

**HEALTH AND WELLBEING BOARD**  
**25th September, 2024**

**Present:-**

Councillor Baker-Rogers	Cabinet Member, Adult Social Care and Health
Ben Anderson	<b>In the Chair</b>
Andrew Bramidge	Director of Public Health
Jo Brown	Strategic Director, Regeneration and Environment
Chris Edwards	Assistant Chief Executive
Kym Gleeson	Executive Place Director, NHS SYICB
Shafiq Hussain	Healthwatch Rotherham
Laura Kosciwickicz	Voluntary Action Rotherham
Jason Page	South Yorkshire Police
Ian Spicer	Medical Director, Rotherham Place Board
	Strategic Director, Adults, Housing and Public Health
Kelly White	Acting Assistant Director, Early Help and Business Support (representing CYPS)

**Report Presenters**

Gilly Brenner	Public Health Consultant
Leanne Buchan	Assistant Director, Culture Sport and Tourism (Representing Polly Hamilton)
Ruth Fletcher-Brown	Public Health Specialist, RMBC
Alex Hawley	Public Health Consultant, RMBC
Andrew Turvey	Public Health Consultant, RMBC

**Also Present:-**

Sunday Alonge	Policy Officer, RMBC
Lydia George	NHS SYICB
Rob Savage	Early Help and Family Engagement
Claire Smith	Rotherham ICB
Dawn Mitchell	Governance Advisor, RMBC

Apologies for absence were received from Councillor Cusworth, Nicola Curley (CYPS), Helen Dobson (TRFT) and Toby Lewis (RDaSH).

**16. DECLARATIONS OF INTEREST**

There were no Declarations of Interest made at the meeting.

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There were no Declarations of Interest made at the meeting.

**17. QUESTIONS FROM MEMBERS OF THE PUBLIC AND THE PRESS**

There were no members of the public present and the member of the press did not have any questions for the Board.

## 18. COMMUNICATIONS

The Chair reported that the ICP agenda setting meeting with the 4 Health and Wellbeing Chairs had taken place where everyone had been in support of the 3 proposed areas of focus for the ICP:-

Tobacco  
Physical activity  
CVD prevention

It was also agreed that there was a need to develop an action plan which would be shared early with Chairs as it developed.

The agenda for the 15<sup>th</sup> October meeting of the ICP Board would focus on the 3 proposed areas of focus. The proposed item on the development of a Children and Young People Cabinet for South Yorkshire would be considered at a future meeting.

With regard to the ICP forward planner, the addition of homelessness work was also proposed for discussion at the November meeting.

## 19. MINUTES OF THE PREVIOUS MEETING

**Resolved:-** That the minutes of the previous meeting held on 26<sup>th</sup> June, 2024, be approved as a true record.

## 20. ROTHERHAM LONELINESS ACTION PLAN 2023-25

Ruth Fletcher-Brown, Public Health Specialist, presented an update on the above action plan which recognised that loneliness was experienced across the life course and could only be tackled by actions from all Partners and the public.

A powerpoint presentation was given which highlighted:-

What's working well

- Making Every Contact Count – 119 staff trained since January 2024
- Focus group discussions with some inclusion groups
- Early Intervention and Prevention Fund – 13 grants allocated to voluntary and community sector
- Refreshed JSNA Loneliness Chapter including focus group feedback
- Rotherham Adult Neurodiversity Support Service (RANSS) supporting clients
- 16 of the 45 neighbourhood centres with wifi, RotherFed working with tenants
- VCS Befriending Providers Forum
- Communications messaging during Christmas/New Year and during Campaign to end Loneliness June 2024
- Strengths-based approaches – e-learning for Council staff

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- Humanitarian and Communities Group developed an action plan to tackle cost of living related issues including actions to tackle loneliness and isolation and establishment of a new Rotherham Creative Health Board
- Shared research in mental health impacts in children and young people
- Forming partnerships with Public Health to support impact research
- Stroke Link Worker who saw people referred by Rotherham Hospital Stroke Team and helped them transition back into independence. Also with a focus on tackling loneliness
- Children's Link Worker – this role was early intervention, looking at making sure a child had help with family issues, mental health and socialisation through groups, interests and hobbies. The focus was purely on the child
- SYP Hate Crime Co-ordinator working with partners and organisations across Rotherham to raise awareness of hate crime and how to report
- SYP Community Engagement Officer working closely with individuals and communities
- Open Arms drop-in sessions – VCS delivering a co-ordinated response to support communities most affected by the cost of living crisis
- Loneliness included in the Be Well @ Work standards
- Digital inclusion support for community groups

### What are we worried about

- Loneliness remained an issue with people presenting at services
- Community cohesion – some groups may be feeling more vulnerable and isolated
- The risk of lonely, vulnerable people being exploited e.g. online contacts, loan sharks
- Helping clinicians and commissioners to understand the value of creative health and support it through Social Prescribing
- Funding for the VCS
- Tackling loneliness was a collective responsibility involving all sectors and the public

### What needs to happen next and when

- Full communication and engagement plan at the end of September using the findings from the focus groups
- Two further focus groups – September 2024
- Training on use and interpretation of the JSNA
- Early Intervention and Prevention Grant – groups delivery from July 2024 to July 2025 with final report due in the Autumn 2025
- Ward priorities – will be completed by 31<sup>st</sup> October 2024 then work would progress on implementation
- Creative health – clarity on priorities
- Further MECC training sessions would be available in the Autumn
- Opportunity to tackle loneliness through arts and health work

