# Health and Wellbeing Strategy Action Plan: June 2023 update

# Key:

#### Completed

On track

At risk of not meeting milestone

Off track

Not started

### Aim 1: All children get the best start in life and go on to achieve their full potential

Board sponsors: Nicola Curley, Strategic Director of Children and Young People's Services, Rotherham Metropolitan Borough Council and Dr Jason Page, Medical Director for Rotherham Place, South Yorkshire Integrated Care Board

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
Cross-cutting	1.1	Implement 'Best Start and Beyond' framework.	Ongoing (up to March 2025)	Alex Hawley, RMBC Helen Sweaton, ICB/RMBC		Framework has been finalised and endorsed by the HWBB and incorporated into EH Strategy.  Further detail on implementation can be found in report received by the Health and Wellbeing Board. This high level report is produced quarterly, including narrative around actions and include case studies. To provide a deep dive and show what this has meant to families.  Second quarterly report to go to June HWB for information.
	1.2	Mobilise and launch 0-19 service with a universal offer to support all children and young people and their families, with an	April 2023	Michael Ng, RMBC		The service was mobilised and launched successfully in April 2023 with no issues.

		enhanced offer for those that need it, ensuring that there is equality across the service.			Rotherham's Best Start and Beyond Public Health Nursing service will lead, coordinate, and deliver the Healthy Child Programme.
					The Service forms a part of the Children and Young People's (C&YP) system. It will contribute to improving and reducing inequalities between health and wellbeing outcomes, identifying additional needs early, building resilience and reducing health inequalities by providing preventive universal and targeted interventions.
Develop our approach to give every child the best start in life.	1.3	Building on gap analysis, develop a local action plan to deliver on the first 1001 days through the Best Start and Beyond Framework.	March 2023	Alex Hawley, RMBC	A collated action plan was presented to the Best Start and Beyond Steering Group. Subgroups are now taking forward delivery of the 1001 Days aspects. Initial maternity analysis was undertaken by a task and finish group. Development of the Start for Life offer is now underway.
	1.4	Work towards formal ratification of 'Breastfeeding Borough' declaration, including BF friendly places, BF policy, comms plan	June 2023	Sam Longley, RMBC	Internal and external stakeholder meetings taken place to agree action plan.  Comms plan completed.

				RMBC HR Policy reviewed and updated to better align with a breastfeeding friendly employer.
				Children's Centres and Family Hubs seeking UNICEF baby friendly accreditation.
				Declaration being discussed at health and Wellbeing Board 28th June.
				Rotherham backs breastfeeding launch planned for summer 2023.
1.5	Developing and publishing the Start for Life Offer (first 1001 days), through implementation of Best Start and Beyond Framework.	September 2023	Alex Hawley	Maternity framework analysis will be followed up in respect of gaps, opportunities and assurances.
	New action			Further framework analysis for rest of start for life period to be carried out, including through workshop format.
1.6	Work with the LMS to ensure continuity of carer is the default model by March 2024.	March 2024	Sarah Petty, Head of Midwifery, TRFT	The target for continuity has been removed by NHS England on the 21st September 2022.

					TRFT are currently working on workforce Transformation plan with the Rotherham Maternity Voice Partnership to improve the COC offer women antenatally and postnatally whilst maintaining safe staffing in the acute service on every shift.  The development of the Maternity workforce transformation plan is enabling the team to develop this plan to get the model right for the local population. The model has commenced on the 5th Dec.
Support children and young people to develop well.	1.7	Develop and agree prevention-led approach to children and young people's healthy weight with partners, building on childhood obesity pathway review and evidence from compassionate approach	January 2024	Sue Turner, RMBC	Continue to present at SMTs, Children Social Care 20th March, Education, 27th March 2023. Presented at 0 to 19 Service development day, to ensure approach can be embedded. Adapting the approach for NCMP programme, has meant no complaints received about letters, which is the first year) this has happened, and also

				more engagement with parents. Joint action plan developed with Becky Woolley, and a terms of reference, to set up a working group, to look at how we make this approach real for the residents of Rotherham.
1.8	Develop proposals for multi-agency Family Hub model of service delivery	November 2022	David McWilliams, RMBC	Sign up paperwork was completed, approved and submitted to government DfE and DHSC in October 22. Task & Finish groups were established to cover the different funded strands of the programme and the groups have contributed to early delivery planning. In January 23 there will be two workshops to develop delivery planning further.
1.9	Continue to support children and young people's Mental Health and wellbeing, along with schools, health and voluntary sector	Ongoing (up to March 2025)	Helen Sweaton, ICB	Smiles for Miles (2-year National Lottery funded) increased youth provision and support for Children and Young People aged 9-19 / up to 25 with SEND in Rotherham.

				DfE Wellbeing for Education Return has been rolled out  Two cohorts for the Anna Freud Link Programme delivered using the Cascade framework to map whole system provision.  CAMHs Getting Advice pathway is operational  The SEMH toolkit has been developed and available to schools which supports the graduated response  Autism Education Trust training has been rolled out to learning providers. Approval has been sought for this to be rolled out to Early Years.
1.10	Continue to jointly deliver the SEND Written Statement of Action, jointly led by LA and ICB and with local area partners.	Ongoing	Nathan Heath, RMBC Helen Sweaton, ICB	The quarterly WSoA review meeting with the Department for Education (DfE) acknowledged Rotherham's progress in implementing its WSoA has exceeded expectations. Leadership appears to be strengthening and is shared across

