

'Views from Rotherham'

CONSULTATION REPORT

SEPTEMBER 2015

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1 The Consultation

During summer 2015, the leadership of the Council and the Commissioners, supported by partners, met with over 1,400 people across Rotherham in order to listen to their views and vote on their priorities for the future. The 'Views from Rotherham' consultation is based on 27 roadshow sessions as well as the Rotherham Show on 12th and 13th September, and the 'Chamber means Business' event on 16th September.

Over the course of 16 weeks, Council leaders, Commissioners and partners met people from businesses, the local workforce, primary schools, colleges, communities, political parties, the voluntary sector and faith groups.

Recognising that the roadshows can only reach a small sample of the 260,000 people in Rotherham, an online survey ran concurrently from 28th May to 4th September. The feedback from the roadshows and online consultation will help to define a new vision for Rotherham, due out this autumn, and a new community strategy for the borough to be launched early in 2016.

For the roadshows, each session followed the same format; there was a discussion section and interactive voting on 50 questions including 7 practice and demographic questions, with the online survey using the same discussion and 43 substantive voting questions.

This report provides an analysis of all the responses to the voting questions, together with a summary of the key themes that emerged from the discussions, including direct quotes from participants.

There was further public engagement at the 2015 Rotherham Show, where people were asked to prioritise and vote for a number of statements that were representative of the feedback from the roadshows, focusing on what a "good" Rotherham would look like. The results from this consultation are summarised later in the report.

A business event was held on 10th June, with over 20 businesses attending, and this was followed by further consultation at the 'Chamber means Business' event on 16th September. Feedback from these events is also summarised later in the report.

2 Engagement profile

The total number of people engaged over the summer was 1,819. This can be broken down to 804 people attending 27 roadshows, 337 people completing the online survey, 578 people participating at the Rotherham Show and 100 people attending two business events. In total, 1,482 people were engaged face-to-face.

Of the combined total of people engaged online or through the roadshows, 79% lived in Rotherham borough and 20% worked in Rotherham but lived elsewhere. Analysis of postcodes provided by roadshow attendees demonstrates a wide geographic spread of participants across Rotherham and beyond (see Appendix 4).

The total number of participants from the roadshows and online survey can be broken down as follows:

- 52% were male and 46% female
- 30% aged 60+, and 65% aged 45+. 18% were aged under 35 years.
- 88% were White British and 10% were from Black and Minority Ethnic (BME) groups including 6% who were Asian. 2% did not wish to disclose.

This profile is broadly representative of Rotherham, although there was a higher representation of older age groups in both the roadshows and online survey. No demographic information was collected at the Rotherham Show or the two business events.

3 Findings from the Roadshows and Online Consultation

Response to the Discussion Questions

People were asked a series of five questions about Rotherham, both at roadshows and in the online survey. All the responses have been collated for analysis and the key findings and themes that emerged are summarised below.

Question 1: What do you like about Rotherham?

Over 100 aspects of Rotherham were mentioned by participants. The most universal feature liked was the borough's friendly and honest people, highlighted at nearly all roadshows and most frequently online.

I like... "the culture of friendliness, care and warmth" ... "the community spirit – most people work together to do their best for families and communities".

The friendly nature of local people is often linked to community spirit. This came out quite strongly at roadshows such as Thurcroft and Kimberworth Park which were mainly attended by members of the local community.

Another likeable aspect of Rotherham is its parks (Clifton Park in particular) and other green open spaces which were mentioned at most roadshows, often with local references. Rural open countryside and country parks were also liked by older people, children, community groups and business leaders, with Wentworth village being mentioned several times as an area of particular local beauty.

I like... "Rotherham's green spaces, the wildflower verges, country parks, tree lined streets; and Clifton Park is beautiful" ... "hidden amazing things like Wentworth Woodhouse".

There were a range of views about Rotherham town centre; positive views were directed at the Minster, Minster Gardens and neighbouring areas of the High Street. Those liking the positive aspects of the town centre were young people, council and college staff, and business leaders. Rotherham's history and heritage were mentioned several times, referencing Wentworth Woodhouse and other historic buildings. Rotherham United and New York Stadium were mentioned positively at most roadshows.

Rotherham schools and education were also well regarded, mainly by people attending the roadshows rather than online. Those who valued good schools ranged from children to older people, workforces, business and voluntary sector leaders.

