157,561). Despite the slight increase in call volume and impact of the peak period of summer leave over July/August, call performance has remained strong thanks to effective recruitment and proactive resource planning.</p> <p>The call back service remains popular, allowing customers to avoid waiting in the queue during particularly busy periods. Between 1.4.24 and 30.9.24 a total of 18,167 customers opted for a callback and received a return call within (on average) 10 mins.</p>

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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	12.91	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 decreased in Quarter 2 2024-25 to 12.91.</p> <p>Additional support continues to be provided to managers including:</p> <ul style="list-style-type: none"> - Absence management clinics in place in R and E, Adults and CYPS to advise and upskill managers - Absence data and information reports are being shared with senior management and reviewed with DLTs/HRBPs to ensure effective oversight. <p>Other interventions include the development of Health and wellbeing intranet pages, flu vaccine, return to work meetings, workplace guidance development (e.g. menopause), effective management of OH and EAP contract to support the development of intervention.</p> <p>Managing attendance remains a standing agenda item at Workforce Strategy Board and regular deep dives are undertaken to identify common themes and share best practice.</p>
OC05	The proportion of completed annual staff performance development reviews	ACEX - Organisational Development	Lily Hall	High	Q	78.6%	96.5%	96.3%	0.5%	17.2%	17.2%	95%	↓	●	<p>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. The figure also includes new starters, which means that the completion figure will be lower at this stage in the new cycle compared to previous years, as expected. Still on track to reach the target by March 2025. Managers are being supported with this change and targeted work with directorates with low completions is underway.</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%	9%	↑	✓	<p>10.5% of the Council's workforce are disabled. 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"> - 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.
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%	6.3%	↑	×	<p>The proportion of black, Asian and minority ethnic employees has increased in Quarter 2 2024-25 to 5.2%. Aiming to achieve 6.3% working age population in the borough by 2024-25, ONS Census.</p> <p>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>Senior Community Engagement Officer post has now been filled, which will enhance our engagement with communities.</p> <p>The BAME network will also help to provide a rich source of knowledge on how the Council can promote being an inclusive employer, along with other insights on attracting applicants.</p> <p>Latest Census benchmarking data to be used for future target setting:</p> <ul style="list-style-type: none"> - 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)

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									QTR 1 (Apr-Jun)	QTR 2 (Jul-Sep)	Year to Date	TARGET			
OC06c	c) Proportion of workforce under 25	ACEX - HR	Lydney Linton	Rep. of borough	Q	4.2%	2.9%	3.4%	3.4%	3.4%	3.4%	4.6%	→	×	<p>The proportion of the workforce under 25 at Quarter 2 2024-25 is 3.4%, against a target of 4.6%. This is the same when compared to Quarter 4 2023-24. Benchmark LGA Average in Local Government December 2021.</p> <p>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>Senior Community Engagement Officer post has now been filled, which will enhance our engagement with young people across the borough. There will also be targeted work with the Young Employees Network to recruit young people, along with work to strengthen partnerships with local universities and colleges to ensure active promotion of local government careers and Rotherham in particular. Strong working relationships have been developed with SHU to support career pathways and promoting the council as an employer of choice.</p> <p>Latest Census benchmarking data for 2021 to be used for 2024-25 target setting: - borough population aged 18-24, 19,366 or 7.3% of the overall population.</p>
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%	52.81%	Top Quartile	↓	✓	<p>The final collection performance for 2023/24 of 96.92% was a 0.09% decrease on 97.01% reported in 2022/23.</p> <p>Performance had been impacted by tax payers being affected by increases in the cost of living. The target of Top Quartile Metropolitan Council was achieved in 2023/24 with Rotherham being 5th best Metropolitan Council.</p> <p>For Quarter 2, collection rates are down on the same time last year. DoT based on comparison to with Quarter 2 performance in 2023/24</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%	52.06%	Top Quartile	↓	✓	<p>The final collection performance for 2023/24 of 96.95% was a 0.15% decrease on 97.10% reported in 2022/23.</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. Performance last year was affected by the cost of living crisis putting additional pressures on businesses. Additionally, over recent years the introduction of a number of different reliefs for Business Rates has affected each council differently based on the make up of their business rates portfolio.</p> <p>For Quarter 2, collection rates are down on the same time last year. DoT based on comparison to with Quarter 2 performance in 2023/24.</p>

6.6 THEME 6 – ONE COUNCIL

CASE STUDY

New Values

A thorough review of the Council's values has been undertaken, following engagement to create a set of values that influence how staff work every day.

