

# ROTHERHAM PLACE BASED INVESTMENT STRATEGY



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# INTRODUCTION

Every place is unique, defined by its geography, its people, its culture and history. Successful development of the built environment and the building of a resilient economy rests on understanding the contributions and value of these factors.

Rotherham will take a ‘place based’ approach to investment which looks beyond buildings and infrastructure to the needs and assets of a community, recognising that quality infrastructure in the right location has the power to create truly positive and lasting economic and social impact.

## VISION FOR ROTHERHAM



### Our Vision for 2025 includes:

- Every neighbourhood to be a thriving neighbourhood, where people are able to work together to achieve a good quality of life.
- Everyone deserves to feel happy, healthy, and secure. We want to empower everyone to lead fulfilling lives, whilst also keeping them safe from harm.
- 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.
- 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.
- To create a clean and welcoming environment across our borough, and in turn secure our natural environment for the next generation.

### Successes

Women’s UEFA 2022 Host

171 new homes built in the town centre

Libraries Improvement Programme

100% pre-let units at Forge Island

UK Atomic Energy Authority, McClaren, AMRC, Boeing secured tenants at AMP.

Gullivers Valley opened at Rother Valley

100,000sqft of managed workspace created

Green Flag Award winning Clifton Park

LGC’s Most Improved Council in 2022

Forge Island Canal Barrier & Flood Wall completed



# ROTHERHAM'S APPROACH TO PLACE BASED INVESTMENT

Rotherham's Place Based Investment Strategy will build on recent success to identify priority areas for investment and securing ambitions for a sustainable, inclusive, attractive Borough.

Articulating our approach to regeneration, the Strategy sets out the programmes and projects to 2025 that will realise the ambitions of the Council Plan and, more broadly, the South Yorkshire Strategic Economic Plan.

## Time Bound

After years of under investment and declining economy the Council's ambition and drive is now reaping success, the Council has been recognised as the Most Improved in 2022 and alongside its partners has successfully secured over £120m of investment in the Borough's economy, people and infrastructure.

However this investment arrives during difficult and changing times, rising costs and a reducing work force impacts on business sustainability, the ability to deliver capital projects and surety over long-term economic future. The scale of Rotherham's ambition in the context of current market conditions leads to an approach to investment which will bring focus to delivering current objectives. **New investment will complement existing investment, retaining focus on priorities and delivering on promises.** Rotherham's PBIS will therefore be time bound and this first iteration focusses on investment to 2025.

At the same time the Council and its partners remain ambitious and continue to plan for sustainable and continued growth, planning for 2025 and beyond and moving to public/private partnership approaches which will see less reliance on public sector interventions.

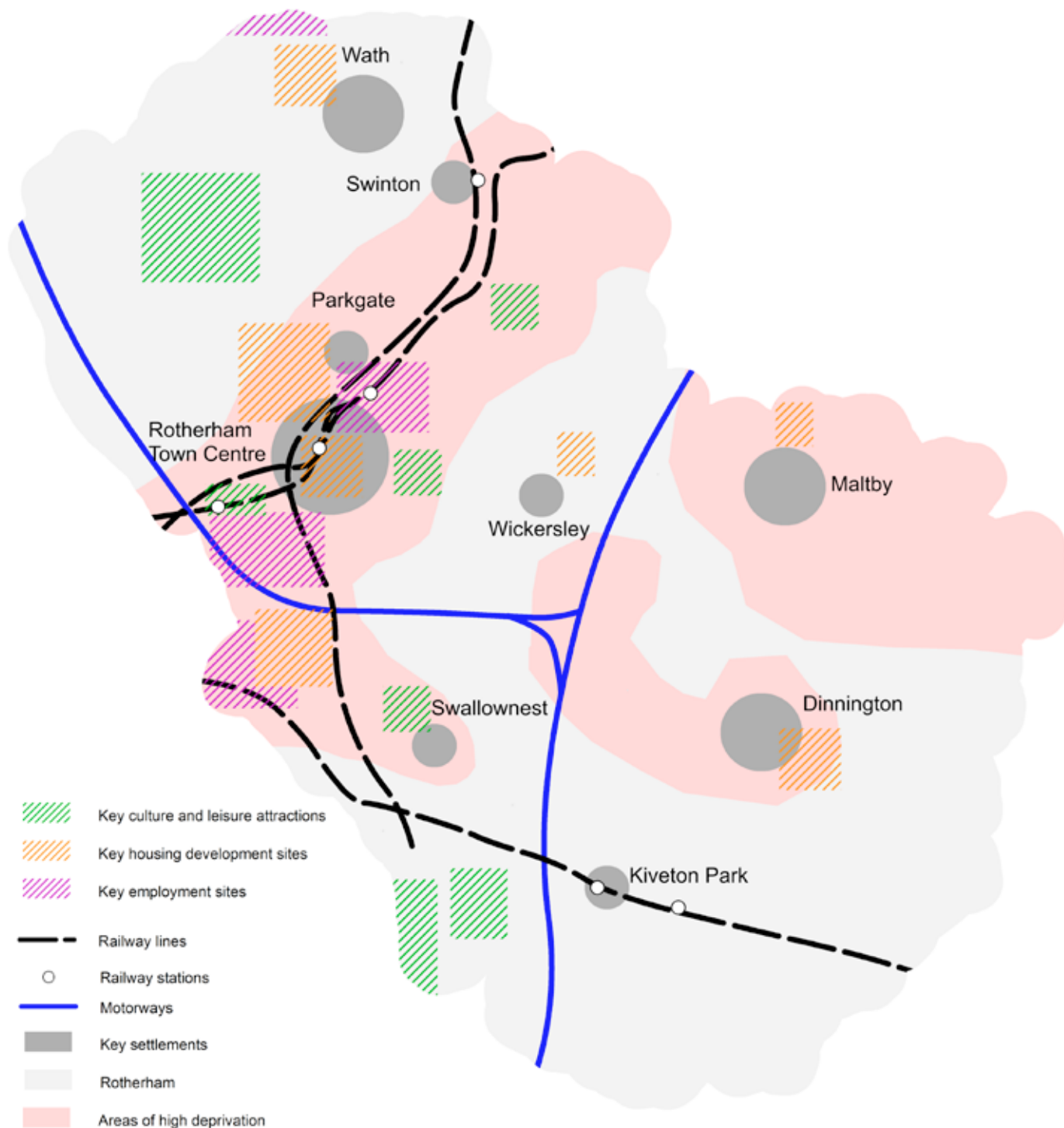
## Inclusive Growth

In recognition of a truly place based approach proposed interventions span both capital and revenue investment. **Creating opportunities that benefit all residents, particularly those who are most disadvantaged.** Inclusive growth will create opportunity for everyone to achieve their ambitions and full potential, to expand their skills base and access to jobs, to reduce deprivation and close the gap.



## Spatial Framing

Geographical analysis assists in the targeting of investment opportunities, demonstrating clear priority areas for growth and investment. In accordance with the Rotherham Local Plan investment is targeted toward areas of high employment, population and commercial growth as well as areas of deprivation which demonstrate opportunity for inclusive growth.





# MEASURING SUCCESS

The success of this strategy will be assessed against clear and defined goals and measurable outcomes. A series of actions and outcomes as below have been agreed with the Combined Authority. These outcomes recognise Rotherham’s unique place and ambitions. They set a framework against which priority areas for investment can be measured.

A detailed breakdown of agreed measurable outcomes are presented in Appendix 1.

Goal	Outcomes/Actions
High Quality Regeneration	<ul style="list-style-type: none"> <li>• Transform the town centre with an increased leisure, culture and residential offer</li> <li>• More connected urban and business centres</li> </ul>
High Quality Housing	<ul style="list-style-type: none"> <li>• More affordable housing</li> <li>• More accessible and adaptable homes to support independence</li> <li>• Maximising social value opportunities</li> <li>• High quality placemaking</li> </ul>
New Manufacturing Economy	<ul style="list-style-type: none"> <li>• Inclusive growth from economic and Research &amp; Development assets</li> <li>• Encouraging innovation and entrepreneurship</li> <li>• Attracting and retaining talented people</li> <li>• Delivering the infrastructure needed to grow a competitive &amp; sustainable business cluster</li> </ul>
Better Employment and Skills	<ul style="list-style-type: none"> <li>• Motivated young people have opportunities to access the guidance, learning and development they need to further their chosen career path</li> <li>• Employment that provides opportunities for in-work skills progression and a decent level of pay</li> <li>• Those excluded from the labour market are able to overcome barriers to training and employment</li> <li>• Businesses are actively engaged in delivering training opportunities and recognise the benefits of investing in their workforce</li> </ul>
Inclusive Growth	<ul style="list-style-type: none"> <li>• Embedding social value across the council and with partners</li> <li>• Working with key business partners including Rotherham pioneers to strengthening local supply chains</li> <li>• Focus on developing commercial, social benefits of a circular economy and meeting our climate change commitments</li> </ul>
Blue/Green Transport and Infrastructure	<ul style="list-style-type: none"> <li>• Reduce the flood risk to the town centre and across the Borough</li> <li>• Improve cycling infrastructure</li> <li>• Tram Train extension</li> </ul>

# VIBRANT & RESILIENT PLACES

## Strategic Objectives

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*Support and diversify Rotherham' town centre offer to increase footfall and create a resilient and economically secure place*

*Ensure community vitality across the Borough, creating sense of pride, safety, wellbeing and belonging*

*Creating a fair economy with opportunity for all*

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## Place Ambition

Rotherham's ambition focusses on creating pride, resilience and attracting greater footfall in local and central urban centres by improving the quality and diversity of uses.

Significant investment will continue to be targeted toward the diversification of the town centre alongside further investment into locally serving town centres to see a reduction in high street vacancy rates and increasing footfall. The ambition will remain to create more reasons to visit, live, work and invest in areas of growth.



