







# Consultation



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The drafting of the Implementation Masterplan has been informed by the context work to date as set out in the earlier section. It has been progressed in liaison with Council officers, this being coordinated through the Rotherham Masterplan Steering Group and the Senior Leadership Team.

Regular briefings and event have been held throughout the programme. These have included several workshops and briefing sessions to officers, members and stakeholders.

Several workshops were held early in the programme to seek the views of members and Town Centre stakeholders, this included workshops for both officers and members to attend on the 13th December 2016. This was followed by two vision workshops on 10th January 2017, one attended by Town Centre stakeholders, and a further session for developers and house-builders.

The workshop format drew together the objectives and goals for the Town Centre as set out by the respective Rotherham Town Centre SPD (2016) and earlier Rotherham Strategic Framework (2005) to draw together common themes, recognising the progress to date and changing conditions across the Town Centre. These themes were tested and have formed the basis for five streamlined objectives for this Implementation Masterplan. The Workshops were interactive and through small groups the sessions drew on the attendees to contribute their thoughts and feedback on current issues and the possibilities for change and growth.

We also undertook a series of 1-2-1 meetings with Town Centre landowners to understand their plans and the issues facing their ownerships to fully understand the context for development.

We have also engaged with a number of groups within Rotherham and will continue to do so through the programme, this has included The Rotherham Pioneers, Rotherham Voice and the Rotherham Looked After Children to date. These sessions have been tailored for the audience; this has enabled a wider range of stakeholders to engage and feedback.

Consultation and engagement with young people has shaped draft proposals. The team has met and presented to the Child Centred Borough Working Group and the Looked After Children's Council. The former group provided strategic guidance at officer and professional level to guide the masterplanning process and to ensure projects and proposals were bringing about a Town Centre which was safer, more attractive and more relevant for young people of all ages. This is about more to do and see in the Town Centre and a much improved environment. The project to refurbish the bus interchange was also seen as important as this is a key gateway into the Town Centre for many young people and this area feels unsafe at present. The catalyst project at Forge Island which provides new leisure uses is also seen as very important in giving the Town Centre a new lease of life through the day at weekends and into the evening. The latter group – The Looked After Children's Council offered an opportunity for the team to engage directly with young people. A presentation was made setting out the ideas for the masterplan (largely those that appear in this draft). The energy and enthusiasm of the group was clear to see. Their feedback was that they wanted Rotherham Town Centre to be as good and even better than other Town Centres they know and visit. They wanted to be proud of their town but at present they felt the town had little to offer them. They called for more life and things to do. They wanted more fun, more colour and less grey. The challenge from the group was to make the Town Centre more exciting and a place that they want to be. They also wanted to feel safe and welcome. The masterplan must address the needs and aspirations of everyone in Rotherham. But looking to the future and in trying to create a long term transformational change in the quality and offer of the Town Centre young people are so important. They will be the future of the town and the masterplan needs to create places and spaces which will be relevant and appealing to them.

Consultation on this first draft of the Masterplan will be undertaken with the Youth Cabinet and Young Ambassadors to guide their feedback on draft proposals. Feedback from these consultations will be reflected in the final masterplan.

Having a lovely time in Rotherham. Pottering round the markets and quality independent shops. Sat in the sun enjoying a glass of fizz as I write this overlooking fabulous gardens! Off walking in the countryside this afternoon.

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Riverside House  
Main Street  
Rotherham

In Rotherham. The weather is rubbish but some good things to see. Grimm & Co. is amazing for the kids and High Street has some great shops. Not sure about entertainment this evening but can always get the train to Sheffield. Suggest you visit in 24 months when it will be amazing.

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Rotherham is looking better today. The sun is shining. Clifton park is a great place. Other parts of the town less so. Running out of shops worth visiting, but at least it's cheap.

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Having a great time in Rotherham! The Minster is lovely and having a cake and tea overlooking it. There are lots of great independent shops as well. Visited the museum and gardens (at Clifton Park) only a short walk away from the centre.

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Remember to look up (at the lovely buildings) as the Town Centre is much nicer than you might think.

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Some really lovely architecture. My wife says there is not a great deal of choice in terms of shopping and there is no department store. There are also some unfavourable customers in the Town Centre.

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The Town Centre isn't the best, but there is some good new stuff happening. The High Street is good with lots of interesting shops. A few of the bars in the town are being refurbished as well. There is a great church in the middle of town.

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Here I am in Rotherham. Lovely people, not too well off but very friendly. The town needs a bit of love and attention but hoping to stay and see it flourish!

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Here in the beautiful borough of Rotherham. It's so green! The town is lovely and so much more elegant than I was expecting. Fascinating local heritage, great architecture and intriguing independent retail. What an extraordinary place and well connected too.

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Great People. (Rotherham) Needs to be more positive about itself. Advanced Manufacturing District nearby, Wentworth Woodhouse and Gulliver's coming soon. Clean and pleasant Town Centre.

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