Some people highlighted the suitable location and infrastructure of Rotherham, with easy access to Sheffield and the motorway networks.

Black and Minority Ethnic (BME) residents felt that community relations were generally good although concerns came out in the dislikes (below). They also liked the relatively small size of Rotherham compared with cities, which encouraged community feeling.

3 Findings from the Roadshows and Online Consultation *Continued*

Question 2: What is the one thing you don't like about Rotherham?

Over 180 issues were raised with most relating to the town centre, particularly in the online survey. Problems associated with the town centre included: too many 'cheap' or charity shops, parking charges, feeling unsafe, empty shops, and no real offer regarding where to eat or socialise in the evening. Litter and a general unkempt feel were also mentioned, with litter and fly tipping noted as a major problem across the borough.

"I dislike..."the town centre – it shuts down completely after 5pm" ..."the feeling of vulnerability in the town centre, especially because of groups of people just hanging around".

"I dislike the relatively poor state of the town centre - lack of quality shops, bars and restaurants (too many discount shops and takeaways) and general untidiness."

The poor reputation of Rotherham in the media, post Jay and Department for Communities and Local Government (DCLG) inspection reports, was highlighted strongly. This was often felt to be unfair, with a perception that Child Sexual Exploitation (CSE) was a national problem and that cases elsewhere received less media attention. People were concerned that Rotherham was known for a very negative issue whilst other positive aspects were overlooked.

"I don't like how, both national and locally, people now view Rotherham as a rundown town that is overrun with paedophiles and criminals. This image is constantly being perpetuated by the media. I don't feel we do enough to defend our town and fight the negative image we have gained."

Many people feel unsafe, especially in the town centre or parts of the centre, such as the Interchange. At roadshows, the feeling was often hard to pin down and in some cases was more about not feeling welcome in the town. Some highlighted a lack of police presence in their area.

Immigration and ethnic segregation were seen as major issues in the online survey, with many people expressing strong feelings about immigration generally.

Roadshows highlighted specific issues faced by Rotherham's Muslim community. Some had expressed a view that the recent spate of marches in the town centre had fuelled negative perceptions of Muslims and other ethnic and religious minorities, and that following the Jay report all Black and Minority Ethnic (BME) communities were being tarnished by the activities of a small minority. Attendees from BME communities outlined a wide range of problems they and their families faced; from language barriers and the lack of local support services for female asylum seekers, to bullying at school and feeling scared and isolated.

Other issues raised frequently were poverty, the lack of activities for children and young people, and the poor condition of roads.

3 Findings from the Roadshows and Online Consultation *Continued*

Young people, in common with older people, expressed strong negative views about the town centre and generally feeling unsafe. Some were also concerned about lack of opportunities to mix with older people and – possibly as a consequence – older people having negative perceptions of young people. Poor transport connections and litter were also mentioned, and pigeons!

Finally, the Council (or sometimes councillors or council officers) received criticism, with suggestions that they ignored issues, failed to listen to people or didn't get sufficiently involved in their local community (councillors).

Question 3: What do you believe are the most important issues facing Rotherham?

There was a range of responses reflecting differing views on what the most important issues are. The two most often mentioned issues were Child Sexual Exploitation (CSE), and tackling Rotherham's poor reputation and negative media image.

“We need to get back some pride in the town - to hear Rotherham mentioned on national media for good reasons, not bad.”

The need to deal with CSE was mentioned most frequently online, well ahead of other issues and was also raised at a range of roadshows by faith groups, community members and voluntary organisations. Some people added that addressing CSE should not obscure the need to provide mainstream services.

“Addressing CSE whilst not forgetting about providing day to day services that people want and need.”

Creating jobs and improving the local economy was the third most widely raised issue, notably by councillors and workers at roadshows. The need to integrate immigrants and BME communities was also a recurring theme amongst both majority and minority ethnic communities. Some people sought solutions such as more English language classes and events to bring people from different communities together.

“Rebuilding a unity and hope for the people of Rotherham. Getting people to trust those with power and to stop blaming different communities.”

Other issues raised frequently included: increasing aspirations, particularly of young people; the Council listening to residents' views and keeping them informed to help build trust; tackling poverty; improving housing; and increasing safety.

