

# ROTHERHAM PRIDE IN PLACE PHASE ONE

## Regeneration Plan



NEIGHBOURHOOD BOARD

# ROTHERHAM PRIDE IN PLACE PHASE ONE

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# 1 Introduction and the story so far



Rotherham is **one of four metropolitan boroughs** in South Yorkshire.



**25 wards** covering a wide range of urban, suburban, and rural areas. 70% of Rotherham is open countryside.



Rotherham's **population of 271,195** mostly live in urban areas. Although growing, this is at a slower rate than the regional/national averages..



**Population is ageing**, with 1 in 5 residents 65 and over. 53,570 (19.8%) people aged 65 years or over.



An increasingly diverse community which includes **31,193** people from **minority ethnic groups** (11.7% of the population). The Pakistani community is the second largest ethnic group in Rotherham after White British.



**75% of residents are satisfied** with their local area as a place to live, whilst 66% of residents are satisfied with the wider borough as a place to live.



There were over **4 million visits** to Rotherham's brilliant culture, sport and **visitor attractions** last year with sites such as Wentworth Woodhouse, Gulliver's and Magna amongst South Yorkshire's most popular tourist destinations.



University Centre Rotherham offers **higher and further education opportunities**, training the borough's future teachers, engineers, software developers and carers.



**Life expectancy** in the most deprived areas of Rotherham is 9.9 years lower for men and 9.5 years lower for women than in the least deprived. Gaps in healthy life expectancy are more stark: over 18 years for men and nearly 20 years for women.



22% of residents live within the **10% most deprived areas of England** and the borough is amongst the 14% most deprived local authority areas in England. 11,904 children were living in "absolute poverty" (DWP, 2022/23).



Record numbers of people **economically inactive** due to long term sickness (a third of all those economically inactive); 10.6% working age population have no qualification.

**Understanding Rotherham, and the people who call the town home, is a vital starting point for Rotherham's Regeneration Plan.**

Rotherham developed from a small market town into a major industrial centre based on coal and steel. Many of the current challenges stem from the legacy of its industrial past and the historical reliance of many communities on the steel and mining industries. The town has diversified and is now recognised for its strengths in advanced manufacturing and the innovative work ongoing within the Advanced Manufacturing Innovation District (AMID).

Like many towns, there is an ageing population, health inequality is evident, and parts of the Borough remain some of the most deprived in the country, requiring more support and investment to ensure they share the benefits of an improving local economy. This deprivation is particularly concentrated in the neighbourhoods which surround the town centre which are central to the Built Up Area geography.



Forge Island



Grimm & Co

Rotherham's town centre suffered from depopulation and the loss of many high street stores, but the town centre is transforming. Now home to a brand-new state of the art cinema, hotel and restaurants, world renowned Grimm & Co, high quality public realm and green space improvements, new integrated services and a growing residential community all being delivered in the course of a decade.





Rotherham is proud to celebrate its culture, heritage and natural beauty. 70% of the Borough is rural, characterised by attractive villages and rolling countryside, much loved heritage buildings and an abundance of natural assets throughout its network of green and blue spaces. Yet participation in cultural activities is significantly lower than the national average. In response Rotherham Council and its partners are supporting everyone in the town to “get active, get creative and get outdoors more often.”

The town’s excellent national road network links means that Rotherham has by far the highest rate of commuting flows in the City Region and correspondingly high levels of car use. In the last five years there has been significant investment in active travel with routes into and around the town centre being improved with innovative design to change user behaviour and prioritise the cyclist and pedestrian.



Completed Active Travel Scheme



Rotherham Gateway Station concept image

Rotherham’s rail network remains limited by the branch line station which serves the town and gives direct access to the local area only. This inequality will be rectified with the arrival of Rotherham Gateway, opening up national links through multi-million-pound investment in a new mainline station, tram/ train stop, innovation campus and new housing.

Rotherham is a key player in the Don Valley Corridor, one of the largest investment and economic growth opportunities for South Yorkshire. Spanning in geography from Sheffield through AMID, the town centre to the provision of 2,000 new homes at Basingthorpe Farm and culminating in Rotherham Gateway. This opportunity has the potential to attract £1.2bn into the economy and an additional 8,000 jobs.

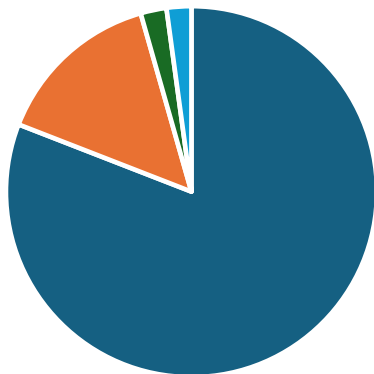
The Pride in Place geography sits within this corridor and is a vital part of the jigsaw of interventions to ensure some of our most deprived communities benefit from growth.

## Rotherham's Built-Up Area

The communities within the Pride in Place Phase One area are relatively young and diverse. At 71,627 at the last census, the population had grown by just 1.3% since 2011 which highlighted significantly lower growth than both the borough (4.3%) and the national average (7.7%).