# VIBRANT & RESILIENT PLACES

## Project Matrix

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
Early Delivery 2023-25	Town Centre Masterplan	Markets	£31m	A place to be proud of Inclusive economy Health and wellbeing Building stronger communities	Stronger	Urban Centres Business Density	High Quality Regeneration
		Forge Island	£45m	A place to be proud of Inclusive economy Building stronger communities	Stronger Fairer	Urban Centres Business Density Cultural Participation	High Quality Regeneration Blue/Green Infrastructure
		Town Centre Priority Sites		A place to be proud of Inclusive economy Building stronger communities	Stronger	Urban Centres Business Density	High Quality Regeneration
		Town Centre Health Services		A place to be proud of Inclusive economy Building stronger communities Health and wellbeing	Stronger Fairer	Urban Centres Health	High Quality Regeneration
		Leisure & Cultural Quarter	£27m	A place to be proud of Inclusive economy Building stronger communities	Stronger Fairer	Urban Centres Cultural Participation	High Quality Regeneration
		Riverside Residential Quarter	£12m	A place to be proud of Inclusive economy Building stronger communities	Stronger Fairer	Urban Centres Net additional dwellings	High Quality Regeneration High Quality Housing Blue/Green Infrastructure
	Principal Areas of Growth	Dinnington High St		A place to be proud of Inclusive economy Building stronger communities	Stronger Fairer	Urban Centres Deprivation	High Quality Regeneration Inclusive Growth



# VIBRANT & RESILIENT PLACES

## Project Matrix continued

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
	Towns & Villages		£4m	A place to be proud of Inclusive economy Climate and environment Health and wellbeing Building stronger communities	Stronger Fairer	Urban Centres Deprivation	High Quality Regeneration Inclusive Growth
	Waverley	Olive Lane		A place to be proud of Building stronger communities	Stronger Fairer	Urban Centres Deprivation	High Quality Regeneration Inclusive Growth
<b>2025 &amp; beyond</b>	Town Centre Masterplan II	Outcomes		A place to be proud of Inclusive economy Climate and environment Health and wellbeing Building stronger communities	Stronger Fairer	Urban Centres Cultural Participation Net additional dwellings	High Quality Regeneration
	Principal Areas of Growth	Wath, Maltby, Dinnington Masterplan outcomes		A place to be proud of Inclusive economy Climate and environment Health and wellbeing Building stronger communities	Stronger Fairer	Urban Centres Deprivation	Urban Centres Deprivation High Quality Regeneration Inclusive Growth
	Borough-wide Growth Opportunities	Mainline Station Impacts		A place to be proud of Inclusive economy Climate and environment Building stronger communities	Stronger Fairer	Deprivation Connect to jobs	High Quality Regeneration Inclusive Growth Blue/Green Transport & Infrastructure

# LEISURE, CULTURE & VISITOR ECONOMY

## Strategic Objectives

*Nurturing skills and talent across the culture, leisure, and tourism industries*

*Increasing engagement in leisure and culture to grow market demand and develop confident, connected and cohesive communities*

*Transforming Rotherham's cultural, leisure and visitor economy assets to create vibrant communities and town centres*

## Place Ambition

In 2019 Rotherham adopted a shared Cultural Strategy with an overarching goal to **'get active, get creative and get outdoors, more often'**. The strategy sets out seven 'game-changers' to support growth across the borough, developing our rapidly expanding culture, leisure and visitor economy to address challenges in participation, skills and the asset base.

The Creative and Cultural Industries are growing sectors which not only provide employment but also contribute to the quality of place, life and reputation of the region. There's an opportunity to promote and grow this sector in order to attract greater investment and jobs to South Yorkshire.

Although talent is everywhere, opportunity is not. Lack of funding and lack of a skilled workforce restricts growth in the sector. This exacerbates health inequalities and other disadvantages within Rotherham's communities.

### Cultural Strategy 2019-2026 **Game changers**



- 1 A Vibrant Heart
- 2 Adventures in Rother Valley
- 3 Great Places for Wentworth & Dearne Valley
- 4 Vital Neighbourhoods
- 5 Turning Passion to Profession
- 6 Amazing Events
- 7 Children's Capital of Culture

**Participation in culture and physical activity in Rotherham is currently 10% below the national average.**

**Only 10% of South Yorkshire's 3,000 creative and cultural jobs are based in Rotherham**

**Until recently, Rotherham received just receiving only 6% of Arts Council England investment in the region.**



# LEISURE, CULTURE & VISITOR ECONOMY



The Cultural and Creative Sectors in South Yorkshire contribute approximately £2billion to GVA and employ over 30,000 people in 4000 businesses.

For every FTE worker directly employed in the cultural and creative industries, a total of 2.46 FTE workers are supported in the wider economy.

**But change is underway.** The success of the mighty Women's Euros, the Council's investment in libraries, the new Gulliver's Theme Park, the extraordinary achievements at Wentworth Woodhouse and the delivery of the first phase of the world's first Children's Capital of Culture programme demonstrate the rapid growth of the leisure, culture and visitor economy. A 'place-based approach' will see investment spanning the Borough, supporting the enhancement and development of new and much-loved cultural and tourist icons

**Rotherham Cultural Strategy targets include that, by 2026, Rotherham will create:**

- 1500 new volunteering opportunities
- 100 new apprenticeships
- 1500 new jobs

Communities will be enhanced through the development of parks and libraries including Wath, Rother Valley and Thrybergh Country Parks. Participation will increase through partnerships with agencies such as Yorkshire Sport Foundation, Grimm and Co and Flux Rotherham. This new leading economy will be underpinned by a commitment to

ensuring training, education and skills have inclusive growth and social inclusion at their core, equipping Rotherham's communities with the means to access employment locally, and become part of an innovative, forward-thinking, resilient leisure and visitor economy.





# LEISURE, CULTURE & VISITOR ECONOMY

## Project Matrix

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
Early Delivery 2023-25	Culture and Leisure Economy	Swinton Library & Civic Hall	£720k	A place to be proud of Inclusive economy Health and wellbeing Building stronger communities	Stronger Fairer	Urban Centres Qualifications & Skills Education & Schools Cultural Participation Deprivation Personal Wellbeing	High Quality Regeneration Better Employment & Skills Inclusive Growth
		Wath Library	£8m	A place to be proud of Inclusive economy Health and wellbeing Building stronger communities	Fairer	Urban Centres Qualifications & Skills Education & Schools Cultural Participation Deprivation Personal Wellbeing	High Quality Regeneration Better Employment & Skills Inclusive Growth
	Town Centre Masterplan	Central Library	£9m	A place to be proud of Inclusive economy Health and wellbeing Building stronger communities	Fairer	Urban Centres Qualifications & Skills Education & Schools Cultural Participation Deprivation Personal Wellbeing	Regeneration Better Employment & Skills Inclusive Growth
		Grimm & Co	£2.9m	A place to be proud of Health and wellbeing Building stronger communities		Urban Centres Qualifications & Skills Education & Schools Cultural Participation	High Quality Regeneration Better Employment & Skills Inclusive Growth

# LEISURE, CULTURE & VISITOR ECONOMY

## Project Matrix continued

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
<b>Early Delivery 2023-25</b> continued	Creative & Skills Embassy	Young Producers	£2.5m	A place to be proud of Health and wellbeing Building stronger communities	Fairer	Education & Schools Cultural Participation Personal Wellbeing	High Quality Regeneration
	Culture, Leisure and Visitor Economy	Rother Valley Country Park Masterplan Phase 1a	£5.5m	A place to be proud of Inclusive economy Climate and environment Health and wellbeing Building stronger communities	Fairer	Cultural Participation Personal Wellbeing Health	High Quality Regeneration
		Thrybergh Country Park Masterplan Phase 1a	£2.5m	A place to be proud of Inclusive economy Climate and environment Health and wellbeing Building stronger communities	Fairer	Cultural Participation Personal Wellbeing Health	High Quality Regeneration
		Wentworth Woodhouse Stables	£7m	A place to be proud of Inclusive economy Climate and environment Health and wellbeing Building stronger communities	Fairer	Cultural Participation Personal Wellbeing	High Quality Regeneration
		Wentworth Woodhouse Camelia House	£4m	A place to be proud of Inclusive economy Health and wellbeing		Cultural Participation Personal Wellbeing	High Quality Regeneration
		Chesterfield Canal Feasibility	£10k	A place to be proud of Inclusive economy Health and wellbeing	Fairer	Cultural Participation Personal Wellbeing	High Quality Regeneration

