

# Health and Wellbeing Strategy Action Plan: September 2023 update

**Key:**

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| 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   |
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| Cross-cutting | 1.1 | Implement 'Best Start and Beyond' framework.  | Ongoing<br>(up to March 2025) | Alex Hawley,<br>RMBC<br><br>Helen Sweaton,<br>ICB/RMBC |             | <p>The terms of reference of the group will be revised at the next meeting (25<sup>th</sup> September), to take account of the decision to add the oversight for the Family Hubs funded workstreams to the group's remit. This fits very well in particular with the focus on the first 1001 days.</p> <p>Meeting frequency is likely to change to monthly.</p> |
|               | 1.2 | Mobilise and launch 0-19 service with a universal offer to support all children and young people and their families, with an enhanced offer for those that need it, ensuring that there is equality across the service. | April 2023                    | Michael Ng,<br>RMBC                                    |             | <p>The service was mobilised and launched successfully in April 2023 with no issues.</p> <p>Rotherham's Best Start and Beyond Public Health Nursing service will lead, coordinate, and deliver the Healthy Child Programme.</p> <p>The Service forms a part of the Children and Young</p>   |

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|  |     |  |            |                   |  | 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 |  | The Rotherham BFFB declaration was given further endorsement by the Health and Wellbeing Board in June.<br><br>In August the declaration was signed by representatives of the Council, the Trust and Public Health at a launch event, which was combined with the launch of the Trust's |

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|     |  |                |                                      |  |  | 'Rotherham Backs Breastfeeding" campaign.  |
| 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                          |  |  | <p>The start for life offer was published at the end of July - <a href="#">Start for Life – Rotherham Metropolitan Borough Council</a>, following a very well-attended stakeholder workshop in mid-July, where feedback on the draft version of the website was received.</p> <p>The workshop also looked at next steps, which will be Phase 2, where the form and content of the resource will be developed.</p> <p>This will be the development of a more mature web entity, integrated into the suite of pages within the fully branded Family Hubs digital offer. Phase 2 would also ultimately lead to a hard copy version.</p> |
| 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 21 <sup>st</sup> September 2022.  |

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|  |     |  |              |                  |  | <p>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.</p> <p>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 2022.</p> |
| 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 |  | Compassionate approach working group, has met, well represented by health, including from Healthwave, and school nursing. Adapting action plan from this workshop. A comms resource is being developed. Trained operational staff from school catering.  |

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|  | 1.8 | Develop proposals for multi-agency Family Hub model of service delivery  | November 2022              | David McWilliams, RMBC |  | <p>Sign up paperwork was completed, approved and submitted to government DfE and DHSC in October 22. Task &amp; 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.</p>             |
|  | 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     |  | <p>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.</p> <p>DfE Wellbeing for Education Return has been rolled out</p> <p>Two cohorts for the Anna Freud Link Programme delivered using the Cascade framework to map whole system provision.</p> |

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|      |   |         |   |   | <p>CAMHs Getting Advice pathway is operational</p> <p>The SEMH toolkit has been developed and available to schools which supports the graduated response</p> <p>Autism Education Trust training has been rolled out to learning providers. Approval has been sought for this to be rolled out to Early Years.</p> |
| 1.10 | Continue to jointly deliver the SEND Written Statement of Action, jointly led by LA and ICB and with local area partners. | Ongoing | AD Education and Inclusion, RMBC<br><br>Helen Sweaton,<br><br>ICB | <p>The most recent support and challenge meeting was held on the 5<sup>th</sup> of June.</p> <p>Comments from the draft note of visit following support and challenge 5 suggested that Rotherham has made considerable progress in its focus on 'impact'.</p> <p>Following support and challenge meeting 5 it was confirmed that Rotherham wouldn't be subject to a re-visit based on progress against the Written Statement of Action, instead any re-</p> |   |

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|      |  |                        |                                  |  |  | inspection would form part of the timetable under the new framework. Ongoing monitoring of our Written Statement of Action will form part of business as usual monitoring linking to the SEND Development Plan for Rotherham.   |
| 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<br>July 2024 | AD Education and Inclusion, RMBC |  |  | In Summer term, 85.6% of eligible 2 year olds are taking up their entitlement. Pockets of slightly lower takeup have been identified at Canklow North, Rockingham West, Brinsworth West, Munsbrough, Ferham and Eastwood. Demand is greatest in the Summer term and action taken to understand the lower take-up has highlighted a lack of available places at some provision with some parents waiting to join in September. Alternative places are available locally. Early Years continue to use Golden Ticket and translated marketing to promote take up in harder to reach communities. 'Not in a place' ring rounds are carried out by FIS. Work continues |



