

Rotherham Together Partnership (RTP) meeting
5.00-7.00pm, Wednesday 20th June 2018
Voluntary Action Rotherham, The Spectrum, Coke Hill, Rotherham

Draft notes and action points

Attendees:

Bussey, Nick
Carlin, Tony
Chambers, Andrew
Cowles, Cllr Allen
Dexter, Adrian
Freeborn, Jackie
Havenhand, Martin
Kemp, Sharon
Mallinder, Cllr Jeanette
Morris, Steve
Odell, Rob
Pater, Lawson
Read, Cllr Chris
Ridsdale, Matthew
Roche, Cllr David
Scholey, Chris
Watson, Cllr Gordon
Whittle, Sarah
Willis, Ruth

Sector/Organisation:

VCF Sector
South Yorkshire Fire & Rescue
Business Representative
RMBC
VCF Sector Representative
Business Representative
The Rotherham NHS Foundation Trust
Chief Executive, RMBC
RMBC
Business Representative
South Yorkshire Police
RDaSH
Leader, RMBC (Chair)
Business Representative
Chair, Health & Wellbeing Board
Business Representative
Chair, Children and Young People's Partnership
Voluntary Action Rotherham
VCF Sector Representative

Supporting officers:

Leach, Simeon RMBC

Apologies:

Akhtar, Azizzum
Bloomer, Julia
Connolly, John
Cullen, Dr Richard
Hoddinott, Cllr Emma
Kenny, Cmmr Julie
Pogson, Lisa
Swales, Mark

Sector/Organisation:

Voluntary, Community & Faith Sectors (VCF)
Chair, Business Growth Board
Further Education
Rotherham Clinical Commissioning Group
Chair, Safer Rotherham Partnership
Commissioner, Lead for Partnerships
Business Representative
Sheffield Hallam University

Rotherham Together Partnership:

Haywood, Carole

Holmes, Michael
Rodgers, Kellie

	Agenda item	Action
1.	<p>Opening, welcome and introductions Cllr Chris Read welcomed everyone to the meeting.</p> <p>Apologies were noted as above and introductions were made.</p>	
2.	<p>Notes and actions from the previous meeting and declarations of interest No declarations of interest were made at the start of the meeting.</p> <p>The notes of the previous meeting were accepted as a true record.</p> <p>Matters arising <i>Game changer: Skills and employment</i> Carole Haywood confirmed that work has been commissioned with Sheffield Hallam University to produce a skills and employment strategy. This will be shared at a future meeting.</p>	
3.	<p>Game changer update – a place to be proud of Rotherham story presentation Jackie Freeborn delivered a presentation on the Rotherham Pioneer initiative. The main points included:</p> <ul style="list-style-type: none"> • Three ‘themes’ for Rotherham identified by place marketing specialists: <ul style="list-style-type: none"> ○ Engineering excellence ○ Living green ○ Pushing boundaries • 70 Pioneer businesses signed up at present, with 13 ‘Founder’ Pioneers • The offer to Pioneers – including network opportunities at high profile events <p>Jackie posed a number of questions to the board, including:</p> <ul style="list-style-type: none"> • How are we all promoting pride in our place? • Should the Rotherham Story be embraced by all, and what should its relationship be with both public and private sector partners? • How can Jackie help partners to use the Rotherham 	

