

HEALTH AND WELLBEING BOARD

ANNUAL REPORT 2023/24

A HEALTHIER ROTHERHAM BY 2025



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FOREWORD

I am delighted, as the outgoing Chair of the Health and Wellbeing Board, to present our sixth annual report. Our Health and Wellbeing Board is built on strong partnership working across key organisations in the borough. I would like to thank all the partners for their commitment to delivering Rotherham's Health and Wellbeing Strategy and working together to improve outcomes for local people. I have happily chaired the Health and Wellbeing Board over the past nine years, and I am very thankful to everyone who has made the role, with all its challenges, a rewarding one, as we have made strides to improve the health and wellbeing of Rotherham residents.

Despite the fact that we have worked assiduously to improve health outcomes and health indicators, more still needs to be done. The current statistics shows that life expectancy for both men and women in Rotherham continues to be significantly lower than the England average. Rotherham rates for a range of health issues are worse than the national average, including: child obesity rates, smoking prevalence in adults, and residents with a long-term mental health problem. At the same time, fewer Rotherham residents indicated that they used the natural environment for health and exercise purposes compared to national figures. As a board, supporting our children to develop and flourish, our residents to lead healthy lives, creating a borough that supports good health and promoting better mental health and wellbeing for all Rotherham people are key priorities.

The Health and Wellbeing Strategy as well as the accompanying action plan, is continuously reviewed to ensure alignment with our priorities. We have also strengthened the role of our board sponsors in overseeing delivery of our aims. Furthermore, the board has overseen delivery of several key pieces of work over the past year, such as development of a framework to give every child the best start in life, a toolkit to support children, young people and families affected or bereaved by suicide, establishment of a tobacco control steering group and refresh of the loneliness action plan, including promoting volunteering. Tackling health inequalities has been core to our focus over the last year and the place-level prevention and health inequalities sub-group continues to report regularly to the board.

It is with great sadness that I am standing down as Chair, I encourage my successor, Cllr Baker-Rogers, to continue to work together with partners across Rotherham, as well as our South Yorkshire colleagues, to improve the health of our local populations, with a focus on health inequalities and strengthening prevention. As I am passing the baton of leadership of the board to the new Chair, I urge all stakeholders to maintain their support and commitment to the board's efforts in creating a healthier borough for everyone.

Again, I would like to say thank you to all partners and colleagues for their contributions, time and efforts whilst serving as Chair.



Councillor David Roche

Cabinet Member for Adult Social Care and Health, 4 March 2015 to 6 May 2024
Chair of the Health and Wellbeing Board

New Chair

It is with pleasure that I have been appointed as Chair of Rotherham's Health and Wellbeing Board. I am honored to be part of this annual report, which highlights some of the tremendous collaborative work that has taken place over the past year.

The board will continue to be a place where partners come together in a spirit of cooperation and constructive challenge to drive forward health improvements.

We will focus relentlessly on narrowing the healthy life expectancy gap faced by Rotherham's residents, to ensure that all Rotherham residents can expect to live happy, healthy and fulfilling lives.

Finally, may I use this opportunity to thank the outgoing Chair for the excellent work he has overseen for a number of years.



Councillor Joanna Baker-Rogers

Cabinet Member for Adult Social Care and Health,
Chair of the Health and Wellbeing Board

ROTHERHAM'S HEALTH AND WELLBEING BOARD

Rotherham's Health and Wellbeing Board brings together local leaders and decision-makers to deliver our Health and Wellbeing Strategy and to improve the health and wellbeing of Rotherham people, reduce health inequalities and promote the integration of services. The Board supports and encourages effective partnership working, shares good practice, and take action where needed to remove blockages, identify gaps, and hold organisations to account for delivery.

Organisations represented on the board include:

- Rotherham Metropolitan Borough Council
- NHS South Yorkshire Integrated Care Board (Rotherham Place)
- The Rotherham NHS Foundation Trust
- Rotherham, Doncaster and South Humber NHS Foundation Trust
- Voluntary Action Rotherham
- Healthwatch Rotherham
- South Yorkshire Police

The board has a number of specific responsibilities, including producing Rotherham's Joint Strategic Needs Assessment ([web page](#)), overseeing the delivery of the Rotherham Health and Wellbeing Strategy ([web page](#)), and producing a Pharmaceutical Needs Assessment. Further details around the role of the board, including how the board has met the statutory duties over 2023/24 are outlined below.