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|  |  |  |  |  |  | with Early Help colleagues to promote takeup. |
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## Aim 2: All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life

Board Sponsors: 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 Prevention Concordat application was signed by HWB Partners and submitted in August. Health and Wellbeing Board chair, DPH and officers will attend the panel meeting on the 20 <sup>th</sup> September.  |
|  | 2.2 | <b>New action:</b><br><br>Progress formal sign up to the OHID prevention concordat for better mental health as a Health and Wellbeing Board   | September 2023         | Ruth Fletcher-Brown, RMBC                   |             | Formal sign up subject to panel meeting outcome on 20 <sup>th</sup> September   |
|  | 2.3 | Develop and deliver partnership communications activity focussed on mental health, building on successful campaigns and resources<br><br><ul style="list-style-type: none"> <li>Rotherhive</li> </ul> | Delivery to March 2025 | Comms lead, RMBC<br><br>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 |

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|   |     | <ul style="list-style-type: none"> <li>• Five Ways to Wellbeing</li> <li>• Great Big Rotherham To Do List</li> </ul>   |   |                           |  | neighbourhoods ebulletins aligned to local ward priorities.   |
|   | 2.4 | 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<br><br>Delivery to March 2025 | Ruth Fletcher-Brown, RMBC |  | <p>Delay is due to policy change on National 10 Year Mental Health Plan (The update of the local plan was to be aligned to this national plan).</p> <p>The actions within the Prevention Concordat application will form the basis of the new Better Mental Health for All action plan. Once the Prevention Concordat has been approved by OHID at the September panel meeting, the action plan will be developed with Partners.</p>        |
| Take action to prevent suicide and self-harm. | 2.5 | Promote suicide and self-harm awareness training to practitioners across the partnership and members of the public through internal and external communications        | March 2025                                  | Ruth Fletcher-Brown, RMBC |  | <p>A second training session held with RDASH, which looked at suicide prevention activity in Rotherham, sharing findings from the Real Time Surveillance system and postvention support.</p> <p>3 training sessions delivered to SYP Sergeants in September. This covered suicide prevention activity in Rotherham, sharing findings from the Real Time Surveillance system, postvention support for CYP and adults and an input with a</p> |

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|     |  |                                      |  |  |  | <p>family member who had been bereaved by suicide.</p> <p>The Zero Suicide Alliance Training is being promoted as part of World Suicide Prevention Day.</p>  |
| 2.6 | Deliver the Be the One campaign with annual targeted messages based on local need with support from all partners' comms and engagement leads.                              | Annual delivery up to September 2025 | Ruth Fletcher-Brown, RMBC<br>Gordon Laidlaw, ICB |  |  | Targeted messages being promoted for World Suicide Prevention Day, 10 September 2023.  |
| 2.7 | To promote postvention support for adults, children and young people bereaved, affected and exposed to suicide and monitor referrals to services, including staff affected | March 2024                           | Ruth Fletcher-Brown, RMBC                        |  |  | <p>CYP Sudden and Traumatic Bereavement pathway has been finalised.</p> <p>Work is progressing on the third Memorial Day for people in SY bereaved by suicide.</p> <p>Amparo promoted at staff training and on World Suicide Prevention Day social media posts.</p> <p>Chilypep is working on an easy read version of 'Walk with Us'.</p> <p>ICB NHS Rotherham is working with PH Leads on the procurement of the SY suicide liaison service. The contract with the current provider expires early 2024.</p> |

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| Promote positive workplace wellbeing for staff across the partnership. | 2.8 | 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.   |
|  | 2.9 | 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 |  | <p>Rotherham has launched employment for everyone. employment is for everyone is a project that four organisations have created in Rotherham (Speakup, Dext, Art Works, EDLounge) supported by RMBC, Community Catalysts and the South Yorkshire Integrated Care System</p> <p>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.</p> <p>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.</p> |