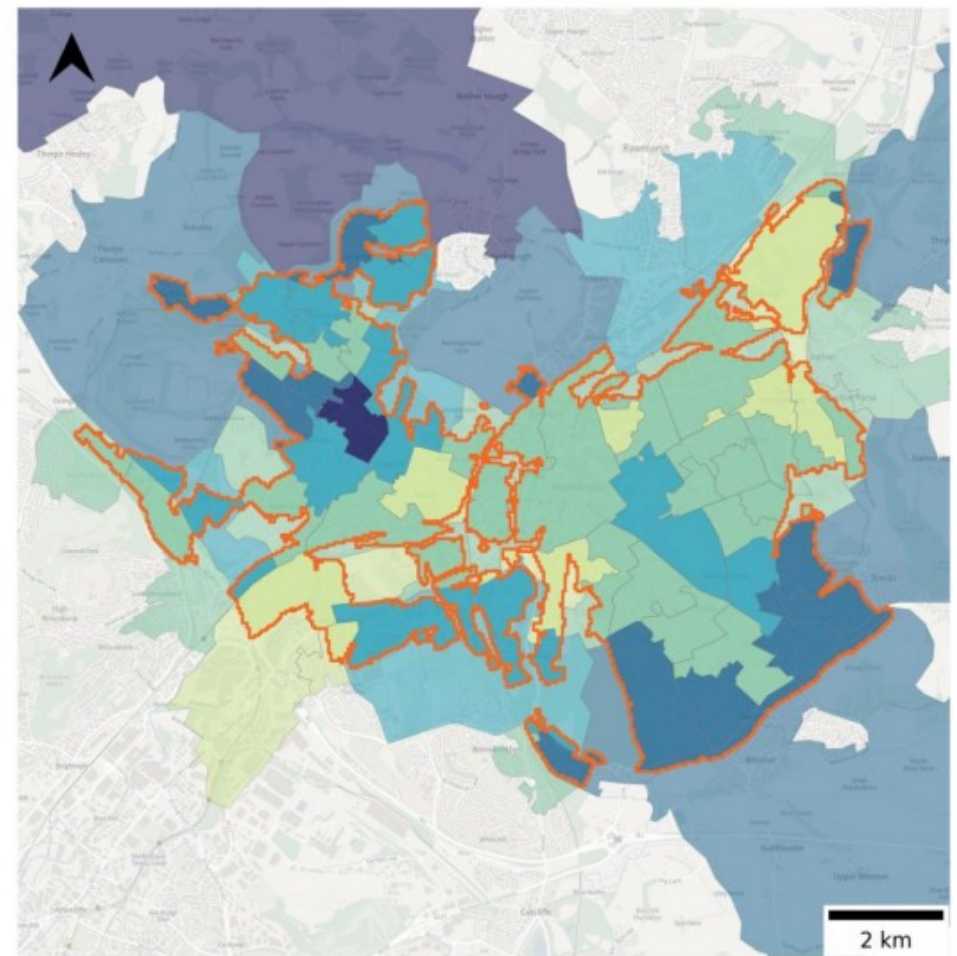
This represents a key opportunity for sustainable growth at the centre of Rotherham's transport network and with access to key services and facilities. Rotherham's Pride in Place strategy will complement existing investment to attract more people to live and thrive in the town centre and the neighbourhoods surrounding it.

**Rotherham BUA Ethnicity**



- White Ethnic Group 78.8%
- Asian, Asian British, or Asian Welsh 14.3%
- Black, Black British, Black Welsh, Caribbean or African 2.2%
- Mixed or Multiple Ethnic 2.1%

**Median age in Rotherham (BUA) at LSOA level (2022)**



Source: [ONS, 2024](#)

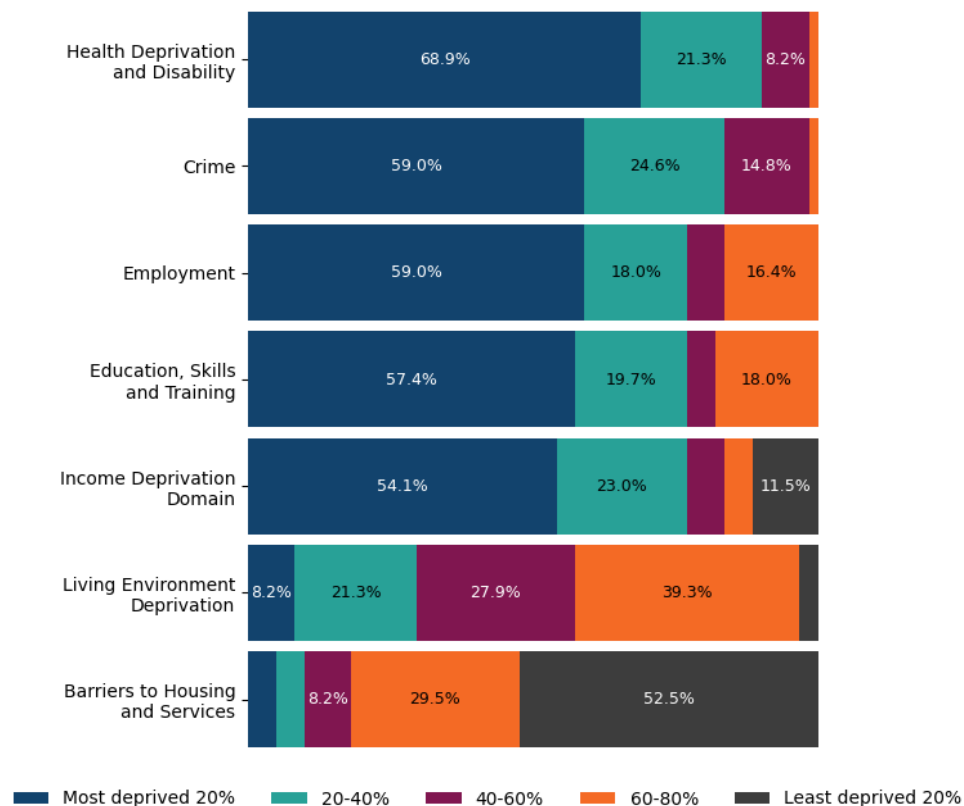
- Median Age**
- 14 - 33
  - 34 - 39
  - 40 - 45
  - 46 - 52
  - 53 - 72
  - Rotherham BUA



2022 Data	Rotherham BUA	Rotherham Borough	UK Average
Median Age	38	41	40
Population growth between 2011 and 2022	1.3 %	4.3 %	7.7 %
Residents under 16 years old	20.7 %	18.9 %	18.5 %
Residents over 65 years old	16.6 %	19.6 %	18.6 %



### Deprivation levels (%) across LSOAs within Rotherham (BUA), compared to the England average (2019)



**Source:** MHCLG IMD, 2019

**Note:** Missing labels on the bars represent a percentage of less than 7 %.

**Note:** All LSOAs that fall within the BUA boundary are included in the overall BUA calculations. This includes LSOAs that fall partly outside the boundary.