agencies. The prognosis is good for sustainability and a number of impact measures are already being reported. A further meeting with the DfE to formally assess progress against the actions in the WSoA is in place for late June 2022. The SEND Executive Board meets bi-monthly to review and hold accountability in respect of progress against the actions in the WSoA. SEND Executive Board has met three times during this quarter to support preparations for the June support and challenge meeting with the DfE. Members of all sub-groups met collectively to review progress against each area of the WSoAs in April. This included developing plans for each sub-group post support and challenge 5 as part of

				preparation for sustainability
				and business as usual.
1.11	Continue to focus on improving early years take-up in targeted areas of Rotherham (Central) to have wider holistic benefit on key development measures	July 2023 July 2024	Nathan Heath, RMBC	90% of eligible 2 year olds are taking up a place. This is the highest level of take-up ever achieved in a Spring term (average of previous 5 years is 81.2%). Take-up is above the 80% target in all areas of the borough with the exception of Central and Thrybergh which have both achieved 74% take-up 83 families in central areas of the borough, were visited by Early Help and given a 'Golden Ticket' to give them immediate access to their free place.  2 year EEF leaflets, 3 & 4 year EEF leaflet, translated early years entitlement leaflets and play and learn books were shared with Early Help Central Outreach team who had 2 open days for families in the Spring term. Take-up of the universal early education entitlement for three year olds was also very positive in the Spring term at 98.4% borough wide with

					89.7% in Central and 84.7% in Coleridge areas.
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### Aim 2: All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life

Interim Board Sponsor: Claire Smith, Deputy Director Rotherham Place, South Yorkshire Integrated Care Board and Toby Lewis, Chief Executive, Rotherham Doncaster and South Humber NHS Foundation Trust

Priority	#	Milestones	Timescale	Lead(s)	BRAG Rating	Progress update
Promote better mental health and wellbeing for all Rotherham people.	2.1	Work towards signing up to the OHID prevention concordat for better mental health as a Health and Wellbeing Board.	March 2023	Ruth Fletcher- Brown, RMBC		The application has been drafted. It has been circulated to members of the Better Mental Health Group and will be presented to the HWB at the June meeting with a covering paper. The deadline for the next round is August with the OHID panel meeting in September when representatives from the HWB will attend to present and answer questions from the panel.
	2.2	Develop and deliver partnership communications activity focussed on mental health, building on successful campaigns and resources  • Rotherhive • Five Ways to Wellbeing • Great Big Rotherham To Do List	Delivery to March 2025	Aidan Melville, RMBC Gordon Laidlaw, ICB		Social media messages promoting Rotherhive and Five Ways to Wellbeing are scheduled at least once every four weeks at the moment – this is reviewed quarterly as part of the Council's overall communications plan. Regular messaging is also going out via neighbourhoods ebulletins aligned to local ward priorities.

	2.3	Refresh and deliver Better Mental Health For All action plan, focused on early intervention and prevention, developed in line with national 10-year Mental Health Plan	December 2022 Delivery to March 2025	Ruth Fletcher- Brown, RMBC	The actions within the Prevention Concordat application, will form the basis of the new Better Mental Health for All action plan. The application needs to be agreed first at the HWB.
Take action to prevent suicide and self-harm.	2.4	Promote suicide and self-harm awareness training to practitioners across the partnership and members of the public through	March 2025	Ruth Fletcher- Brown, RMBC	309 frontline staff and volunteers across Place have attended suicide prevention, self-harm and mental health awareness training in 22/23.
		internal and external communications			RMBC Public Health are going out to procure for some further suicide prevention and mental health awareness training. This training will target groups given the limited number of courses.
					A session on suicide prevention was held for RMBC staff as part of Mental Health Awareness week.
					The final Zero Suicide Alliance training sessions for the public were held in Wath and Maltby libraries.
					A second training session is booked with RDASH staff in July which will look at suicide prevention activity in Rotherham, sharing findings from the Real Time Surveillance system.

2.5	Deliver the Be the One campaign	Annual	Ruth Fletcher-	Meetings have been held with RMBC
	with annual targeted messages	delivery up	Brown, RMBC	Comms to look at targeted campaigns
	based on local need with support	to		during the year with a focus on specific
	from all partners' comms and	September	Aidan Melville,	vulnerable groups.
	engagement leads	2025	RMBC	
			Gordon	
			Laidlaw, ICB	
2.6	To promote postvention support for	March	Ruth Fletcher-	Walk with Us won in the Public/Public
	adults, children and young people	2024	Brown, RMBC	Partnership category at the LGC Awards
	bereaved, affected and exposed to			2023, announced at the awards
	suicide and monitor referrals to			ceremony on 8 <sup>th</sup> June.
	services, including staff affected			
				Amparo awareness sessions held on
				zoom, have been promoted with staff
				across Place. The latest quarterly report
				shows a good uptake from Rotherham
				staff (71% of attendees were from
				Rotherham).
				Rotherham Survivors of Bereavement by
				Suicide (SOBS) group is working well,
				and numbers increase each month.
				A multi-agency group (RMBC Public
				Health and CYPS, RDASH, SYP and
				TRFT) is updating the CYP Sudden and
				Traumatic Bereavement pathway.