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| <p>Enhance access to mental health services.</p> | <p>2.10</p> | <p>Ensure partners are engaged in the development and mobilisation of the integrated primary/secondary care mental health transformation. This will include:</p> <ul style="list-style-type: none"> <li>• Implementation of MH ARRS roles</li> <li>• Long term plan eating disorders, IPS and EIP targets by March 2024</li> <li>• Implementation of Community Mental Health Integrated primary / secondary care transformation programme by March 2024</li> </ul> | <p>March 2024</p> | <p>Kate Tufnell,<br/>ICB-<br/>Rotherham</p> <p>Julie Thornton,<br/>RDaSH</p> | <ul style="list-style-type: none"> <li>• 8/9 B7 Mental Health Specialist Practitioners in post (ARRS)</li> <li>• 8/8 Health &amp; Wellbeing Triage Coaches in post (ARRS) – 2 due to leave post September 2023 – recruitment in progress</li> <li>• Primary Care Mental Health Team Manager in post</li> <li>• Primary Care Mental Health Team Clinical Lead in post</li> <li>• Primary Care Mental Health Team Service Manager – vacant until November 2023</li> <li>• Transformation Lead – resignation – review of requirement</li> </ul> <p>Early intervention in psychosis – this service now well established and continue to deliver the required targets, as identified in the Mental Health Long-term plan by March 2024.</p> <p>IPS service continue to work with partners to increase the number of people accessing the service. RDaSH / SYHA have recently established a joint steering group.</p> <p>Primary care hub development underway. Initial discussions held with RMBC regarding estates. Exploring opportunities to co-locate, following a HUB and Spoke model.</p> |
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|  | 2.11 | <p>To work in partnership to enhance the Mental Health Crisis Pathway (early intervention, prevention, social care &amp; crisis). This will require:</p> <ul style="list-style-type: none"> <li>• Partnership working to ensure an early intervention and crisis prevention model is developed</li> <li>• Mobilisation of the Touchstone Safe Space (alternative to crisis) provision</li> <li>• Mobilisation of social care pathways</li> </ul> | March 2024 | <p>Andrew Wells, RMBC<br/> Julie Thornton, RDaSH<br/> Kate Tufnell, ICB – Rotherham<br/> Ruth Fletcher-Brown, Public Health</p> |  | <p>Mobilisation of a pilot service in Rotherham which will support people who have attempted suicide due to a life event, where their physical and mental health needs have been met. This will commence end of October 2023.</p> <p>Partnership working to ensure an early intervention and crisis prevention Meeting arranged for 12th September 2023 to agree the 'to be' model of crisis service delivery.</p> <p>New crisis pathways for RMBC model to go through their internal Governance process in October 2023.</p> <p>Soft launch of the National NHS 111 programme across Rotherham from 1st September 2023.</p> <p>Touchstone mobilisation<br/> The number of people accessing the Rotherham Safe Space service continues to grow month on month. Currently operating 3 nights a week work is underway to expand this to 4 nights a week from November 2023.</p> |
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### 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  | Timescale  | Lead(s)                          | BRAG rating | Progress update  |
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| 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 Commissioning, RMBC |             | <p>The first edition of the Carers Newsletter published and launched in Carers Week 2023, June 2023:<br/> <a href="https://www.rotherham.gov.uk/downloads/file/3270/carers-newsletter">https://www.rotherham.gov.uk/downloads/file/3270/carers-newsletter</a></p> <p>However, more work is needed to refresh information, advice and guidance. Carers Conversations are now underway and outcomes will further inform the refresh of our advice and information offer.</p> <p>Carers Conversations (co-production workshops) have been</p> |



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|     |   |   |                                  |  |  | <p>held in August and more planned for Sept/Oct:</p> <p>Beacon, Crossroads, Making Space Dementia Café, RFT, Headway, Carers Forum, online internal &amp; external.</p> <p>Initial findings indicate a preference for one place to find information that can be logically searched.</p> <p>RMBC webpages will be redesigned as an outcome.</p> <p>Planning activity for Carers Rights Day on 23.11.23 underway.</p> |
| 3.2 | Take an integrated approach to identifying and supporting carer health and wellbeing through working with partners to develop a carer health and wellbeing action plan. | April 2023 – March 2024 (as part of delivery of area of focus | AD Strategic Commissioning, RMBC |  |  | <p>Permanent Carers Strategy Manager took up post 24.07.23.</p> <p>Information pack produced by RMBC Community Connectors and user opinion sought during carers week and</p>  |