Discussion ensued on the report/presentation with the following issues raised/clarified:-

- More than 119 staff trained in MECC as many of the other sessions linked in e.g. MECC on Mental Health, Cost of Living etc where loneliness was referenced
- The Rotherham Autism Service was commissioned by Adult Social Care/NHS so the number of people accessing the Service was not known to Public Health. However, Public Health did work with the Service through the Suicide Prevention work which would have links to loneliness
- There had been a lot of work around digital inclusion but only 16 of the 45 neighbourhood centres
- The programme could be more ambitious to train more people
- Despite the ongoing digital inclusion programme, many households in the Borough did not have wifi in their homes

Ruth was thanked for her presentation.

**Resolved:-** (1) That the progress made to date be noted.

(2) That the Health and Wellbeing Board Partner organisations continue to remain committed to the delivery of the action plan, reporting timely on progress and assisting with building intelligence and evidence to this theme area.

(3) That the Board receive an annual update on the progress of the Rotherham Loneliness Action Plan.

## **21. ROTHERHAM PREVENTION CONCORDAT FOR MENTAL HEALTH**

Further to Minute No. 13 of 28<sup>th</sup> June, 2023, Ruth Fletcher-Brown, Public Health Specialist, presented a report on the Prevention Concordat which focussed on upstream interventions and the wider determinants of health. It was a whole population approach and included those at greater risk supporting joint cross-sectoral action locally, including those with lived experience and the wider community. It encouraged collaborative working to address local needs and identify local assets and was about building the capacity of the local workforce to prevent mental ill health.

The presentation focussed on the work that had taken place during the last year which included:-

Understanding local needs and assets

- Mental Health Needs Assessment
- Maltby and Dinnington – population health management work (long term conditions)
- Updated mental health and loneliness chapters in JSNA – qualitative data from focus groups
- Mental health asset mapping – statutory and voluntary sector services

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- Promotion of data to Better Mental Health for All Group
- JSNA sessions for Mental Health Alliance and internal RMBC staff
- Prevention and Health Inequalities Plan – measures focusing on people with mental health conditions and improving health and wellbeing
- Data used to inform Ward priorities

### Working Together

- Strong Partnership Groups – Better Mental Health for All and suicide prevention groups (RMBC, SY ICB Rotherham Place, RDASH, VAR, VCS, SYP)
- Workforce development – Making Every Contact Count sessions (mental health, loneliness, sleep) and suicide prevention training
- VCS Mental Health Network
- Rotherham cross sector Befriending Network
- Roll out of Say Yes Campaign
- Open Arms Project
- Rotherham Creative Health Board
- Humanitarian and Community Group – collaboration on cost of living support

### Taking action on prevention/promotion of mental health and addressing mental health inequalities

- New information on RotherHive – pain management, physical activity
- Mental Health Awareness Week in May 2024 – workshops for staff across Place
- Communications campaigns – Five Ways to Wellbeing, Mental Health Awareness, Be the One
- Talking Therapy and Qwell and Kooth – presentations at team meetings across the Partnership
- Actions relating to Real Time Surveillance themes (chronic pain, domestic abuse, debt)
- Be Well @ Work – 8 bronze, 7 silver and 4 gold. Other organisations working towards these levels
- Open Arms project - VCS sector-led
- Employment is for Everyone
- Rotherham Social Prescribing Service – long term conditions which includes people with mental health conditions
- Work to increase uptake of health checks for people with severe mental illness and those with a learning disability
- Upstream work on Real Time suicide prevention themes

### Defining success/measuring outcomes and Leadership and Direction

- Actions cited in the Health and Wellbeing Strategy and Place Plan. Annual updates on progress to the Health and Wellbeing Board
- Regular updates to the MH, LD and Neurodiversity Transformation Group
- Leading by example – evidence of partners engaging in communications campaigns and awareness raising weeks

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- Evaluation of training – measuring changes in knowledge and skills
- Communications and engagement plans – measuring outcomes and success

What needs to happen next and when

- School survey – review of the data, schools to action on their own data – September onwards 2024
- Training sessions for partners on using the JSNA – for partners Autumn onwards
- Communications and engagement activities - Be the One, Five Ways to Wellbeing – ongoing, focus in September, October and May
- Ward plans to be completed by end of October 2024
- Continued development of a JSNA guide for measuring mental health – October 2024
- Leading by example signing up to the Be Well @ Work (ongoing)

The Chair stressed the importance of the information being used to inform Ward priorities.

Ruth was thanked for her report.

**Resolved:-** (1) The Board to note the progress made to date.

(2) That Health and Wellbeing Board partners remain committed to deliver actions which support early intervention and prevention.

(3) That Health and Wellbeing Board partners remain committed to early intervention and prevention for mental health and to regularly update their progress.

(4) That Health and Wellbeing Board partners contribute evidence and evaluation of intervention and prevention activity.

(5) That annual updates be submitted on the progress of the early intervention and prevention work for mental health.

(6) That the Board receive updates from the Office of Health Improvement Disparities following an annual review.

