

Aim 4: All Rotherham People live in Healthy, Safe and Resilient Communities

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Rotherham's strategic priorities for people live in Healthy, safe, and Resilient Communities

Aim 4: All Rotherham people live in Healthy, Safe, and Resilient Communities

- 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

The Context

- Loneliness: The percentage of adults who feel lonely in Rotherham is 19.01% and 22.26 for England.
- In primary care, the recorded prevalence of depression in Rotherham (aged 18+) was 17.29%, this is higher than the England value of 13.25%
- Physical activity: The percentage of adults that are physically active in Rotherham (64.4%) is slightly lower to that of England (67.3%)

Strategic Priority 1: Deliver a loneliness plan for Rotherham

The progress made in this priority are:

- Message is being issued on social media throughout the winter months around loneliness, warm welcome, where to access help and support.
- Be The One posts is going out regularly on its social media channels. Messaging also going out during the winter, where possible, in Neighbourhood bulletins
- From April 1st 2024 to end of December there have been 11 sessions on Loneliness with a total of 122 participants.
- Early Intervention and Prevention Fund- 13 grants allocated to VCS to address loneliness and isolation. Groups are making good progress. A mid-term report is due end of Jan and there is a meeting mid-January of all the projects.
- VCS Befriending Providers Forum continues to meet bimonthly.
- Open Arms drop-in sessions- VCS delivering a coordinated response to support communities most affected by the cost-of-living crisis. Regular drop-ins were held throughout November and December.
- 111 volunteer roles are currently being promoted on the VAR website

Strategic Priority 2: Promote Health and Wellbeing through Arts and Cultural initiatives

The progress made in this priority include:

- Rotherham show was successfully delivered in 2024
- Children Capital of Culture continues to co-produce with children and young people across the borough
- Pop up libraries in attendance at promotional events including the in-door markets in December
- Microgrants bid has been submitted to Libraries Connected for sensory garden resources at 3 library sites
- New Makerspace clubs starting at Riverside and Maltby libraries from January
- Death cafés started in January and will run monthly. Death Café working party meetings are taking place with representatives from Public Health, registrars, libraries, and faith leaders in order to improve the offer/engagement
- Maltby Menopause Café to cease due to lack of attendees. Consultation is currently underway to identify a new site/offer in order to improve take-up
- Successful bid from Natural England & Libraries Connected for a project at Mowbray Gardens site connecting people with nature through workshops at the library, the Old Moor nature reserve, Clifton Park Museum and with Sheffield Wildlife Trust. Project to commence in February.

Strategic Priority 3: Ensure Rotherham People are kept safe from Harm

The progress made with priority 3 include:

- SYFR continue to raise awareness of fire safety with professionals through online training sessions.
- Safeguarding Board Chairs meetings are now established to maintain the relationship between the safeguarding boards and work on crosscutting issues

Strategic Priority 4: Develop a Borough that Supports a Healthy Lifestyle

The progress made in priority 4 are :

- A development bid application to Sport England was achieved.
- Work is in progress to review governance and operational groups to support the development and delivery of a new action plan.
- Training sessions held from October to December to embed Strengths -based working across the Council and with partners.

Areas to address and next steps

- No action under Aim 4 is off track
- Messages going out through social media channels, creating awareness on loneliness issues, should be strengthened.
- Further MECC and Loneliness sessions will be planned for 2025 and aligned to Wards which have identified this as a priority.
- The annual delivery of Rotherham Show, which creates opportunities for communities to come together and be outdoors should be sustained.
- There is the need to make progress on the discussions with Places Leisure and libraries to develop the offer at Maltby and to encourage attendance at the Menopause Café for the purpose of improving community resilience.
- There is the need to take forward the proposed research and engagement with priority groups on the development of inclusive and accessible outdoor sports facilities, through the PlayZone initiative which is currently being scaled back due to rising building cost
- What should be our focus for the refreshed Health and Wellbeing Strategy?