JSNA Summary of key findings
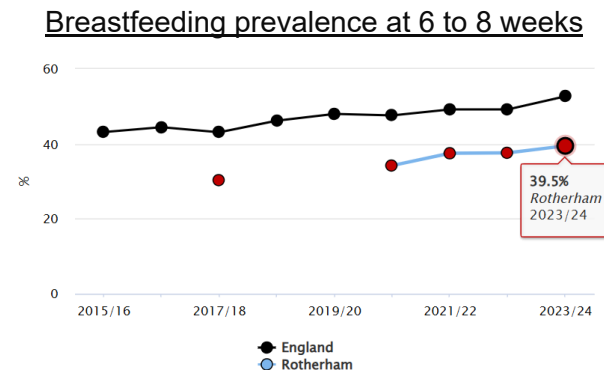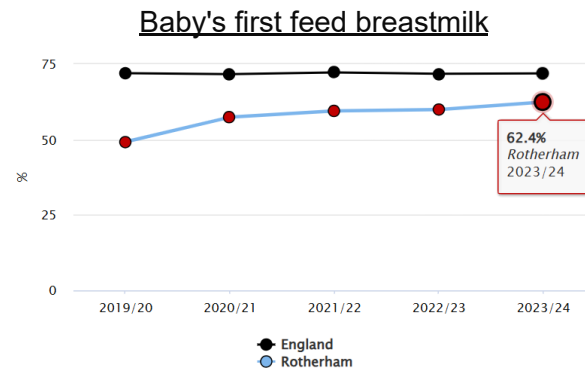
Lorna Quinn – Public Health Intelligence Principal

Where are we seeing improvements?

Breastfeeding

Increased percentage of babies whose first feed is breastmilk from 49% in 2019/20 to 62% in 2023/24.

Increased breastfeeding prevalence at 6-8 weeks from 34% in 2020/21 to 39% in 2023/24.

Baby's first feed breastmilk

62.4%
Rotherham
2023/24

- ● England
- ○ Rotherham

Breastfeeding prevalence at 6 to 8 weeks

39.5%
Rotherham
2023/24

- ● England
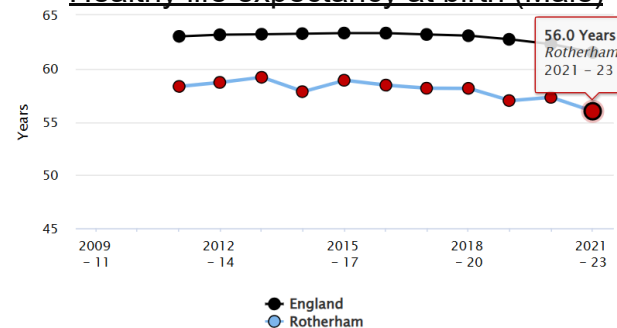- ○ Rotherham

Other improvements

- Cancer screening coverage for bowel cancer has increased from 62% in 2019 to 73% in 2024.

- STI testing rate is increasing and both this and our HIV testing rate remain one of the highest across the region.

- The percentage of eligible 2-year-olds in Rotherham taking up an Early Education place has remained stable and above our comparators (88.4% taking up a place in the academic year 23/24).

- Children Centre Engagement rates for children in the 30% most disadvantaged areas have increased to 82% in 2023/24.
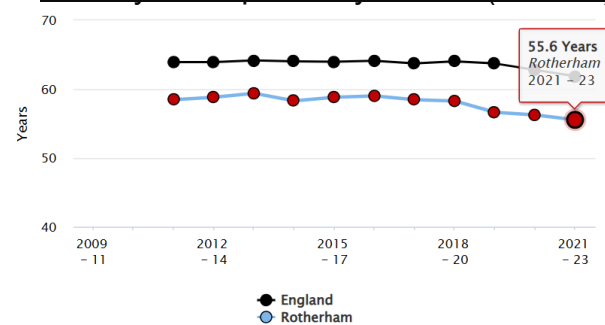
Healthy Life Expectancy has been decreasing from 59 in 2015-17 to 56 years in 2021-23 for both males and females.