Joint Strategic Needs Assessment (JSNA)

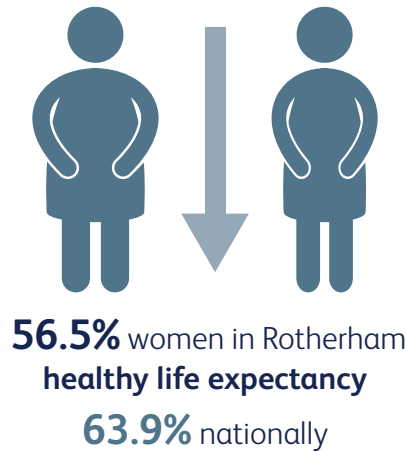
The JSNA is an assessment of the current and future health and social care needs of the local population. It brings together information from different sources and partners to create a shared evidence base, which supports service planning, decision-making, and delivery.

The JSNA is refreshed annually, and last year's update was presented to the board in June 2023. The JSNA includes a section on small geographies, where relevant information can be accessed at ward level, or even more local level (MSOA or LSOA).

Key findings showed:

Life expectancy at birth for both men and women in Rotherham continues to be significantly lower than the England average.

The difference in healthy life expectancy at birth is particularly stark for women (2018-2020): at 56.5 years in Rotherham, compared to the England average of 63.9



On the Index of Multiple Deprivation 2019 (IMD 2019) Rotherham ranks as the 35th most deprived upper tier local authority in England out of a total of 151 authorities.

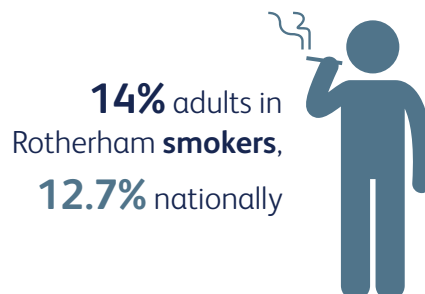
The key drivers of deprivation in Rotherham remain Health and Disability, Education and Skills, and Employment (as were in 2015).

Of 45,800 residents (aged 16-64) who were economically inactive, 35.2 % were due to long-term sickness, compared to 27.2 % nationally.

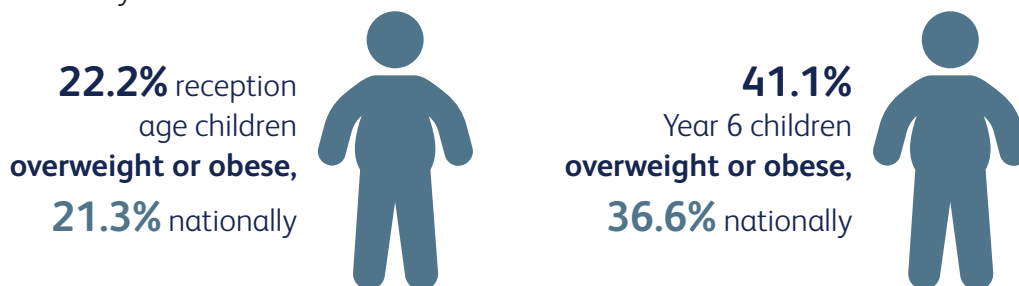
Achieving the conditions for a healthy life continues to be a concern. The estimated number of alcohol dependent adults in Rotherham is higher than the national average.

In 2021/22, there were 619 per 100,000 admission episodes for alcohol-related conditions (narrow definition), significantly worse than the national average of 494 per 100,000.

Approximately 14 % of Rotherham adults (around 29,600 people) were smokers in 2022 compared to 12.7 % nationally.



In 2021/22, 71.9% of adults in Rotherham were classified overweight or obese, compared to 66.5% regionally and 63.8% nationally. Child obesity rates are also higher than national average – in 2022/23, 22.2% of reception age children were overweight or obese, compared to 21.3% nationally and 41.1% of Year 6 children were overweight or obese, compared to 36.6% nationally.



Mental health and wellbeing are also a concern:

In primary care in Rotherham 2022/23, the recorded prevalence of depression (aged 18+) was 17.3%, a total of 36,892 persons, this is higher than the England value of 13.2% and has been increasing in Rotherham since 2013/14.

Data from 2018/19, show 12% of Rotherham residents reported a long-term mental health problem, which is significantly higher than the England value of 9.9%.



Environmental factors for health include:

Particulate pollution. In 2022 the percentage of mortality attributable to particulate pollution for Rotherham was 5.2% (England 5.8%).

Lower than average use of the natural environment. 69% of residents in Rotherham indicated they used the natural environment for health and exercise purposes compared to 82% for England (2017).



Health and Wellbeing Strategy

The Health and Wellbeing Strategy runs until 2025 and provides a high-level framework which directs the Health and Wellbeing Board's activity; it supports the Board's role to provide leadership for health and wellbeing by making the most of collective resources within Rotherham. The strategy is developed based on the needs identified in the Joint Strategic Needs Assessment.