# LEISURE, CULTURE & VISITOR ECONOMY

## Project Matrix continued

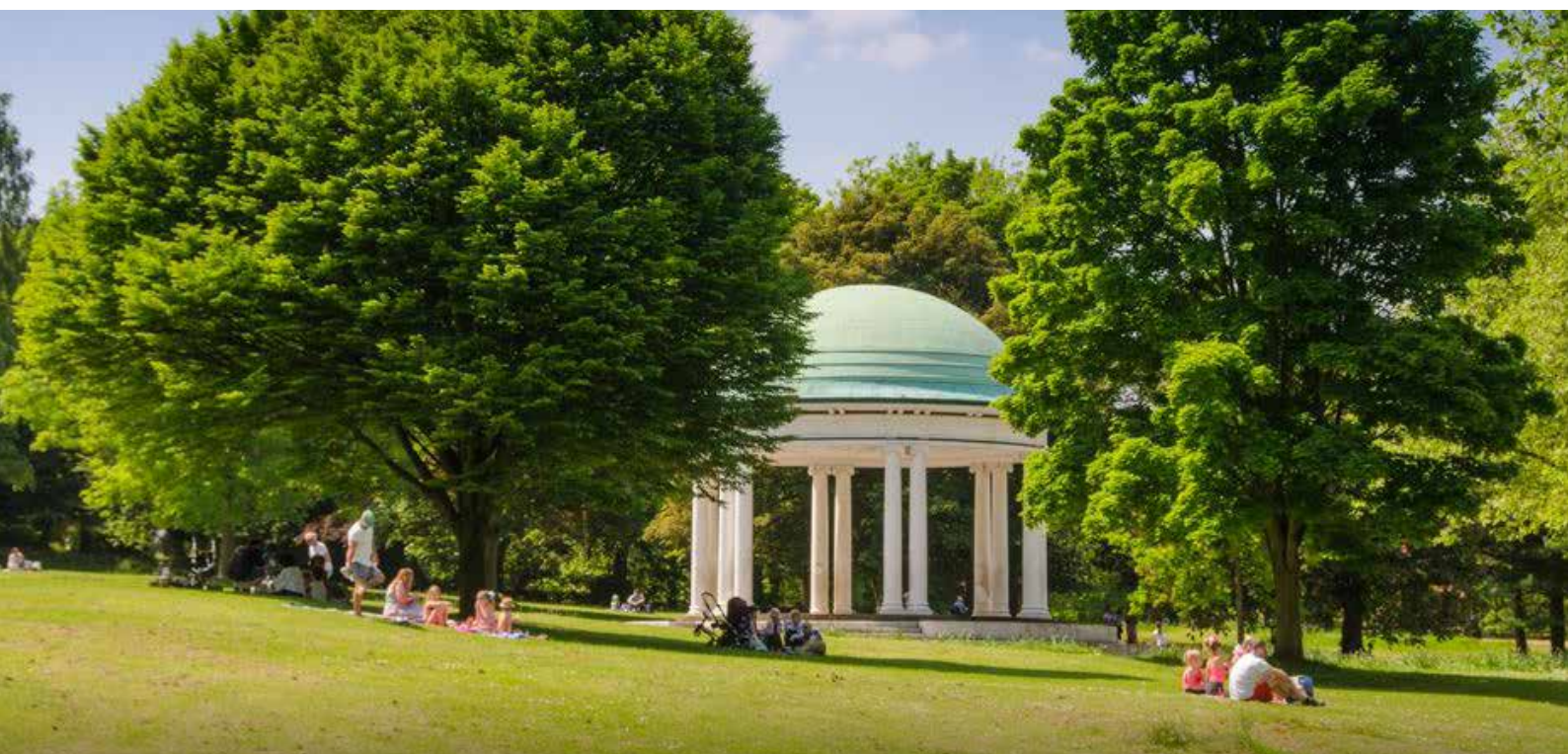
	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
	Culture, Leisure and Visitor Economy <i>(continued)</i>	Magna Visitor Attraction	£2.1m	A place to be proud of Inclusive economy	Fairer	Urban Centres Cultural Participation Personal Wellbeing	High Quality Regeneration
<b>2025 &amp; Beyond</b>	Town Centre Masterplan	Theatre	c.£28m	A place to be proud of Inclusive economy Health and wellbeing Building stronger communities	Fairer	Urban Centres Cultural Participation Personal Wellbeing	High Quality Regeneration
	Culture Leisure and Visitor Economy	Ulley Country Park	£2.25m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Fairer	Urban Centres Cultural Participation Personal Wellbeing	High Quality Regeneration
		Gulliver's Theme Park		A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Fairer	Cultural Participation Personal Wellbeing Health	High Quality Regeneration
		Thrybergh Country Park Masterplan Delivery		A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Fairer	Cultural Participation Personal Wellbeing Health	High Quality Regeneration
		Rother Valley Country Park Masterplan Delivery		A place to be proud of Inclusive economy Health and wellbeing Building stronger communities	Fairer	Cultural Participation Personal Wellbeing Health	High Quality Regeneration



# LEISURE, CULTURE & VISITOR ECONOMY

## Project Matrix continued

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
2025 & Beyond continued		Herringthorpe Playing Fields Masterplan Delivery	£2.1m	A place to be proud of Inclusive economy Health and wellbeing	Fairer	Cultural Participation Personal Wellbeing Health	High Quality Regeneration
		Play Zones		Building stronger communities			
	Town Centre Masterplan	Bailey House Culture Store		A place to be proud of Health and wellbeing	Stronger Fairer	Urban Centres Cultural Participation	High Quality Regeneration
	Gallery Town		£750k	A place to be proud of Health and wellbeing	Fairer	Cultural Participation	High Quality Regeneration
	Creative & Skills Embassy	Festival 2025 and Legacy Programme		A place to be proud of Inclusive economy Climate and environment Health and wellbeing Building stronger communities	Fairer	Urban Centres Cultural Participation Personal Wellbeing	High Quality Regeneration



# INNOVATION, ENTERPRISE & GROWTH

## Strategic Objectives

*Attract businesses to locate and invest in Rotherham in a competitive market*

*Increase the number of start-up businesses, through incubation spaces, encouraging entrepreneurship and providing opportunity for all*

*Encourage existing businesses to grow and thrive providing support and the necessary infrastructure, including the provision and availability of suitable land*

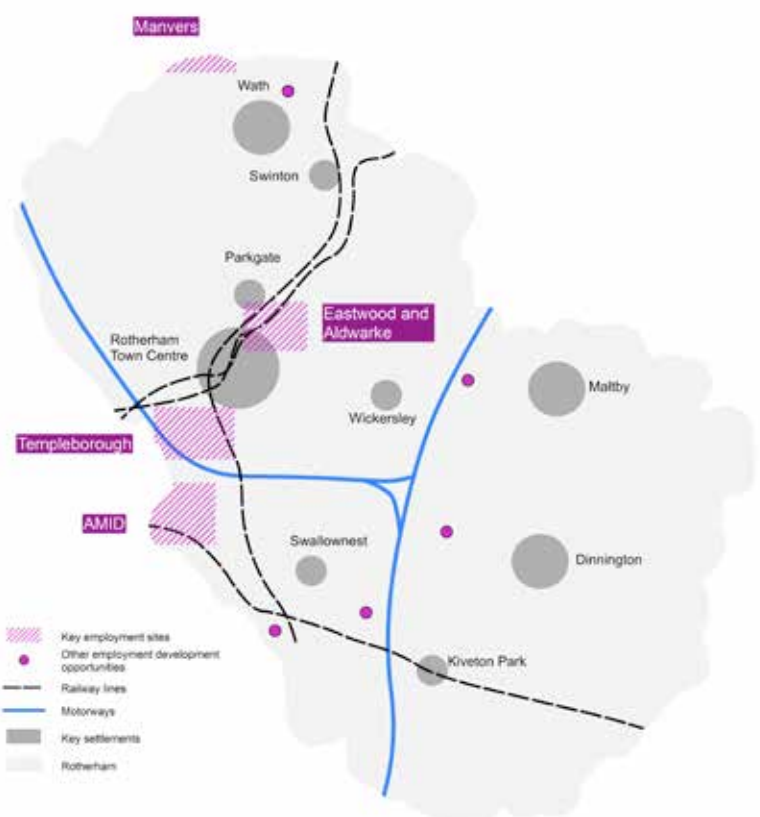
## Place Ambition

Rotherham's vision is for a fair and thriving economy that provides chances for everyone to get a good quality job or start and grow a business; where people's contributions to the economy secure their economic wellbeing; and where households and businesses can plan confidently for the future.

Rotherham is home to the Advanced Manufacturing and Innovation District (AMID) occupied by high-end industrial operators such as Boeing and McClaren, there is a drive to expand the AMID operations and create further opportunity for high end innovation and industry, enabling Rotherham to **compete in the national and global market to attract investment to the borough**. However land availability in Rotherham is limited and as such where opportunity to bring forward derelict and underused land is presented it must be grasped.

A Land Supply review carried out by Aspinall Verdi in 2022 identifies a geographic cluster for expansion at Templeborough. Already well connected by road with the planned addition of a tram/train stop at Magna, alongside a £6.5m investment from Town Deal and major development sites brought forward by Jaguar Estates, Templeborough is considered a major growth area. Further development sites in private ownership are however constrained by remediation requirements and the desire from owners to pursue AMID type uses over ordinary industrial/commercial uses.

It is vital Rotherham continues to attract and accommodate both high end and traditional industrial and commercial investors. The net must therefore be cast wider to identify new areas of growth.



# INNOVATION, ENTERPRISE & GROWTH

The significant opportunity for growth presented by the arrival of a new Mainline Rail Station must be capitalised upon and the creation of a new industrial growth zone spanning a corridor between Eastwood and Aldwarke must be investigated and maximised.

**To create a thriving economy opportunity for enterprise and entrepreneurship must be supported.**

Rotherham has a number of successful incubation centres spanning the Borough and enterprise births in Rotherham are above the South Yorkshire and national average. A growth strategy for the Borough will see anyone who wishes to innovate and experiment supported in their entrepreneurial ambition.