3 Findings from the Roadshows and Online Consultation *Continued*

Amongst some older people, there was a feeling that resources should be spread more widely across the borough with a suggestion, for example, that Clifton Park was protected and enhanced at the expense of smaller parks. A scarcity of accessible activities for older people was a concern, with the closure or vandalism of bowling greens cited as a particular example. Older people were also concerned about the lack of good job opportunities for young people.

Participants at other sessions took a pragmatic view of the issues, suggesting that actions were needed rather than a vision and that money should be spent on “things we need not things we like”.

Question 4: What would you change to make Rotherham a better place?

Making improvements to the Council itself was the most popular suggestion in the online survey. Roadshow responses were more varied, although the need for a better council was often mentioned. There was a lot of criticism of the Council, mainly reflecting errors under the previous leadership with many people unaware of recent changes but clear that improvement was needed.

“Have a better council which runs Rotherham for the benefit of the inhabitants.”

Reflecting the issues facing Rotherham, other widely suggested changes included creating or attracting more jobs, helping people feel safer, creating a more positive media profile, instilling a sense of pride, and better and cleaner roads and general transport improvements.

“We need good quality jobs to give people a real sense of worth.”

Also raised were the need for changing attitudes, increased tolerance, openness, equality and respect, along with better cohesion and integration.

“Improve community cohesion – society has become fragmented, volatile and damaged by the right-wing marches.”

Further specific changes included free car parking in the town centre, building a new cinema, providing better sports facilities and local amenities, and additional things to do for young people.

Ideas included a local lottery to raise money for services, a schools parade, chewing gum boards on lampposts and an annual soapbox rally.

3 Findings from the Roadshows and Online Consultation *Continued*

Question 5: What would you like Rotherham to be like in 5 years' time?

A few key themes are emerging which could inform a future vision; in summary: for Rotherham to be safe, prosperous and proud. A better integrated and more cohesive community, an improved town centre and a cleaner borough were other ambitions mentioned numerous times.

The most widely voiced wish, especially online, was for a Rotherham where people feel that they and their children are safe. Often the desire to feel safe was combined with other aspects, such as a clean, prosperous or friendly borough.

Rotherham in 2020 ... "A safe and happy place for young people" ... "Safe, clean and thriving" "Rotherham has made an amazing journey over the last 5 years – an example of how to deal with what has happened".

People also wanted a thriving local economy where people could find work and become more prosperous, with fewer struggling to pay their bills. More employment and less poverty were sometimes linked with a safer and cleaner Rotherham.

"Safer, cleaner with more people in full employment and without the need for people to use a food bank."

People also wanted a thriving local economy where people could find work and become more prosperous, with fewer struggling to pay their bills. More employment and less poverty were sometimes linked with a safer and cleaner Rotherham.

Restoring a sense of pride in Rotherham was equally sought after for 2020. This reflects the poor reputation which featured strongly in people's dislikes about Rotherham and their desire to achieve a town or borough where they were proud to live or work.

"A place to be proud of and not afraid to tell people where you come from."

Whilst some people sought to put the clock back – getting Rotherham "back to what it used to be" – others focused on more tangible issues such as places to visit, better shops, facilities for young people, improved educational standards and affordable housing. There were also optimistic aspirations for Rotherham United to reach the Premier League.

4 Primary School Session (What do you like / dislike about Rotherham?)

A separate roadshow was held specifically for primary school pupils aged 9-11, attended by 21 children. For discussion questions, pupils were asked only what they liked and disliked about Rotherham. Parks featured strongly in what pupils liked, both Clifton Park and local parks. Other leisure facilities such as swimming pools were also popular. Also mentioned were All Saints Square, Minster Gardens, shops and schools.

Pupils had a wider range of dislikes but most prominent were examples of anti-social behaviour, disrespect and alcohol abuse. Other dislikes were around litter, lack of facilities, public transport, poverty and lack of respect.

“Our police officers don’t get enough respect from drunk people.”

5 Response to the Voting Questions

Excluding practice and demographic questions, a total of 43 questions were asked where people were able to vote using a five point range from very positive to very negative. Given that the same questions were asked at the roadshows and in the online survey, the results have been merged to provide combined data.

Unless otherwise indicated, the results presented below refer to the combined data. See Appendix 1 for a summary of the combined responses to all the voting questions.

A total of 804 people attended the 27 roadshows and all had an opportunity to take part in the voting questions, although not everyone did so (reflected in the variable numbers at Appendix 1). The size of the sample has a 95 % confidence interval of 3.0. This means that we can be 95 % confident that the results are within a 3 % margin of the actual figure.