# 2 The Geography

**This map shows Rotherham's Pride in Place boundary as defined by the Government, which corresponds with the Office of National Statistics Built-Up Area.**

At the heart of the prescribed geography is the town centre. Surrounding the town centre is a cluster of residential communities characterised by low perceptions of their local area, lack of pride, trust and optimism for the future.

Rotherham communities are amongst the most deprived in the country, particularly those surrounding the town centre, with the vast majority of Rotherham's Built Up Area Geography being within the top seven most deprived wards in the borough. Eastwood Village now ranks as the 10th most deprived neighbourhood nationally (IMD 2025).







The majority of UK town centres are facing structural decline as a result of the growth of e-commerce, with many caught in a detrimental cycle of boarded-up shops, a declining built environment, decreasing footfall and a perception of crime and anti-social behaviour. The scaling back of national retailers in town centres has however created potential for the growth of local independent retailers, leisure and service provision and residential uses.

Rotherham town centre is largely typical of many town centres across the country, although its challenges are exacerbated by its proximity to Sheffield, and out of town shopping centres Meadowhall and Parkgate.

Rotherham's Pride in Place strategy is born from the principles that:

- A strong, well performing town centre provides for both local and extended communities by offering a sustainable service provision, and accessible, attractive and well-maintained public spaces.
- A strong and resilient community is one in which people feel a sense of belonging and mutual respect, with the ability to connect to opportunities, services and each other.

The areas identified by Pride in Place are seen as one mutually beneficial community for the purpose of this funding. The co-dependent relationship between the town centre and its surrounding communities is the focus of Rotherham's Pride in Place.

# 3 Vision Statement



**Rotherham will be an attractive and desirable place that fills local people with hope and confidence in the future. It will be forward looking, innovative and proud.**

Everyone will benefit from regeneration and inclusive growth as improved travel networks open up opportunities, including the new Rotherham Gateway rail station and tram/train. Its characterful neighbourhoods will thrive as communities come together to celebrate and embrace the town's heritage and cultural gems, inspiring future generations. More people will choose to call Rotherham home; and will learn, work and grow across the borough.

With Rotherham Minster at its heart, the redeveloped markets and library and a wealth of year-round events; the town centre will grow in popularity. Regeneration will bring back purpose to cherished buildings, create safe and welcoming public spaces and breathe new life into the town centre.

Rotherham's approach will inspire hope and confidence in the future, as it demonstrates how to not just survive but thrive in the rapidly changing landscape of town centres. With the town centre at the heart of the community, it will celebrate diversity, restore civic pride and provide residents with the services, leisure opportunities and green spaces they need for a healthy and happy life.

The success of Rotherham's plan will be felt by the Rotherham community who will feel empowered to participate, and recognise a growing sense of belonging and pride, as they come together more to celebrate where they live.





# 4 Evidence of need and programme objectives



## Evidence of Need

Like so many towns, Rotherham suffered economic decline throughout the 1980s with the triple impact in the reduction of the steel, manufacturing and coal industries. Coupled with recession in the 1990s the town saw a 12% reduction in the number of residents in work between 1986 and 1994. Rotherham's employment rate fell to 65.7% in 1999 but began to show a strong increase during 2001, an improvement which continued up to 2005 as the borough's economy diversified and grew.

Economic volatility following the Global Financial Crisis in 2007 slowed Rotherham's recovery and cultural shifts in the way we shop, socialise and use our high streets hit the town centre particularly hard. In recent years Brexit and Covid challenges have compounded historic issues and diverted resources away from local growth.

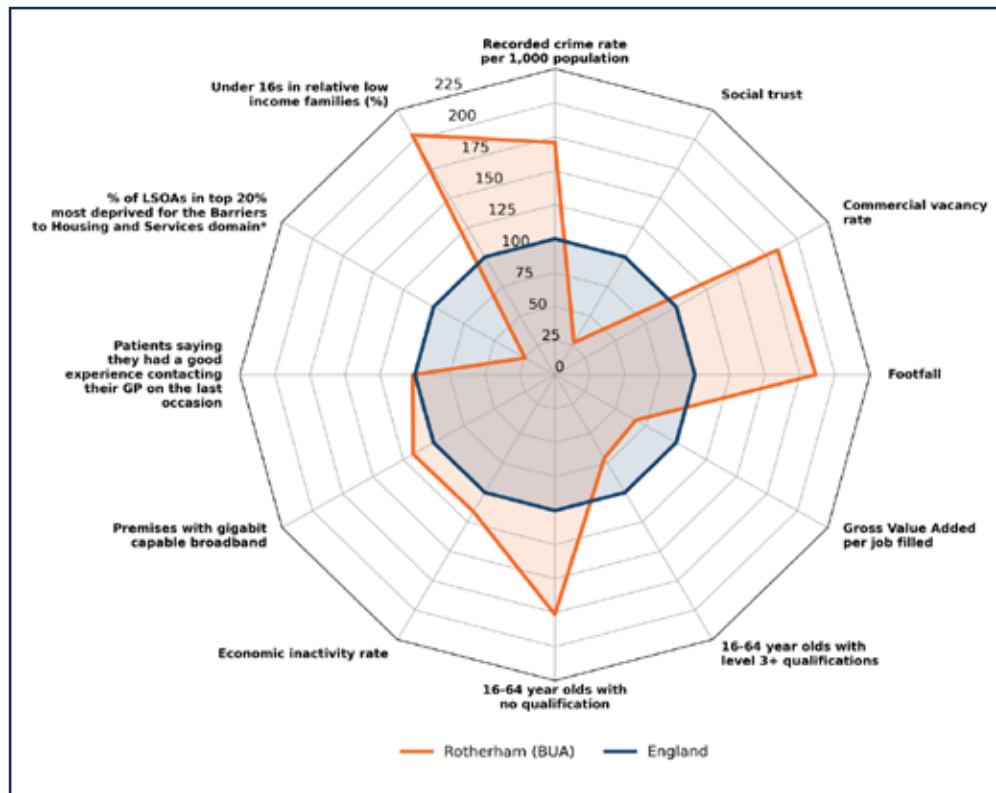
Despite unprecedented levels of public sector investment and intervention over the last five years to support the economy, the Borough's labour market profile offers cause for concern with qualifications and levels of pay across the population remaining below the national and Yorkshire averages. Deprivation remains amongst the highest 20% in the country and life expectancy is significantly below the national average.