Promote positive workplace wellbeing for staff across the partnership.	2.7	Promote the Be Well @ Work award to Health and Wellbeing Board partners and support sign up	Ongoing	Colin Ellis, RMBC	We are still wanting partners to come forward and sign up to the award scheme. TRFT have agreed to renew their award and we will be working together on this. Still not a very good response from partners who are not signed up to the award.
	2.8	Ensure partners are engaged in Employment is for everyone programme, promoting employment opportunities to those with SEND, and improving wellbeing at work	March 2024	Colin Ellis, RMBC	Rotherham has launched employment for everyone. employment is for everyone is a project that four organisations have created in Rotherham (Speakup, Dexx, Art Works, EDLounge) supported by RMBC, Community Catalysts and the South Yorkshire Integrated Care System  Rotherham as part of a joint SY bid to the DWP has been successful and this will bring additional resource to the employment is for everyone initiative.  This is going from strength to strength and is linked in with various partners across the region. We are linked into all four regional SEND forums and are working with a number of regional employers to promote the benefits of employing people with SEND. Events and training are being organised for this summer.

Enhance access to mental health services.	2.9	Ensure partners are engaged in the development and mobilisation of the integrated primary/secondary care mental health transformation. This will include:  • Implementation of MH ARRS roles • Long term plan eating disorders, IPS and EIP targets by March 2024 • Implementation of Community Mental Health Integrated primary / secondary care transformation programme by March 2024	March 2024	Community Mental Health Transformation Place Lead – tbc  Kate Tufnell, ICB- Rotherham  Julie Thornton, RDaSH	<ul> <li>7/9 B7 Mental Health Specialist Practitioners in post (ARRS)</li> <li>8/8 Health &amp; Wellbeing Triage Coaches in post (ARRS)</li> <li>Primary Care Mental Health Team Manager in post</li> <li>Primary Care Mental Health Team Clinical Lead in post</li> <li>EIT - 60% of people experiencing first episode of psychosis (aged 14-65) will commence a NICE approved care package within two weeks of referral. Rotherham EIT, in the second 2022/23 audit, achieved 'top performing' in this domain with 75.3%. The team are engaging in a Quality Improvement project with NCAP for support in increasing our take-up of Family Interventions.</li> <li>Primary care hub development underway. Initial discussions held with RMBC regarding estates. Exploring opportunities to co-locate, following a HUB and Spoke model.</li> </ul>
	2.10	To work in partnership to enhance the Mental Health Crisis Pathway (early intervention, prevention, social care & crisis). This will require:	March 2024	Andrew Wells, RMBC Julie Thornton, RDaSH Kate Tufnell, ICB – Rotherham	Partnership working to ensure an early intervention and crisis prevention Meeting took place on Friday 19 <sup>th</sup> May 2023 with RDASH, RMBC and ICB colleagues to start discussions on the 'art of the possible' of co-delivering the crisis pathway for the residents of Rotherham,

Partnership working to	Ruth Fletcher-	within the context of the separate RMBC
ensure an early intervention	Brown, Public	and RDASH transformation programmes
and crisis prevention model	Health	that are currently underway. Further
is developed		meetings to be held during the summer to
Mobilisation of the		map out statutory responsibilities of each
Touchstone Safe Space		organisation and how we can best work
(alternative to crisis)		together to deliver these as efficiently and
provision		effectively as possible.
Mobilisation of social care		
pathways		As part of the RDASH transformation
		programme and the national NHS 111
		programme, from 1 <sup>st</sup> June 2023, all out of
		hours crisis calls will be managed by the
		Doncaster Single Point of Access. The
		agreement with TRFT Care Coordination
		Centre ceases at 9am on 1 <sup>st</sup> June 2023.
		Touchstone mobilisation
		Rotherham Safe Space launched in
		September 2022. Since the launch,
		significant outreach, engagement, and
		promotion has taken place to integrate
		the new Service and develop the
		pathways with existing Rotherham
		services.
		The number of people accessing Safe
		Space is steadily rising. A <b>new free</b>
		phone number has been launched for
		the Service: <b>0808 175 3991</b>
		the Service. Vovo 1/3 3991

			Mobilisation of social care pathways
			The Mental Health Review Report
			outlining the social care contribution to
			mental health services including crisis,
			was approved by cabinet in February
			2023. Cabinet approved the development
			of the Mental Health revised service offer
			and model with agreement for this to
			come back to Cabinet in December 2023
			prior to implementation.

# Aim 3: All Rotherham people live well for longer

Board sponsors: Sharon Kemp, Chief Executive, Rotherham Metropolitan Borough Council and Michael Wright, Deputy Chief Executive, The Rotherham NHS Foundation Trust

Priority	#	Milestones	Timesc ale	Lead(s)	BRAG rating	Progress update
Ensure support is in place for carers.	3.1	Refresh the information, advice and guidance available to carers, including the launch of the carers newsletter	March 2023	AD Strategic Commissi oning, RMBC		Aspects of this action have been completed, but further work is necessary to complete action. Activity is planned for the coming months Achieved June 2023: The first edition of the Carers Newsletter has been published and launched in Carers Week 2023: https://www.rotherham.gov.uk/downloads/file/3270/carers-newsletter  The Carer's web pages have been revised and refreshed – this is the interim arrangement. The future content of these will be shaped by

the outcome of coproduction activity now taking place. There are planned sessions that encompass information and advice requirements workshop style events/hybrid/online to encourage engagement to collaborate on the current position of what is offered and help to shape the future offer. Partner involvement will facilitate sessions and unpaid carers. **During Carers Week** 2023 - Information stands across the Borough are aimed at offering information and identifying carers (staffed by providers, carers forum, carers groups).