Development of the New Values

Following an extensive and inclusive staff consultation process, including face-to-face sessions and online voting, three core values were chosen to represent the Council: Caring, Honest, and Proud. These values were designed to reflect the ethos of the Council and to provide a clear framework for how the Council works together and serves communities.



Embedding the Values

To ensure these values are not just words but contribute to the daily working culture, the Council implemented several initiatives, including:

- **Manager Toolkit** – A comprehensive toolkit was developed for managers, offering practical resources and guidance to embed the values into team activities
- **Values Card Game** – An interactive card game was created to encourage colleagues to share and demonstrate how they would embody the values in their roles
- **Refreshing the Branding** – The values were visually brought to life refreshed branding, incorporating bright colours and real-life quotes from staff to ensure relevance and relatability.

The Council also collaborated with key groups, including the One Council Champions, staff networks, and graduates, to act as ambassadors for the values and help spread the message throughout the organisation.

The values were launched in June 2024 with a multifaceted internal campaign:

- **Staff Spotlight Series** – Featured weekly in the Chief Executive's blog, this initiative highlights real-life examples of colleagues demonstrating the values in their work
- **Big Hearts Big Changes Awards** – The values were central to the awards, encouraging nominations that reflect Caring, Honest, and Proud behaviours.

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The values are also being embedded into the recruitment process, ensuring that new appointees understand and align with the Council's ethos from the outset.

The new values represent the heart of how we work:



Impact and Next Steps

The adoption of these values is fostering a unified and positive workplace culture, enhancing collaboration, and aligning organisational behaviours with our vision for the borough.

Moving forward, the Council will continue to evaluate the impact of these initiatives, further embedding the values into all aspects of operations and service delivery.

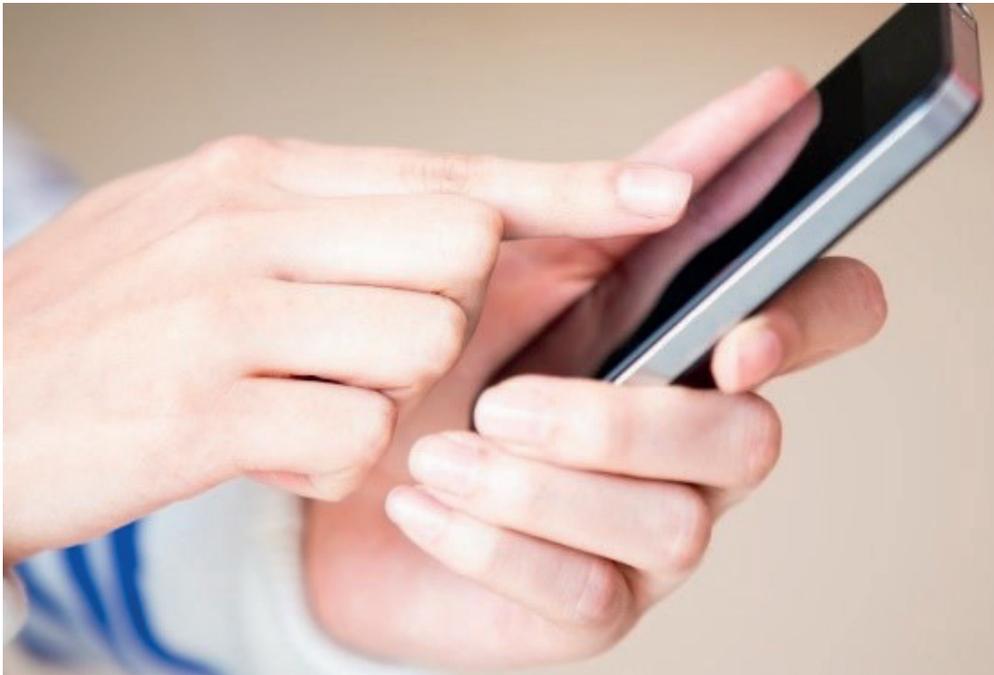
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CASE STUDY

Delivering high quality services for customers

The Council aims to provide high quality services that are customer focused, efficient, and accessible to everyone, whether that be a resident, visitor, colleagues, elected member, or business partner.

All Council officers have a responsibility for putting the customer at the heart of the service. Following the creation of the customer experience standards, officers now have a set understanding of what they are required to do to make sure all customers, internal or external, receive the same high-quality services.