## 22. **ROTHERHAM BREASTFEEDING FRIENDLY BOROUGH DECLARATION**

In accordance with Minute No. 8 of 28<sup>th</sup> June, 2023, Alex Hawley (Public Health Consultant) presented an update on the Rotherham Breastfeeding Friendly Borough Declaration with the aid of the following powerpoint:-

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### UNICEF Breastfeeding Friendly Accreditation

- Family Hub funding from the infant feeding workstream utilised to pay for the accreditation process
- 3 training spaces secured for Breastfeeding Friendly Champions to support sustaining the work beyond the Family Hub Project
- Breastfeeding Friendly guardians identified
- Aiming to achieve level 1 accreditation by March 2025

### Breastfeeding Friendly Spaces

- RMBC Health and Wellbeing page in development to allow businesses to register
- Business packs with signage available
- Libraries and Children's Centres provided with signage
- Grimm & Co. used as a community venue for the Big Latch on and also a breastfeeding support group

### Infant Feeding Support

- Family Hub Strategic Infant Feeding Co-ordinator plus a band 5 nurse in post until March 2025
- Voluntary Action Rotherham co-ordinating peer supporters and volunteers have increased to 20
- Midwifery have increased their support for tongue tie

### Community Events

- Rotherham Show 2023 and plans to attend again in 2024
- Big Latch On event 12<sup>th</sup> April 2024 was very successful with 70+ attendees at Grimm & Co
- World Breastfeeding Week 2<sup>nd</sup> August 2024 picnic in Clifton Park with approximately 80 attendees

### Next Steps

- Prepare for level 1 UNICEF BFI accreditation assessment in children's centres by March 2025
- To focus on sustaining transformation of infant feeding practice beyond the end of Family Hub Funding
- Whole Family Hub Partnership members to be supported by Public Health to work together to increase initiation and continuation of breastfeeding in Rotherham
- Increase business sign-up to the Rotherham Breastfeeding Friendly Spaces Scheme

Discussion ensued on the presentation with the following issues raised/clarified:-

- Breastfeeding uptake rates in Rotherham was continuing to rise and narrowing the gap with the national picture
- It should not be forgotten that breastfeeding was not for everyone
- On track to achieve level 1 accreditation by March 2025

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- The desire to increase the take up of Breastfeeding Friendly Champions preferably who were in the locality of the 3 family hubs
- Any business signed up to the initiative would be advertised on the website. The majority were cafes/places that Mums attended enabling a breastfeeding Mum to look at the website and see where they would be made welcome
- Consideration would be given as to the target for the number of businesses hoped to see signed up to the Declaration
- The need to set new targets for the number of women breastfeeding as the existing target had been met (35%)
- The need to eliminate the stigma for those women who were unable to breastfeed
- Possibility of reward/incentive for those businesses embracing breastfeeding
- The need to train more people to provide peer support

Alex was thanked for his presentation.

**Resolved:-** (1) That the achievements made to become a Breastfeeding Friendly Borough be noted.

(2) That the work being undertaken in preparation to achieve level 1 Unicef BFI accreditation assessment in children's centres by March 2025 be noted.

### 23. FAMILY HUBS ROTHERHAM

Further to Minute No. 52 of 22<sup>nd</sup> November, 2023, Alex Hawley, Public Health Consultant, gave an update on the work that had taken place since November, 2023, with the aid of the following powerpoint presentation:-

The current Family Hub Network

- Rotherham Family Hubs
  - The Place Family Hub
  - Brookfield Family Hub
  - Maltby Stepping Stones Family Hub
- Family Hub Network – RMBC and Contracted Sites
  - Arnold Nursery School and Childrens Centre
  - Aughton Early Years Centre
  - Dalton Family and Childrens Centre
  - Dinnington Early Help Centre
  - Dinnington Family and Childrens Centre
  - Ferham Family and Childrens Centre
  - Rawmarsh Childrens Centre
- Family Hub Network – Voluntary Community Sector
  - Swinton Lock
  - JADE Youth and Community
  - REMA
  - Activate
  - Rotherham United Community Trust



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Kimberworth Park Community Partnership  
Grimm & Co  
Rotherham Parent and Carer Forum  
YWCA Yorkshire  
CLP (Clifton Learning Partnership)  
The Learning Community  
Bright Stars  
The Fun Hub  
Rotherham Minster

### What is a Family Hub

- A Family Hub is a place where all children, young people and their families can go when they need help, advice and support. You can get support across a wide range of areas including parenting, debt, housing and health and wellbeing. There are 3 Family Hubs and a wider Family Hubs Network in Rotherham

### What is in a Family Hub

- Front-of-house staff now located in the Family Hubs
- Following services were currently co-located in a Family Hub site or were delivering a service at a Family Hub site:-

0-19 Health Service	Sexual Health (MESMAC)
Children and Adolescent Mental Health Services (CAMHS)	Midwifery
Child Bereavement UK	Perinatal Mental Health
Children's Social Care	Portage
Early Help	Rotherham Alcohol and Drug Services (ROAD)
Employment Advisors	Rotherham Rise Domestic Abuse
Evidence Based Hub	Substance Misuse Workers
Holiday Activity Fund (HAF)	Voluntary Action Rotherham (VAR)
Healthy Weight Management	Youth Justice Service
Home Learning Workers	Youth Services (Universal and Targeted)
Intrahealth	Early Help Attendance Team
Job Centre Plus	