Prevalence of depression in Rotherham has increased between 2013 and 2022, from 9.9% to 17.3%, remaining above the England average of 13.2%.

Healthy life expectancy at birth (Male)

56.0 Years
Rotherham
2021 – 23

● England
● Rotherham

Healthy life expectancy at birth (Female)

55.6 Years
Rotherham
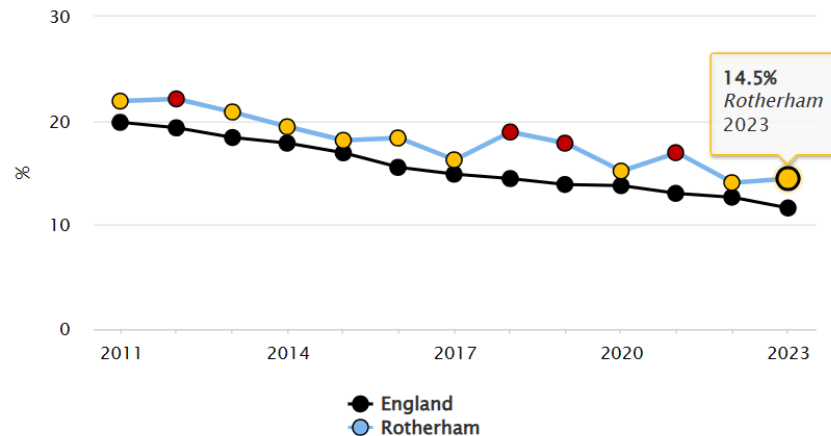2021 – 23

● England
● Rotherham

Unpicking complexity (1)

Smoking

Across the country, Rotherham has one of the highest proportion of quitters for smokers who set a quit date (higher is better).

However, prevalence is still showing a slow decline; currently at 14.5% compared to England at 11.6%.
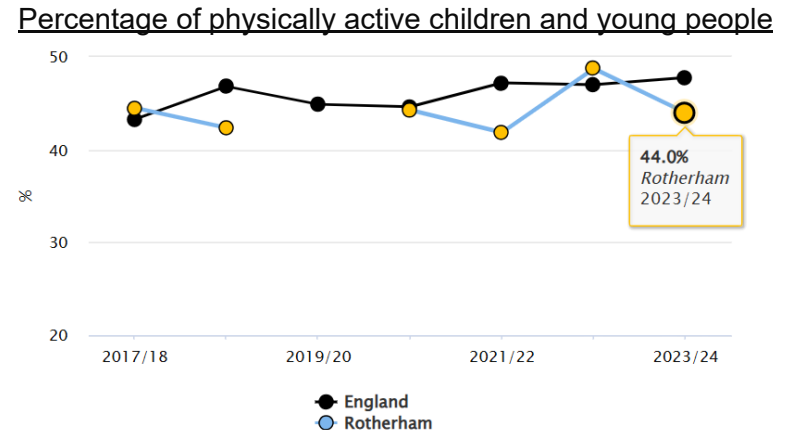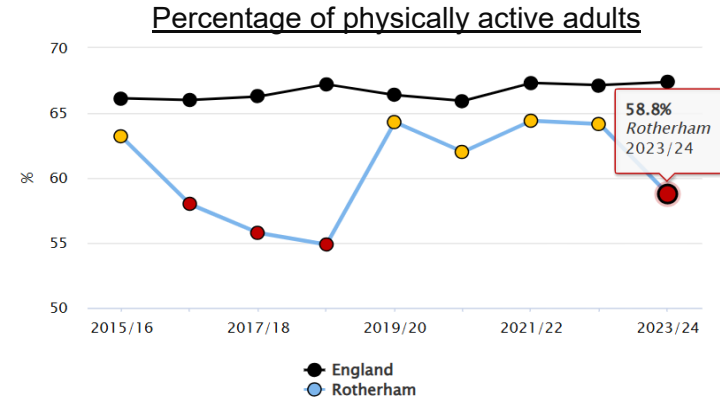
Rotherham Data Hub

Physical activity

We have seen a decrease in the percentage of adults that are physically active to 58.8% in Rotherham which leaves us the lowest in Yorkshire and the Humber.