The combined results from those voting at 27 roadshows and online are summarised below by topic.

Feelings about Rotherham: When questioned how would you respond if asked about Rotherham, **45% were negative** (critical) compared with **23% who were positive**. Online responses were significantly more negative than those at the roadshows. The more critical nature of online respondents tends to be reflected in a number of answers to other questions although, in most cases, their responses were similar.

Children and Young People: 88 % stated that protecting young children from abuse was very important and 84 % said that protecting older children from exploitation was very important. These were the first and third most positive responses in the consultation.

Regarding the Council's wider responsibilities to children and young people, 64 % strongly agreed that the Council should try to ensure that young people are not unemployed. There were differing views about whether the Council should try harder to help parents look after their children better – 44 % agreed but 30 % disagreed. Good quality schools were considered very important by 81 %, the fourth most positive response in the consultation. 47 % felt that a good range of activities for teenagers was very important with only 11 % saying they were not important.

Local Economy: 84 % of roadshow and online respondents strongly agreed that it is important to create more jobs, with 94 % positive overall. The overall response was the second most positive to any statement in the consultation. There was a finely balanced range of views about whether protecting green spaces was more important than jobs and housing, with 36 % agreeing, 32 % disagreeing and 31 % neutral. Those attending the roadshows were more positive than online respondents about the need to create more jobs. In line with their views on the need to create more jobs, 57 % strongly agreed that the Council should try harder to help businesses create jobs, with 82 % in agreement overall.

Housing: There were differing views about the need for more homes although, on balance, there were more positive views than negative. 30% said it is very important to build homes for rent, with 47% being positive overall. This compared with 24% who felt it is very important to build more homes for sale, reflecting slightly more uncertain views on this issue, with 31% neither agreeing nor disagreeing. Online respondents were less supportive of building new homes for rent or sale than those who attended the roadshows.

Community Cohesion & Integration: The consultation revealed some conflicting views about multiculturalism in Rotherham. 50% were positive that we should respect people wishing to follow their own culture, whilst 26% disagreed.

49% agreed that residents should try to conform to the way that most people live, compared with 30% who disagreed. 39% strongly disagreed that the Council should try harder to help new arrivals settle in, compared with 22% who agreed. Online respondents were more likely to disagree with respecting other people's cultures and with the Council trying harder to help new arrivals from abroad to settle in.

Older People and Social Care: People were generally supportive towards older people and the Council helping them. 79% strongly agreed that older people should retain their independence as long as they wish and 91% were positive overall. This was the fifth most positive response although online respondents were less supportive than those attending roadshows.

49% disagreed that older people should pay for their own care if they can afford it, compared with 27% who agreed. Online respondents were less likely to disagree with paying for care. 61% said it is very important to help older people avoid going into care homes and 81% agreed overall. 51% thought it very important to help older people with household tasks, with only 8% tending to disagree.

Provision of Council Services: 41% said it is very important that the Council directly employs the people who provide its services with 19% tending to disagree. However, 33% strongly agreed that it is OK for other organisations to provide council services if we can make money go further, with 49% agreeing overall. There were mixed views about the Council providing more online services, with 27% disagreeing, 41% agreeing and 31% opting for neither. 45% strongly agreed that the Council should provide the same quality of services as other South Yorkshire councils, although 29% were neutral on the issue, which may indicate uncertainty about the quality of services elsewhere in the sub-region.

Council Tax: There were mixed views on the level of council tax, as people balanced a desire to pay less with the need to maintain services. 34% strongly agreed that the Council should reduce council tax bills and 44% agreed overall, compared with 31% who disagreed. Roadshow attendees were more enthusiastic about reducing council tax than online respondents. However, 38% strongly agreed that the Council should provide better services than other councils even if council tax increased and 58% were positive overall. Roadshow attendees were more likely to agree strongly with this suggestion than those online.

Town and Local Centres: The question about a thriving town centre versus good local shops resulted in mixed responses. 30% agreed that a thriving town centre was more important than good local shops, but 36% disagreed and 33% took a neutral position. 18% strongly agreed and 20% strongly disagreed with the statement.

Local Amenities: 57% stated that well looked after parks were very important to them and their family, with only 6% saying they were not important. A bigger range of low cost leisure opportunities was thought important by 67%. Roadshow attendees were particularly keen on more local amenities compared with those who participated online. There were slightly more mixed views about local bus services, but 46% still said they were very important, with 20% saying they were not important. 53% said that local places to go as a family were very important, with only 7% saying they were not important.