Parent Carer Panel and Start for Life

Panel	Giving your child the best start in life
Five sessions to date	Co-designed by the Panel
Focus groups between panels (with hard to reach communities)	Imagery was Rotherham-based
Membership was diverse	Format was intended to fit with the Red Book
Online surveys and monthly 'Challenge Questions'	Launched with the Panel

Parenting Support

- The Solihull Approach series – Ante-natal, postnatal, children and young people
- Continue to see an increase in Solihull on-line course registration and active learners
- Content of Triple P Baby was reviewed, assured by partnership expertise and reinstated
- Increased capacity for ante-natal education offered by 0-19 infant feeding team (workshops offered in the evenings)
- Parenting courses now delivered by wider partners

Parenting Support – Workforce

- Comprehensive training programme for FH practitioners and multi-agency partners
- Additional training for Family Hub practitioners

Infant Feeding

- Comprehensive training programme in place for all Family Hub practitioners and multi-agency partners
- A number of sessions were also open to all Family Hub practitioners
- There were 11 active volunteers (BF Peer Supporters and Family Hub Group Support). Each had access to a range of training with a mentor pathway and mentor training in place across the Family Hub Network
- There were 11 more potential peer supports within the recruitment process
- A progression pathway was being explored to recruit Parenting Peer Support volunteers to be in place by the end of the programme

Home Learning Environment

- 47 families had completed PEEP to date (51 parents, 31 x 2 year olds and 23 x 3-4 year olds)
- Home Learning Officers were now PEEP accredited Train and Trainers
- Library Service agreement to deliver PEEP in libraries across the Borough
- HLOs arranged to deliver PEEP in Early Years settings and schools from September
- Deliver PEEP on a Saturday as from September

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- 12 more PEEP facilitators to be trained in September and 12 more in November
- Summer programme of PEEP stay and plays
- Consultation during the summer to ensure Saturday delivery was family-led

### Perinatal Mental Health and Parent-Infant Relationships

- Green, amber and red pathways in place for universal and targeted support
- Training was offered specific to perinatal mental health and parent infant relationships

### Still lots to do

- Transformation
  - Increase co-location and co-delivery in Family Hubs
  - Maximise building use, room bookings and partner collaboration
  - Hybrid meeting technology at each Family Hub
  - Installation of public access PCs in Family Hubs
  - Development of LiquidLogic portals
  - Further growth of Family Hub network
  - Programme of communications and further promotion
- Parent-Carer Panel
  - Panel will continue to meet on a 8 weekly cycle
  - Further engagement between Panel sessions
- Start for Life Offer
  - Printed documents within Baby Packs when live
- Parenting Support
  - Improve reach through evening appointments
  - Analyse feedback to improve future training offer
  - Identify any gaps in practitioners' training needs
- Home Learning Environment
  - Increase number of PEEP Facilitators
  - Deliver PEEP outside Family Hubs
- Infant Feeding
  - Achieve UNICEF accreditation Stage 1 by March
  - Have 3 breastfeeding champions in place
- Perinatal Mental Health and Parent Infant Relationships
  - Further embed the evidence-based toolkit
  - Develop a framework for PNMH and PIR pathways
- Sustainability
  - Carry out evaluation of 3-4 month universal pilot via PHIRST Light Programme
  - Consider Family Hub programme continuation options in light of any funding announcements in the Autumn

Discussion ensued on the presentation with the following issues raised/clarified:-

- Family Hubs were a fantastic development with the public loving the joined up services
- There was a national evaluation of Family Hubs ongoing with a survey having been received this week to support that evaluation. Locally there was a lot of data in terms of success, getting better processes in place and getting a better understanding of the footfall. There was also a parent survey; once a parent registered they were sent a survey and then 6 months later received a follow-up. Some of the case studies put together were very powerful
- It was not known what would happen after October with regard to funding. There was a need to demonstrate how effective the Hubs were through the case studies/national survey/reporting
- It was felt that parenting a teenager was just as/even more challenging than parenting a baby and that it should be included within the Hub. Even though Family Hubs were for 0-19 years in reality the majority of the action plan and DfE funding was aimed at pre-school/the first 1001 days
- The message needed to be made clear that Family Hubs were for 0-19 years
- Should the issue of older children and transition points be included in the HWB Strategy refresh?
- A number of the posts were contingent on funding with staff in short term posts
- Acknowledgement that there was very little coverage in the south of the Borough and a need to open more sites
- The key approach in terms of extending access was to identify further sites through the voluntary sector. Elected Members, who had local knowledge, may be able to identify sites that would be suitable to fill any of the coverage gaps

Alex was thanked for his presentation.