Today economic inactivity remains higher than both the national and regional average at a rate of 31%, having increased over the last 10 years, with more people impacted by long term sickness, and a particular increase in young people struggling with mental health. If not tackled holistically these trends will continue to limit growth and opportunity.





## Rotherham's Built Up Area Data



Rotherham's Built-Up Area data demonstrates some positive trends, such as higher than average footfall (although this is considered to be largely attributable to the out-of-town Parkgate shopping centre) and fewer barriers to accessing housing and services when compared to national insights. It is clear however that there are also complex and compounding challenges with regards to low incomes, a qualification deficit, low social trust and high commercial vacancy rates. It is more difficult to create a thriving town centre and improve quality of life within this environment. The opportunity to fund the tackling of root causes and commit to a long-term programme will go some way to achieving Rotherham's vision.

## Community Priorities

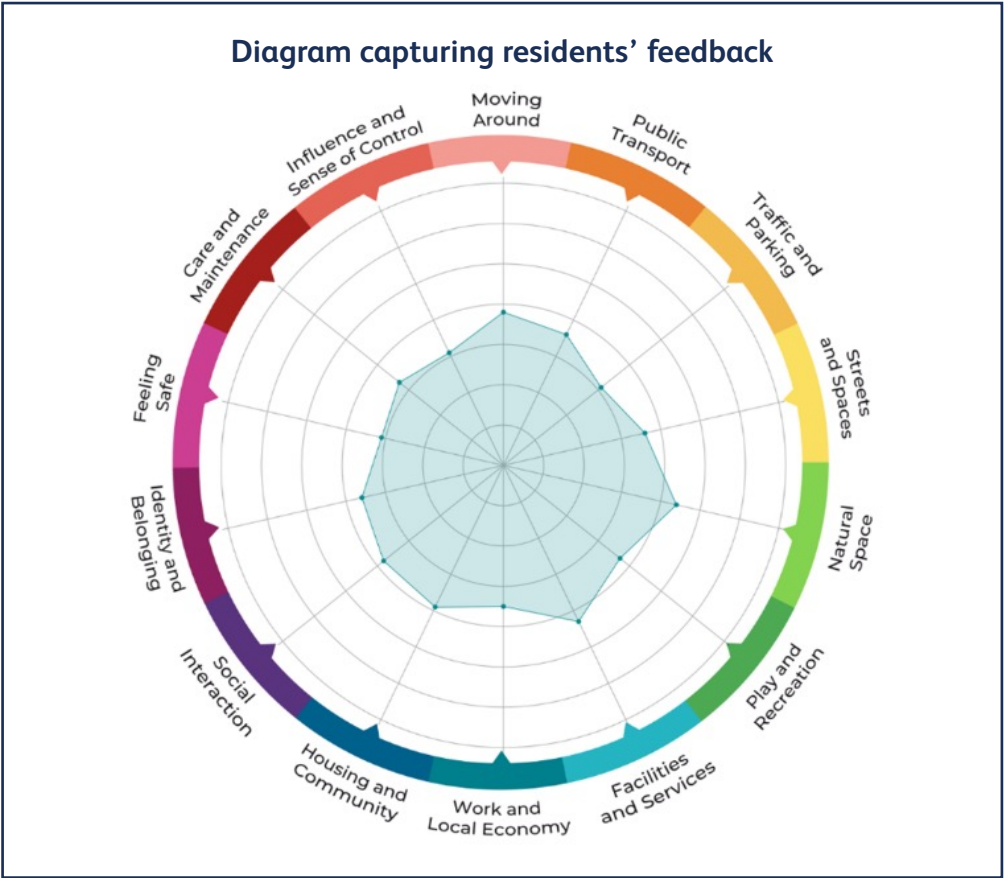
Extensive consultation was undertaken in 2024 in response to Long Term Plan for Towns and expanded in 2025 in response to the Pride in Place announcement. As a result, communities have driven the direction of the investment programme to ensure it meets local needs and responds to local ambitions.



The data presented below shows how the key elements of Rotherham’s Built-Up Area have been ranked by communities, with the lowest scoring factors being those that require more improvement, and the highest scoring factors showing greater satisfaction levels.

Residents’ overall scores ranked from lowest to highest

Theme	Average Score
Influence & Sense of Control	2.83
Feeling Safe	2.91
Care & Maintenance	3.11
Traffic & Parking	3.22
Work & Local Economy	3.25
Street & Spaces	3.32
Identity & Belonging	3.37
Public Transport	3.48
Social Interaction	3.54
Housing & Community	3.59
Play & Recreation	3.67
Facilities & Services	3.71
Moving Around	3.87
Natural Spaces	4.18



Alignment with Programme Objectives

Residents want to feel greater control over their area and their future, and feeling safe in the town centre and at home is of utmost importance. People have pride in their local environments, particularly with regards to green and open spaces however more needs to be done to tackle everyday maintenance and parking issues to support places to truly thrive. Residents want equal access to opportunities, therefore inclusive growth is needed to invest in skills, increase wages and improve living standards. Ultimately communities want to see inequality tackled and improvements at a local level that empower them in their day to day lives.



## Creating Thriving Places

Rotherham has a long standing commitment to improving its town and neighbourhood centres. Residents support directing investment towards the creation of thriving places, in particular, where this makes them feel safer and well cared for. Tackling vacancies and improving the built environment in the town centre will be key to creating vibrant streets and more inviting public spaces. Projects to be explored will include capital investment as well as funding for operational costs over the length of the programme.

Rotherham's local centres, parks and community facilities are well used and communities take real pride in them therefore, opportunities to upgrade infrastructure and support people to make the most of them will be explored in order to future proof these assets.



Clifton Park



Healthy life expectancy for males in the borough is 2.8 years lower than the Yorkshire and Humber average and for females is 3.8 years lower. Rotherham will therefore allocate a significant proportion of this investment programme towards health and wellbeing interventions to address this disparity. Capital investment towards the integration of health and wellbeing services and local sport and activity will embed services and facilities that are key to healthy living in areas that are convenient for residents. The right facilities in the right locations will boost footfall and support places to thrive.