Cleansing and Highways: 73% felt that clean and tidy streets were very important, with less than 2% saying they were unimportant. This was the sixth most positive response in the consultation. 45% strongly agreed that the Council should do more to improve road safety.

Benefits: 71% thought that reducing benefit fraud was very important.

Environment: 58% thought that the Council must try harder to become more environmentally friendly, with just 15% disagreeing.

Health: Views about the importance of helping people abusing drugs or alcohol differed, although the majority at 55% said it was important, compared with 22% who thought it was not important. The roadshow respondents were more positive than those online. There was less concern for people with weight problems, with 49% disagreeing that the Council should try harder to help people who are overweight or obese, compared with only 23% who agreed.

Partnership Working: There was strong support for the Council working with its partners. 76% strongly agreed that the Council should work closely with the police, 63% with local health services and 52% with voluntary and community groups. Hardly anyone disagreed with the idea of close working with partners but people attending the roadshows were notably more supportive than those online. Roadshow participants were particularly positive about the Council working closely with voluntary and community groups.

Relationship with other Councils: 69% disagreed that the Council should be taken over by another council, with just 16% agreeing. There was even less support for services being split up and run by other councils, with 72% disagreeing. Those attending roadshows were most likely to disagree with the latter suggestion. The idea of local services being handed over to another council in whole or part was easily the most unpopular suggestion in the consultation. 61% agreed that the Council should work with neighbouring councils, compared with only 13% who disagreed.

Primary School Session (21 questions)

A separate roadshow was held specifically for primary school pupils aged 9-11; 21 pupils took part in total. The voting questions were reduced in number to 21 and the wording simplified as appropriate. The results have not been included in this data. The most positive responses were very similar to the adult roadshows. 100% agreed that keeping children safe from harm was very important, 95% wanted clean and tidy streets where they lived, 95% agreed with making the roads safer, 90% wanted good schools and 90% wanted more low cost things to do in their spare time.

6 Consultation at Rotherham Show 12th – 13th September

To gain further views on the future of Rotherham, the Council had a ‘Views from Rotherham’ stand at the Rotherham Show (a large-scale public event).

The top 12 responses to the roadshow question on people’s hopes for Rotherham in 5 years’ time were identified as statements. People were asked to vote on which of these they felt were the most important to them. Each person received 6 tokens to place in boxes against their preferred statements (they were able to use more than one token per statement). A total of 578 people visited the stand and voted over the two days. The results are as follows (in order of popularity):

TITLE	TOTAL VOTES
Tidy with clean streets and well-maintained parks and green spaces	428
A place with a thriving and welcoming town centre, where young and old alike feel safe, with plenty to do day and night	415
A place where children and young people are protected, and feel safe and happy	408
Somewhere people feel proud to say they are from	378
A friendly place with good community spirit where people from different backgrounds respect each other	358
Prosperous with enough good jobs that local people have the right skills and qualifications to compete for	315
Well-run by a Council which leads public services efficiently and effectively	306
A place where young people have high aspirations and real opportunities to meet them	238
A place with a thriving cultural life, good restaurants and places that people want to visit	192
A place where people and organisations work together to improve their local community	178
A place with decent housing that local people can afford and which meets their needs	173
Known for its successes, where others come to learn from our experience	80

6 Consultation at Rotherham Show 12th – 13th September *Continued*

The top three priorities (clean streets and green spaces, thriving and safe town centre and children and young people protected and safe) came out very close together in numbers of votes cast, with only 20 votes separating the first and third priority. Somewhere people felt proud to say they were from also scored highly, along with a good community spirit and respect for each other. The lowest number of votes was for the town being known for its successes, which the general public felt was significantly less important than the other priorities.

People were invited to fill in comment slips outlining their visions for a better borough and 56 comments were submitted. Statements broadly relating to a safe and friendly place were most common, with an improved town centre, economic prosperity, cleanliness, and a better run council also prominent. Specific statements included:

“Known for being a welcoming caring place where all members of the community are respected equally, vulnerable people are heard, and there is no racism and no bullying”.

“A vibrant, multicultural, harmonious place, known for its colourful festivals, efficient council and tidy streets.”

