

BRIEFING	TO:	Health and Wellbeing Board
	DATE:	25 th June 2025
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	TITLE:	Rotherham Suicide Prevention Action Plan, 2025-2028
1. Background		
1.1	In September 2023, the Government published a five-year cross sector strategy on suicide prevention for England.	
1.2	<p>This 5-year cross sector strategy, addresses the following themes:</p> <ul style="list-style-type: none"> • Improve data and evidence. • Provide tailored and targeted support to priority groups. • Address common risk factors. • Promote online safety and responsible media content. • Provide effective crisis support across sectors. • Reduce access to means and methods. • Provide effective bereavement support. • Make suicide everybody's business. 	
1.3	There are no targets attached to this strategy or funding for local areas. It is a call to action, acknowledging that suicide is a collective responsibility.	
1.4	The Rotherham Suicide Prevention and Self Harm Action Plan was refreshed in 2023 until the end of 2024 in line with the national strategy.	
1.5	In December 2024, a Symposium was held with Partners of the Suicide Prevention and Self Harm group, Operational and Strategic Groups, with input from Andy Bell, CEO of Centre for Mental Health. The Symposium was an opportunity to review progress and to look at priorities for the 2025-2028 Action Plan. Local and national data and evidence-based practice was used to inform and develop the 2025-2028 Action Plan for Rotherham.	
1.6	The draft 2025-2028 Suicide Prevention Action Plan has been shared with Partner organisations during a consultation period, from the end of January to April. It will be presented to the Health and Wellbeing Board in June 2025.	
1.7	Local areas no longer receive national funding for suicide prevention. The funding to support the delivery of the 2025-2028 Rotherham Suicide Prevention Action Plan is limited, with funding from the SY ICB for 2025/2026 for the web-based system for recording suicides QES, the Amparo contract and the memorial event only.	

2. Key Issues	
2.1	<p>The latest data for Rotherham, shows that Rotherham rates per 100,000 for suicide are statistically similar to the national average:</p> <ul style="list-style-type: none"> • The latest suicide data shows that Rotherham has seen a small increase in suicides from 12.4 in 2020-2022 per 100 000 to 12.6 in 2021-2023, however the rate is statistically similar to the average for England at 10.7 per 100,000. • Rotherham mirrors the national picture with males still accounting for most of the deaths to suicide in Rotherham. The rate has slightly increased in the period 2021-2023 to 17.3 per 100,000 compared to 16.5 in 2020-22. However, it is still statistically similar to the national average for England at 16.4 per 100,000. • Female deaths in Rotherham, whilst still lower than males became significantly worse than the national average for England from 2017-2019. The rate in 2021-2023 is now 8.1 per 100,000 and statistically similar to England at 5.4 per 100,000.
2.2	<p>Progress to date from the 2024 action plan for suicide prevention has included.</p> <ul style="list-style-type: none"> • SPOT and Speak suicide prevention courses delivered by Papyrus Jan- March 2024, 223 people trained. • Suicide Prevention Guidance issued for staff and volunteers across Place to assist with spotting the signs, asking and signposting. • Internal courses run on suicide prevention for teams within Partner organisations: SYP, VCS, RMBC (Revenues and Benefits and Adult Care staff). • Taxi Drivers encouraged to complete the Zero Suicide Alliance Training (ZSA) and Taxi Driver training. • Domestic Homicide and Suicide Prevention Learning events held for Partner organisations. • Suicide Prevention training for primary care in person in 2024 and online in previous years. • Safeguarding Awareness Week (SAW)- suicide prevention workshops held every year since 2020. • ZSA promoted to the public in libraries across Rotherham. • The service Amparo is supporting children, young people and adults across South Yorkshire who have been bereaved/affected/exposed to suicide. • 4 Survivors of Bereavement by Suicide (SOBS) Groups operating across SY. • From 2021 there have been 4 Memorial Events for families & friends in South Yorkshire who have been bereaved by suicide.
2.3	<p>In December 2024, a Symposium was held with Partners of the Suicide Prevention and Self Harm group, Operational and Strategic Groups, with input from Andy Bell, CEO of Centre for Mental Health. The Symposium was an opportunity to review progress and to look at priorities for the 2025-2028 Action Plan. Local and national data and evidence-based practice was used to inform and develop the 2025-2028 Action Plan for Rotherham.</p>
2.4	<p>Rotherham is part of a South Yorkshire real time suicide surveillance system, so receives details of suspected suicides which enables; timely support for those bereaved an affected, identification of trends and patterns and early intervention and prevention actions. This information has been used to inform the 2025-2028 priorities.</p>
2.5	<p>The Rotherham Suicide Prevention and Self Harm Action Plan for 2025-2028, will address the national strategy with actions which:</p>