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|  |  |  | 2 of strategic framework) |  |  | <p>during carers conversations – very positively received and users requested handbook be printed and available to them at carers needs assessment and at support groups/events.</p> <p>Health and Wellbeing Checks undertaken during carers week with partners – Beacon, Reach, Community Connectors, IDT and Carers Assurance Lead.</p> <p>19 small grant applications (up to £5000 each) for carer wellbeing activity evaluated in partnership with Engagement Manager, SYICB and approved. Funds currently being distributed.</p> <p>Outcomes from these projects will inform</p> |
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|  |  |  |  |  | <p>priorities for health and wellbeing action plan and strengthen local communities.</p> <p>Carers Strategy<br/>Manager attending Unpaid/Working Unpaid Carers System Leads – (Integrated Care System) and Yorks &amp; Humber ICB Carers Leads group to continue partnership working.</p> <p>ICB Rotherham Place carers information pack is near completion for use by primary care to identify unpaid carers - updates via SYICB meeting.</p> <p>Planning for Nov Carers Rights Day and 2024 Carers Week in collaboration with SYICB, HR &amp; community providers.</p> |
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|  | 3.3 | Establish locality specific carer partnership / network groups                         | April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework) | AD Strategic Commissioning, RMBC |  | <p>Terms of reference for a network group to be developed with members of the Borough That Cares Strategic Group.</p> <p>The above mentioned grant recipients will be invited to join, if not already attending.</p>   |
|  | 3.4 | Introduce co-production programme with communities to build our carer friendly Borough | April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework) | AD Strategic Commissioning, RMBC |  | <p>Carers Strategy Manager now in post – to progress the setup of a panel of Experts by Experience.</p> <p>People engaging in the projects run by the small grant recipients will be encouraged to participate to build wider community based offer.</p> <p>Carers Conversations co-production workshops unfortunately</p> |

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|     |  |   |                                  |  |  | postponed from June/July now being held through Aug/Sept and Oct.<br><br>Healthwatch survey results due early Nov.   |
| 3.5 | Introduce an assurance process for all published Information, Advice and Guidance to ensure the relevance, accuracy and accessibility  | April 2023 – March 2024 (as part of delivery of area of focus 2 of strategic framework) | AD Strategic Commissioning, RMBC |  |  | Desktop review of information standards completed. Partners to form working group to redesign webpage to ensure information meets required standard and will contain links to national providers whose information has been through a quality assurance process. |
| 3.6 | Ensure carers feel their role is understood and valued by their community <ul style="list-style-type: none"> <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 (as part of delivery of area                                    | AD Strategic Commissioning, RMBC |  |  | This will be taken forward as part of the medium-term delivery of the strategic framework.   |

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| 3.7 | Ensure Carers are supported when they have a breakdown in care through delivery of Carers emergency services | Sept 2023 | AD Strategic Commissioning, RMBC                    |  | Approval was granted and the current contract end term has been extended to 31 <sup>st</sup> March 2024.<br><br>Carers Assurance Lead reviewing how the directorate records the details of people that are signed up to the service.<br><br>Carers Strategy Manager undertaking a telephone survey to gather the views of people that have used the service in the last twelve months to aid future commissioning decisions.<br><br>The route to market to be decided by the end |  |

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|  |  |  |  |  |  | September 2023 to allow a service to be secured post April 2024; should this be required. |
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### Priority 2 – new actions

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| Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs | Develop the healthy lifestyles prevention offer/pathway |  |            |               |  |  |
|   | 3.9   | Deliver the communications and engagement prevention campaign 'Say Yes' and evaluate the impact and reach. | April 2024 | Becky Woolley | The campaign fills a gap in easily accessible information for local residents regarding how they can improve their health and links them into existing resources and services. | <ul style="list-style-type: none"> <li>• Increased self-management</li> <li>• Improved take-up of services for our most underserved communities (e.g., targeted promotion of screening)</li> </ul> |