Physical activity in children and young people has also seen a decrease to 44%.

Percentage of physically active adults

58.8%
Rotherham
2023/24

- England
- Rotherham

Percentage of physically active children and young people

44.0%
Rotherham
2023/24

- England
- Rotherham

Summary

- Refreshed data at https://www.rotherham.gov.uk/data/

- Some important improvements to note

- Some significant challenges remain

- Work to impact on complex issues requires whole systems approaches

All data findings

For information

Introduction

- This JSNA summary provides key headlines structured into the key domains:
  - People
  - Health behaviours
  - Community and neighbourhoods
  - Environment
  - Socioeconomic
- Please note this document has been produced to summarise key points from the JSNA however more detailed and additional findings are available in the main sections of the *JSNA website* under each domain.
- *All data sources are listed in detail on the corresponding JSNA dashboard. Please use the link at the bottom of each page to access these.*

People (1)

- The most recent estimate of the population of Rotherham is 271,195 (2023 mid-year (30 June)) estimate of population) with an age structure that is slightly older than the national average.

- Rotherham has a mainly White British population, with the percentage from minority ethnic groups being lower than the national average, although the Pakistani communities have above average proportions.

- 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.

- In all, 59 Rotherham neighbourhoods (Lower Super Output Areas or LSOAs) rank among the 20% most deprived in England and 36 LSOAs are in the top 10% most deprived.
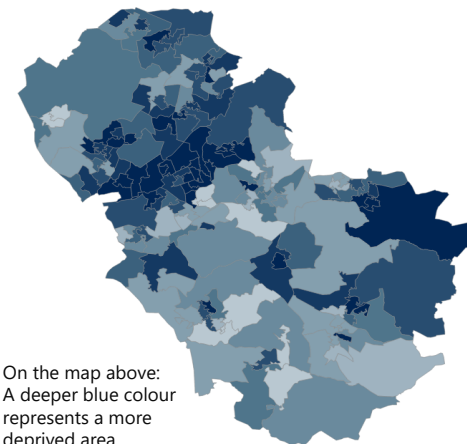
On the map above:
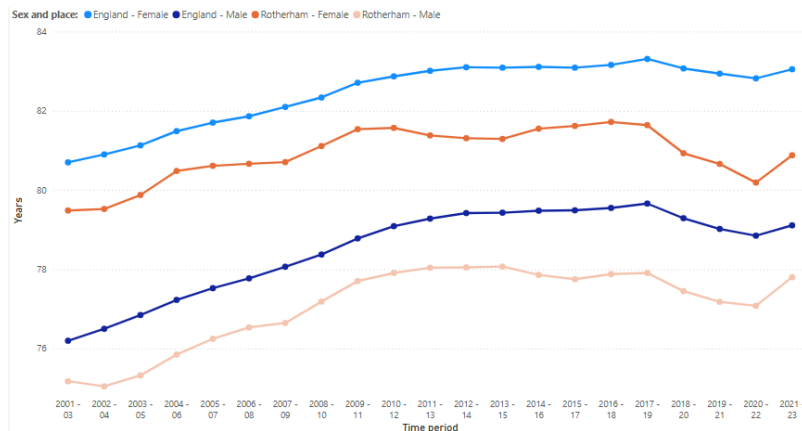A deeper blue colour represents a more deprived area

People (2)

Life expectancy

- Life expectancy at birth for males in Rotherham, 2021-23, is 77.8 years; significantly lower than the England value of 79.1 years.
- Life expectancy at birth for women in Rotherham, 2021-23, is 80.9 years; significantly lower than the England rate of 83.1years.