Rotherham's residents, businesses and visitors consistently report that they want to feel safer therefore interventions to prevent crime in targeted locations will be explored throughout the programme. Designing out crime along with investment in management and maintenance will make public spaces safer and more welcoming, boosting investor confidence, and unlocking greater potential in Rotherham's central area.





## Building Stronger Communities

Communities want to see long term investment in measures to improve community cohesion, capacity building and infrastructure support for local civil society, youth and community groups. Best practice suggests that these should be self-driven interventions therefore work under this theme will develop opportunities for communities to access funding for projects that support collaboration, celebrate diversity, create a shared sense of belonging and create civic pride.

Investment in Rotherham's young people is a common passion locally therefore funding for local arts, cultural, heritage and creative initiatives will aim to provide a long term commitment to nurturing home grown talent and fostering community pride. With a particular focus on providing support and inspiration, this will include the animation of public spaces through events, art and performance to showcase what Rotherham has to offer at a local, regional and national scale.

Funding for community level outreach work will make support more accessible and responsive, increasing health benefits whilst reducing inequalities that disproportionately affect Rotherham's BUA in acknowledgement that healthier communities are stronger communities.

## Empowering People to Thrive

Consultation highlighted low levels of reported influence and sense of control indicating an opportunity to untap greater civic participation. Creating more collaboration between service users and service providers is key to maximising this investment opportunity.

Support for community-based learning and development will be explored to strengthen outreach work, grow skills, empower residents, and create more opportunities for communities to forge their futures. Key to achieving this ambition will be just as much about creating an inviting forum for collaboration that works for the locality as it will be about funding.







Analysis of the consultation ranked work and the local economy as the fifth lowest scoring indicator signalling an obvious priority for improvement and highlighting the strong ambition amongst residents. Developing and expanding existing local business support and networks for smaller businesses and social enterprises will aim to harness local skills and talent for the benefit of the wider local economy. Exploring investment that addresses skills gaps will aim to empower people to tap into opportunities in growing employment sectors and increase their earning potential.

## Use of Powers

The ethos of Pride in Place brings together residents, business leaders, and community leaders to begin to fix the foundations and take back control of their futures. To do this, places are encouraged to make the most of all the powers and tools they have available. In developing Rotherham's projects, relevant powers will be explored where they align with the interventions, strengthen impacts and serve to achieve the collective vision.

In particular, the development of design codes, and use of powers that seek to improve the quality of the environment will ensure that all sectors contribute to Rotherham's regeneration.



Snail Yard – Pocket Park, High Street

## Long Term Outcomes

To track the success of the Pride in Place interventions, data will be gathered that measures progress holistically.

A key measurement of the success of Pride in Place will be in the satisfaction levels scored against the Place Standard metric. The Place Standard Tool will be utilised to capture insights from communities every two years, providing time for projects to be implemented and for change to take effect gradually. The objective over the ten-year programme is to achieve an improvement of between 1 and 2 points, with the acknowledgement that some of the indicators will be more challenging to tackle.

The use of commercial vacancy rates will be analysed to determine the direction of economic activity and specifically how the interventions support the local business community and investment confidence.

Footfall data will be used to capture visitor patterns as investment generates more activity and more people live, work, access services and enjoy their leisure time in Rotherham's central area.

Tracking sector spend data will complement the wider insights to reveal how people are spending their time in the town centre, so that interventions can be refined to be responsive to market trends and put Rotherham at the forefront of new growth areas.

A report will be published every two years that analyses this data collectively to provide a comprehensive picture of the direction of travel. Crucially the data will support the refinement of project level detail and provide opportunities to review the interventions and adapt the programme to improve outcomes. This data will inform the second and third periods of investment and support the progression of other investment programmes.



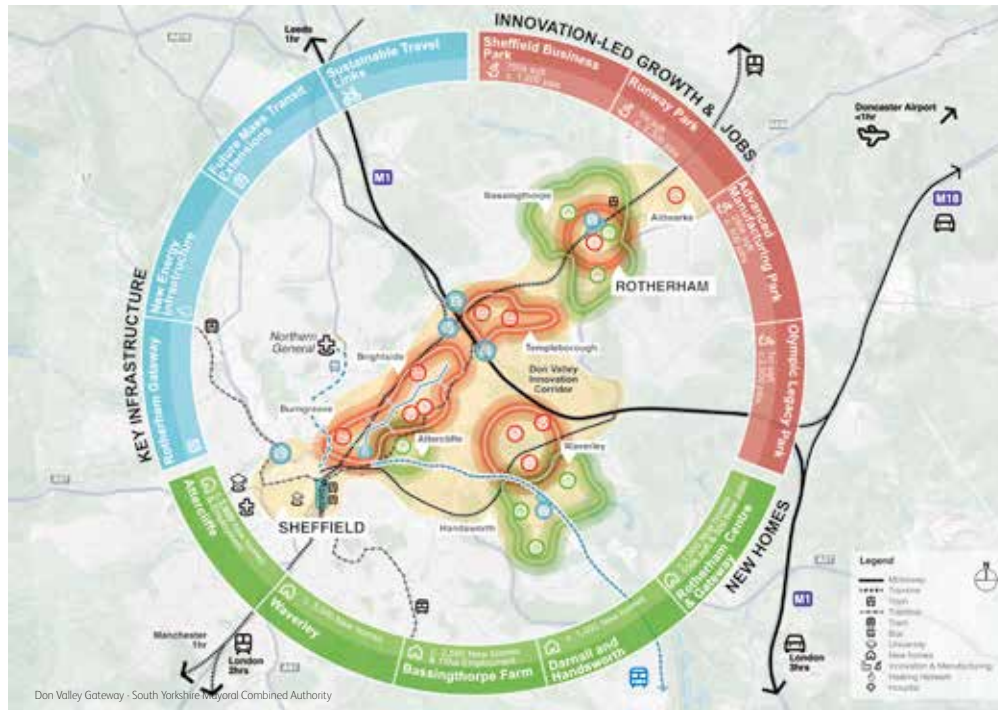


# 5 Policy context

## National and Regional

Nationally, the Government's Invest 2035 Strategy considers growth the number one mission over the next 10 years. The Strategy seeks to support growth driving sectors such as Advanced Manufacturing, whilst tackling barriers to growth through improved skills, access to finance and improved infrastructure. This will take a place-based approach, presenting key opportunities for Rotherham to take forward its local growth ambitions.