## Project Matrix

	Programme	Project	Rotherham Plan	SEP Outcomes	Indicators	Goals
Early Delivery 2023-25	Templeborough Growth Corridor	Magna	A place to be proud of Inclusive economy Climate and environment	Stronger Fairer	Productivity per hour worked Economic output per worker Economic Inactivity Business Density R&D Expenditure Employment High growth businesses Economic inactivity Business Density	High Quality Regeneration Inclusive Growth New Manufacturing Economy Better Employment & Skills Inclusive Growth Blue/Green Transport & Infrastructure
	Business Support Revenue Schemes	Business Start Up Grant Schemes	Inclusive Economy	Stronger Fairer	Economic output per worker Economic Inactivity Business Density R&D Expenditure Employment High growth businesses Economic inactivity Business Density	Inclusive Growth Better Employment & Skills



# INNOVATION, ENTERPRISE & GROWTH

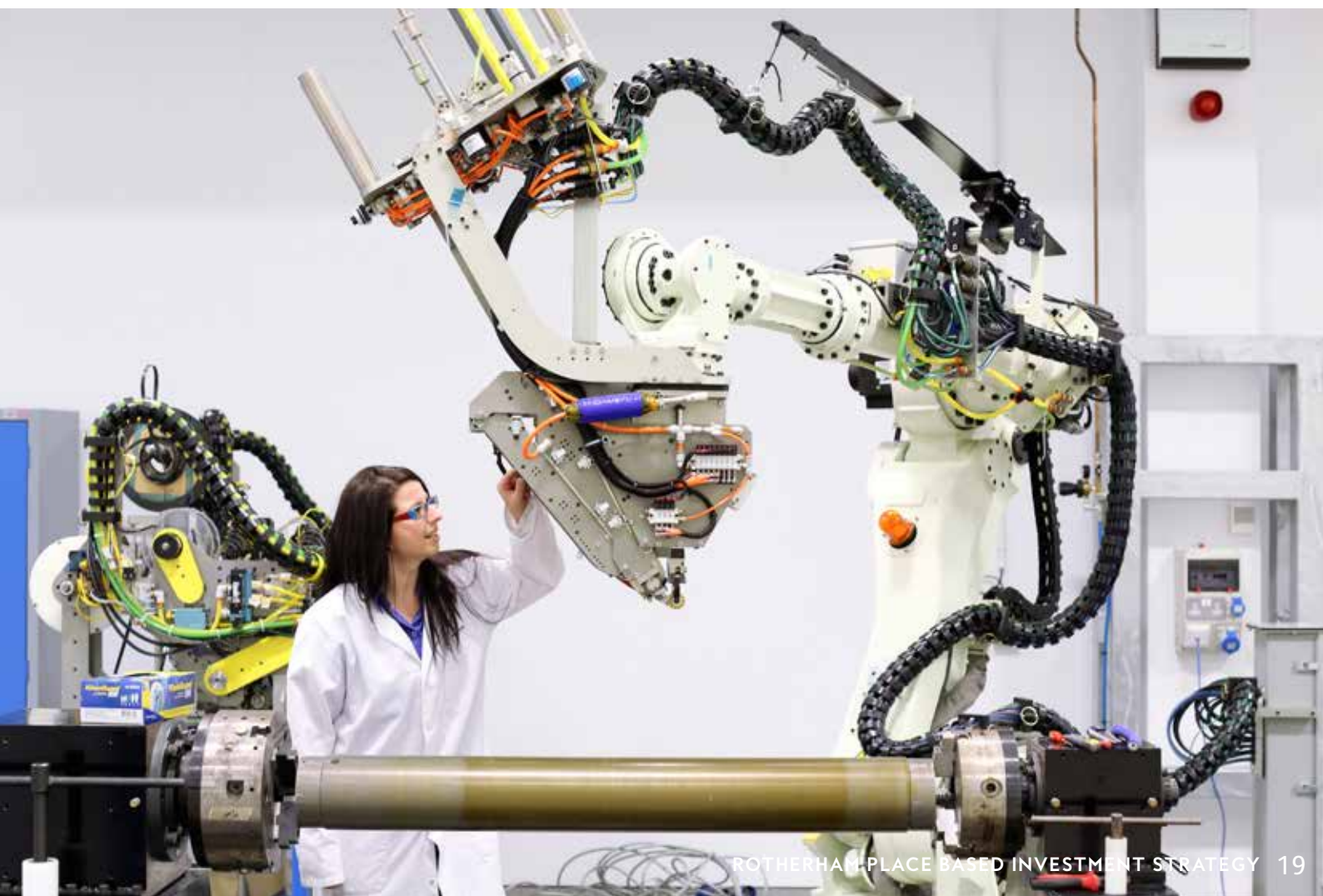
## Project Matrix continued

	Programme	Project	Rotherham Plan	SEP Outcomes	Indicators	Goals
<b>Early Delivery 2023-25</b>		Retail Support Programme	A place to be proud of Inclusive economy Building stronger communities	Stronger Fairer	Economic output per worker Economic Inactivity Business Density R&D Expenditure Employment High growth businesses Economic inactivity Business Density	High Quality Regeneration Inclusive Growth Better Employment & Skills Inclusive Growth
	Business Support Revenue Schemes <i>continued</i>	Business Growth Grant Scheme	Inclusive Economy	Stronger Fairer	Economic output per worker Economic Inactivity Business Density R&D Expenditure Employment High growth businesses Economic inactivity Business Density	
<b>2025 &amp; Beyond</b>	Manufacturing & Future Technology Cluster Study Outcomes	Magna Cluster	A place to be proud of Inclusive economy Climate and environment	Stronger Fairer	Productivity per hour worked Economic output per worker Economic Inactivity Business Density R&D Expenditure Employment High growth businesses Economic inactivity Business Density	High Quality Regeneration Inclusive Growth New Manufacturing Economy Better Employment & Skills Inclusive Growth Blue/Green Transport & Infrastructure

# INNOVATION, ENTERPRISE & GROWTH

## Project Matrix continued

	Programme	Project	Rotherham Plan	SEP Outcomes	Indicators	Goals
<b>2025 &amp; Beyond</b> continued	Manufacturing & Future Technology Cluster Study Outcomes <i>continued</i>	Aldwarke to Eastwood Corridor	Inclusive Economy A Place to be Proud Of Climate and environment Building Stronger Communities	Stronger Fairer	Deprivation Productivity per hour worked Economic output per worker Economic Inactivity Business Density R&D Expenditure Employment High growth businesses Economic inactivity	High Quality Regeneration Inclusive Growth New Manufacturing Economy Better Employment & Skills Inclusive Growth Blue/Green Transport & Infrastructure



# SKILLS, EDUCATION & EMPLOYMENT

## Strategic Objectives

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*Schools and colleges across the borough will work closely with business to ensure local young people have the knowledge and skills to choose the most appropriate career path*

*Deliver a suitably skilled workforce to allow existing and new local businesses to grow and thrive.*

*All residents have the opportunity for life-long learning and to progress within their chosen career*

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## Place Ambition

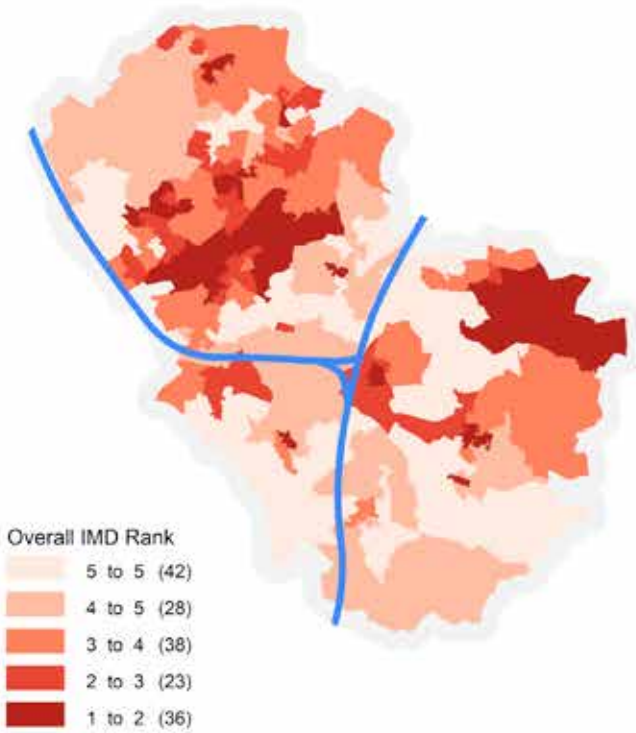
Deprivation and inequality are prevalent across the Borough and therefore a Place Based approach will see cross-Borough investment in skills, education and employment thus **creating opportunities for everyone to participate in and benefit from a growing economy.**