Healthy life expectancy

- The healthy life expectancy at birth, 2021-23, in Rotherham is 56.0 years for a male, significantly lower than the England average of 61.5.
- The healthy life expectancy at birth, 2021-23, in Rotherham is 55.6 years for a female, significantly lower than the England average of 61.9.

Link to JSNA: People – Rotherham Data Hub
Data sources: Life expectancy and healthy life expectancy data are from Fingertips - Public health profiles - OHID (phe.org.uk) data source:
https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/datasets/healthstatelifeexpectancyallagesuk
Index of Multiple Deprivation: English indices of deprivation 2019 - GOV.UK (www.gov.uk)

Health behaviours (1)

- The Rotherham Drug and Alcohol service have been supporting more people with substance and alcohol use; the number of new presentations to treatment for adults increased from 784 in 2021/22 to 959 in 2022/23; the number of new presentations to treatment for children aged under 18 increased from 27 in 2021/22 to 36 in 2022/23.
- There were 17.5 per 100,000 admission episodes for alcohol-specific conditions in under 18s (2021/22 - 23/24)
- The government gambling-related harms evidence review (OHID and PHE, 2019) produced estimates of the proportion of gambling participation in each local authority. Rotherham had the fourth-highest level of gambling participation with 72.9% of people estimated to participate in gambling.
- Smoking prevalence in Rotherham resumed its steady decline in 2022, after a spike in 2021, and is currently at 14.5% of adults smoking, compared with 11.6% across England (2023). Quit rates in Rotherham have nearly doubled from 1,580 in 2018 to 3,155 in 2022.

Health behaviours (2)

- Prevalence of depression in Rotherham has increased between 2013 and 2022, from 9.85% to 17.3%, with the gap between England and Rotherham growing to 4 percentage points.
- 49.9% of adults social care users aged 18+ who have a much social contact as they would like (2022/23)
- 10.4% of adults (aged 16+) reported a low happiness score (self-reported data) (2022/23)
- 24.3% of adults (aged 16+) reported a high anxiety score (self-reported data) (2022/23)