The four aims of the Health and Wellbeing Strategy are:

- All children get the best start in life and go on to achieve their potential.
- All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life.
- All Rotherham people live well for longer.
- All Rotherham people live in healthy, safe and resilient communities.

While these aims have remained the same since inception of the strategy in 2018, the strategic priorities underpinning each aim were refreshed in summer 2021. The strategy was updated to reflect these priorities in 2022 and the Health and Wellbeing Board agreed to the revised strategy in September 2022.

For each of the four aims, two board members provide strategic oversight in a sponsorship role. Over the past year, we have developed the role of board sponsors to ensure that there is clarity, and in March 2023 the Board agreed a Memorandum of Understanding with Board sponsors.

This formalises the roles they fulfil and sets out the processes and activities in place to support them. The core role of the Board sponsors is:

- To have strategic oversight and ownership of their respective aim, this includes:
 - Monitoring progress against aims and removing blockages.
 - Providing strategic steer and identifying opportunities to develop their aim, including action to reduce health inequalities and actions that support integration of delivery.
- To be champions for their aim within the Board and Board activities.
- To be champions for health and wellbeing priorities in their organisations.

GOVERNANCE

The Health and Wellbeing Board is a statutory sub-committee of the Council and is an integral part of Rotherham's wider strategic partnership structures that sit under the Rotherham Together Partnership. Following the changes to Integrated Care Systems in July 2022, Rotherham became one of the four constitutive Places in the South Yorkshire Integrated Care System, with some Health and Wellbeing Board members providing representation at the South Yorkshire Integrated Care Partnership. The Rotherham Place Board continues to report into the Health and Wellbeing Board and takes strategic direction from the Health and Wellbeing Strategy.

South Yorkshire Integrated Care Board (NHS South Yorkshire)

Rotherham is one of the four Places constituting the South Yorkshire Integrated Care Board (ICB). The ICB is directly accountable for NHS spend, delivery and outcomes within the ICB area. It is responsible for the commissioning of healthcare services for the population of South Yorkshire and ensuring the quality and performance of those services within the ICB area.

South Yorkshire Integrated Care Partnership (ICP)

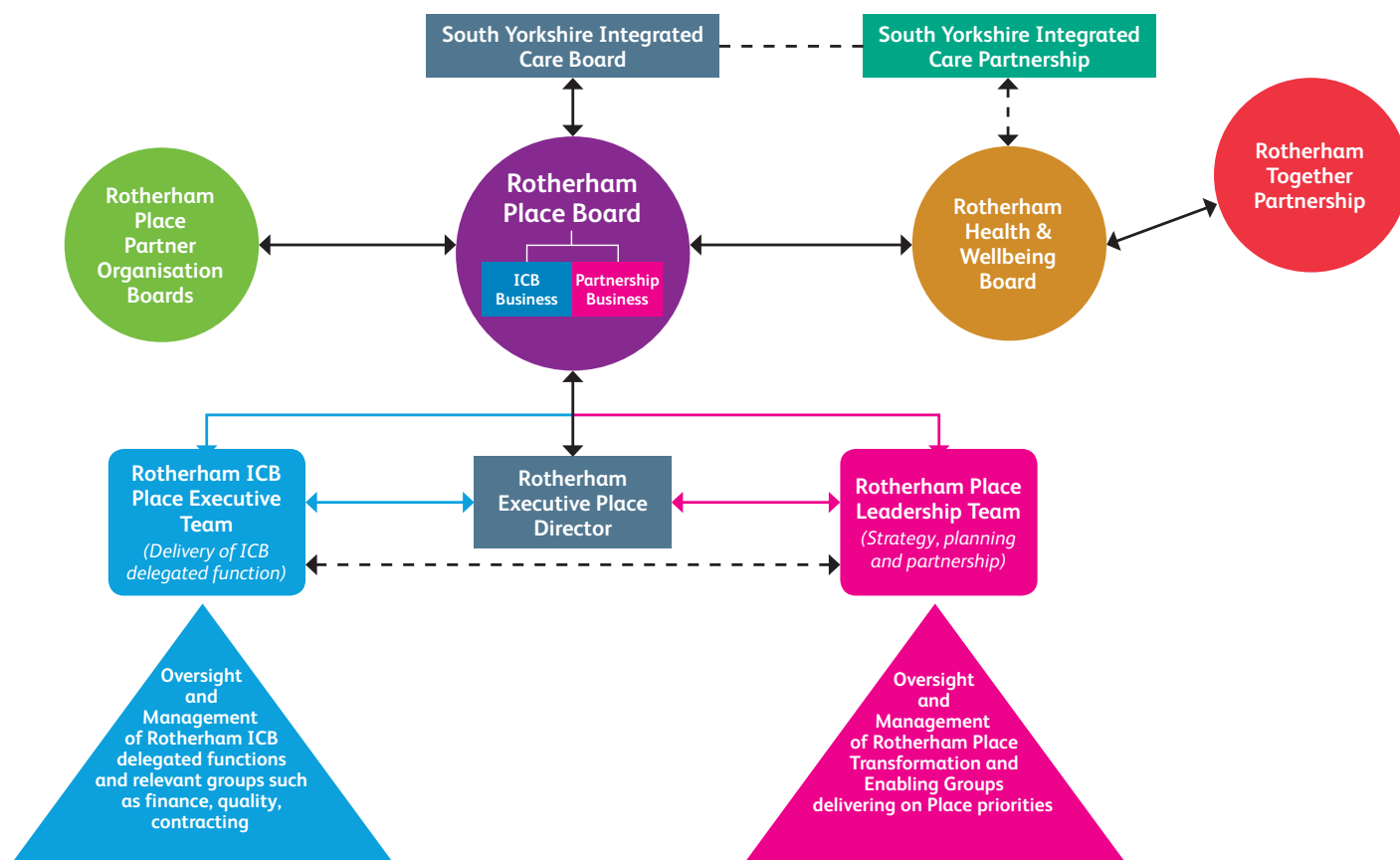
The South Yorkshire Integrated Care Partnership is a joint committee of the four local councils, (Rotherham, Doncaster, Barnsley and Sheffield), and the South Yorkshire ICB. The ICP facilitates joint action to improve health and care outcomes and experiences across its population, and influence the wider determinants of health, including creating healthier environments and inclusive and sustainable economies. Between autumn 2022 and March 2023, the Partnership oversaw development of the South Yorkshire Integrated Care Strategy, which will direct sub-regional work and will be complemented by the four local Health and Wellbeing Strategies. Rotherham's Health and Wellbeing Board nominated five representatives to sit on the SY ICP.