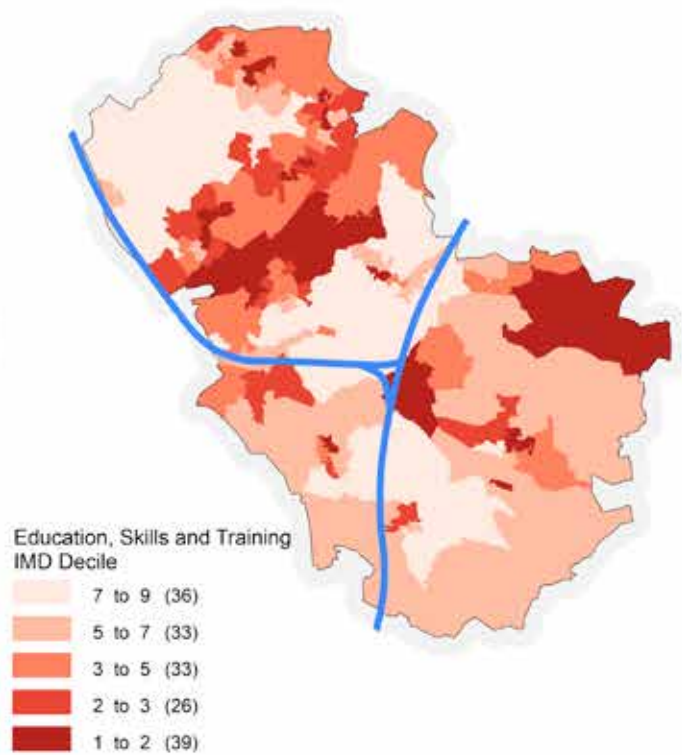


# SKILLS, EDUCATION & EMPLOYMENT

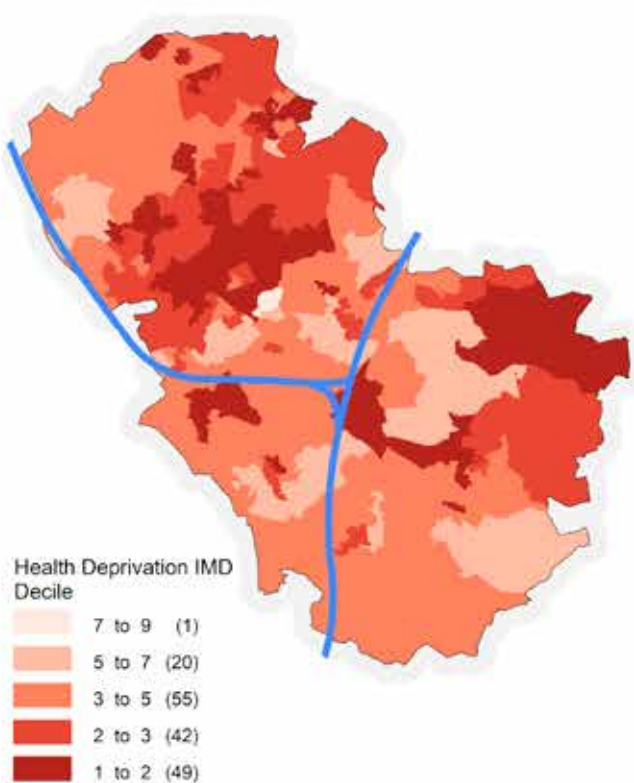
**IMD Overall Rank**



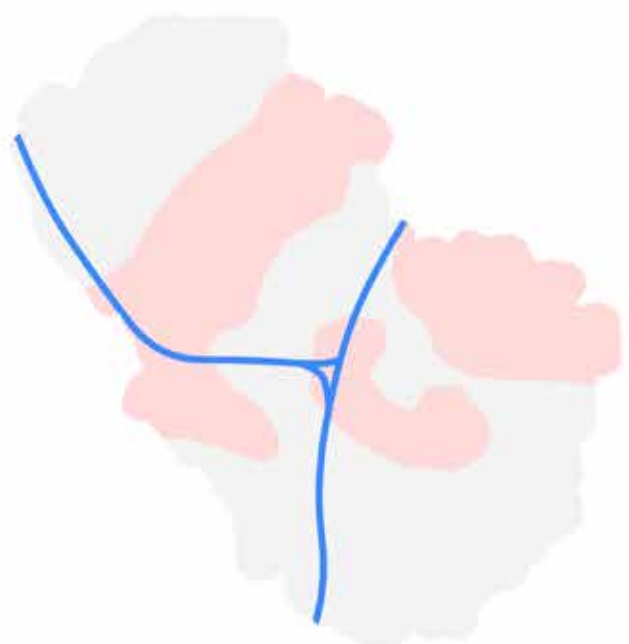
**IMD Education, Skill and Training**



**IMD Health**



**Areas of High Deprivation**



# SKILLS, EDUCATION & EMPLOYMENT

The support the Council provide alongside our local and regional partners will boost skills and overcome barriers, effectively targeting those who are in danger of being left behind. It will also equip people to take advantages of new opportunities, for example those linked to 'green' industries and the growing leisure economy, supported through projects at Gulliver's Skills Street and Maltby Academy.

**31.9% of 16-64s have an NVQ4 or above qualification, compared to 38.0% in Y&H and 43.6% in GB (ONS data 2021).**

**13,100 16-64s have no skills qualifications. This equates to 8.3%, compared to 7.8% in Y&H and 6.6% for GB.**



We will ensure all young people have access to good quality work experience and are made aware of the range of career paths and progression available to them, This is through a range of existing projects including the Enterprise Adviser Network, Business Education Alliance project, the annual LEAF Careers Fayre and Get Up Speed (GUTS), both delivered by the Council and Partners We will also work with SYMCA and the other local authorities in delivering the South Yorkshire Careers Hub. The Council and partners also deliver the annual LEAF Careers Fayre.

**Employment rate at 73.9% as of June 2022. This has been growing over the past decade, although is still slightly below the national rate (75.5%).**



# SKILLS, EDUCATION & EMPLOYMENT

## Project Matrix

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
Early Delivery 2023-25		Enterprise Advisor Network	£90k pa	Inclusive economy Building stronger communities	Stronger Fairer	Employment Economic inactivity Qualifications & Skills Connect to jobs	Inclusive Growth Better Employment & Skills
		Business Education Alliance Programme	£45k pa	Inclusive economy Building stronger communities	Stronger Fairer	Employment Economic inactivity Qualifications & Skills Connect to jobs	Inclusive Growth Better Employment & Skills
		Advance Project	£250k pa	Inclusive economy Building stronger communities	Stronger Fairer	Productivity per hour worked Economic output per worker Employment Economic inactivity Qualifications & Skills	Inclusive Growth Better Employment & Skills
		Maltby Academy	£7m	A place to be proud of Building stronger communities	Stronger Fairer	Employment Economic inactivity Qualifications & Skills Connect to jobs	High Quality Regeneration Inclusive Growth Better Employment & Skills
		Gullivers Skills Street	£1.6m	Inclusive economy Building stronger communities	Stronger Fairer	Employment Economic inactivity Qualifications & Skills Connect to jobs	Inclusive Growth Better Employment & Skills
		Multiply	£1.25m	Inclusive economy Building stronger communities	Stronger Fairer	Employment Economic inactivity Qualifications & Skills	Inclusive Growth Better Employment & Skills



# SKILLS, EDUCATION & EMPLOYMENT

## Project Matrix continued

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
Early Delivery 2023-25 continued		South Yorkshire Jobs Fund	£800k	Inclusive economy Building stronger communities	Stronger Fairer	Employment Economic inactivity Qualifications & Skills Connect to jobs	Inclusive Growth Better Employment & Skills
	Pathways & Inspire			Inclusive economy Building stronger communities	Stronger Fairer	Employment Economic inactivity Qualifications & Skills Connect to jobs	Inclusive Growth Better Employment & Skills
	Adult Education Budget			Inclusive economy Building stronger communities	Stronger Fairer	Employment Economic inactivity Qualifications & Skills Connect to jobs	Inclusive Growth Better Employment & Skills





# FLOOD ALLEVIATION

## Strategic Objectives

*Work collaboratively with partner organisations to better understand the impacts and opportunities associated with Flood Alleviation Scheme projects, and develop strategic solutions that will create a safe and prosperous place to live and work*

*Secure capital funding to enable construction of Flood Alleviation Scheme projects to be started*  
*Reduce flood risk to people, property, businesses and transport infrastructure, and in doing so, create Biodiversity Net Gain through construction of Flood Alleviation Scheme projects*

## Place Ambition

The 2007 and 2019 floods severely impacted both residents and businesses across the Borough.

With around 290 residential properties and 360 business properties identified as at risk of internal flooding, and many more that have their access cut off due to flooding of the strategic highways, rail and tram-train networks, the Council has identified and are developing 6 priority Flood Alleviation Scheme (FAS) projects which aim to significantly reduce flood risk to people, property and infrastructure. All 6 priority FAS projects are included with the “Connected by Water South Yorkshire Action Plan”, which was first published in 2022, and represents a South Yorkshire Alliance working together to build flood resilience and respond to the climate emergency across the region.

It is being led by the Environment Agency, SYMCA, the 4 South Yorkshire Local Authorities and Yorkshire Water Services Ltd, and involves many other partners, stakeholders and communities.

## Project Matrix

	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
Early Delivery 2023-25	Rotherham Renaissance FAs	£24m	Climate & Environment	Greener	Flooding	Blue/Green Transport & Infrastructure
	Parkgate & Rawmarsh FAs	£14m	Climate & Environment	Greener	Flooding	Blue/Green Transport & Infrastructure
	Whiston Brook FAs	£4m	Climate & Environment	Greener	Flooding	Blue/Green Transport & Infrastructure
	Eel Mires Dike FAs	£3m	Climate & Environment	Greener	Flooding	Blue/Green Transport & Infrastructure
	Catcliffe Pumping Station	£5m	Climate & Environment	Greener	Flooding	Blue/Green Transport & Infrastructure
	Culvert Renewal Programme	£2m	Climate & Environment	Greener	Flooding	Blue/Green Transport & Infrastructure
	Town Centre Regeneration Flood Alleviation		Climate & Environment A place to be proud of	Greener	Flooding	Blue/Green Transport & Infrastructure

# SUSTAINABILITY & NET ZERO

## Strategic Objectives

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*Council carbon emissions reduced to Net Zero by 2030*