- All new STI diagnosis rate was 601 per 100,000 population, below the England average of 704 (lower is better) (2023)
- Chlamydia detection rate was 2,549 per 100,000 women aged 15 to 24 years, above the England average of 1,962 (higher is better) (2023)
- HIV testing rate was 2,355 per 100,000 population, below the England average of 2,771 but the second highest in the CIPFA neighbours (higher is better) (2023)
- Around 1 in 4 (24.0%) of children aged 4-5 years were categorised as overweight or obese in for the 2021/22 - 2023/24 period.
- Around 2 in 5 (40.1) of children aged 10-11 years were categorised as overweight or obese for the 2021/22 - 2023/24 period.
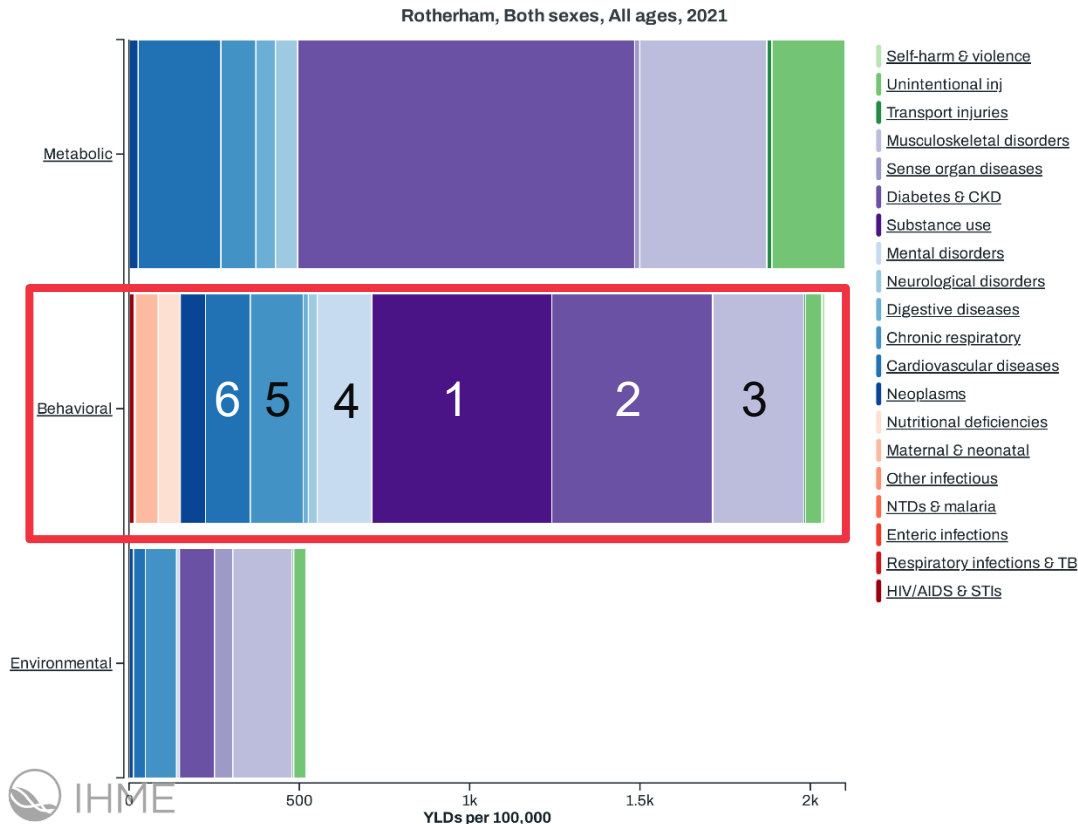- Almost 3 in 4 (73.7%) of adults (18+) were categorised as overweight or obese in 2022/23.

Link to JSNA: Health Behaviours – Rotherham Data Hub

Data sources: All data taken from Fingertips profiles- Public health profiles - OHID (phe.org.uk))

Global burden of disease 2021

Common (preventable) behavioural risk factors contribute to a significant number of years lived with disability in Rotherham for the following condition groups:

1. Substance use disorders
2. Diabetes and kidney disease
3. Musculoskeletal diseases
4. Mental disorders
5. Chronic respiratory disease
6. Cardiovascular diseases

Rotherham, Both sexes, All ages, 2021

Legend:
- Self-harm & violence
- Unintentional inj
- Transport injuries
- Musculoskeletal disorders
- Sense organ diseases
- Diabetes & CKD
- Substance use
- Mental disorders
- Neurological disorders
- Digestive diseases
- Chronic respiratory
- Cardiovascular diseases
- Neoplasms
- Nutritional deficiencies
- Maternal & neonatal
- Other infectious
- NTDs & malaria
- Enteric infections
- Respiratory infections & TB
- HIV/AIDS & STIs

YLDs per 100,000

IHME

Community and neighbourhoods

- The diagrams show the total number of crimes in the borough by type of crime for 2025, right (on the map, a higher number per ward is represented by a darker colour).