Rotherham Place Board

The Place Board is responsible for partnership business, providing the strategic and collective leadership to deliver the ambitions of the Place Partnership and the Rotherham Place Plan.

The Place Board is the forum where all partners across health and care in Rotherham come together to formulate and agree strategies for implementing the Rotherham Place Plan.

The Place Partnership is committed to achieving the best outcomes for people in Rotherham, ensuring alignment of relevant health and social care budgets so health, care, and support services can be bought once for a place in a joined-up way. The Chair of the Health and Wellbeing Board, along with a number of other Board Members sits on the Rotherham Place Board.



Rotherham Place Board (has two roles):

1. Alignment of decisions on strategic policy matters relevant to the achievement of the Place Plan.
2. Delegated authority from the ICB Board to make decisions about the use of ICB resources in Rotherham in line with its remit.

Safeguarding

Safeguarding is a priority area of collaboration for local partners, and the Health and Wellbeing Board is a signatory to the partnership safeguarding protocol.

The protocol describes the roles, functions and interrelationship between partnership boards in relation to safeguarding and promoting the welfare of children, young people, adults and their families. It aims to ensure that the complementary roles of the various boards are understood so that identified needs and issues translate to effective planning and action.

Delivering on the protocol includes each board delivering and receiving updates from one another, to ensure connectivity and appropriate oversight of issues relating to safeguarding. In 2022/23, the safeguarding chairs group – bringing together the chairs of the four boards with safeguarding responsibilities – was re-established to share and discuss joint and cross-cutting issues. Ensuring we are taking an integrated and coordinated approach to addressing issues relating to safeguarding has continued to be a focus for 2023/24.

Rotherham Together Partnership

The Rotherham Together Partnership brings together statutory boards such as the Safer Rotherham Partnership and the Health and Wellbeing Board, with other key strategic partnerships, such as the Business Growth Board, to deliver the priorities of the Rotherham Plan 2025. The Rotherham Plan was refreshed over 2022 and relaunched in January 2023.

Health and wellbeing continues to be one of the key themes in the plan, with a particular focus on embedding prevention and taking action on inequalities, improving mental health, and making sure services are integrated and accessible.

The Health and Wellbeing Board contributes to achieving the vision of the Rotherham Plan, particularly in relation to improving health and wellbeing outcomes for the local people in their neighborhoods.

Board Delivery in 2023/24

The following section highlights the Board's progress in delivering the Health and Wellbeing Strategy during 2023/24. This is structured against the four aims of the strategy.

AIM I:

ALL CHILDREN GET THE BEST START IN LIFE AND GO ON TO ACHIEVE THEIR POTENTIAL

This aim is focused on two priorities:

- Develop our approach to give every child the best start in life.
- Support children and young people to develop well.

This section sets out key achievements including a case study on the work delivered under this aim.