This means:

- Making sure the customer can contact the Council when they need to and that services are available digitally
- Ensuring Council services are accessible to all
- Helping customers access the services that are relevant to them
- Telling customers what to expect and how long it will take
- Providing customers with clear, up to date and understandable information
- Keeping customers updated with progress and letting them know if there is going to be a delay
- Improving how the Council does things by asking for customer views and listening to what they say.

Many customers choose to self-serve online, so they can conveniently contact the Council when and where they need to. It also gives people greater control, independence and enables them to access information and services at any time.

The Council's Customer Service contact centre is open 24 hours, every day. This, again, puts convenience at the forefront of the Council's customer services.

In 2021/2022, the Council noticed that the waiting times for responding to incoming telephone calls had increased, with customers on average waiting longer than acceptable. Therefore, in April 2022, the Council introduced a target to reduce the average waiting time.

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Since then, the Council has made several changes to reduce waiting times and improve customer experience. Since January 2023, the Council's average waiting time has consistently been below the target set. In Quarter 2 2024/25, the average call wait time was two minutes and 29 seconds.

This has been achieved by:

- Improving the initial messages customers hear and the options available to choose when calling the Contact Centre, so that people can be directed to the right service
- Adding a callback facility to the enquiry lines, so that customers do not have to wait in a queue. 24,000 people used this service between 1 April 2023 and 31 March 2024, and on average received a call back within 15 minutes
- Increasing the number of services on the Council website, so that customers can go through other avenues if they do not wish to call. For example, customers can now book and pay online for bulky waste items to be collected from their home, which was not a service offered in 2021
- Making better use of customer information to tackle things that we should have got 'right first time', so the customer does not have to call the Council
- Reviewing the Council's performance to make sure there is a sufficient number of officers working at the right time, so incoming calls can be responded to more quickly
- Recruiting and training additional officers to ensure popular services, such as Housing Repairs are adequately resourced.



As a result of these changes:

- It is now easier for people to speak to the Council over the telephone, those in need of support can quickly receive the help and advice they need
- The number of customer complaints surrounding waiting times has significantly reduced
- The Council has redesigned services, meaning that customers are automatically kept informed and don't have to call the Council for an update
- The Council constantly monitors all queues in 'real time', so that appropriate action can be taken in incidences where a customer is waiting longer than expected.

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CASE STUDY

Leading organisations working together to deliver improvements for Rotherham people and places

The Rotherham Together Partnership was first established in 2017 and seeks to bring together local organisations, including the Council, NHS, Rotherham College and South Yorkshire Police, alongside representatives of the private and voluntary sectors.

The aim of the partnership is to improve the quality of life for everyone in Rotherham by working together to deliver innovative projects.

Partners are driving action across several key themes set out in the Council Plan 2025 to create safe, healthy and vibrant communities, underpinned by good quality housing, jobs and local infrastructure.



Cllr Chris Read, Rotherham Council Leader and Chair of the Rotherham Together Partnership, with representatives from the partnership.

The biannual Rotherham Together Partnership event was held in September 2024 at The Arc Cinema in Forge Island. It allowed representatives from local organisations to come together to commemorate the opening of Rotherham's first cinema in more than 30 years and showcase the Rotherham Together Partnership's success throughout the year.

The event showcased the transformational work that is taking place across the borough including:

- Updates on how regeneration activity is being delivered at pace, including the Towns and Villages Fund alongside the renovation of children's play areas
- How the borough is being revitalised through events and activities, including the Tour of Britain, Armed Forces Day and Christmas Lights Switch-On



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- Updates were provided by the Social Value Portal on how our local partners are being supported to identify tangible actions and specific initiatives that will help make the Rotherham Pound go even further.

Rotherham Council Leader and Chair of the Rotherham Together Partnership, Councillor Chris Read, said: *“at this event we reflected on what has been achieved within the last six months, while looking forward to the exciting developments that are to come, such as Skills Street at Gulliver’s Valley Resort; an immersive and innovative career training centre that aims to inspire and inform children, young people, and adults from across the South Yorkshire region. With over 80 people in attendance, it was a magnificent way to celebrate the opening of Forge Island”*.

A video has been created showcasing some of the fantastic projects, programmes, and activities that partners are delivering to respond to the needs of individuals, families, and communities in Rotherham. From restoration works at Wentworth Woodhouse, to the flagship town centre development at Forge Island, comprising of a new cinema and hotel, to inspiring creative and cultural programme, including, UPLIFT Skate and Art Festival, Roots Carnival, the partnership is working tirelessly to make Rotherham a place that everyone can be proud of.

You can find out more about the partnership working happening across Rotherham on the [Rotherham Together Partnership Website](#).