3.2	Take an integrated approach to identifying and supporting	April	AD	A permanent Carers
0.2	carer health and wellbeing through working with partners to	2023 –	Strategic	Strategy Manager is
	develop a carer health and wellbeing action plan.	March	Commissi	being recruited to. This
	develop a care. Health and Wellering delien plani	2024	oning,	resource will bring
			RMBC	partners together to co-
			2	ordinate integration and
				joint working.
				A carers information
				pack has been drafted.
				Partnership work has
				been undertaken to
				prepare for Carers
				Week 2023 with Health
				and Wellbeing Checks.
3.3	Establish locality specific carer partnership / network groups	April	AD	The Borough that Cares
		2023 –	Strategic	Strategy Group
		March	Commissi	responsible for
		2024	oning,	supporting the strategy's
			RMBC	implementation, has an
				established membership
				and will begin to
				address the support
				networks of specific
				carer groups (i.e., for unpaid carers who are
				supporting people with
				substance misuse,
				mental ill-health,
				montal ili-noatti,

				dementia, physical disability).
3.4	Introduce co-production programme with communities to build our carer friendly Borough	April 2023 – March 2024	AD Strategic Commissi oning, RMBC	The Carers Strategy Manager will lead this piece of work.  The experts by experience programme members will be recruited from the co- production workshops taking place June/July 2023. RMBC Learning and Development Team are to provide free to access training on 'The role of the Expert by Experience.'  Delivery area focus 2: Key Objective: Ensure organisations work together to provide services that are flexible and accessible throughout the Borough.  7 workshops are planned for June /July 2023 to begin gap analysis work and

				identify the priorities for unpaid carers. Once determined, this will inform the next steps and populate the consequent action plan.
3.5	Introduce an assurance process for all published Information, Advice and Guidance to ensure the relevance, accuracy and accessibility	April 2023 – March 2024	AD Strategic Commissi oning, RMBC	The Carers Strategy Manager will lead this piece of work on completion of 3.1.
3.6	<ul> <li>Ensure carers feel their role is understood and valued by their community</li> <li>Develop Carer friendly communities action pack</li> <li>Empowerment Plan – align carers reps (navigators) to key strategic meetings</li> <li>Pull community generated content through to The Borough that Cares virtual platform</li> </ul>	April 2024 – March 2025	AD Strategic Commissi oning, RMBC	This will be taken forward as part of the medium-term delivery of the strategic framework.
3.7	Ensure Carers are supported when they have a breakdown in care through delivery of Carers emergency services	Sept 2023	Jill Tideswell, TRFT	This service is commissioned by the Council and provides emergency care and support in situations when the unpaid carer becomes incapacitated and are unable to fulfil their role. This service

					aims to provide interim cover to prevent admission to residential care and support people to remain at home.  Current provider – TRFT has indicated their ability to continue providing the service until end of March 2024 – this is the final extension period allowed by the terms of the current contract. Approval to extend the contract for this final period to be sought to enable the future of the service to be determined as part of the gap analysis workshops taking place in June/July and future commissioning requirements identified.
Support local people to lead	3.8	Develop a partnership prevention campaign with a focus on upstream prevention messaging.	March 2023	Becky Woolley, Gordon Laidlaw,	Development of the prevention campaign is complete. Community insights have shaped

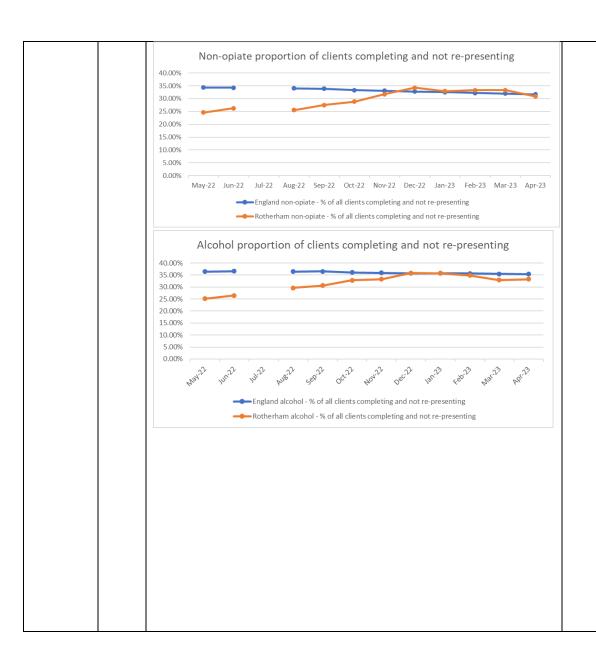
healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs and alcohol.				Aidan Melville	the campaign and partner feedback has also been taken on board. This was approved by place leadership team in May and will be launched in June.  Content has also been written for the expansion of RotherHive to include wider health issues (such as smoking, weight and physical activity). This should be ready to launch alongside the prevention branding.
	3.9	Develop our partnership plans focussed on tobacco and alcohol.	Decem ber 2022	Jacqueline Wiltschins ky, RMBC Gilly Brenner, RMBC	Tobacco The Tobacco Control Action Plan was presented to Health and Wellbeing Board in January. The Tobacco Control Steering Group will continue to oversee the actions with representatives from

1	1		
			across Place and use
			the dashboard of
			indicators to monitor
			progress.
			Alcohol and drugs
			The tender for the new
			drugs and alcohol
			service has now been
			awarded to the new
			provider and
			mobilisation is underway
			with the demobilisation
			of the incumbent
			provider. Joint meetings
			are taking place with
			both providers to ensure
			a smooth transition from
			one to the other by April
			2023.
			The new service model
			includes a separate
			pathway for alcohol,
			which will incorporate
			tailored clinical care
			pathways to address
			individual risk and need,
			with delivery from a
			range of community
			Tange of confindinty