Key achievements in 2023/2024 include:

- **An independent travel training (ITT) offer has been created to support children with special educational needs or disabilities.** The travel training scheme aims to improve the Council's ability to deliver positive fulfilment of statutory duties under Section 508A of the Education and Inspections Act 2006, by promoting and implementing more sustainable travel and transport solutions.



To date, nine students have successfully completed their travel training and an additional two students are undergoing their final stages of training. The Council is looking to promote the service further, for example by attending coffee mornings with parent forums, producing promotion videos with successfully travel trained students and by offering work placements.

- **A new post-14 specialist campus opened in September 2023, providing 50 school places.** This means more children and young people can access high-quality specialist educational provision in the local area.

Forest View has been developed in partnership by the Council and Nexus Multi Academy Trust (MAT) to create a purpose-built provision. The campus – shared between Hilltop and Kelford schools - will support the need for additional special school places, extend educational opportunities for local pupils, and creates a nurturing learning environment that equips children and young people with the essential skills they need to thrive beyond school.



- **Rotherham's Family Hubs and Best Start in Life.**

The Council received £3.4million in government funding to help deliver Family Hubs and the Best Start in Life programme locally, adding value to the existing support available for families in children's centres and early help buildings. Families with children aged 0 to 19 (or up to 25 for those with special educational needs and disabilities) can access information, advice, and support across a range of areas, including: pregnancy and birth, preparation for parenthood, health and wellbeing, education and childcare, family support and parenting, employment and training.



- **Winter Healthy Holidays 2023.** The Holiday Activity and Food Programme (known locally as Rotherham Healthy Holidays) is funded by the Department for Education. This programme required that free holiday places be made available for all children and young people from Foundation Stage 2 to Year 11 who are eligible for the following: benefit related free school meals, looked after children, asylum seekers, elected home educated, all children who have a social care or early help plan, children who attend pupil referral unit or alternative education provision.

The aims of the programme are that children and young people attending the clubs will: eat more healthily, be more active, take part in engaging and enriching activities, be safe and not isolated, and have greater knowledge of health and nutrition.

For winter 2023, there were 30 different programmes delivered across the borough. Providers offered children and young people an array of activities including: arts and crafts, swimming,



AIM I CASE STUDY:

Rotherham is now officially a breastfeeding friendly borough after the launch of a new campaign to support families to make the right choice for themselves and their babies.

Representatives from Rotherham's Health and Wellbeing Board, including the Council, The Rotherham NHS Foundation Trust, South Yorkshire Integrated Care Board, and other local partner organisations, pledged their support to make Rotherham a breastfeeding friendly borough at a launch event on 2 August 2023.

As well as signing the Supporting a Breastfeeding Friendly Borough Declaration, The Rotherham NHS Foundation Trust also launched Rotherham Backs Breastfeeding campaign to promote advice, guidance and support services for new mothers and families to ensure they have the information and confidence they need to breastfeed.

Breastfeeding provides mothers and babies with a range of benefits, including providing babies and infants with nourishment, helping to build the bond between mother and baby, and supporting the child's development.

In the UK, 47 % of infants aged six to eight weeks in 2020/21 were breastfed with only one in 200 mothers deciding to continue breastfeeding after a year. The Council and health partners are now looking at ways that they can support mums who wish to continue breastfeeding.

Cllr David Roche, Cabinet Member for Adult Care and Public Health and Chair of the Health and Wellbeing Board, said: "Breastfeeding offers mothers and babies a range of benefits, but it is sad that many mothers decide to stop breastfeeding sooner than they would like to.

"There can be a lot of reasons for this, such as the need to go back to work or pressure from people around them to stop. The Council believes that mothers should be able to breastfeed as long as they want to and will be working with partners and businesses across the borough to support and advise them how they can support mothers."

Vicky Wilkinson, from The Rotherham NHS Foundation Trust's Infant Feeding Team, said: "My team in the 0-19 service work closely with mothers to ensure they get the information they need so they can make the right choices for them. We are working with residents and businesses to take away the stigma around breastfeeding. We believe that every mother should be able to breastfeed whenever she needs to without fear of being challenged or shamed."

For further information about the Breastfeeding Friendly Borough, go to www.rotherhamhealthandwellbeing.org.uk/

AIM 2:

ALL ROTHERHAM PEOPLE ENJOY THE BEST POSSIBLE MENTAL HEALTH AND WELLBEING AND HAVE A GOOD QUALITY OF LIFE

This aim is focused on four priorities:

- Promote better mental health and wellbeing for all Rotherham residents.
- Take action to prevent suicide and self-harm.
- Promote positive workplace wellbeing for staff across the partnership.
- Enhance access to mental health services.