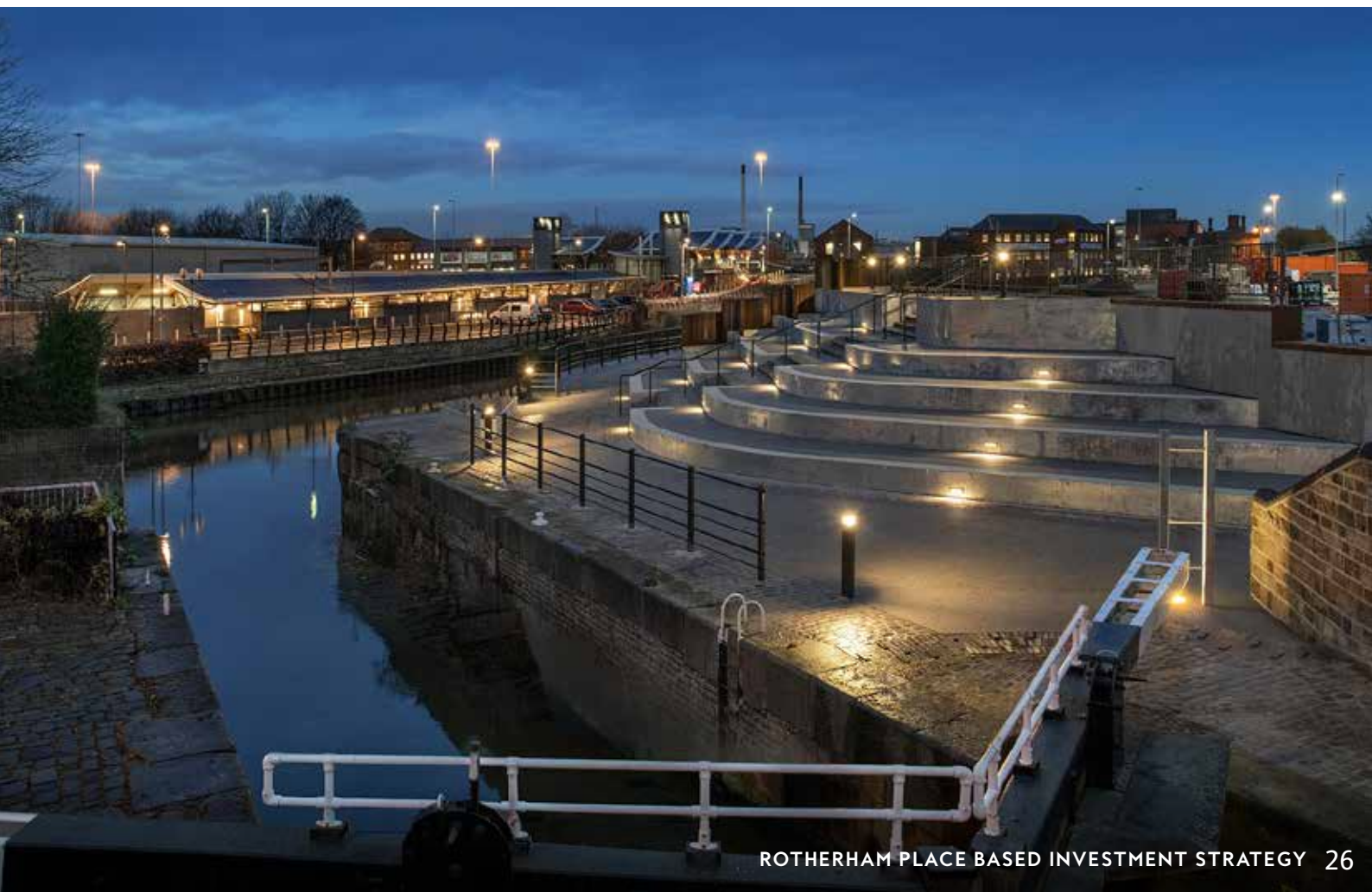
*Borough-wide carbon emissions to be Net Zero by 2040*

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## Place Ambition

Rotherham Council is determined to take positive steps to mitigate the impact of climate changes, **building a healthy and attractive local environment in Rotherham, whilst acting on the climate and biodiversity crises.** In 2019 the Council declared a Climate Emergency setting out a plan to reduce carbon emissions generated by the Council, businesses, organisations and individuals across the Borough.

The plan is a cross-cutting agenda which impacts on each of the investment priorities here in this Investment Strategy. New developments should adopt net-zero design principles with low carbon heating and cooling; improved fabric, controls and energy efficiency and include on site renewable energy technology where feasible. The Council will work on reducing the impact of its own property portfolio as well as supporting and influencing policy, businesses and individuals to reduce the Council's carbon emissions to Net Zero by 2030 and for Rotherham-wide carbon emissions to be Net Zero by 2040.



# SUSTAINABILITY & NET ZERO

Emissions decreased by 41% between 2005 and 2020. There was a significant reduction of 10.14% from 2019 to 2020, though this was largely due to the impacts of the pandemic (i.e. unusual reductions in traffic/car travel).



## Project Matrix

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
<b>Early Delivery 2023-25</b>	Net Zero	EV Charging Infrastructure	£648k	Climate & Environment	Greener	Carbon Car Usage	Blue/Green Transport & Infrastructure
		Public Sector Decarbonisation Fund	£21m	Climate & Environment	Greener	Carbon	Inclusive Growth
		Investing in Existing Homes	To follow	Climate & Environment	Greener	Carbon	High Quality Housing
<b>2025 &amp; Beyond</b>	Net Zero	Renewable Energy Generation	£1m	Climate & Environment	Greener	Carbon	Blue/Green Transport & Infrastructure
		Templeborough District Heating System	£50m	Climate & Environment	Greener	Carbon	Inclusive Growth
		Community Energy Switching Scheme	To follow	Climate & Environment	Greener	Carbon	Inclusive Growth



# TRANSPORT & MOBILITY

## Strategic Objectives

*Physically connect by active travel/green travel and capitalise on public transport – especially rail and tram*

*Creation of sustainable communities with a choice of high-quality links to local, regional and national networks*

*To encourage travel behaviour change, reducing car dependency and moving toward increasing levels of walking, cycling car share and public transport use*

## Place Ambition

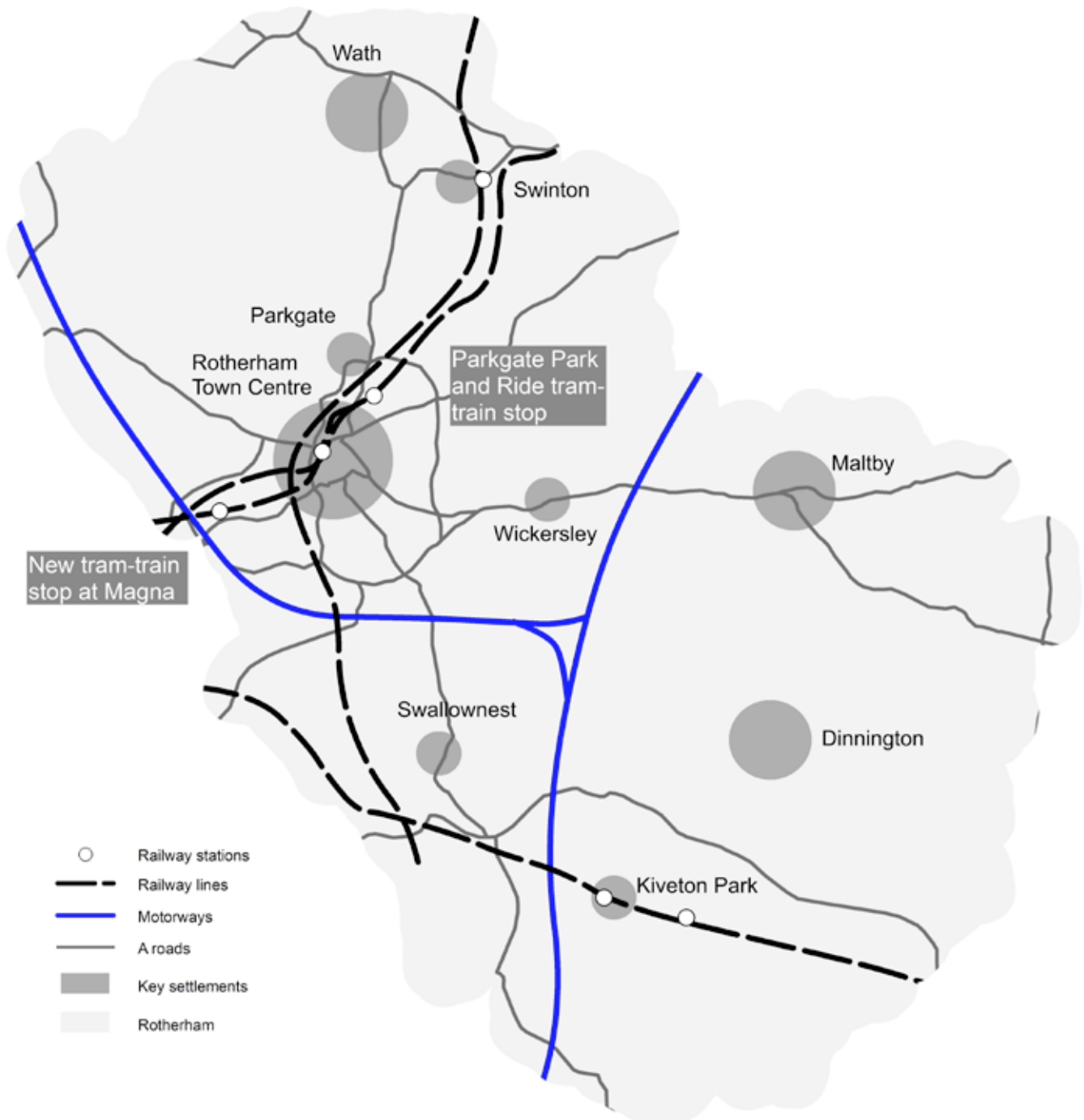
The local transport network should overlay key geographical areas of investment ensuring accessibility and inclusivity, becoming the glue that binds the Borough together. A quality network contributes to the creation of high quality and accessible public areas, connecting urban centres, schools, colleges, public and health services and jobs to the community.

Accessibility into and outside of the Borough is as important as the ability to move easily within it. The surrounding road network is advantageous with easy access to the M1 and M18 motorways however, Rotherham is disadvantaged by the lack of a mainline railway station – especially important in providing sustainable alternatives to the car trips over 10 km (6 miles) length, which are responsible for 81 % of carbon emissions associated with car travel produced by Rotherham. The need and opportunity now exists to establish a new station with the support of the Mayoral Combined Authority and Network Rail.





# TRANSPORT & MOBILITY



Active Travel continues to be a priority for the Council in supporting its health and well-being targets, as well as improving access to public transport services. Rotherham has an ambition for a high-quality cycle network which is safe and accessible for anyone living in or visiting the Borough.