### Don Valley Corridor



Pride in Place aims to invest in the fabric of life, improving civic infrastructure so that communities are empowered to shape the growth of their local economy. South Yorkshire's Growth plan 2025-2035 aims to restore the pride, purpose and prosperity of South Yorkshire and focuses on four spatial growth areas. The Don Valley Corridor, first identified in Rotherham's Town Investment Plan, connects the Sheffield Innovation Spine through to Rotherham town centre via the Advanced Manufacturing Park and onwards to the east of the town centre to Parkgate and Rotherham Gateway. This shared geography will provide the catalyst for providing the fundamental step change in Rotherham's economy that will ensure inclusive growth across the Borough.

Rotherham's central area is at the heart of the economic growth corridor and is set to benefit from ambitions to develop a new mainline rail and tram/train station, innovation campus and new sustainable living community.

## Local

Rotherham's Local Plan identifies the town centre as an area of high employment, population and commercial growth. Investment in the central area Geography will therefore support this strategic ambition to restore pride and purpose to the core of the borough.

## Council Plan



Rotherham is a borough with its sights set on the future. The Council Plan commits to improving the lives of every resident in every corner of the borough, focusing extra attention where it is needed, to ensure that everyone can achieve their potential throughout their lives.

The plan captures the ambition of Rotherham's communities; they want to feel safer, to feel greater pride, and for the town to be prosperous again. Many residents share a desire to see continued investment in the town centre to continue its regeneration and rebuild its reputation.

To deliver on these ambitions, the Council Plan is committed to creating places that are thriving, safe and clean, an economy that works for everyone, and an environment where children and young people achieve, and residents live well.

The Pride in Place principles closely align with the Council's established priorities, and the funding supports opportunities to be bold in our ambitions and make long term funding commitments. Interventions selected and projects developed will support delivery of Rotherham's strategic objectives as detailed above.

## Ward plans

Rotherham Councillors engage and work with local people and community groups to shape and deliver ward plans across Rotherham's 25 wards. These ward plans identify neighbourhood priorities, providing a focus for local activity and investment.

The key priorities identified across Rotherham's Built Up Area are as follows:

- Improving the environment
- Tackling crime and anti-social behaviour
- Addressing road safety and traffic concerns
- Improving facilities for young people
- Supporting communities

The strength of Rotherham's existing engagement with communities means we are already working towards addressing these established priorities. The package of interventions funded through Pride in Place will support and expand existing work streams, providing long term funding, along with more opportunities for grass roots participation.







Rotherham Market redevelopment concept image

## Alignment with Rotherham's Regeneration Programme

Rotherham has a successful track record of attracting major national and regional grant funding, all complemented by significant capital and revenue funding contributions by the Council. Rotherham is now amid its biggest regeneration programme to date, with much of the funding focused on the town centre.

Rotherham was one of the original Pathfinder towns and has secured Government funding in the region of £130m for the town centre which continues to build upon the ambitions first conveyed in the 2017 Town Centre masterplan and more recently in Rotherham's Place Based Investment Strategy.

Rotherham's Regeneration Plan will complement this work and strengthen these ambitions, to support and diversify the town centre offer, to increase footfall and create a resilient and economically secure place which serves its communities and beyond.





# 6 Match funding strategy

**In the last four to five years, Rotherham has succeeded in attracting significant investment into the borough, with Rotherham Council investing heavily in town centre regeneration and borough wide improvements to build confidence.**

This included Future High Streets Fund (£12.7m), Town Deal (£31.6m) and Levelling Up (£80m) investment, funding projects that are complete or in development.

Rotherham's Pride in Place funding will build on the work thus far, expanding the investment profile to provide the next phase in the journey to being a vibrant and sustainable place which serves both the local and extended communities.

Project level detail will be developed over the first 6-12 months of the funding periods and a focus on collaborative working will open up opportunities for match funding in order to maximise outcomes.

The Neighbourhood Board will strive to maximise the benefits Pride in Place presents by seeking funding and promoting investment opportunities. With its roots in the well-established Town Board and made up of an evolving, diverse group of public, private and philanthropic parties, the Board is well placed to attract and maximise opportunities for investment in the borough that it serves. With its recognition that lack of revenue funding is a barrier to addressing some persistent issues faced by towns, the Pride in Place programme is particularly welcomed as a mechanism to deliver on the Board's ambitions to bring about change. The Board intends to capitalise on its strengths and engage with its network of contacts and will take on a key role in promoting initiatives and bringing Rotherham's stakeholders on the journey.

The board will lead on the development of a multifaceted programme of interventions that won't claim to solve every issue but will promote Rotherham's ambition and initiate a pipeline of opportunities. Dedicated resource embedded within the Council will guide this process and support upskilling of the board members in their roles. It is considered that attracting this funding with which to develop, coordinate and publicise a steady stream of investment in the town, will boost confidence and act as a catalyst for wider investment. This will strengthen the existing work of the board in growing the Rotherham offer and solidifying destination status.

The town is already a hive of investment with the Gateway Station project, Advanced Manufacturing Research Centre, and South Yorkshire Investment Zone taking shape therefore, Board Members are empowered to communicate through their channels that the town is very much open for business. Board Members will be integral to bringing opportunities to the attention of the Board through which additional funding can be leveraged to maximise return on the grant.



# Neighbourhood Board and engagement

## Board Membership and Leadership

Rotherham established its Town Board in 2020 in response to the borough's inclusion in the Town Deal. Having successfully secured £31.6m, the Board later took oversight of the whole Pathfinder programme.