Key achievements in 2023/2024 include:

- **Strategic communications to promote better mental health and suicide prevention social media messages promoting Rotherhive and Five Ways to Wellbeing** are scheduled at least once every four weeks as part of the Council's overall communications plan. Regular messaging is also provided via neighbourhood e-bulletins aligned to local ward priorities and the Be the One campaign has been refreshed and an active campaign is running at the moment, supported by Zero Suicide Alliance training sessions in libraries.
Further, there is the sign up to the OHID Prevention Concordat for Better Mental Health as a Health and Wellbeing Board.
- **A renewed strategic approach to physical activity** through the Moving Rotherham partnership, focusing on active champions, active environments, active communities, and active communications. Partnership achievements over the last year include training social prescribers/link workers to increase awareness of the benefits of physical activity, securing £100,000 to support additional community activities in Rotherham schools, the addition of a local activity finder on the Rotherhive wellbeing and mental health website.
- **Suicide and self-harm awareness training delivered to practitioners across the partnership and members of the public.** Three training sessions have been delivered to South Yorkshire Police Sergeants in 2023. This covered suicide prevention activity in Rotherham, sharing findings from the Real Time Surveillance system, postvention support for children and young people, adults and an input with a family member who had been bereaved by suicide.
A suicide prevention awareness training session was delivered as part of suicide awareness week, attended by 13 people from across the partnership.
- **A new diagnostic centre opened at Badsley Moor Lane**, providing an out-patient respiratory and sleep physiology service. The centre has more space, equipment and staff, and with greater capacity for certain tests, is reducing waiting times.

AIM 2 CASE STUDY:

MORE THERAPEUTIC ENVIRONMENTS FOR PEOPLE IN ROTHERHAM WHO NEED A STAY ON MENTAL HEALTH IMPATIENT WARD

Patients at a Rotherham mental health unit helped to draw up plans for a major revamp, to make it more welcoming and therapeutic.

The patients, who at the time were in Swallownest Court, in Swallownest, Rotherham, enjoyed playing a part in the planning process.

Swallownest Court, run by Rotherham, Doncaster and South Humberside (RDaSH) NHS Foundation Trust (RDaSH), has inpatient wards for adults who have a mental health problem. The wards offer care and treatment through a multi-disciplinary approach that includes doctors, nurses, occupational therapists, and psychology therapists. One ward is a psychiatric intensive care unit that offers intensive care beds for patients facing high-risk acute mental health problems.

Recently, RDaSH launched its new Clinical and Organisational Strategy, on how it would move forward up to 2028. The strategy contains 28 promises and promise number 18 says how the NHS Trust is committed to achieve more for its patients.

‘From 2023 invest, support and research the best models of therapeutic multi-disciplinary inpatient care, increasingly involving those with lived experience and expert carers in supporting our patients’ recovery’.

The physical refurbishment proposals were shaped through discussions with and experience of patients who helped ‘draw up’ the plans. One change is that a ward clerk welcomes patients and visitors upon arrival at the ward entrance, giving more of a personal touch. As well as some ‘unseen’ improvements that were required (e.g., utilities, drainage), the physical environment has been completely transformed. Communal areas have been updated and enhanced, and space maximised to create a more therapeutic environment.

Patient bedrooms and bathrooms have been refurbished with new furniture introduced. Staffing areas have also been improved. The final touches are all expected to be completed around April 2024.

These changes will aid the recovery and therapy of people with mental health problems in Rotherham, some of whom are the most vulnerable in our community.

AIM 3:

ALL ROTHERHAM PEOPLE LIVE WELL FOR LONGER

This aim is focused on two priorities:

- Ensure support is in place for carers.
- Support local people to lead healthy lifestyles, including reducing the health burden from tobacco, obesity and drugs and alcohol.

Key achievements in 2023/2024 include:

- **Increased funding has allowed the expansion of tobacco control measures,** including the establishment of a Local Enhanced Stop Smoking Service. This enhanced offer will enable more people to access stop smoking support through their GP practice and other community settings. A variety of support is available through this service including behavioural support, nicotine replacement therapy and vapes. In Rotherham we have maintained a high quit rate amongst people accessing support, where 70% of people who accessed community stop smoking support from April 2023 to March 2024 have successfully quit. Increased funding has also allowed more funds to be allocated to enforcement activity to tackle underage sales and suppliers of illicit tobacco and nicotine-containing products.
- **Ensuring support is in place for carers.** The Council worked in collaboration with partners to spotlight the unwavering commitment and tireless efforts of unpaid carers. To ensure carers' are aware of their rights and feel supported, a series of impactful events, ranging from open days to informative stalls and an afternoon tea were held to commemorate Carers Rights Day, 22 to 27 November 2023. The events not only recognised the invaluable contributions that carers' make to society, but also empowered residents with essential knowledge about their rights and support available to them.
- **Establishing a local Drug and Alcohol Related Death review process.** The Council has developed local systems for drug intelligence and learning from drug and alcohol deaths, contributing to the wider system to deliver the national drug strategy locally using the Supplemental Substance Misuse Treatment and Recovery Grant (2022-2025).