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| and alcohol. | 3.10 | Review the current service specification for social prescribing and recommission the service  | March 2024 | SY ICB Deputy Place Director | Social prescribing is a key element of the prevention pathway and the service ensures residents are referred to a range of local, non-clinical services to support their health and wellbeing. An integrated pathway will ensure that residents have access to a consistent and joined up social prescribing offer. | <ul style="list-style-type: none"> <li>• Improve ment in levels of patient activation</li> <li>• Improve ment in self-reported levels of wellbeing</li> </ul> |
|              | 3.11 | Review Rotherham Place offer for social prescribing and implement an integrated pathway (with consideration of a Lead Provider Social Prescribing Partnership Model): |            | SY ICB Deputy Place Director | Social prescribing is a key element of the prevention pathway and   | <ul style="list-style-type: none"> <li>• Improve ment in levels of patient activation</li> </ul>  |



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|   | <ul style="list-style-type: none"> <li>Review services and roles across health and social care that contribute to prevention through social prescribing i.e. ARRS roles, Community Connectors and Social Prescribing service</li> </ul> | September 2024               |  | the service ensures residents are referred to a range of local, non-clinical services to support their health and wellbeing. An integrated pathway will ensure that residents have access to a consistent and joined up social prescribing offer. | <ul style="list-style-type: none"> <li>Improve ment in self-reported levels of wellbeing</li> </ul>              |
| Strengthen understanding of health behaviours and health inequalities |   |                              |  |   |  |
| 3.12  | Engage local people in target areas to inform a proposal around self-management and holistic support for people living with physical health conditions and poor mental wellbeing.   | Engage ment by November 2023 | Becky Woolley (Prevention & Health Inequalities Group) | Local intelligence and engagement has supported the need to embed more holistic   | <ul style="list-style-type: none"> <li>Improve the understanding of health inequalities in Rotherham.</li> </ul> |

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|  |      |  | Propo<br>al tbc | Andrew<br>Turvey<br>(Populatio<br>n Health<br>Managem<br>ent group) | approach to<br>supporting<br>people with<br>long-term<br>conditions,<br>taking into<br>account both<br>their mental<br>and physical<br>health. This<br>engagement<br>will help<br>partners to<br>understand<br>how to tailor<br>this approach<br>in areas of<br>high<br>deprivation. |  |
|  | 3.13 | Explore options to coordinate community engagement activities around health at Place and develop approach to share findings,<br><ul style="list-style-type: none"><li>• Proposal to Health and Wellbeing Board</li></ul> | March<br>2023   | Hannah<br>Hall,<br>TRFT   | Engagement is increasingly a focus at South Yorkshire level and in the South Yorkshire Integrated Care Strategy and developing a   | <ul style="list-style-type: none"> <li>• Improve the understanding of health inequalities in Rotherham.</li> <li>• Improved engagement and trust with the public.</li> </ul> |

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|  |   |  |                           |                      | coordinated approach at Rotherham level is necessary to improve planning of engagement activity and avoid duplication  | <ul style="list-style-type: none"> <li>Improve the use of insights to inform service-delivery.</li> </ul> |
| Ensure effective partnership working on key strategic projects |   |  |                           |                      |  |   |
| 3.14   | Ensure partners are engaged in implementation of Drug and Alcohol Related Death (DARD) review process including | <ul style="list-style-type: none"> <li>Establishment of quarterly DARD panel meetings</li> <li>Analysis and review to inform upstream activity, prevention and understanding of issues to improve service delivery.</li> </ul> | Dec 2023                  | Jessica Brooks, RMBC | The review process is central to understanding the local population and how drugs and alcohol are causing harm in local areas and collaboratively identifying challenges in the system and the changes | <ul style="list-style-type: none"> <li>Reduction in drug and alcohol related deaths</li> </ul>            |
|  |   |  | Annual review by Dec 2024 |                      |  |   |

|  |      |   |            |                      | needed to address them |   |
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|  | 3.15 | 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 |                        | <p>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.</p> <p>Extension to March 2024 agreed in Feb 2023.</p> <p>Presenting to Health and Wellbeing Board September 2023</p> |

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

Board sponsors: Laura Kosciwicz, 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   |
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| 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           | Comms lead tbc, RMBC, Gordon Laidlaw ICB<br><br>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 Loneliness Action plan has been updated by Partners and an update will be presented to the HWB at the September   |