“A town where people feel included, where companies are proud to invest in the future and where people can find training if needed, whether young or old”.

7 Consultation at 'Chamber Means Business' event 16th September

The final consultation of “Views from Rotherham” took place at an exhibition and networking event for local businesses organised by Rotherham and Barnsley Chamber of Commerce – ‘Chamber Means Business’. The same voting format was used as at Rotherham Show with 80 people taking part during the event, each being given 6 tokens to vote against 12 priorities.

The highest placed priority was “prosperous with enough good jobs” with 79 votes, followed by “young people having high aspirations and opportunities” with 65 votes and “thriving and welcoming town centre” with 64 votes. Only one of these, the town centre, was included in the top five responses at Rotherham Show. Fourth placed was “children and young people protected and safe” followed by “good community spirit and respect for each other”, which was the fifth most popular choice at both events. As with Rotherham Show, the two responses with the least number of votes were for the town being known for its successes and decent housing that local people can afford.

8

Feedback from Business Dinner held on 10th June

A dinner was held for around 20 business representatives on 10th June which made no attempt to replicate the roadshow format but instead provided an opportunity for business people to express their views about local issues.

Skills & Education – businesses are keen to assist in upskilling the local workforce and support apprenticeships. Employers feel they are taking a lead working with training providers and are less satisfied with college provision. Employers of migrant labour need staff with better English language skills. Senior positions are difficult to fill and managers tend to commute long distances to Rotherham rather than move to the area.

Business Support and Development – some businesses are positive about the future and the support they received from RIDO (the regeneration arm of Rotherham Council). Business representatives thought that the Council should invest to create jobs but Rotherham's reputation is making it more difficult to attract staff and investment. Collaborative research and supply chain development are needed to maintain and grow local industry. Businesses welcome more interaction with Commissioners, senior Council officers and councillors, and more business events for networking and sharing were supported.

Town Centre – many businesses are located in the town centre or are otherwise concerned about the state of the area. Encouraging independent retailers was felt to be the right approach, but good restaurants, a cinema and good hotel were missing. Other suggestions included free parking, demolition of redundant buildings and reducing the size of the town centre. New York Stadium was seen as a great asset but the vicinity remained blighted by a derelict industrial building.

Other – it was suggested that Commissioners and leadership should visit Rolls Royce as part of a wider education about what's happening in the Rotherham economy. Some eyesores were mentioned which detract from the town and could be demolished or re-located. More land and incentives for business investment were sought to capitalise on low costs and accessible location. Public transport in the outlying parts of the borough was felt to be poor.

9 Feedback on the Consultation Method

The roadshows have been well received by the public, with 72% of people taking part enjoying the experience. Most people have welcomed this fresh approach and the opportunity to meet the Commissioners and new Leader and Deputy Leader, seeing it as part of a new start for the Council.

Working through a range of host organisations has helped to engage residents and workers who haven't previously been involved in consultation. Engagement of the public at the Rotherham Show added a further dimension which helped to diversify the range of participants. People at the roadshows and Rotherham Show welcomed the interactive nature of these consultation events.

Appendix 1: Combined response to voting questions

Appendix 2: Voting Questions

Appendix 3: List of Roadshow Sessions

Appendix 4: Map









Appendix 1: Combined Responses to Voting Questions (Roadshow and Online)