**Resolved:-** That the progress made and the issues to be addressed going forward be noted.

## 24. CHILDREN'S CAPITAL OF CULTURE

Leanne Buchan, Assistant Director, Culture Sport and Tourism, gave the following powerpoint presentation on the Children's Capital of Culture:-

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

- Young people consulted in the run up to Rotherham's 2025 Children's Capital of Culture identified mental health as a key issue for the young people in Rotherham
- Rotherham ranked as the 35<sup>th</sup> most deprived upper tier local authority in England out of a total of 151 authorities

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- 26.6% of reception aged children were overweight or obese in 2019/20 compared to 23.0% nationally and 37.9% of Year 6 children were overweight or obese in 2019/20 compared to 35.2% nationally
- 95% of Rotherham's BME community's young people felt left out

### Case for Creative Health

- People who took part in the arts were 33% more likely to report good health
- Young people who regularly accessed parks, green spaces and engaged with nature enjoyed better mental health
- Students who were physically active tended to have better grades, school attendance, cognitive performance (e.g. memory) and classroom behaviours (e.g. on-task behaviour)
- Children were smarter, better able to get along with others, healthier and happier when they had regular opportunities for free and unstructured play in the out of doors

### What is it

- Children's Capital of Culture was a title bestowed upon Rotherham by its children and young people
- In 2025 there would be a year long festival of imagination, creativity and community, devised, developed and delivered in partnership with children and young people from Rotherham aged 0 to 25
- The festival year would have
  - At least 5 major public cultural events including an opening ceremony and a closing ceremony
  - Activities taking place across all 25 Wards including targeted work to make sure all CYP had the opportunity to take part
  - A schools engagement programme
  - Traineeships for young people
  - A commitment to keeping 75% of the activities would go beyond 2025 leaving a legacy for the Borough

### What difference would it make

- Children and young people feel proud to call Rotherham their home
- Children and young people feel confident that they could establish a career in Rotherham
- Children and young people feel that their mental and physical health was improving
- Rotherham residents – feel a stronger sense of community cohesion and connection with their local community and feel that Rotherham's reputation was improving regionally and nationally

Engagement Programme as at June 2024

Type of Engagement	Numbers since 1 <sup>st</sup> January 2023
Audience	157,698
Active Participants	28,590
Regular Participants	922
School Participants	4,262
Total	191,474

Creative Learning – In-School Learning: Universal Offer

- Flagship Universal Programme  
Children and young people in 30 schools would work in partnership with artists and cultural organisations to create 15 short films inspired by Francis Alys: Children’s Games. Included CPD for teachers and artists and resulting in a Children and Young Peoples’ Film Festival curated by school children
- SEND-led Rotherham Creative Curriculum  
Taking the imagination and curiosity with which SEND children approached their surroundings to build a storytelling curriculum for both SEND and mainstream schools
- Partner Programmes  
Rotherham Opera in partnership with Royal Opera House and Rotherham Music  
Festival of Stories with Grimm & Co  
School Games Celebration Event with School Games Team and Sport and Leisure Services  
WoW Rotherham with RMBC Events and Flux Rotherham

In-School Learning: Enhanced Offer

- Range of enhanced programmes that schools could choose to opt into if they had need, capacity or a specific area of interest

Family Learning

- The influences on the child were as critical to engagement and participation as the desire within children and young people themselves
- The Family Learning Programme would create its focus on 0-5 year olds and their wider parents, carers, siblings, grandparents, Early Years setting, support services and peer groups
- Seeking to address current issues in Early Years including speech and language delay, poor health and wellbeing, lack of access to play-based learning
- Targeted intervention in care homes where families could become fragmented led by Rotherham Museums, Arts and Heritage
- Spring/Summer 2025 and Autumn/Winter 2025 open access Family learning Programme

### Creative Health

- Spring/Summer 2025 and Autumn/Winter 2025 open access Family Learning Programme
- Supported by Mental Health impact study
- Co-design a Creative Health and Wellbeing Framework ensuring it was best suited to Rotherham's young people and their lived experience and rooted in the green spaces they cherish the most
- Open commissioning rooted in Green Spaces and natural environments
- Targeted focus on loneliness, isolation and friendships as highlighted by young people as the key concern for them

### Skills Talent and Inclusive Growth

#### Young Producers

- Open to 16-25 year olds who lived, worked or studied in Rotherham
- Paid traineeships over 6 months or 12 months at Living Wage 3 days per week
- Hosted by a range of cultural partners including Grimm & Co, Gullivers, RMBC Services

#### Young Artist Development Programmes

- Open to 13-25 year olds who lived in Rotherham
- £2,500 grants across a range of art forms
- Paid performance opportunities
- Mentored by established industry professionals and CCoC ambassadors

#### Arts Award

- Nationally accredited qualification equivalent at Level 1 NVQ
- 4 levels of engagement: Discover, Bronze, Silver and Gold
- Run as school holiday intensive residencies

#### Partnerships and Opportunities

##### What can CCoC do for you

- EDI target groups include Care Experienced young people and SEND young people which can support targeted interventions
- Bespoke and tailored programme delivery e.g. the Arts Award programme was tailored for small group delivery so could be delivered in hospital settings for long term patients
- Co-design a packaged offer and single point of contact to support Social Prescribing of Creative Health, Physical Activity and Nature Engagement
- Support the management of long term health conditions in young people e.g. childhood obesity through targeted activities and campaigns focused on getting young people active
- Provide quantitative and qualitative consultation and impact assessments specifically focused on mental health and wellbeing in children and young people