# TRANSPORT & MOBILITY

## Project Matrix

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
Early Delivery 2023-25	Transforming Cities	Frederick St public realm & cycleway	£0.9m	A place to be proud of Climate and environment Health and wellbeing	Greener Fairer	Urban Centres Car Usage Connect to Jobs	High Quality Regeneration Blue/Green Transport & Infrastructure
		Forge Island footbridge	£1.5m	A place to be proud of	Greener Fairer	Urban Centres Car Usage Connect to Jobs	High Quality Regeneration Blue/Green Transport & Infrastructure
		Wath to Manvers cycleway	£1.2m	A place to be proud of Climate and environment Health and wellbeing	Greener Fairer	Urban Centres Car Usage Connect to Jobs	High Quality Regeneration Blue/Green Transport & Infrastructure
		Sheffield Road cycleway	£8.9m	A place to be proud of Climate and environment Health and wellbeing	Greener Fairer	Urban Centres Car Usage Connect to Jobs	High Quality Regeneration Blue/Green Transport & Infrastructure
		Rotherham to Maltby Bus Corridor	£8.9m	A place to be proud of Climate and environment Health and wellbeing	Greener Fairer	Urban Centres Car Usage Connect to Jobs	High Quality Regeneration Blue/Green Transport & Infrastructure
		Magna Tram Train & Park & Ride	£7.2m	A place to be proud of Climate and environment Health and wellbeing	Greener Fairer	Urban Centres Car Usage Connect to Jobs	High Quality Regeneration Blue/Green Transport & Infrastructure
	Major Growth Opportunities	Mainline Station		A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Air Quality Urban Centres Carbon Car Usage Connect to Jobs	High Quality Regeneration Blue/Green Transport & Infrastructure

# TRANSPORT & MOBILITY

## Project Matrix continued

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
2025 & Beyond	Active Travel Fund	Broom Road Cycleways	£3.6m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Air Quality Carbon Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure
	Restoring your Railways	Waverley Station		A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Air Quality Carbon Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure New Manufacturing Economy
	City Regions Sustainable Transport Settlement	Broom Road cycleways extension	£1.7m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Air Quality Carbon Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure
		Fitzwilliam Road sustainable travel corridor	£3.9m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Urban Centres Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure
		St Annes Roundabout improvement	£6.8m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Urban Centres Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure

# TRANSPORT & MOBILITY

## Project Matrix continued

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
2025 & Beyond continued	City Regions Sustainable Transport Settlement <i>continued</i>	Ickles Roundabout improvement	£7.5m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Air Quality Urban Centres Carbon Car Usage	Blue/Green Transport & Infrastructure
		Eastwood & Herringthorpe Low Traffic Neighbourhoods	£4.2m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Air Quality Urban Centres Carbon Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure
		Stag Inn junction improvement	£5m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure
		Moorgate Low Traffic Neighbourhood	£1.7m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Urban Centres Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure
		Wickersley & Brecks Low Traffic Neighbourhoods	£4.9m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Urban Centres Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure



# TRANSPORT & MOBILITY

## Project Matrix continued

	Programme	Project	Investment Value	Rotherham Plan	SEP Outcomes	Indicators	Goals
2025 & Beyond continued	City Regions Sustainable Transport Settlement <i>continued</i>	Worrygoose Roundabout improvement	£2m	A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Urban Centres Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure
		Maltby Low Traffic Neighbourhood		A place to be proud of Climate and environment Health and wellbeing Building stronger communities	Greener Fairer Stronger	Urban Centres Car Usage Connect to Jobs	Blue/Green Transport & Infrastructure

# DIGITAL

## Strategic Objectives

*The whole borough benefits from ultrafast broadband availability*

*Businesses and people have the skills and access needed to benefit from digital connectivity*

*Town centre 5G networks to encourage people to spend more time in public spaces and enable smart city applications*

## Place Ambition

Digital inclusion spans the Borough. The Council’s Digital Inclusion Strategy ensures everyone can access the skills required to benefit from digital technologies, to communicate, to find work, to access health services and leisure giving opportunity to all. Alongside creating confidence and ability in the use of technology there should be fair access to digital technology ensuring everyone can connect.

Increasing the number of places with quality Wifi availability across the Borough is a priority, focus will be on town centres which should be well connected with access to Wifi for both visitors and businesses.

## Project Matrix

	Programme	Rotherham Plan	SEP Outcomes	Indicators	Goals
<b>Early Delivery 2023-25</b>	Digital Inclusion Strategy Outcomes	Inclusive economy Climate and environment Health and wellbeing	Fairer Stronger	Qualifications & Skills Employment Economic inactivity Digital Connectivity	High Quality Regeneration Blue/Green Transport & Infrastructure
	Town Centre WiFi	A place to be proud of Inclusive economy Health and wellbeing Building stronger	Stronger	Employment Economic inactivity Digital Connectivity	High Quality Regeneration Blue/Green Transport & Infrastructure
	Smart Technology Growth Areas	A place to be proud of Inclusive economy Building stronger communities	Stronger	Employment Economic inactivity Digital Connectivity	High Quality Regeneration Blue/Green Transport & Infrastructure

# HOUSING, LAND & DEVELOPMENT

## Strategic Objectives

*Create development opportunities for the regeneration of land and buildings to better meet the needs of the town and its residential and business communities*

*Bring forward high quality homes and affordable housing to meet local need through the Council’s own resources, supporting land owners and developers and bringing empty homes back into use*

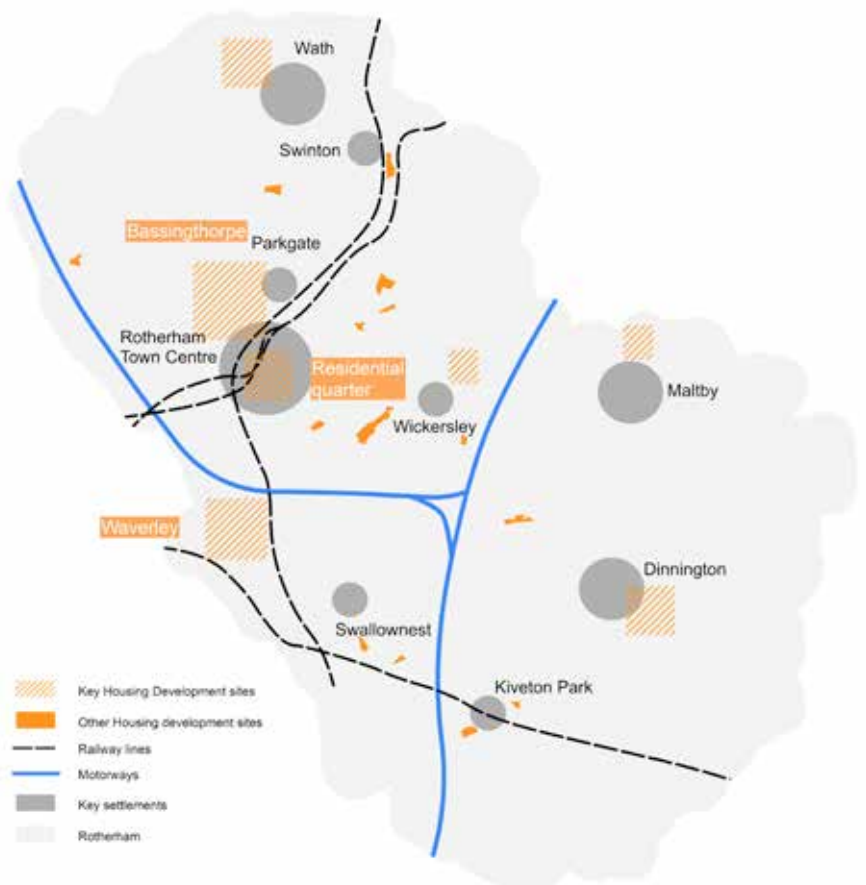
*Focusing on prominent vacant and derelict land and buildings to transform the image of Rotherham and make its regeneration highly visible*

## Place Ambition

Improving housing quality, accessibility and sustainability to meet the needs of the local population.

	2018	2023	2028	2033
Household Projections	115,000	119,000	123,000	127,000

Although Rotherham’s population is projected to increase slowly, the number of individual households is predicted to increase at a faster rate. To meet growing demand an additional around 650 new homes must be built each year. Areas of major growth are focussed around the inner urban areas of the Borough with over 2,700 new homes at Bassingthorpe Farm and 2,500 at Waverley. A place-based approach to investment will ensure these areas of growth are complemented by resilient town centres, giving residential communities access to services, jobs, opportunities and infrastructure.



# HOUSING, LAND & DEVELOPMENT

Successful growth is not only about quantity but must ensure high quality too. Creating homes which are safe, comfortable, affordable and energy efficient and contribute to a better quality of life. A new Future Homes Standard will be introduced by 2025 and will include quality design goals as well as energy efficient and low carbon heating.

**Affordable Homes to meet local need.** Historically there has been a 716-unit shortfall in the provision of affordable homes with 6,606 people on the housing register in April 2022. The Strategic Housing Market Assessment 2019-24 suggests between 500 – 650 new homes are needed each year'. As a priority the Council therefore aims to develop its own affordable housing programme, building on the success of 171 new homes in the town centre, 75 % of which are affordable. In partnership with private developers, registered providers and landowners the Council will assist in the acceleration of the development of key sites leading to the creation of more affordable homes in line with planning policy

Growth will come not just from the building of new houses but also by **bringing empty homes back into use**. There are around 1,000 long term, problematic, private empty properties at any one time. These properties can be turned into much needed homes and bringing them back into use will complement the growth that comes from building new homes.