3.10	Identify and report on learning from the population health	Novem	Alex	venues. The new service model includes enhanced hospital liaison and outreach services, which seek to address Rotherham's identified needs.  The OHID grant template for year 2 was submitted on 10/03.  Expanding on the 10-year drug strategy, a new Combating Drugs Partnerships has been set up and meetings are scheduled for the year ahead, these partnerships are required to produce joint needs assessment, action plans and progress reviews.
_	place development programme.	ber 2022	Henderso n-Dunk, Lydia George	work was undertaken through the Place Development Programme.

			and Becky Woolley	Learning from the Programme has been fed back to various groups, including the Prevention and Health Inequalities Enabler Group and the Place Board.  Discussions about how to take this learning forward are being discussed as part of the Place Plan refresh.
3.11	Identify and treat inpatient smokers as part of the QUIT programme.	March 2023	Mike Smith, Healthy Hospitals Manager, TRFT	The treatment of tobacco dependence is now established at TRFT across all inpatient pathways. This includes mandated smoking status screening at point of admission with automated notification of all smokers to the Tobacco Treatment Team. The team link directly with community stop smoking colleague to facilitate transfer of

3.12		th a numb o	of non-or	piate and a	alcohol tre	atment	Sept	Jacqui	care post discharge. KPIs reportable to ICB on a monthly basis.  KPI data from January 2023:  • 89% of inpatients have smoking status recorded within 24 hours of admission • 69% of smokers receive a specialist assessment from a Tobacco Treatment Advisor
	I Increase t	3.12 Increase the number of non-opiate and alcohol treatment completions in line with PHE Average.				2021-	Wiltschins	A NEW CONTACT AWARD	
0.12			-				2021-		has been made to With
0.12			-		Dec-22	Apr-23	-	Wiltschins ky and Anne	
0.12			vith PHE A	verage.	Dec-22 34.25%	Apr-23 30.90%	2021- March	ky and	has been made to With You for the drug and alcohol service from April 2023, in line with
0.12	completio	ns in line w	vith PHE A	Oct-22		•	2021- March	ky and Anne Charleswo	has been made to With You for the drug and alcohol service from April 2023, in line with the Cabinet paper agreed in November
0.12	Non Opiate - PHOF C19b	Rotherh am England	Apr-22	Oct-22 28.84%	34.25%	30.90%	2021- March	ky and Anne Charleswo	has been made to With You for the drug and alcohol service from April 2023, in line with the Cabinet paper
0.12	Non Opiate - PHOF C19b	Rotherh am England Average Rotherh	Apr-22 24.92% 34.51	Oct-22 28.84% 33.32%	34.25% 32.78%	30.90%	2021- March	ky and Anne Charleswo	has been made to With You for the drug and alcohol service from April 2023, in line with the Cabinet paper agreed in November 2021. Delivery now returns to business as



National Drug **Treatment Monitoring** System for Rotherham against the England average. Rotherham has shown some recent improvement and is now closer to the England average with an overall upward trajectory over the last 12 months which will continue to be monitored. The national measure on exits is also having some definition changes which may impact the data.

Disruption due to the change of provider is expected.

Improving outcomes from treatment and supporting recovery are the key tenets of the new funding from OHID. A community-based project is now established with VAR to build recovery capital in

				the community to support and maintain recovery using an evidence-based model and the IPS Grant is supporting with return to employment.
3.13	Review and establish the drug-related death pathway to identify improvements across the system.  Age:standardised mortality rate for deaths related to drop misuse, persons, makes and females, 2001-03 to 2019-20  Set **Product*** ** ** ** ** ** ** ** ** ** ** ** **	Sept 2021- March 2023	Anne Charleswo rth, RMBC	The drug and alcohol related death pathway has been established through the procurement and implementation of a drug and alcohol related death reporting and monitoring system, called QES; and the provision of a Drug and Alcohol Prevention Coordinator post. This post is populating QES with real time surveillance data from police databases in relation to suspected drug and alcohol related deaths.  The real time surveillance data from surveillance data from

				both from the police and partner agencies will be fed into wider thematic reviews, as part of the newly established pathway.
3.14	Deliver NHSE funded pilot to support frequent attenders to ED with complex Alcohol and Mental Health needs through an outreach team providing holistic support offer.	March 2024	Amanda Marklew, TRFT	Final Peer-to-Peer review April 23 NHSE complimentary of TRFT ambitions and exceptional outcomes. Invited to speak with national team to discuss moving forward. Local discussions to be arranged to build up a business case.  Extension to March 2024 agreed in Feb 2023.

### Aim 4: All Rotherham people live in healthy, safe, and resilient communities

Board sponsor: Laura Koscikiewicz, Chief Superintendent, South Yorkshire Police and Paul Woodcock, Strategic Director of Regeneration and Environment, Rotherham Metropolitan Borough Council

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
Deliver a loneliness plan for Rotherham	4.1	Deliver dissemination opportunities from OHID Better Mental Health Fund Befriender project, look to integrate learning into pathways and loneliness action plan and develop legacy opportunities.	March 2023	Ruth Fletcher- Brown, RMBC and VCS leads		Befriending project has presented at various meeting with a presentation at the Health and Wellbeing Board 23rd Nov, it has been cited as good practice within the refreshed Loneliness Action Plan.
	4.2	Promote existing resources on loneliness and befriending (including VAR film: Be a good neighbour and Five Ways to Wellbeing)	March 2024	Aidan Melville, RMBC, Gordon Laidlaw ICB Kerry McGrath, VAR		Messaging around loneliness and befriending are scheduled at least once every four weeks at the moment – this is reviewed quarterly as part of the Council's overall communications plan. Regular messaging is also going out via neighbourhoods ebulletins aligned to local ward priorities.
	4.3	Update and deliver loneliness action plan	Update November 2022	Ruth Fletcher- Brown, RMBC		The refresh of the partnership Loneliness Action Plan was agreed by the Health and Wellbeing Board in November