How can you help

- Evidence and data to support fundraising and impact studies
- Access to specific target groups for piloting and testing creative interventions
- Advocacy within your sector
- Communication and messages with your service users and staff teams
- Providing access to facilities e.g. spaces to host workshops, classes and exhibitions/performances
- Help to extend Social Prescribing to include good creative health practice
- Business sponsorship opportunities
- Funding for projects/access to joint funding opportunities

Discussion ensued on the presentation with the following issues raised/clarified:-

- Caution was expressed around the term “obesity” used with regard to children
- Involvement with Social Prescribing would be a good step forward for the initiative
- So far partners had not had a great deal of involvement. They could help to spread the word and get Children’s Capital of Culture on their agendas for discussion
- Although there was a 157,698 audience only 20% were active participants. It was a challenge as Rotherham was 10% below the national average in terms of audience across culture and arts
- A link into the Family Hubs would be something definitely looked at
- The Arts Award was a nationally accredited qualification and was run as a week long residential during the school holidays. It was accessed by the marginalised children who felt isolated and lonely because they may have been excluded from school or were young carers. It gave them the opportunity to build friendships etc. The initiative would be interested in any referral systems partners may have

Leanne was thanked for her presentation.

**Resolved:-** That the progress made to date and the areas that required support be noted.

**25. AIM 1 - PRESENTATION BY AIM SPONSORS**

Jason Page, Medical Director Rotherham Place Board, gave the following powerpoint presentation on Aim 1 of the Health and Wellbeing Strategy:-



### Alignment of SY ICP Priorities with Rotherham's Health and Wellbeing Strategy

- Context for children's health very similar in both strategies
  - Focus on both strategies on health inequalities and the impact of physical, commercial and socio-economic determinants on children's health
  - Impact of the pandemic on children's mental health
- Focus of health areas very similar
  - 1001 days, parental health, mental health, oral health
  - Children's development, development of healthy habits (physical activity and healthy eating)
- There was the focus on the SY Strategy on school readiness and this was also being promoted in Rotherham through activities in support of children and young people to develop well
- This was also the focus of the ICP Strategy's Bold Ambition – the area where more could be achieved by working together across South Yorkshire:
  - Focus on development in Early Years so that every child in South Yorkshire was school ready
  - Raise the level of school readiness in South Yorkshire and close the gap in those achieving a good level of development between those on Free School meals and all children by 25% by 2028/30

### The Context

- School age population has increased between 2011 and 2021, the number of children aged 0-4 has decreased from 15,738 in 2011 to 14,645 in 2021 (7% reduction)
- The percentage of children living in poverty in Rotherham was higher than regional and England averages with an estimated 17,700 children and young people aged 0-15 living in families whose income was less than 60% of median income (2021)
- Child obesity rates were 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

### Cross-Cutting Activities

- The Family Hubs and Start for Life Programme has continued to become more integrated, more partnership-owned and better connected to Aim 1. In particular, starting with a Partnership Maturity Self-Assessment workshop in February, the delivery plan has been redesigned into transformation and topic workstreams with better ownership and support
- The Best Start Steering Group has since had oversight for all the Family Hubs and Start to Life workstreams outside of the main transformation workstreams (which are overseen by the Family Hubs Operational Group)

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- Outside of the Family Hub work, the Group has also continued to apply the Best Start and Beyond framework priority lenses to understand gaps and opportunities within the system through a partnership workshop that focused on school readiness on 19<sup>th</sup> June

Strategic Priority 1: Develop our approach to give every child the best start in life

- 20 peer supports were now trained (with future training places filled) 6 of whom are actively providing peer support
- The first breastfeeding friendly business has been recruited. Breastfeeding friendly signage was now in libraries and Family Hubs and the Council's health and wellbeing page would provide a sign-up space and a directory of breastfeeding friendly venues
- The pilot universal 3-4 month visit was on track to achieve 70% coverage
- The Start for Life Offer booklet had now been printed and launched a celebratory event with a Parent-Carer Panel in Clifton Park last month
- The booklet contained QR codes linking to the digital version, the Family Hubs pages and other resources ensuring a sustainable approach
- Once Baby Pack were distributed the booklet would be included (likely to be in Quarter 4)
- Maternity Service on track to meet actions in 3 year delivery plan

Strategic Priority 2: Support children and young people to develop well

- The successful launch of the SEMH Continuum of Need, competency frameworks and guidance documents at the SENCO network meeting in June
- Collaborative work with schools, the voluntary sector and CAMHS was now planned to implement and embed the Social Emotional and Mental Health Continuum of Need and Competency Framework
- Work continued to identify children who were eligible for places
- Overall take-up of 2 year old early education for 2022/23 was 90.9%. This was an improvement on last year and was above the latest benchmarking data for statistical neighbour average, national average and Yorkshire and Humber average
- In the Central area of the Borough take-up remained in line with Spring 2023 at 74.29%
- 69 Golden Tickets were issued in Spring 2024 to target harder to reach communities alongside translated leaflets to encourage take-up within these areas. 7 Golden Tickets were used by families this term

Areas to address and next steps

- No action under Aim 1 was off track
- There was the need to continue to strengthen the Family Hubs as a setting for achieving Aim 1 priorities
- The issue of obesity among children still required more attention. The Rotherham rate was higher than the national average

- There was the need for wide distribution of the booklet on ‘Giving Your Child the best Start in Life’ which should be helped by the advent of Baby Packs
- Continuous support to make sure that eligible Early Years children took up their places
- What should be the focus for the refreshed Health and Wellbeing Strategy

It was felt that there had been a lot of emphasis on babies and the first 1001 days but there was now the need to develop the priority to encompass older children and engage with teenagers.