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|  |  |  | Delivery to March 2025 |  |  | <p>meeting. Some highlights include:</p> <p>Refreshed ward priorities published in June 2023.</p> <p>Place-based working – mapping of assets taking place as part of the Early Intervention and Prevention work in the North Locality.</p> <p>Age UK participated in national pilot for MECC and Loneliness.</p> <p>Smiles for Miles project (Children, Young People and Families Consortium Project) has supported 1800+ young people.</p> <p>Crossroads funding bid was successful in supporting carers which includes therapy in people's homes.</p> <p>Three sessions within Rotherham libraries for gentle exercise linked to the Women's Euro 22 Legacy.</p> |
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|   |     |  |  |                     |  | <p>The Rotherham 10k took in May raising awareness and funds for Age UK Rotherham.</p> <p>Year 1 Engagement Programme of Childrens Capital of Culture completed. One outcome to date has been 75 young people employed part-time as Trainee Creative Producers, 14 of these trainees were care experienced.</p>   |
|   | 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<br>September 2023<br>September 2024<br>September 2025 | Leanne Buchan, RMBC |  | <p>Rotherham Show 2023 has been successfully delivered for 2023.</p> <p>New for this year's show was the Festival Village, curated by Flux Rotherham. In this new space, visitors were treated to music from Rotherham Drummers United and The Bewonderment Machine, poetry from Ray Hearne, a wonderful workshop from artist and designer Ellie Way, plus traditional dance by Wath Morris Minors. Visitors also had</p> |

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|  |     |   |            |                     |  | <p>the opportunity to see popular attractions, including the Vintage Vehicle Rally, Strongmen competitions, Let's Circus, the Chuckle Tent and, of course, the much loved Made in Rotherham horticultural show.</p> <p>Throughout the weekend the show celebrated the spirit of the borough and gave people the chance to enjoy an amazing free festival of culture, entertainment, and family fun.</p>   |
|  | 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 |  | <p>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.</p> <p>An evaluation of the programme was completed in December 2022 and found that:</p> <ul style="list-style-type: none"> <li>• 45% of participants said that they were more physically active</li> </ul> |



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|     |   |            |                     |  |  | <ul style="list-style-type: none"> <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 occupied its own area at Rotherham Show 2023, reserved exclusively for families and young adventurers.  |  |
| 4.8 | <p>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:</p> <ul style="list-style-type: none"> <li>• Pop-up libraries</li> <li>• Reading gardens</li> <li>• Makerspaces</li> <li>• Authors' visits and performances</li> <li>• Fun palaces</li> </ul> | March 2025 | Zoe Oxley, RMBC     |  | 22 <sup>nd</sup> June 2023 awards ceremony for the Rotherham Loves Writing competition. 53 attended & feedback was positive. 15 <sup>th</sup> July the winners' workshop took place at Wentworth Woodhouse. -4 events with author Ray Matthews. Riverside poorly attended but more participants signed up at Wath, Wickersley and Mowbray Gardens. |  |

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|  |  |  |  |  | <ul style="list-style-type: none"><li>-Shared Reading at Swinton every Tuesday. The Reader are funding training for two new reading volunteers in Rotherham.</li><li>-The FLUX funded poetry project, 'Spread the Word', began in June at Rawmarsh, Mowbray Gardens and Dinnington. Work produced is fantastic and participants are finding it a valuable space.</li><li>-5<sup>th</sup> July pop up at Rotherham Minster to share information about library services and promote the Summer Reading Challenge. 15 adults and 5 children attended.</li><li>-6<sup>th</sup> July libraries Teddy Bear's Picnic event at Wentworth Woodhouse Gardens to raise funds for the Master Cutler's Challenge &amp; promote the Summer Reading Challenge through storytelling.</li><li>- 6<sup>th</sup> July mobile library van visited Bramley Sunnyside Junior School to issue 15 children with new library cards for Wickersley library.</li><li>-On 12<sup>th</sup> July colleagues visited St. Ann's Infant &amp; Junior School to consult with parents about what facilities they would like to see at the new Central Library.</li></ul> |
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|  |  |  |  |  | <p>Consultations also took place at Coleridge Primary School on Friday 14<sup>th</sup> July and at Ferham Primary School on 20<sup>th</sup> July.</p> <ul style="list-style-type: none"><li>-Riverside House hosted Utopia Theatre, on 24<sup>th</sup> &amp; 25<sup>th</sup> July, who performed Anna Hibiscus. Over the 4 performances there were over 150 visitors in the gallery.</li><li>- Saturday 5<sup>th</sup> August, pop-up event for Yorkshire Day, promoting libraries. STEM related activities delivered by Work-wise and live music by Children's Capital of Culture Young Musician in Residence.</li><li>-Thursday mornings, throughout August, pop up events at the Civic Theatre to promote the Summer Reading Challenge (SRC) with Granny Norbag.</li><li>-26<sup>th</sup> July, 9<sup>th</sup> &amp; 23<sup>rd</sup> August pop up events at Keble Martin Green, with FLUX Rotherham, to promote library events, SRC &amp; carry out story sessions.</li><li>-Saturday 2<sup>nd</sup> and Sunday 3<sup>rd</sup> September Rotherham Show to promote library services and sign people to become library members, promote volunteering in libraries and Fun Palaces. Brightbox hosted a Makerspace &amp; author, Salma Zaman,</li></ul> |
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|  |     |   |            |                 | <p>engaged families with a story telling session followed by Bollywood dance.</p> <p>-Maker{Story} sessions were piloted for 4 weeks at Maltby &amp; Rawmarsh during August funded by Maker Futures (University of Sheffield) running in partnership with the Direct Education Business Partnership.</p> <p>-The ambassador attended the Fun Palace national conference at Gateshead to share ideas, good practice and attend training. S62 group- in Rawmarsh, who provide mental health peer-to-peer support and other groups-will be holding their own Fun Palace! The Ambassador is supporting the group to build the confidence of members, so they feel able to share their skills &amp; open up the venue to the local community to enhance community connections and reduce stigma. Some members are also going to display their work in the Fun Palaces Mental Health exhibition.</p> |
|  | 4.9 | Utilise libraries as death positive spaces, where the public can have conversations | March 2023 | Zoe Oxley, RMBC | Death cafes are taking place at Mowbray on a bi-monthly basis  |