Question	Agree	Neither/ Nor	Disagree	Mean Score 1 = 100 % negative 5 = 100 % positive
Positive about Rotherham	23 %	31 %	45 %	2.64
More homes to rent	47 %	24 %	29 %	3.32
More homes for sale	43 %	31 %	25 %	3.28
Directly employ council staff	59 %	21 %	19 %	3.64
Other organisations can provide services	49 %	24 %	27 %	3.38
Create more jobs	94 %	4 %	2 %	4.71
Protecting green spaces most important	36 %	31 %	32 %	3.10
Respect people following own customs	50 %	21 %	28 %	3.40
Conform to the way the majority lives	49 %	20 %	30 %	3.31
Older people should stay independent	91 %	4 %	4 %	4.62
Older people should pay for own care	27 %	24 %	49 %	2.60
Council should ensure YP are in EET*	79 %	10 %	10 %	4.27
Not Council's responsibility if YP are in EET*	26 %	30 %	43 %	2.70
Provide more online services	41 %	31 %	27 %	3.18
Busy town centre most important	30 %	33 %	36 %	2.89
Well looked after parks & public spaces	82 %	12 %	6 %	4.30
Good range of things to do for teenagers	72 %	17 %	11 %	4.01
Reliable local bus services	64 %	16 %	20 %	3.76
Protecting young children at risk of abuse	93 %	3 %	3 %	4.74
Protecting children at risk of exploitation	92 %	4 %	3 %	4.68
Avoid older people avoid going into hosp.	81 %	13 %	5 %	4.33
Local places to go, e.g. museums, parks	75 %	17 %	7 %	4.15
Help older people with domestic tasks	78 %	14 %	8 %	4.16
Clean & tidy streets	92 %	6 %	1 %	4.61
Reducing benefit fraud	81 %	9 %	9 %	4.36
Help people with drug & alcohol problem	55 %	23 %	22 %	3.53
Bigger range of low cost leisure activities	67 %	21 %	12 %	3.93
Good quality schools	92 %	4 %	4 %	4.65
Helping people overweight & obese	23 %	28 %	49 %	2.56
Help new arrivals from abroad settle in	22 %	23 %	55 %	2.37
Improve road safety	69 %	21 %	10 %	3.99
Help businesses to grow & create jobs	82 %	13 %	4 %	4.32
Help parents look after their children	43 %	26 %	31 %	3.18
Become more environmentally friendly	58 %	26 %	15 %	3.72
Provide same quality services as other SY**	61 %	29 %	9 %	3.91
Reduce council tax bills	44 %	23 %	31 %	3.24
Provide better services & higher taxes	58 %	25 %	16 %	3.69
Work closely with the VCS***	74 %	19 %	7 %	4.13
Work closely with neighbouring councils	61 %	26 %	13 %	3.77
Be taken over by another council	16 %	15 %	69 %	1.99
Services split up and run by other councils	12 %	15 %	72 %	1.84
Work closely with local health services	84 %	12 %	4 %	4.38
Work closely with the Police	90 %	7 %	2 %	4.60

*EET = Employment, Education or Training **South Yorkshire councils ***Voluntary & community sector

Appendix 1: Combined Responses to Voting Questions (Roadshow and Online)

Key to Shading in Data Tables

Key to Shading in Data Tables	
75 % or more agree	
50 % to 74 % agree	
50 % to 74 % disagree	
75 % or more disagree	
Mean Scores	
Positive: 4.50 or over	
Positive: 4.00 to 4.49	
Negative: 2.00 to 2.99	
Negative: Under 2.00	

Totals may not add up to 100 % due to rounded percentages

Appendix 2: Roadshow Voting Questions

- 1. Fun question – Rotherham United is the best football team in South Yorkshire (on a scale of 1-5 where 1 is strongly disagree and 5 is strongly agree)**
- 2. Fun question – If you were stuck in a lift with a TV on which of these programmes would you rather watch?**
 - 1) Strictly Come Dancing
 - 2) Coronation Street
 - 3) Great British Bake Off
 - 4) The X Factor
 - 5) I would shut my eyes!
- 3. Are you male or female?**

Male Female
- 4. What is your age group?**
 - 1) Under 20
 - 2) 20-34
 - 3) 35-44
 - 4) 45-60
 - 5) 60+
- 5. What is your ethnic group?**
 - 1) White British
 - 2) Asian or Asian British
 - 3) Black or Black British
 - 4) Eastern European
 - 5) Other Ethnic Group
- 6. Do you live in the borough of Rotherham?**

Yes No
- 7. When asked how you feel about Rotherham, how do you respond? (scale of 1-5 where 1 is highly critical and 5 is very positive)**

Appendix 2: Roadshow Voting Questions

8-21. On a five point scale where 1 is strongly disagree and 5 is strongly agree, how do you respond to the following statements:

- 8. It is important to build more homes for rent in the borough**
- 9. It is important to build more homes for sale in the borough**
- 10. It is important that the Council directly employs people who provide council services**
- 11. It is OK for other organisations to provide council services if this means we can do more with Council money**
- 12. It is important to create more jobs in the borough**
- 13. Protecting green spaces such as parks is more important than creating jobs and/or houses**
- 14. We should all respect people wishing to follow their own customs, beliefs and ways of life**
- 15. All local residents should try to conform to the way most people in Rotherham live**
- 16. Where it is possible, older people should be able to stay independent as long as they wish**
- 17. If they can afford it, older people should pay for their own care**
- 18. The Council should try to ensure all young people are in school, training or a job**
- 19. It is not the Council's responsibility if young people are in work or not**
- 20. The council should provide more of its services online like websites and apps**
- 21. It is more important to have a busy town centre than good local shops where you live**