Delivery to	2022 and implementation has
March	commenced.
2025	osminiona.
2020	Partners have submitted,
	updates on their actions,
	including
	<ul> <li>Warm Welcome and Open Arms Hubs running in libraries</li> <li>Rotherham Federation-New Open Arms project</li> <li>Shared reading groups</li> <li>Children's capital of culture engagement</li> <li>tenancy health checks</li> </ul> The next update of the action
	plan is at the July/August meeting.
	Partners continue to deliver on their actions above.
	The next steps will be to look at focused work with specific vulnerable and at-risk groups.
	Activity during Mental Health Awareness week (May) was captured and promoted across Place, much of which promoted

					connecting people and local assets.
	4.4	Promote volunteering opportunities	March 2024	Kerry McGrath, VAR	We currently have 73 volunteer opportunities advertised on our website.
Promote health and wellbeing through arts and cultural initiatives.	4.5	Annual delivery of Rotherham Show, creating opportunities for communities to come together and be outdoors	September 2022 September 2023 September 2024 September 2025	Leanne Buchan, RMBC	Work is underway to plan delivery of Rotherham Show 2023. The council will be working with Flux Rotherham, Children's Capital of Culture, Grimm & Co, Gullivers and Magna alongside communities from Wath, Ferham and Eastwood, to create a 2-day cultural festival at Clifton park on 2-3 September.  We will continue to work with partners to ensure local communities have access and partners such as VAR will have representation at the festival. The council works closely with SYP to plan the event and ensure its safe running.
	4.6	Complete evaluation of over 55s programme to provide recommendations for future programming for this audience and reduce social isolation	March 2023	Leanne Buchan, RMBC	A programme of activities supporting audiences aged 55+ to reconnect following Covid-19 launched in October 2021 and completed in September 2022.

				The programme included a series of events, exhibitions and performances, and the creation of a new Care Home Choir and of a new circus school.  An evaluation of the programme was completed in December 2022 and found that:
				<ul> <li>45% of participants said that they were more physically active</li> <li>55% of participants said that they were thinking more clearly</li> <li>50% of participants said that they were feeling more optimistic about the future</li> <li>90% of participants had not tried the activity before</li> <li>89% of participants would recommend the activities to a friend or family member</li> <li>60% of participants said their wellbeing had improved as a result of attending.</li> </ul>
4.7	Co-design Children's capital of culture with children and young people, with focus on improving their mental health and wellbeing	March 2025	Leanne Buchan, RMBC	Children's Capital of Culture launched in February 2022. Children's Capital of Culture: Making it Happen Event

				launched the roadmap to the
				2025 festival in Jan 2023.
4.8	Deliver a series of activities in libraries for people of all ages to connect, be active and learn new skills, and widen the accessibility of library services, through:  Pop-up libraries Reading gardens Makerspaces Authors' visits and performances Fun palaces	March 2025	Zoe Oxley, RMBC	Writing workshops for children, to promote the Rotherham Loves Writing competition, took place in Libraries and Neighbourhood Hubs over the Easter holiday at five library sites. The writers Nik Perring and Bethan Woollvin carried out workshops with classes at Wath, Kiveton and Aston Libraries & Neighbourhood Hubs in May to further promote the writing competition and to support children with their entries.  Libraries & Neighbourhood Hubs will be hosting 4 events with Ray Matthews who will be talking about his life and achievements. The events will take place at Riverside, Wath, Wickersley and Mowbray Gardens and tickets will be sold on a 'pay as you feel' basis with all proceeds going to benefit the Newman School.  Shared Reading Sessions at Swinton Library will be starting on 20th June 10.00-11.30 and

these will take place weekly. A volunteer will be running the sessions along with a trained member of staff.  FLUX 'Threads that Connect Us' - a creative project that has involved hundreds of people from across Rotherham. Based on reconnection and recovery, people have stitched, quilted
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and an alternation of the state of
and appliqued textile artworks,
adding to the national creative
textiles project 'Threads of
Survival', the exhibition,
launched in Riverside on 4 <sup>th</sup>
May. Workshops took place at 3
library sites and resource packs
were available from all 15 sites.
Pop-up libraries are scheduled
for every Thursday in August at
the Civic Theatre to coincide
with Granny Norbag children's
author workshops linked to the
Summer Reading Challenge.
A pop-up library will be taking
place in July at Rotherham
Minster as part of their social
supermarket.

Handlebards theatre company has contacted the library service, they are currently producing a play based on the children's book Anna Hibiscus' Song with a Sheffield based theatre company Utopia Theatre. Riverside Library will be one of the stop offs as part of the tour on Monday 24th and Tuesday 25th July 2023. In April 2023, the first pop up makerspace session took place at Maltby with 12 children, and their adults, in attendance. Plans are currently in place to deliver more of the same in Maltby due to the appetite from customers and staff to bring something new to the service offer. The mobile library van has visited children at Todwick Primary School, Blackburn primary School and Sitwell Infants. There are 4 more mobile van visits to schools planned for 2023. Libraries are now accommodating fortnightly sessions as part of the Rotherfed Open Arms project.