# HOUSING, LAND & DEVELOPMENT

## Project Matrix

	Programme	Project	Rotherham Plan	SEP Outcomes	Indicators	Goals
<b>Early Delivery 2023-25</b>	Town Centre Masterplan	Riverside Residential Quarter	A place to be proud of Building stronger communities	Fairer Stronger	Affordable Housing Delivery Net Additional Dwellings Urban Centres	High Quality Regeneration High Quality Housing
		The Statutes	A place to be proud of Building stronger communities	Fairer Stronger	Affordable Housing Delivery Net Additional Dwellings Urban Centres	High Quality Regeneration High Quality Housing
		3-7 Corporation Street	A place to be proud of Building stronger communities	Fairer Stronger	Affordable Housing Delivery Net Additional Dwellings Urban Centres	High Quality Regeneration High Quality Housing
	Housing Development Programme		A place to be proud of Building stronger communities	Fairer	Affordable Housing Delivery Net Additional Dwellings Urban Centres	High Quality Regeneration High Quality Housing
<b>2025 &amp; Beyond</b>	Town Centre Masterplan II		A place to be proud of Building stronger communities	Fairer	Affordable Housing Delivery Net Additional Dwellings Urban Centres	High Quality Regeneration High Quality Housing
	Bassingthorpe Farm		A place to be proud of Building stronger communities	Fairer	Affordable Housing Delivery Net Additional Dwellings Urban Centres	High Quality Regeneration High Quality Housing

# APPENDIX I: OUTCOME INDICATORS

Indicator	Outcome	Category	Data source	2040 target	Gap	Goal alignment
Productivity per hour worked	A higher productivity workforce.	Jobs (Business)	Labour productivity measured in GVA per employee. Annual Population Survey.	Parity with UK average	Current: Rotherham (£27.6) UK (£35.2) Gap: £7.3 per hour	Better Employment and Skills
Economic output per worker	The size of our economy relative to our workforce (and population) will increase.	Jobs (Business)	Labour productivity measured in GVA per worker. Annual Population Survey.	Parity with UK average	Rotherham: £44,768 UK £56,670 Gap: £11,902	Better Employment and Skills
Employment	More working-age people are in employment.	Jobs (Business)	Annual Population Survey	Parity with GB average	Rotherham rate 77.4% Gap to National Level: 2.1% (Equivalent to 3,360 people)	Better Employment and Skills
Economic inactivity	Fewer people are economically inactive	Jobs (Business)	% who are economically inactive - aged 16-64 Annual Population Survey	Parity with UK average	Rotherham (21.7%) South Yorkshire (24.0%) UK (21.8%)	Better Employment and Skills
Enterprise birth rate	Higher density and growing business base.	Jobs (Business)	Business birth rate. ONS Business Demography data.	Exceed UK average	Rotherham birth rate: 10.8% Gap 0.4%	New Manufacturing Economy
Enterprise survival rate	Higher density and growing business base	Jobs (Business)	New business 1-year survival rate. <a href="#">ONS Business Demography data.</a>	Exceed UK average	Rotherham: 91.1% South Yorkshire: 89.5% UK: 88.3%	New Manufacturing Economy
High growth businesses	A larger proportion of high growth businesses.	Jobs (Business)	<a href="#">Business Demography Table 7.1</a>	Parity with UK average	South Yorkshire: 3.9% Rotherham: 4.0% UK: 4.3%	New Manufacturing Economy
Business density	A higher density shows	Jobs (Business)	Nomis UK Business Counts 'Business density (businesses per 10,000 people'	Parity with England average	Barnsley (312), Doncaster (363), Rotherham (346), Sheffield (335), England (648)	New Manufacturing Economy
R&D expenditure	A greater investment in R&D indicates an innovative economy.	Jobs (Business) Jobs (Business)	R&D expenditure as a % of the economy using ONS and Eurostat data.	2.4% of GDP by 2027	(No LA data currently) South Yorkshire: £440m UK: £69,600m	New Manufacturing Economy
Digital connectivity	A higher proportion of SY is covered by full fibre.	Place (Communities)	Gigabit capable	Parity with England average	Rotherham (13%) South Yorkshire range (9-38%) England (36%)	-
Urban centres	Consistent or improving levels of footfall in town and city centres.	Place (Communities)	(Potentially 'Locomizer' commercial data – currently exploring possibilities)	TBC	TBC	High Quality Regeneration

Indicator	Outcome	Category	Data source	2040 target	Gap	Goal alignment
<b>Air quality</b>	Improvement in air quality as measured by population-weighted annual mean concentrations ( $\mu\text{g m}^{-3}$ )	Place (Communities)	Air pollution: fine particulate matter - PM2.5	Parity with England average	Rotherham PM2.5 of 9.1 and England 9.043.  Gap of 0.067	Blue/Green Transport and Infrastructure
<b>Flooding</b>	Flood risk demonstrably reduced overall by xx% compared to 2020 baseline.	Place (Communities)	TBC	TBC – to develop with Environment Agency	TBC	Blue/Green Transport and Infrastructure
<b>Carbon</b>	Reduce carbon emissions.	Place (Communities)	UK local authority and regional carbon dioxide emissions national statistics	Parity with England average in each Local Authority	Rotherham Carbon Emissions Per Capita 5.79 and Figures for the UK are 5.2.  Gap of 0.6	Blue/Green Transport and Infrastructure
<b>Bus patronage</b>	Increase bus patronage	Place (Communities)	BUS0110 Passenger journeys on local bus services per head	TBC	No LA data South Yorkshire: 20.9 England: 27.8	Blue/Green Transport and Infrastructure
<b>Car usage</b>	Car usage and motor traffic falls, indicating mode share and lower pollution due to transport.	Place (Communities)	Either using DfT source for miles driven, or more local (SYPTe) data	TBC - net reduction in line with strategy	TBC	Blue/Green Transport and Infrastructure
<b>Ecosystem services</b>	The value of total ecosystem service flows increases	Place (Communities)	Natural Capital Solutions report for South Yorkshire (2021)	Increasing value of ecosystem service provision relative to 2021 benchmark	Barnsley (£117m), Doncaster (£131m), Rotherham (£100m) Sheffield (£171m)	Blue/Green Transport and Infrastructure

Indicator	Outcome	Category	Data source	2040 target	Gap	Goal alignment
<b>Qualifications &amp; Skills</b>	A higher proportion of working-age population (16-64) possess higher qualifications, indicating progression in education and employment.	Skills (People)	NVQ 3 and above. Nomis.	Parity with GB average	Rotherham 57.8% with current gap of 3.6% (equivalent to 5,700 people)	Better Employment and Skills
<b>Wage levels</b>	A lower proportion of employees on low earnings (further work to assess lowest pay gap within 20th percentile of earnings distribution).	Skills (People)	Annual Survey of Hours and Earnings. Hourly pay (gross) all workers	Parity with UK average	Rotherham is currently £9.45. Gap of £0.82 per hour	Better Employment and Skills
<b>Health</b>	Our population live increasingly long, healthy lives.	Place (Communities)	Healthy life expectancy at birth - PHE/ONS	Parity with England average	Rotherham of 58.3 (Female) and 58.8.8(Male)  Gap of 5.2 and 4.8 years.	
<b>Housing costs</b>	The housing system and wider economy means that earning power is not being eroded by inflating house prices.	Place (Communities)	MHCLG House Price (existing dwellings) to residence-based earnings ratio.	Net decrease in relative housing costs	Rotherham currently 4.95 in 2020  Gap not to widen	High Quality Housing
<b>Education &amp; Schools</b>	More children leave secondary school with better attainment to boost their prospects in FE and employment.	Skills (People)	Attainment 8 scores average. DFE data.	Parity with England average	Rotherham rate is 44.4%  Gap of 2.4% (around 160 pupils)	Better Employment and Skills
<b>Higher-level occupations</b>	Higher proportion of employees in managerial, technical & professional occupations (SOC 1-3).	Skills (People)	Nomis	Parity with GB average	Rotherham rate is 45.6%.  Gap of 4.6% (equivalent to 4,200 people)	New Manufacturing Economy
<b>Fuel poverty</b>	Fewer households living in fuel poverty.	Place (Communities)	BEIS Fuel Poverty Statistics use Low Income Low Energy Efficiency (LILEE) indicator.	Parity with England average	Rotherham is 17%  Gap of 3.6% to national level.	High Quality Housing
<b>Child poverty</b>	Lower proportion of children living in poverty.	Place (Communities)	<a href="#">End Child Poverty</a> derived data	Parity with UK average	Barnsley (33.3%), Doncaster (34.7%), Rotherham (34.3%), Sheffield (35.5%), UK (31%)	Inclusive Growth



Indicator	Outcome	Category	Data source	2040 target	Gap	
Cultural participation	Gap for overall participation in cultural activity between SCR and national average closes.	Place (Communities)	DCMS  Active Lives Survey Variable 'Spent time doing a creative, artistic, theatrical or music activity or a craft'	Parity with England average	Rotherham: 65.7% South Yorkshire: 69.7% England: 76.1%	High Quality Regeneration
Deprivation	Lower share of local areas in deprivation.	Place (Communities)	MHCLG Index of Multiple Deprivation (2019) - Proportion of LSOAs in most deprived 10% nationally (converted to %)	Parity with England average	Rotherham 22% of local communities in most deprived nationally	Inclusive Growth
Out-of-work benefit claimant rate	Lower percentage of people claiming out-of-work benefits	Place (Communities)	<a href="#">CCO1 Regional Labour Market</a>	Parity with UK average	South Yorkshire: 5.6% Rotherham (6.1%) Range: Barnsley (5.1%) – Doncaster (6.2%) UK: 5.0%	Inclusive Growth
Connect to jobs	(a) Increasing the number of economically active people living within 30 minutes of key employment locations and universities by public transport.  Improving journey times to employment centres.	Place (Communities)	Talk to transport team about data sources.  Note: if these come from Census, better using sources that refresh much more regularly.	Decrease in journey times relative to 2020 level.	Baseline year to be established.	Inclusive Growth
Affordable housing delivery	Increasing number of affordable housing completions	Place (Communities)	<a href="#">Live Table 1008C</a>	Increase on 2020 level	Barnsley (228), Doncaster (74), Rotherham (240), Sheffield (207)	High Quality Housing
Net additional dwellings	Increasing number of net new dwellings	Place (Communities)	<a href="#">Live Table 122</a>	Increase on 2020 level	Barnsley (590), Doncaster (761), Rotherham (566), Sheffield (1,850)	High Quality Housing
Personal Wellbeing	Estimated levels of worthwhile, life satisfaction, happiness and anxiety are indicators of personal well-being.	Place (Communities)	Self-reported wellbeing – people with high anxiety score (NHS Fingertips)	Parity with England average, or lower than 2020 level	Rotherham (22.4%) South Yorkshire: range (20.1-24.1%) England 21.9%	Inclusive Growth