	<p>story?</p> <ul style="list-style-type: none"> Should Jackie further explore the Preston procurement/buy local model? <p>Discussion followed.</p> <p>Nick Bussey asked if there were plans to develop the website to be used as a collective tool to promote Rotherham. Jackie confirmed that she was looking into this, together with an opportunity to do some joint working with the Sheffield City Region. Carole Haywood added that it would be good to have a dedicated 'whole Rotherham' resource however this has proved to be expensive. Carole suggested that Rothbiz was a good example of a Rotherham website.</p> <p>Matthew Ridsdale commented that the Visit Doncaster website was very easy to navigate and contains all the information you need about Doncaster in one place.</p> <p>Lawson Pater asked if the benefits of the public sector are being realised by private sector businesses locally, and whether there is a market place environment to promote these opportunities. Cllr Read responded that 'meet the buyer' events have been held in the past to explore procurement opportunities, and these could be held on a partnership footprint.</p>	
<u>Agreed</u>	The board <u>agreed</u> for Jackie to look at the Preston model in more detail.	Jackie Freeborn
<u>Agreed</u>	The board <u>agreed</u> to commit relevant officers to meet with representatives from Preston.	All
<u>Agreed</u>	The board <u>agreed</u> for Jackie to investigate the costs for consistently branded website, and to look into whether there would be any Sheffield City Region funding available for this.	Jackie Freeborn
<u>Agreed</u>	Jackie <u>agreed</u> to forward an invite to the next Pioneer event to the RTP board.	Jackie Freeborn
	<p>Performance overview</p> <p>Michael Holmes took the board through an example of how the performance overviews will be presented. They will include 3 or 4 indicators for each game changer together with measures, and will highlight the direction of travel. It is intended that a full performance overview will be presented at alternate meetings.</p>	
<u>Agreed</u>	Michael <u>agreed</u> to look at the print format so that the document can be printed on a single page.	Michael Holmes
4.	Reflections on Partnership showcase event	

The board watched the short film - 'The Rotherham Plan: One Year On' which was premiered at the showcase event. The film highlights the progress that the partnership has made towards the delivery of the Rotherham Plan in the last 12 months. To date the film has had almost 800 views on You Tube and has been shared on social media, the RTP website home page, the Council website, VAR newsletter, Rothbiz website and has been emailed to everyone that attended the event. In addition to the full film, there are five shorter films (one for each game changer) which can be shared by partners on social media or their own websites.

Media coverage - Rother FM broadcast an article on the event which talked about the town centre, Gulliver's and the University Centre.

The Rotherham Advertiser does not have any plans to publish the story in the paper, however, there were separate stories on Gulliver's, the University Centre and the Town Centre in the paper on Friday (but none were linked back to the partnership)

Approximately 130 people attended the event from across a broad range of partners.

Carole Haywood asked the board for their thoughts on the event – what worked/what could have been done differently/how and where can we promote the film to spread the message further?

Comments/thoughts included:

- General consensus that the event went well, was well attended, and the presentations were very good
- Board members felt inspired and full of positivity – however this message now needed to be spread far and wide
- The exhibition space could have been bigger and more interactive
- A partnership-wide panel with Q&A session from the floor could have enhanced the presentations
- Bringing all of the strands of activity together in one place makes everything look impressive and affects people's opinions on progress
- Need to maximise the potential of the film so that it is seen by as wide an audience as possible (push via partner internal comms out to staff channels/social media in the first instance and then grow this) as there is a danger that

<p>Agreed</p>	<p>the viewers of the film are ‘us watching ourselves’</p> <ul style="list-style-type: none"> • Board members would like to see a clear vision as to how Rotherham will look in 10 years’ time – this would resonate better with Rotherham residents and businesses. They could then be engaged on the journey and know the destination they are travelling towards. A combination of graphics/3D models and narrative could be used for this • Need to look at who our target audience is for future events/promotions – Rotherham Show is coming up and offers the best environment for public engagement. <p>Carole Haywood agreed to pick up the following with the partner comms leads group:</p> <ul style="list-style-type: none"> • Targeted social media campaigns (and associated budget) • The potential to widen the audience for the partnership short film (e.g. GP surgery waiting rooms). 	<p>Carole Haywood</p>
<p>6.</p>	<p>Theme board updates</p> <p>The theme board chairs each presented their respective board updates which were circulated in advance of the meeting. The updates cover:</p> <ul style="list-style-type: none"> • What’s working well? • What are we concerned about? • What are we doing about it? <p>The board were given assurances that any concerns were being addressed appropriately, and progress should be seen when an issue moves on into the ‘what’s working well’ category.</p>	
<p>7.</p>	<p>AOB</p> <p><i>Volunteer walk</i></p> <p>Voluntary Action Rotherham will be leading the volunteer walk around Rotherham on Tuesday 26th June. All are welcome.</p>	

Next meeting:

- Wednesday 19th September 2018, 5.00-7.00pm, Voluntary Action Rotherham