During the development of its Long Term Plan for Towns, an exercise to review membership of the Board was undertaken and attracted 11 new members from local community groups, South Yorkshire Police, local businesses and sporting associations.

In light of the revised Pride in Place strategy, a new Neighbourhood Board is being established with the sole focus of supporting its aims.

Since the Pride in Place initiative was established, Rotherham's Neighbourhood Board has been transitioning and its membership is expected to continue evolving up until the commencement of the programme in April 2026, so that representation is reflective of the Geography and the investment themes. Presently The Neighbourhood board is made up of representatives from the public, private and voluntary sectors, as well as statutory involvement from South Yorkshire Police, the MP for Rotherham and two Ward Councillors.

In the intervening period the Town Board has taken on development of the Regeneration Plan and retains a supportive, mentoring role to establish the principles and arrangements of the new Board.

The process of appointing a new Chairperson is underway; until this person is in place and established the experienced and dedicated Town Board Chair will support the programme, chair the Board and mentor the incoming Chair.

The role of the Neighbourhood Board is to lead the direction of the investment programme and represent the views of communities. This role is distinct from the Local Authority which is the Accountable Body for the use, distribution and management of the public funds.

## Engagement with businesses, civil society organisations and communities

Local residents and a broad range of businesses and civil society organisations have been actively engaged to ensure diverse perspectives and lived experiences were captured from a wide cross-section of the community. This included:

- Town centre businesses, who contributed insights on local economic activity, safety, and infrastructure.
- Rotherham Business Growth Board, providing strategic input on business development and investment priorities.
- Barnsley & Rotherham Chamber of Commerce, representing a broad spectrum of local enterprises and advocating for business needs.
- Public, Private and Voluntary representatives on the Town Board and Neighbourhood Board, who played a key role in shaping consultation priorities and ensuring alignment with local objectives.
- Local residents, providing first-hand knowledge of their neighbourhoods, including what works well and what needs improvement.



- Voluntary Action Rotherham (VAR) played a central role in leading community engagement, drawing on their extensive network of voluntary, community, and social enterprise (VCSE) organisations.
- VCSE community leaders were recruited and trained to facilitate focus groups and participatory mapping sessions within their own communities. These groups included organisations working with:
  - Young people
  - Older adults
  - Ethnically diverse communities
  - People with disabilities
  - Faith-based groups
  - Local neighbourhood associations

This multi-channel approach enabled meaningful dialogue and ensured stakeholder perspectives were represented.



## Long Term Plan for Towns

A comprehensive consultation was undertaken between May and July 2024 which focused on establishing a baseline understanding of local priorities. Methods of engagement included:

- Targeted focus groups
- Digital survey
- On-street public events
- Facilitated workshops

The Place Standard Tool was used to gather perceptions across 14 key themes, highlighting areas such as influence and sense of control, safety, and care and maintenance as priorities for improvement.

Consultation outputs:

- 18 hours of stakeholder engagement
- 11 hours of on-street consultation
- Six-week online survey
- 552 consultation responses



## Pride in Place

Building on the Long-Term Plan for Towns foundation, a second phase of consultation was delivered in July and August 2025, deepening engagement with communities and the voluntary, community and social enterprise (VCSE) sector. The Neighbourhood Board partnered with Voluntary Action Rotherham (VAR) to lead a tailored programme of community consultation, utilising their trusted relationships to reach underrepresented voices and grassroots organisations.

This collaborative approach reduced reliance on external consultants and instead focussed on building capacity locally.

VAR recruited and trained 16 local community leaders from VCSE groups to facilitate focus groups and participatory mapping sessions. These were designed to be inclusive and accessible, with adaptations made to the Place Standard Tool to support engagement across different age groups, languages, and abilities. A visual toolkit was also developed to support meaningful dialogue and idea generation.

This approach not only enriched the consultation but also built local capacity and left a legacy of empowered groups able to lead future engagement.

Alongside this, communities were able to provide feedback at pop-up consultation events and via an online survey.

Consultation outputs:

- 14 pop-up consultation events
- 39 hours of on-street consultation across the boundary area
- 22 focus group consultations
- 12 participatory mapping sessions
- 1 dedicated youth voice session
- Four-week online survey
- 567 responses to consultation

Across both phases, the consultation process was designed to be inclusive, representative, and locally driven. The insights gathered have also been summarised in ward-level reports, identifying key priorities and recommendations for local investment, ensuring that the voices of businesses, civil society, and communities are central to shaping the future of the town.





## ZenCity Data

The ZenCity data represents the views of a local cohort who responded to a targeted online survey carried out in Spring 2025. It strengthens the insights gathered by the Board and the Local Authority and was used in the selection of the interventions.

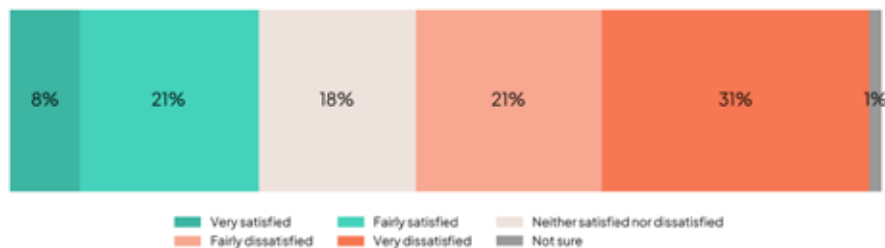
Of those surveyed, 51 % of respondents were either fairly or very dissatisfied with the local services and amenities in the town centre.

The top areas residents would like to see improvements in were anti-social behaviour (50 %) and Tackling crime (46 %).

Residents identified drugs or evidence of drugs (47 %) and litter or rubbish or dog mess (44 %) as the most pressing problems in their area.

### Q8: Generally, how satisfied are you with the local services and amenities in the town centre closest to your local area?