Jason was thanked for the presentation.

**Resolved:-** That the presentation be noted.

## **26. UPDATE ON HEALTH AND WELLBEING STRATEGY ACTION PLAN**

Ben Anderson, Director of Public Health, presented the update on the Health and Wellbeing Board Strategy Action Plan as at September, 2024.

The current Health and Wellbeing Strategy would end in 2025. All projects were on track with the majority of the action plan “green”. Work would now move to development of the new Strategy.

**Resolved:** That the update be noted.

## **27. STRATEGY REFRESH PLANNING**

Andrew Turvey, Consultant in Public Health, presented a report outlining the work taking place to refresh the Health and Wellbeing Strategy. A powerpoint presentation illustrated:-

### Background

- Current Strategy ran until 2025
- Review process had begun to develop a 10 year Strategy
- Likely to have a refresh point in 2030
- Seeking alignment with partners’ strategies across the system
- Focus on population need and addressing health inequality
- Based on evidence and engagement

### Health and Wellbeing Strategy Working Group

- Running from August 2024 to February 2025
- Small group representing key stakeholders
- Aim to deliver draft 10 year Strategy by December 2024

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- Group to oversee
  - Structure and content of new Strategy
  - Workplan and timetable
  - Engagement plan – stakeholders and public
  - Assimilation of evidence into draft plan
  - Identification of priorities and principles
- Publication of final version for March 2025

### Gathering the Evidence

- Assimilation of existing knowledge
  - Active gathering of all of the existing quantitative and qualitative knowledge, JSNA as key source
  - Review of partner strategies and plans
  - Review of previous engagement exercises through insights database
- Broad consultation
  - Rotherham Show – approximately 150 responses collected
  - Collective consultation initiatives through partnership engagement group
  - Smaller events/provider-led sessions
  - Stakeholder survey
- Specific follow-up
  - Bespoke follow-up to focus on inequalities and inclusion groups
  - Follow-up with stakeholders on identified high priority themes

### Stakeholder Engagement

Citizens of Rotherham	HWBB Members
Voluntary and community sector	Aims Sponsors
Acute providers	Police
Primary Care	Fire Service
Local Authority Departments	Probation Service
Mental Health providers	Neighbourhoods
Community Services	Commissioned delivery services
Children's Services	Youth Cabinet
Healthwatch	Community leaders
Schools	Specialist providers and groups
ICS	Transport commissioners
SYMCA	Culture Board
People with protective characteristics	Core 20 plus community
And others	

### Broader consultation themes – providers and commissioners

- Was there anything highlighted in the refreshed JSNA that was not well covered in the current HWB Strategy
- Reflecting on the implementation of the current HWB Strategy, what impacts do you think it has had on the health of Rotherham residents
- How had the current Strategy helped to drive change in the Borough
- What do you think worked well and did not work well in the current Strategy

- How relevant would you consider the current HWB Strategy in achieving better health and wellbeing for Rotherham residents
- How do you think that we can make a difference going forward
- Where do you think the Health and Wellbeing Board could make the biggest impact
- Were the 4 aims of the existing Strategy broadly right? Was there a better way to structure the Strategy?
- What do you think the vision for Rotherham should be

Discussion ensued with the following issues raised/clarified:-

- It was important to have a development session to discuss the draft Strategy
- The 4 priorities were still relevant albeit with a little tweaking i.e. make clear what was meant by “children” given the earlier discussion in the meeting
- Should it be a 10 year Strategy or a 10 year Vision and 5 year Strategy to work towards it?
- The need to engage with residents and ascertain their views particularly regarding thoughts about their health and wellbeing
- Currently there was no plan for public engagement on the first draft but could be worked in

**Resolved:-** (1) That the approach outlined in the report and presentation submitted for the refresh of the Strategy be approved.

(2) That a Board development session be arranged in Winter 2024/25 to reflect on and respond to the draft Strategy before submission to the Health and Wellbeing Board for approval in January, 2025.

(3) That engagement/consultation take place on the first draft of the Strategy when completed.

## **28. ROTHERHAM FOOD NETWORK UPDATE**

Further to Minute No. 57 of 22<sup>nd</sup> November, 2023, Gilly Brenner, Public Health Consultant, presented an update on the Rotherham Food Network with the aid of the following powerpoint presentation:-

The Network – Benefits

- Membership of the Rotherham Food Network (RFN) continued to grow with up to 77 members receiving invites to the meetings representing 26 stakeholder organisations
- Stakeholder workshop held end of April facilitating collaborative planning and supporting opportunities for organisations to link up
- Links made into South Yorkshire Regional Food Partnership
- Working as a ‘system’. This was a broad scope which no organisation could take responsibility for alone

### Bronze Award

- The Sustainable Food Places Award was designed to recognise and celebrate the success of those places taking a joined-up holistic approach to food and achieving significant positive change on a range of key food issues
- Evidence needed to cover the 6 key areas of governance, good food movement, healthy food for all, food economy, catering and procurement and food for the planet