<p>2.6</p> <p>2.7</p>	<ul style="list-style-type: none"> • Improve data and evidence. • Provide tailored and targeted support to priority groups. • Address common risk factors. • Reduce access to means and methods. • Provide effective bereavement support. • Make suicide everybody's business.
<p>2.8</p>	<p>In addition, work has progressed with Place Partners to look at the crisis offer.</p> <p>The 2025-2028 Suicide Prevention Action will address four theme areas which looks at suicide prevention across the life course:</p> <ul style="list-style-type: none"> • Aim 1. Making Suicide Prevention Everyone's Responsibility. • Aim 2. To support to those bereaved, affected and exposed to suicide. • Aim 3. Reducing suicides amongst high-risk groups by reaching people where they live and work. • Aim 4. Using data to inform delivery of suicide prevention in Rotherham.
<p>2.9</p>	<p>The Rotherham Suicide Prevention Action Plan should be read in context with other supporting plans which will address the wider determinants. These include:</p> <ul style="list-style-type: none"> • The Rotherham Better Mental Health for All Strategy (2017-2025) • The Rotherham Loneliness Action Plan (2023-2025) • Humanitarian and Communities Group Action Plan (2024/25) • Rotherham Prevention and Health Inequalities Strategy and Action Plan • Rotherham Domestic Abuse Action Plan
<p>2.10</p>	<p>Progress with the local actions within the 2025-2028 Action Plan will be overseen by partners on the Rotherham Suicide Prevention and Self Harm Group.</p>
<p>2.11</p>	<p>The Rotherham Suicide Prevention Operational Group looks real time cases resulting in actions to address themes, priority groups, ensuring that support is offered to all those bereaved and affected. Information from this process will shape future actions.</p>
<p>2.12</p>	<p>The Rotherham Suicide Prevention and Self Harm Group and the Rotherham Suicide Prevention Operational Group are best placed to oversee the refresh of some of the actions within the current plan. Both groups have membership from all Health and Wellbeing Board Partners.</p> <p>Some actions with the local plan are addressed at a South Yorkshire wide level by working with partners represented at the ICB Suicide Prevention Group. This group agreed a plan of action for 2025/2026 which includes:</p> <ul style="list-style-type: none"> • Consider the impact of deaths at high-risk locations (including railways and motorways) • Consider inclusion groups including: <ul style="list-style-type: none"> people who are neurodiverse LGBTQ+ communities Older adults • Maintain and develop the existing RTS workstream to monitor and response to suspected suicides in real time. • Maintain and further develop the existing Bereavement Support offer across SY with a particular focus on developing a peer support model for children and young people.

2.13	<ul style="list-style-type: none"> • Complete a South Yorkshire coroner's audit and any recommendations. • Annual suicide memorial service. <p>There is no recurrent national funding for suicide prevention. The funding from the SY ICB is limited and is committed to the three area of QES renewal, the Amparo contract and the memorial event. This is for 2025/2026 only. This may impact on future activity.</p>
3. Key Actions and Timelines	
3.1	The Rotherham 2025-2028 Suicide Prevention Action Plan has been shared with Partners during the consultation period January to April 2025.
3.2	The Public Health Lead for Suicide Prevention is collaborating with colleagues to complete Part B of the Equality's Impact Assessment (May 2025).
3.3	A public plan on a page version will be produced, with input from Partners (June 2025).
3.4	The Rotherham Suicide Prevention and Self Harm Group will oversee the implementation of the Action plan through the quarterly meetings. (Quarterly meetings for 2025).
3.5	The Rotherham Suicide Prevention Operational Group will look at emerging trends, themes and groups needing further support. (Operational Group meetings held every six weeks).
3.6	<p>Actions identified in the 2025-2028 are now progressing. For example:</p> <ul style="list-style-type: none"> • The launch of the Vista Project, a pilot project to support people who have attempted suicide due to a life event (April 2025). • Domestic abuse and suicide prevention training planned for May and September 2025. • Older Adults suicide prevention training for Adult Care, Voluntary and Community Sector (VCS), Care Homes and Domiciliary Care (June 2025). • Working with Speakup and Rotherham Autism Support Service to look at the Be the One Campaign. • Training from SAYiT on LGBTQ+ communities and suicide prevention (starting May-October 2025). • Distribution to schools, colleges, VCS and CYPS of the easy read guide, Walk with Us Guide (May 2025).
3.7	Rotherham Public Health Lead for Suicide Prevention is collaborating with other South Yorkshire colleagues to secure funding for suicide prevention activity beyond 2025/2026. This includes the Real Time Surveillance post on which all areas rely on for accurate and timely data. This SY Police post is funded until March 2026.
3.8	The Rotherham Public Health (PH) Suicide Prevention Lead will continue to work with Partners of the SY ICB Suicide Prevention Group to progress actions across South Yorkshire (2025/2026 Plan on a Page).
3.9	The Rotherham Public Health (PH) Suicide Prevention Lead will work the Y&H OHID Community of Interest Group to look at female deaths to suicide, drawing in national expertise. Findings from this will inform the Rotherham action plan (ongoing).
3.10	The Office of National Statistics Suicide Prevention data should be September 2025, which along with the Real Time South Yorkshire data, will help monitor changes and inform new areas to action.

4. Recommendations	
4.1	The Board to receive the updated plan, noting the work across the Partnership to identify key themes and priority areas which are based on local data and evidence-based practice.
4.2	The Board to note the Partnership work across South Yorkshire which will also support delivery at Place.
4.3	The Board to continue to receive regular updates on progress against priority areas identified in the action plan and emerging concerns will be escalated when necessary, including concerns regarding funding pressures.