The sessions are used to deliver holistic cost of living support to individuals. In conjunction with Flux, Swinton Library hosted six weeks of free pottery sessions. 120 adults and 36 children attended in total. The service is working in partnership with Tiny Talkers to organise Early Years settings having a visit from a Libraries and Neighbourhood Hubs Officer to promote and fulfil, the Cressida Cowell pledge (from 2019-22). The aim is for Early Years settings to contact their local library to organise a visit from the local library. Early Years partners have worked with Greasbrough, Maltby, Aston & Swinton libraries & neighbourhood hubs to re-establish network meetings for childminders. These started in December and are running successfully once a school term. Local Author Gail Jones will be visiting libraries to discuss her books and promote a love of reading. Gail's books are mainly

4.9	Utilise libraries as death positive spaces,	March	Zoe Oxley,	write about themselves, their thoughts, and their feelings and were facilitated by local writers Matt Abbott and Vic Leeson. 38 adults participated in the workshops and participants enjoyed talking with other adults and having support and guidance to write. There is a demand for more writing groups across the borough. The project resulted in an exhibition in the Gallery at Riverside.  A reading garden is planned for the new Swinton library which will open in the winter.
	where the public can have conversations	2023	RMBC	Mowbray on a bi-monthly basis

	around loss, grief, end of life planning and legacy.  Explore legacy opportunities for programme, building on positive public response	March 2024		on the 3rd Thursday of the month.  Following the success of the Music and memory sessions in 2022, a further session took place at Mowbray Gardens library in February, 2023. The service is currently exploring if funds can be identified to continue the sessions moving forward.
4.10	Utilise and promote libraries as spaces for people to share experiences and response to specific health issues, including menopause and dementia, and improve community resilience	March 2025	Zoe Oxley, RMBC	A Menopause Cafe is currently running once a month at Maltby Library & Neighbourhood Hub. The focus of the Cafe is to break down the taboo around menopause, increase awareness of the impact of the menopause on those experiencing it, their family, friends and their colleagues. The service is looking at offering Menopause Cafes at other library sites and linking with partners such as Active Regen.

Ensure Rotherham people are kept safe from harm.	4.11	Embed referral pathways with key partners in Rotherham through the Home Safety Partnership Referral Scheme and Safe and Well checks.	July 2023	Shayne Tottie and Toni Tranter, South Yorkshire Fire and Rescue	Training being rolled out in district. SYFR partnership team building relations with social housing organisations to broaden referral scheme.
	4.12	Work with other partnership boards on crosscutting issues relating to safety and safeguarding.	Ongoing for the duration of the plan	Board chairs, RTP	Safeguarding Board Chairs meetings are now established to maintain the relationship between the safeguarding boards and work on crosscutting issues. The safeguarding protocol has been updated. Meetings will take place biannually and boards' annual reports will be shared for the group to consider and for crosscutting issues to be discussed.
	4.13	Establish a Combatting Drugs Partnership for Rotherham	October 2022	Jessica Brooks, RMBC	4th Combatting Drugs Partnership meeting held 02/02/23.
	4.14	Conduct joint needs assessment for the Combatting Drugs Partnership for Rotherham and agree local drug strategy delivery plan	December 2022	Jessica Brooks, RMBC	The needs assessment was compiled from existing HNA and additional contributions from partners, a high-level version was presented at the action planning workshop held on 05/12/23.

				The revised action plan is due to be signed off either on or shortly following the next CDP Board meeting on 15/06/23, once finalised will be shared with HWBB.
4.15	Delivery of vaccination programme for Covid-19 and flu	Annual target	Denise Littlewood, RMBC	561,222 Covid Vaccinations have been given in Rotherham in total. In line with Living with Covid, data is no longer being published for the number of 1st and 2nd vaccinations received.  The Spring Booster Campaign is now underway – 16162 people have received this with a 62% uptake. Data updated 1st June 2023  The Flu vaccine uptake for patients registered at a Rotherham GP is 83.8% in all patients aged 65-years-old and above. For those aged Under 65-years-old, at risk only, the coverage is 52.2%. Data as of 28rd February 2023 – no updated data available.

Develop a borough that supports a healthy lifestyle.	4.16	Progress strategic approach to physical activity in Rotherham, through four key areas:	Nov 2022 (Action plan developed) March 2025 (Delivery)	Gilly Brenner, RMBC, with Norsheen Akhtar, Yorkshire Sport Foundation	Action plan presented to H&WbB in March. Continued monitoring of delivery of the plan to be overseen and driven through Wider physical activity and health subgroup reporting to Moving Rotherham Board.  Moving Rotherham Board has been refreshed with new members. First meeting to take place in July 2023.
	4.17	Develop a borough-wide MECC training offer on physical activity	March 2023	Gilly Brenner, with Norsheen Akhtar, Yorkshire Sport Foundation	Training available to healthcare workers online and face to face Moving Healthcare Professionals   Sport England. Continued development of a range of training offers to meet need as detailed in Wider physical activity and health subgroup action plan.
	4.18	Deliver a range of programmes to welcome women and girls into football, focussing on under-represented groups.	July 2023	Chris Siddall, RMBC	Community delivery continues to take place across the borough and the recent attendance at the NY Stadium for RUFC ladies team demonstrates the increase in awareness of Women's football.

