

Health and Wellbeing Board

Ward Priorities

Martin Hughes – Head of Neighbourhoods
21st September 2022

Thriving Neighbourhoods

*‘Our **vision** for Rotherham is for every neighbourhood to be a thriving neighbourhood, where people are able to work together to achieve a good quality of life. We want to work with local people to find solutions to local issues and to build on our heritage and assets. We will help create vibrant communities in which people feel happy, safe and proud. To do this, we will make it easier to get involved in the local community, work closely with our partners and local voluntary and community groups, enhance our town and village centres, green spaces and libraries, and effectively tackle community issues’*



To achieve.....

- Neighbourhoods that are safe and welcoming with good community spirit
- Residents who are happy, healthy and loving where they live
- Residents are able to use their strengths, knowledge and skills to contribute to the outcomes that matter to them



Principles

Expanding opportunities for all - target the most help at those who need it, so no one is left behind

Recognising and building on our strengths to make positive change - making the best use of local assets, including buildings, parks and public spaces, as well as harnessing the knowledge and skills of community groups and local residents

Working with our communities – ensuring residents are at the heart of everything we do. Involving local residents in the things that matter to them and making sure we design our services based on input from those who use them

Focussing on prevention - reduce the risk of problems arising in the first place, and when they do, we will intervene early to prevent them from worsening.



Strengths-based approach

Recognising and building on the existing skills, resources, knowledge, experience and heritage within our communities

Empowering Councillors, partners and residents to work together to find creative solutions to the local issues that matter most to them

Council commitments -

- Place communities are at the heart of everything we do
- Always ask and listen to ensure we are addressing the things that matter to residents
- Be innovative in how we involve residents so that it maximises their skills and knowledge
- Problem solve collaboratively with communities - 'Work with' and not 'do to'
- Identify and support the motivation to act within communities
- Nurture relationships within neighbourhoods
- Build the capacity and resilience of the community and local community organisations



Place-based approach

- **Ward Councillors as community leaders** - bringing people together to tackle locally identified ward priorities
- **Neighbourhoods Team** - facilitate community involvement and co-ordinate local networks and partnerships tackling those local priorities
- **Working collaboratively** - with council services, other service deliverers (e.g. Police, NHS), Parish Councils, voluntary community and faith organisations, residents and other stakeholders



Ward Priorities

- Refreshed and published annually (June) - [Ward Plans – Rotherham Metropolitan Borough Council](#)
- Informed by local data, input and advice from council services & partners and local community intelligence
- Include priorities around theme such as -
 - Environment – including street scene, parks and green spaces
 - Community safety & ASB
 - Community resilience & infrastructure, including cost-of-living
 - Children and young people
 - Transport & road safety
 - Physical & mental health and well-being
- 13 wards specifically reference Health & Wellbeing

All children get the best start in life and go on to achieve their potential

17 wards reference Children, Young People & Families

Rotherham East ward - Oral Health Packs

Ward Councillors have been working with local primary schools, council services and the NHS to provide oral health packs for every child ensuring they have access to a toothbrush, toothpaste and increasing their knowledge on the importance of oral health.



All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life

9 wards reference Mental Health

Bramley & Ravenfield ward – promoting mindfulness



Ward Members are working with RotherFed and Pivotal Fitness to deliver chair exercise sessions at the Elizabeth Parkin centre. The sessions promote mindfulness, encourage socialising and having fun, as well improving mobility.

Attendees have commented on the difference the opportunity to come together has made in terms of how they cope with low mood or feeling of lonely.

All Rotherham people live well for longer

2 wards reference supporting Older People

Hellaby & Maltby West and Maltby East wards – Dementia Action Week

Ward councillors supported range of activities during **Dementia Action Week** and throughout the year - promoting good mental health, tackling loneliness and isolation and promoting the early detection of Dementia and the support services available.

Lost Chord - takes place fortnightly
'blow the Monday blues away and sing your hearts out with some amazing songs to bring back memories, make new friends and fill the hall with laughter'

LOST CHORD MUSIC & REMINISCENCE WEEK COMMUNITY CONCERT



All Rotherham people live in healthy, safe and resilient communities

- All 25 wards include priorities that impact on the wider determinants of health
- Employment and the Economy - 3 wards
- Crime and Community Safety - 21 wards
- Environment - 24 wards
- Housing and Tenancies - 3 wards
- Planning - 2 wards
- Culture, Leisure, Sport & Green Spaces - 13 wards
- Supporting local Community Groups - 16 wards
- Cost of Living – 13 wards
- Covid Recovery – 7 wards
- Loneliness & Isolation - 8 wards



All Rotherham people live in healthy, safe and resilient communities

Wickersley North ward - Sunnyside Food Bank



Ward Councillors work alongside Sunnyside Supplies community group to provide a Social Supermarket and Community Café.

This essential service is providing healthy, affordable groceries, a range of valuable volunteer roles and a much-needed place to come together for those who are **lonely or socially isolated**, including single-parents and older people.

Going forward – supporting delivery of the Board's Aims and Priorities within neighbourhoods

- Strengthen the link between the Strategy and ward priorities/plans
- Regular reporting on activity taking place in neighbourhoods to the Board and providing evidence of impact
- Use the Strategy to inform future ward priorities
- Use community intelligence to inform future Strategic Aims and Priorities
- Raise the profile of the Strategy with ward members and residents
- Promotion of Place-based and Strengths-based working
- Promotion of Early Intervention & Prevention
- Strengthen partnership working within neighbourhoods
- Shared Learning & Development