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|  |      | <p>around loss, grief, end of life planning and legacy.</p> <p>Explore legacy opportunities for programme, building on positive public response</p>                                | March 2024 |   |  | <p>on the 3rd Thursday of the month.</p> <p>The June meeting has taken place – attendance was low. The next meeting will be in October.</p>  |
|  | 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   |  | <p>Maltby Menopause Café now running monthly, on Monday evenings, from 5.45pm – 6.45pm. Attendance ranges from 1-4 customers. Partnership work is being explored with RUFC who have received funding for a project.</p> <p>A representative has been asked to attend an event on Wednesday 18<sup>th</sup> October for World Menopause Day at Mexborough Montagu Hospital.</p> |
| 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 has continued with LA Adult Social Care and is proving to have appositve impact on the referrals being received by SYFR. The team at SYFR continues to engage with key stakeholders working within the Rotherham area.  |

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|  | 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 bi-annually and boards' annual reports will be shared for the group to consider and for cross-cutting 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 |  | <p>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.</p> <p>The action plan is complete and was formally signed off at the 14/09/23 CDP. It will be shared at future HWBB meeting.</p>                               |

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|  | 4.15 | Delivery of vaccination programme for Covid-19 and flu  | Annual target  | Denise Littlewood, RMBC   |  | <p>560 082 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 1<sup>st</sup> and 2<sup>nd</sup> vaccinations received.</p> <p>The Spring Booster Campaign was completed with a 74% uptake.</p> <p>The winter Flu and Covid vaccination programme starts on 18<sup>th</sup> September 2023.</p> |
| Develop a borough that supports a healthy lifestyle. | 4.16 | <p>Progress strategic approach to physical activity in Rotherham, through four key areas:</p> <ul style="list-style-type: none"> <li>• Active workforce</li> <li>• Social movements</li> <li>• Front line workers signposting</li> <li>• Local social prescribing structures</li> </ul> | <p>Nov 2022 (Action plan developed)</p> <p>March 2025 (Delivery)</p> | Gilly Brenner, RMBC, with Norsheen Akhtar, Yorkshire Sport Foundation |  | <p>Action plan continues to be implemented and delivered on track. Moving Rotherham Board established, and meeting held. Wider physical activity and health subgroup established and has now met twice. Momentum is positive.</p>  |
|  | 4.17 | Develop a borough-wide MECC training offer on physical activity   | March 2023   | Gilly Brenner, with Norsheen Akhtar, Yorkshire Sport Foundation       |  | <p>New training offer agreed from Yorkshire Sport to be rolled out in train-the trainer model to social prescribers / link workers (Oct 23), health care assistants (Feb 24) and care homes (Apr 24) to support wider understanding of benefits and</p>  |