*Most respondents in Rotherham are very dissatisfied (31%) with the services and amenities in their closest town centre.*

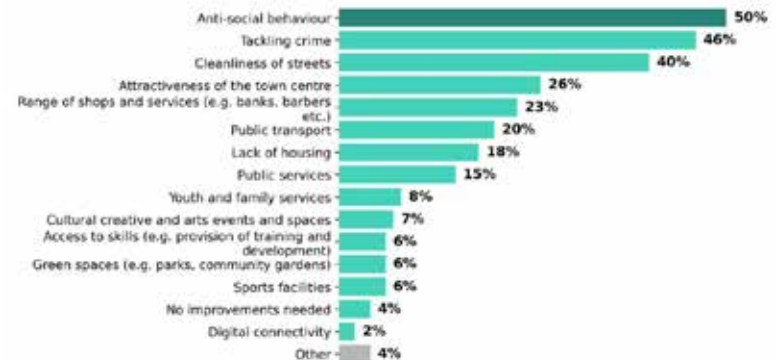


## Improving Local Area

Powered by ZenCity

### Q10: Which of the following needs the most improvement in your local area?

*In Rotherham, the top areas residents would like to see improvements in are anti-social behaviour (50%) and Tackling crime (46%).*



## Ongoing consultation plans

To support the ongoing development and implementation of Rotherham's interventions a structured programme of future consultation activities will be established to ensure continued, inclusive, and meaningful engagement with local communities.

The continued use of the Place Standard Tool, utilised throughout the consultation process, will enable the tracking of changes in attitudes and supports the evaluation of how public perceptions evolve as planned interventions are implemented. This approach ensures that the impact of neighbourhood improvements can be measured not only through physical outcomes but also through shifts in community sentiment, thereby strengthening the evidence base for future decision-making.

Feedback gathered through all consultation phases will be analysed and reported back to stakeholders, clearly demonstrating how their input has shaped decision-making and continues to inform the delivery of improvements.

# 8 Delivery

**As per the government guidance, Rotherham's Neighbourhood Board has been established to develop the Regeneration Plan and lead the direction of the investment programme. However, ultimately the Board is accountable to the local community. The Board is limited to 20 members with each having an equal vote on Pride in Place matters.**

For full transparency Rotherham's Neighbourhood Board Terms of Reference, membership details and papers will be published on the Council's website.

Members of both Boards are required to adhere to a Code of Conduct which operates in line with the Nolan Principles. Each Member is also required to complete a Declaration of Interest.

The role of the Council is to support the Neighbourhood Board in the development and delivery of the plan. Importantly, the statutory role of an Accountable Body for the use, distribution and management of the public funds sits with the Council.

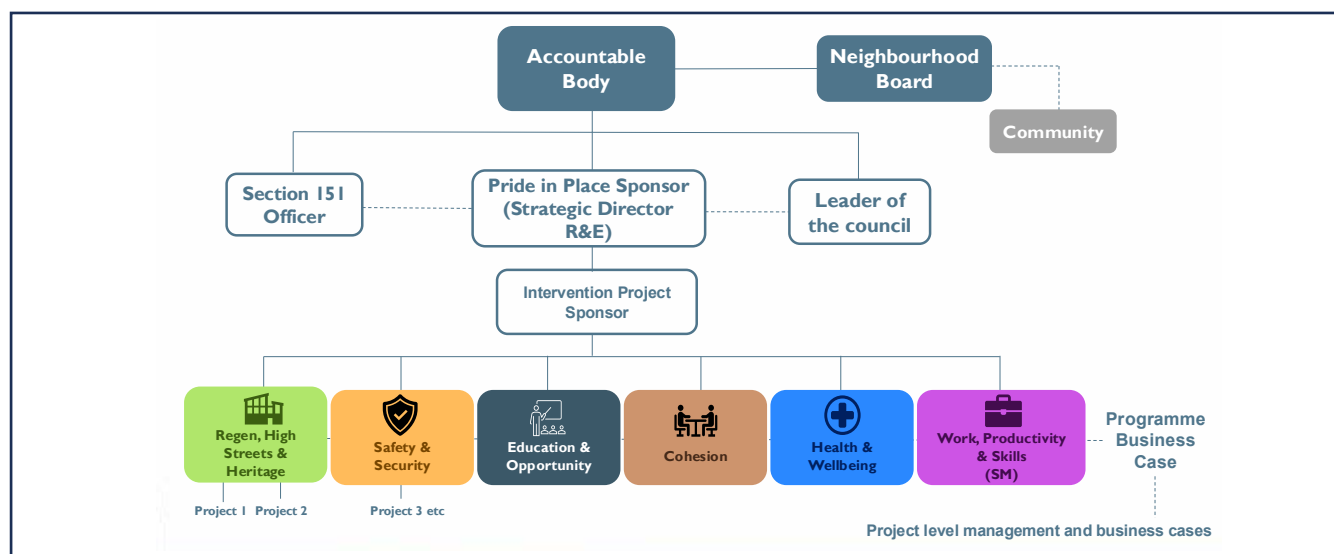
The Council's role is also to ensure compliance with legal responsibilities in relation to subsidy control, state aid and procurement.

Rotherham's Plan sets out 6 intervention themes as detailed in the 4 year investment plan. Proposals for the projects that will deliver on these themes will be developed jointly between the Neighbourhood Board in its capacity as representative of the communities and the Council as Accountable Body.

The first year of the programme will be focussed on establishing the project level detail and carrying out feasibility work. Projects will be developed in line with the Council's Capital Programme Gateway processes which align with HM Treasury Business Case processes.

Given this funding initiative spans numerous service areas, an overarching programme manager will be responsible for coordinating and delivering the plan as a whole however, specialist project leads and programme sponsors will be accountable for the individual work areas.

The below diagram sets out the overall delivery structure including crucially how the accountable body and the Neighbourhood Board will work together to carry out their individual functions and deliver on Rotherham's vision.





# 9 Financial management

**The delivery of interventions will follow the Council's procedures, taking a proportional approach, in line with its own project gateway and Business Case methodology which complies with the HM Treasury Green Book.**

As the accountable body the Council will act in line with its own Constitution employing its Financial Regulations, approval and variations processes as well as ensuring all projects and grants are in line with the Subsidy Control Act 2022.

Where the Council leads procurement activities, these will be undertaken in compliance with all applicable procurement legislation and the Council's own Financial and Procurement Procedure Rules.