This work comprises collating and analysing data on Rotherham Drug and Alcohol Related deaths, through a newly procured intelligence system, as well as identification of learning from individual cases through a new Drug and Alcohol Related Death Panel which had its inaugural meeting in February 2024. In September 2023, South Yorkshire wide launch of our aligned approaches to reducing drug related harms was held at New York Stadium.

- **A Changing Places facility has been installed in the gardens of Wentworth Woodhouse.** The specialised toilet provides a purpose-built environment, designed specifically to help disabled visitors and individuals with complex care needs. This is the fourth facility to be installed in the borough after the Council was awarded £490,000 in government funding. The newly installed facilities are part of a huge regeneration project to transform Wentworth Woodhouse with plans for the site to provide a world-class visitor destination, event spaces, overnight accommodation, restaurants, and commercial office spaces once renovated.



Changing Places facilities have previously been installed at Rotherham United's New York Stadium, Magna Science and Adventure Centre, and Grimm & Co. Additional spaces are also planned for Clifton Park Museum, Rother Valley Country Park, Gulliver's Valley Theme Park and Resort, and Thrybergh Country Park.

- **Voluntary Action Rotherham has facilitated the development of a Rotherham Recovery Community,** funded by the supplemental substance misuse treatment and recovery grant to deliver local recovery activities. The aim is to create visible and thriving recovery from dependence as a realistic goal for those who aim to change their lifestyle and behaviours.

Specific outcomes include:

- Asset based community development (ABCD) training completed with relevant partner organisations and recovery champions.
- A 'Winter Wonderland' Ball held on 24 January 2024, was attended by almost 100 people, including those in recovery, professionals supporting the recovery community development and the Mayor of Rotherham.
- £34,000 in small community recovery grants were awarded and seven activities funded across the borough, including veterans support, snooker, fitness programmes and Rotherham United Recovery social sessions.
- Established a Facebook page with recovery champions as admins, and over 500 group members.

AIM 3 CASE STUDY:

Fiona * experienced violence and addiction for many years in several different relationships. This culminated in the loss of her children to other family members and the involvement of social care.

Fiona started to use fellowship groups like Alcoholics Anonymous, Cocaine Anonymous and accessed a peer-led recovery support group in the community which was run by a recovery community champion.

They suggested that she contact the recovery programme manager to find out more about the recovery community offer, and at this meeting Fiona said that she wanted to be a recovery champion and represent the needs of women like herself, who get into drug use in abusive relationships, and who are then in her view, judged more harshly than any abusive partner.

The recovery champion development process includes a personal development plan supported by the programme manager, and training around asset-based community development and lived experience recovery organisation development (LERO).

Fiona is now an active recovery champion, working as a volunteer with young women and families and regularly attends workshops about developing a Rotherham LERO. She has had difficulties over the last year but has been supported via buddying with other recovery champions, and is growing in confidence and ability, offering assertive and astute opinions about the way forward for the recovery community in Rotherham.

** name has changed*

AIM 4:

ALL ROTHERHAM PEOPLE LIVE IN HEALTHY, SAFE AND RESILIENT COMMUNITIES

This aim is focused on four priorities:

- Deliver a loneliness plan for Rotherham.
- Promote health and wellbeing through arts and cultural initiatives.
- Ensure Rotherham people are kept safe from harm.
- Develop a borough that supports a healthy lifestyle.

Key achievements in 2023/2024 include:

- **Supporting digital inclusion.** A workshop was held in November 2022 with residents and organisational representatives. This session was used to agree how best to support Rotherham's most digitally excluded communities, and to identify the actions that would be needed to deliver the outcomes set out in the Digital Inclusion Strategy.



Following this, a Digital Inclusion Action Plan was developed, which sets out a range of targeted activities and initiatives for the last 12 months, including working with local organisations to deliver safety talks to community groups, providing support across neighborhoods and showing residents how to complete a range of common tasks on their phones, tablets, and devices, recruiting Digital Champions, linking in with existing volunteer groups to make sure all communities can benefit from the available support and advice.

A new website has been created that includes practical support and guidance. Residents can visit the Rotherham Digital website to find out more: www.rotherhamdigital.co.uk.

- **Tackling community Safety - The Safer Rotherham Partnership (SRF)** is the borough's community safety partnership. The SRF plan outlines a number of commitments based around four key priorities, this includes: protecting vulnerable children and adults; building safer and stronger communities; protecting people from violence; and tackling organised crime.