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|  |      |  |           |                     |  | opportunities for physical activity for all.   |
|  | 4.18 | Deliver a range of programmes to welcome women and girls into football, focussing on under-represented groups.   | July 2023 | Chris Siddall, RMBC |  | <p>Legacy provision across the borough continues in three main guises- RUCT, Adult and Recreation Officer post via The FA and School provision.</p> <p>Presentation at Wembley for “1 year on” went well with Rotherham highlighting good practice that was commended.</p> |
|  | 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. Still awaiting 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 |  | <p>Funding applications have been submitted seeking match funding on 2 schemes. Locations are yet to be determined, and subject to consultation being complete. Additional work is being conducted with partners to seek wider offer.</p>                                  |



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|  | 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 established, though still growing membership, and actions on track. Further detail including action plan scheduled to be shared with H&WbB in Nov 23.   |
|  | 4.23 | Enable all partner staff to support neighbourhoods and communities to thrive, through exploring options on a partnership offer on training on strength-based approaches | March 2024 | Martin Hughes, Neighbourhoods, and Lily Hall, OD |  | The General Awareness training (Level 1) will be delivered via an e-learning package. It will be available to all IT enabled council staff by the end of September 2023. Work is ongoing to commission an outside organisation to deliver the Enhanced Awareness (Level 2) and Practitioner (Level 3) training for council staff that have been nominated by their Directorate Leadership Teams. |

## Cross-cutting priorities

| Priority   | #   | Milestones  | Timescale   | Lead(s)                           | BRAG rating | Progress update  |
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| 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)<br><br>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.  |

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|   |     |   |            |                     |  | 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 |  | <p>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.</p> <p>The survey questions are currently being finalised.</p> <p>Rotherham State of The Sector Report (2023) details to be shared with Health and Wellbeing Board in January 2024.</p> |
|   | 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.  |

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|  | 5.5 | Consider further service developments to ensure differentials in access for certain patient cohorts are removed, for example by segmenting our waiting list based on wider patient needs. | <p>March 2023</p> <p>Continuing to November 2023</p> | Michael Wright, TRFT |  | <ul style="list-style-type: none"> <li>• A pilot to support the most deprived patients in booking and attending appointments has proved successful, reducing the rate of 'did not attend' appointment outcomes within the target population.</li> <li>• The <a href="#">waiting well web portal</a> has now launched, linking to other Place resources, such as Rotherhive, and represents a step towards joining up support for wider patient needs while waiting for treatment.</li> <li>• An exploratory piece of work has begun to examine options and appetite for adopting a clinical prioritisation algorithm to support an equalities-based approach to managing waiting lists.</li> </ul> |
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|  |     |   |                |                   |  | <ul style="list-style-type: none"> <li>• The trust is working with colleagues across Doncaster and Barnsley to identify, monitor and respond to any emerging health inequalities impacts of the Mexborough Montagu elective orthopaedic pathway</li> <li>• The TRFT health inequalities operational group has initiated work to improve data quality and reporting on patient characteristics to afford greater insight into differences in cohort access and outcomes.</li> </ul> |
| 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.  |
|  | 5.7 | Publish updated Rotherham Pharmaceutical Needs Assessment | September 2025 | Lorna Quinn, RMBC |  | Not yet started but will commence in 2025.   |

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|   |      |  |  |                        |  | The PNA annual steering group is taking place in October 2023.   |
| 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<br>April 2024<br>April 2025       | Lorna Quinn,<br>RMBC   |  | The JSNA refresh is complete and has been published for 2023. Updates will be provided through the mailing list and the steering group.  |
|   | 5.9  | Launch annual training and promotion of the JSNA across the partnership                          | October 2022<br>October 2023<br>October 2024 | Lorna Quinn,<br>RMBC   |  | Training has been conducted for 2023 including with RMBC colleagues and Voluntary Community Sector colleagues.<br><br>Further 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,<br>RMBC |  | The assurance framework has been developed as part of a wider interactive health inequalities tool. Regular reporting arrangements are now in place through to the Prevention and Health Inequalities Enabler Group and Place Board.<br><br>The next step is to profile the inclusion groups |

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|  |  |  |  |  |  | identified within the strategy, building on the work that has taken place to build a profile of local people living in the 20% most deprived communities. |
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