22-34. How important are the following to you and your family (on a scale of 1-5, where 1 is not important and 5 is very important):

- 22. Well looked after parks and other public spaces**
- 23. A good range of things to do for teenagers**
- 24. Reliable local bus services**
- 25. Protecting younger children at risk of abuse**
- 26. Protecting older children from exploitation**
- 27. Helping older people to avoid going into a hospital or a care home**

Appendix 2: Roadshow Voting Questions

28. Local places to go as a family like museums, parks and places of interest
29. Helping older people who have difficulty with cleaning, gardening or shopping
30. Clean and tidy streets
31. Reducing benefit fraud
32. Helping people who have problems from misusing drugs or alcohol
33. A bigger range of low cost leisure opportunities (sporting activities, shows at the theatre)
34. Good quality schools
- 35-40 We'd like to know where you think the Council should try harder. Please rate the following statements on a scale of 1-5, where 1 is you strongly disagree and 5 is you strongly agree.
35. Help people who are overweight or obese
36. Help new arrivals from abroad to settle in
37. Improve road safety
38. Help businesses to grow and create more jobs
39. Help parents look after their children better
40. Become more environmentally friendly
- 41-50 We'd like to know what you'd like to see from the Council. Please rate the following statements on a scale of 1-5, where 1 is you strongly disagree and 5 is you strongly agree.
41. Provide the same quality of services as other councils in South Yorkshire
42. Reduce council tax bills
43. Provide better services than most other councils even if council tax increased
44. Work closely with voluntary and community groups
45. Work closely with neighbouring councils
46. Be taken over by another council
47. Services split up and run by neighbouring councils
48. Work closely with local health services
49. Work closely with the police
50. I have enjoyed taking part in this roadshow

Appendix 3: Timetable of Roadshows

Organisation	Venue	Date
1. Kimberworth Park (over 50's group)	Chislet Centre	Thursday 28th May
2. SYFR Cadets/Other Cadets	Fitzwilliam Rd Station	Monday 1st June
3. Wilmott Dixon – Staff	Bradmarsh	Tuesday 2nd June
4. Mosque (men & women)	Ridge Road Mosque	Wednesday 10th June
5. Voluntary Action Rotherham (VCS)	The Spectrum, VAR	Thursday 11th June
6. Councillor Session – Parish	The John Smith Room	Thursday 11th June
7. Rotherham College Dinnington	Dinnington Campus	Monday 15th June
8. The Chamber (local business)	Genesis Business park	Tuesday 16th June
9. Thurcroft Big Local	Gordon Bennett Memorial Hall	Tuesday 16th June
10. Rotherham College Town Centre	Town Centre Campus	Wednesday 17th June
11. SYFR Firefighters	Fitzwilliam Rd. Station	Tuesday 23rd June
12. SYFR Primary Pupils Year 6	Lifewise Centre, Hellaby	Wednesday 24th June
13. Aughton Early Years Centre	Aston Parish Hall	Thursday 25th June
14. Morrison Mears	Boardroom, Thames Works	Monday 29th June
15. Wentworth North & South	Rawmarsh CSC	Monday 13th July
16. Rother Valley South	Dinnington Resource Centre	Thursday 16th July
17. RMBC Staff	Wath Library	Monday 20th July
18. Todwick church	Todwick Church Hall	Tuesday 21st July
19. Rotherham United Young People (NCP)	New York Stadium	Wednesday 22nd July
20. BME Women's Group	Unity Centre, St Leonards Road	Monday 27th July
21. Councillor Session – Majority Party	The John Smith Room, Town Hall	Monday 27th July
22. RMBC Staff	The John Smith Room, Town Hall	Tuesday 28th July
23. Rotherham North & South	The John Smith Room, Town Hall	Wednesday 29th July
24. Councillor Session – Opposition	Garden Room, Town Hall	Thursday 30th July
25. Staff Session – M3	New York Stadium	Wednesday 5th August
26. Police Staff Session	Main Street Police Station	Thursday 20th August
27. Wickersley	St Albans Church Hall	Wednesday 9th September

Appendix 4: Map showing locations of Roadshow attendees