Specific outcomes include:

Rotherham's Reclaim the Night returned for its ninth year on 23 November 2023. Residents were invited to attend an annual walk-through Rotherham Town Centre to celebrate the past, present, and future of women's empowerment.

New mobile CCTV unit launched to reduce crime and anti-social behaviour. The van is fitted with communications equipment for use as a mobile command centre, making it a useful tool for various operations and community events.

The Council secured funding via South Yorkshire Police to deliver a range of safety improvements in Rotherham Town Centre, including new lighting at Snail Hill, a replacement fire door at Wellgate multi-storey car park, and upgrades to the 'shop link' radios, which will help town centre businesses communicate with one another if an incident takes place.

Championing events supporting equality and inclusion. Throughout 2023, the Council and local partner organisations have actively informed and involved local residents, including underrepresented groups, in opportunities for participation.

The Council proudly partnered with Flux Rotherham and Children's Capital of Culture to host the second **Women of the World (WOW) Festival Rotherham**. The festival created a safe space where women, girls and non- binary people come together to discuss a range of topics, challenging societal norms and ideas that create barriers for women to succeed.

Rotherham marked **Holocaust Memorial Day** by holding an event on 25 January 2024. The event brought together faith leaders, dignitaries, Councillors, schools, and local residents to remember all those who lost their lives to genocides around the world. The theme of this year's event was 'fragility of freedom' – reflecting on how freedom is fragile and vulnerable to abuse.



The annual Rotherham Show took place on 2 to 3 September, with approximately 88,000 spectators. 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.



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.

AIM 4 CASE STUDY:

COMMUNITY GROUP GOES FROM STRENGTH TO STRENGTH

A community group in Rotherham that was established two years ago has become a success and is also helping to keep people well and save lives. The group, called S62 was cofounded by Sarah Lacey, Director and Project Coordinator, and runs from The Drop-in Centre, Harding Avenue, Rawmarsh. Active partnerships with patients and citizens are essential to support good health and are central to the transformation programme currently taking place in community mental health services. The objective is to ensure that active participation is a consistent and core element of service design and evaluation, service delivery and operations, and outcomes.

S62 has sessions most days and welcomes residents of Rotherham with open arms. They are now working together with RDaSH, to have a say on services and advise on what can be improved upon.

Sarah said: “We first opened as a constituted group and over time as we grew, we expanded to become a community interest company.

“We are a group of people with lived experience of illness and mental health. Together we tackle mental health, isolation, supporting self-development of peers, poverty and recovery in the community. Just one of the sessions they hold is the Men’s Mental Health Group which meets weekly and cofounder Luke Brailsford, who facilitates the group, firmly believes it saves lives, as the men get together for company and take part in a range of activities, from eating meals together to going to watch football. Samantha Smith is S62’s newest Director and one of Rotherham’s Recovery Community Champions. Through her own lived experience, she has just launched their new Recovery Peer Support Group, The Next Chapter, which has opened up another much-needed support avenue in Rotherham.

“We are now working with RDaSH to show what peer support is and working to form best practice for peer support,” said Sarah. Peer support is where people use their lived experiences to help each other.

Residents can join group sessions, open to all adults across Rotherham, by simply dropping into one of their sessions or contacting S62 directly for further information:

This is an important focus for mental health service delivery going forward. Good health does not only come from a service received. In fact, it largely comes from other factors and experiences. How people are treated, heard, valued and supported makes a big difference to their wellbeing and to their outcomes from care.

LOOKING AHEAD

A focus on prevention and early intervention and reducing health inequalities will continue to be key to the Health and Wellbeing Board over the next year.

As a Board, we will:

- Continue to work with Board sponsors to monitor delivery of our strategy
- Continue to develop our relationships within the new South Yorkshire Integrated Care System and ensure each of our aims is aligned with the South Yorkshire Integrated Care Strategy
- Continue to focus on reducing health inequalities between our most and least deprived communities.
- Influence other bodies and stakeholders, including those with a role in addressing the wider determinants of health to embed health equity in all policies.

The Board will also oversee delivery through partnerships and partners, monitored through the Health and Wellbeing Strategy action plan, to include:

- Continue implementation of 'Best Start and Beyond' framework, identifying areas of action through Task and Finish groups as appropriate.
- Establishment of Family Hubs model of service delivery, and the implementation of family hubs start for life offer.
- Maternity and neonatal service which aims to make care safer, more personalised and more equitable.
- Continue to support children and young people's mental health and wellbeing, along with schools, health and voluntary sector.
- Promote suicide and self-harm awareness training to practitioners across the partnership and members of the public through internal and external communications.
- Increase the flexible support options available for unpaid carers to sustain them in their caring role.
- Annual delivery of Rotherham Show, creating opportunities for communities to come together and be outdoors.