### Best practice from application

- “This was a strong Bronze application showcasing an impressive body of work across the key issue areas. A fantastic achievement to pull all this evidence together in the absence of a dedicated funded co-ordinator role”
- “Efforts of the Council’s catering company is so great to see and we hope they continue with the Food for Life work”

### What Next

- Development of working groups
  - Food Growing
  - Healthy Eating
  - Food in Crisis
  - Commercial Food
- Developing a food strategy (required for Silver)
- Creating a brand for the network – creating more of a presence within the Borough

### Risks and Issues

- In other areas various partners/grants generally fund food partnerships
- Partners have stretched capacity with competing priorities
- Further work engaging and supporting local food businesses, farms and supply chains

### Opportunities

- Food Strategy – in partnership with members in the food network, a Food Strategy should
  - Build a broad understanding of the local context and local food culture and collect baseline data
  - Explore different perspectives on food issues, facilitate community participation and build representation
  - Share knowledge and build the food system through representative partnership structures and processes
- Longer action plan (5 years) to align to Strategy and refresh of Health and Wellbeing Strategy

Discussion ensued on the presentation with the following issues raised/clarified:-

- Once an Authority was awarded Bronze it did not lose it
- What was the impact of having Bronze award on the health and wellbeing of people?
- Whilst wishing to aspire to Silver, it had to be acknowledged that currently Public Health did not have the capacity to support the bureaucracy associated with the Sustainable Food Places Award scheme or develop a separate Food Strategy
- There were no voluntary sector organisations that were primarily focussed on improving food structures in Rotherham whereas other cities had that infrastructure in place

The Chair asked that her thanks be passed onto the former employee, Kelsey Broomhead, for all her hard work on attaining the Bronze award.

Gilly was thanked for her presentation.

**Resolved:-** (1) That the achievements so far made within the Rotherham Food Network be acknowledged.

(2) That the risks in progression to Silver without additional resources be acknowledged and that the offer steer as to future prioritisation for the network be noted.

## **29. ITEMS ESCALATED FROM PLACE BOARD**

Chris Edwards, Executive Place Director, reported that the biggest risk on the risk register was still the GP collective action.

Jason Page, Medical Director, reported that there had been no significant impacts in terms of patients presenting at the UECC or making any extra emergency calls. However, many practices had not actively started the collective action.

## **30. BETTER CARE FUND**

(a) Better Care Fund (BCG) Call-Off Partnership/Work Order 2024/25  
Consideration was given to a report confirming that Rotherham Metropolitan Borough Council (RMBC) and the South Yorkshire Integrated Care Board (Rotherham Place) had jointly developed a new Better Care Fund Call-Off Partnership/Work Order in 2024/25 which reflected local need and priorities.

The Department of Health and Social Care and Department for Levelling Up, Housing and Communities, had published a BCF Policy Framework for the implementation of the Better Care Fund (BCF) for 2023-25.

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As set out in the BCF Policy Framework, the delivery of the BCF would support 2 key priorities for the health and care system that aligned with the 2 existing BCF objectives:-

- Improving overall quality of life for people and reducing pressure on UEC, acute and social care services through investing in preventative services
- Tackling delayed discharge and bringing about sustained improvements in discharge outcomes and wider system flow, as set out in the BCF objectives and priorities for 2023-25

NHS England and the Government had published the 2023-25 BCF Planning Requirements, the BCF vision being to support people to live healthy, independent and dignified lives through joining up health, social care and housing services seamlessly around the person. This vision was underpinned by the 2 core BCF objectives:-

- Enable people to stay well, safe and independent at home for longer
- Provide the right care in the right place at the right time

(b) Better Care Fund (BCF) Quarter 1 Template 2024/25

It was noted that the BCF Quarter 1 Template had been submitted to NHS England regarding the spend and outputs of Rotherham's Discharge Fund for 2024/25.

The Better Care Fund Executive Group had approved, on behalf of the Health and Wellbeing Board, the documentation for submission to NHS England on 29<sup>th</sup> August, 2024.

The overall delivery of the BCF continued to have a positive impact and improved joint working between health and social care in Rotherham.

**Resolved:-** (1) That the Better Care Fund Call-Off Partnership/Work Order for 2024/25 be approved.

(2) That the submission of the BCF Quarter 1 documentation to NHS England on 29<sup>th</sup> August, 2024, be noted.

### **31. ROTHERHAM PUBLIC PLACE BOARD PARTNERSHIP BUSINESS**

The minutes of the Rotherham Place Board held on 15<sup>TH</sup> May, 19<sup>th</sup> June and 17<sup>th</sup> July, 2024, were submitted for information and noted.

### **32. ROTHERHAM PLACE BOARD ICB BUSINESS**

The minutes of the meeting of the Rotherham Place Board ICB Business held on 15<sup>th</sup> May, 19<sup>th</sup> June and 17<sup>th</sup> July, 2024, were submitted for information and noted.



**33. DATE AND TIME OF NEXT MEETING**

**Resolved:-** That a further meeting of the Health and Wellbeing Board be held on Wednesday, 11<sup>th</sup> December, 2024, commencing at 8.00 a.m. in Rotherham Town Hall.