				Schools activity has risen.
4.19	Use football to encourage more women and girls to adopt and maintain a healthier lifestyle.	July 2023	Chris Siddall, RMBC	Adult recreation programme continues throughout the community venues in Rotherham. New KPI's have yet to be agreed.
4.20	Conduct research and engagement with priority groups on the development of inclusive and accessible outdoor sports facilities, through the PlayZone initiative	Sept 2023	Chris Siddall, RMBC	"Narrowing the focus" meeting has taken place with partners in late January. Further conversations on viability and sustainability are to take place this quarter.
4.21	Finalise delivery plan for the approved cycling strategy.	March 2023	Andrew Moss, RMBC	Final Delivery Plan approved 30 March '23.
4.22	Rotherham Food Network to develop an action plan and response based on the framework of the Sustainable Food Places Bronze Award	April 2023	Gilly Brenner, RMBC	Rotherham Food Network awarded membership of Sustainable Food Places due to submitted action plan and network progress. Action plan will continue to be progressed to work towards submission for bronze award.

4.23	Enable all partner staff to support	March	Martin	Officers from OD,
4.23				•
	neighbourhoods and communities to thrive,	2024	Hughes and	Neighbourhoods and Change &
	through exploring options on a partnership		OD lead, tbc	Innovation are in the process of
	offer on training on strength-based			scoping out an internal
	approaches			development programme for
				council staff that would
				potentially provide 3 levels of
				training –
				General Awareness (for
				all staff)
				<ul> <li>Enhanced awareness</li> </ul>
				<ul> <li>Practitioner</li> </ul>
				It is also proposed to run a
				Place-based/Partnership offer
				alongside this, which will be
				targeted at middle/senior
				managers across RTP, ICP, Out
				of Hospital Workforce,
				Commissioning
				providers/services as well as
				appropriate Council staff.

## **Cross-cutting priorities**

Priority	#	Milestones	Timescale	Lead(s)	BRAG rating	Progress update
Work in partnership to maximise the positive impact of anchor institutions across all 4 priorities	5.1	Undertake a baselining assessment regarding social value and map trend annually through the Rotherham Anchor Network.	March 2023 (baselining assessment) March annual target (trend mapping)	Karen Middlebrook, RMBC		The Council has been working with partners and local spending profile data has now been provided by the Council and NHS Rotherham Foundation Trust for financial years 2020/21 and 2021/22. This has enabled some baselining and trend analysis activity to take place between the two organisations. Work will continue to encourage other partners to participate.
	5.2	Agree our partnership approach to act as anchor institutions to reduce health inequalities in Rotherham	March 2023	Place Board (Becky Woolley, RMBC)		Following a series of workshops in January and February, a proposed approach to take this agenda forward has been developed with various partnership subgroups.

					An action plan has been developed and was formally supported at Place Board.
Support safe and equitable recovery from the Covid pandemic	5.3	Building on the VAR annual survey, explore options to assess the current position of the voluntary and community sector in partnership with stakeholders and report relevant learning to the board.	March 2023	Shafiq Hussain, VAR	The Centre for Regional Economic and Social Research (Sheffield Hallam University) has been formally engaged to conduct State of the Sector research for South Yorkshire, including a place approach.  The survey questions are currently being finalised.  Rotherham State of The Sector Report (2023) details to be shared with Health and Wellbeing Board in January 2024.
	5.4	Conduct strategic impact assessment of Covid-19 on residents and Council services	May 2023	Lorna Quinn	The assessment is complete with the report being circulated through appropriate channels and to be presented at the Health and Wellbeing Board in June. Findings are included in the 2023 DPH report.

5.5	Consider further service developments	March 2023	Michael	The Trust continues to test
	to ensure differentials in access for	maron 2020	Wright, TRFT	an initiative to reduce DNA
	certain patient cohorts are removed, for	Continuing to	3 ,	rates for patients from the
	example by segmenting our waiting list	November 2023		most deprived areas. Under
	based on wider patient needs.			this pilot, instead of
	'			appointment times being set
				automatically and sent to
				patients by letter, the
				Contact Centre are phoning
				patients in IMD deciles 1
				and 2 in order to identify an
				appropriate time for them to
				attend their appointment
				based on their particular
				needs. We have also now
				launched our Waiting Well
				programme. This provides
				our clinicians and patients
				with access to a 'Directory of
				Support' for them to be
				referred into additional
				programmes of support for
				their wider needs. On top of
				this, we are testing a digital
				initiative to ensure we are
				aware of changes to
				patients' situations that may
				affect their prioritisation on
				the waiting list. The Trust is
				now part of the National

					Digital Weight Management Programme pilot, and is one of the first 3 trusts in the country to have patients referred into the programme since May 2023.
Develop the Pharmaceutical Needs Assessment.	5.6	Host stakeholder consultation to support needs assessment	January 2025	Lorna Quinn, RMBC	Annual steering group meetings will be held; next one will be 2023.
Assessment.	5.7	Publish updated Rotherham Pharmaceutical Needs Assessment	September 2025	Lorna Quinn, RMBC	Not yet started but will commence in 2025
Work in partnership to further develop the Rotherham Data Hub and assess population health.	5.8	Work with partnership steering group on annual refresh and development of the JSNA.	April 2023 April 2024 April 2025	Lorna Quinn, RMBC	The JSNA refresh is complete and the JSNA has been through appropriate channels for sign-off. It will be published on the website ahead of the presentation at Health and Wellbeing board in June.
	5.9	Launch annual training and promotion of the JSNA across the partnership	October 2022 October 2023 October 2024	Lorna Quinn, RMBC	Training and promotion have been conducted for 2022 including with RMBC colleagues, Health colleagues, Elected Members and Voluntary Community Sector colleagues.

				Training is set to be scheduled for 2023.
5.10	Monitor population health through Outcomes Framework and report any emerging issues to the board	Ongoing	Becky Woolley, RMBC	The assurance framework has been developed as part of a wider interactive health inequalities tool. This will be reported on regularly to the Prevention and Health Inequalities Enabler Group and Place Board.