Total number of crimes in ward (select year)

Select year
- ☐ Total crimes 2021
- ☐ Total crimes 2022
- ☐ Total crimes 2023
- ☑ Total crimes 2024

Link to JSNA: Community and Neighbourhoods – Rotherham Data Hub

Violence and sexual offences — 10K ... 5K
Anti-social behaviour
Criminal damage a... 2K
Public order 2K
Shoplifting 2K
Vehicle crime 2K
Burglary 2K
Other crime 1K
Other theft 2K
Drugs 1K
Posession ... 0K
Robbery
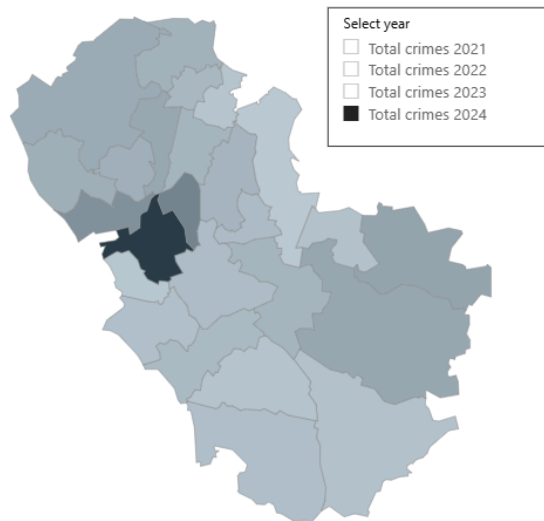
Environment (1)

- Since the publication of model outputs from the Environment Agency's second National Flood Risk Assessment, direct comparison between the present-day risk of flooding and the projected risk by mid-century under a defined climate change scenario [*Representative Concentration Pathway 8.5*] is now available for both surface water flooding and flooding from rivers. Addresses in areas at risk are identified as those for which the corresponding building footprint [*e.g., the external walls of a house, in the case of a residential address*] are within 5 metres of the modelled flood outline, for a given flood depth and [*likelihood-based*] risk band. **On this measure, the number of residential buildings in areas at high risk of flooding i.e., with '1 in 30 years' or higher chance of flooding over an annual return period, will be 11.36% higher by 2040 - 2060 than the present day, due to climate change.** This figure does not account for defences at the individual property level, but it gives a high-level indication of the way climate change will exacerbate existing flood risk in the Borough. 11.36% greater financial, social and human costs than have been experienced already in 2007, 2019 and 2023 would be devastating: other comparisons are still more stark.

- In a significant revision of previous years' consideration of extreme heat as a health effect of climate change, this year's submission investigates people's relative exposure to the urban heat island effect in Rotherham, from a sample of Landsat 9 surface temperature data published by the U.S. Geological Survey, at a spatial resolution of 30 metres. Aggregated at the level of Census output areas and LSOAs, relative 'Urban Heat Island scores' may be compared with the English Index of Multiple Deprivation and standardised mortality ratios for underlying health conditions that are exacerbated by extreme heat, available at the LSOA- and MSOA-levels, respectively. **61.37% of people living in output areas with the 20% greatest Urban Heat Island scores, were also living in areas in the top two deprivation deciles, as measured by the 2019 IMD.**

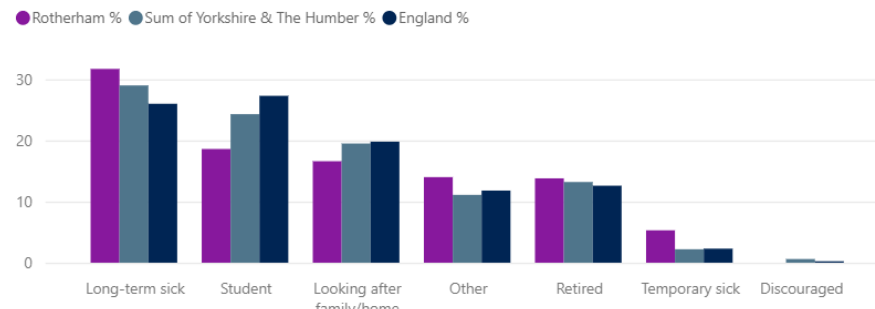**Link to JSNA:** Environment – Rotherham Data Hub

Environment (2)

- The 2021 Census indicates that the Private Rented Sector (PRS) accounts for 15.3% of Rotherham households, which is a 2.3 percentage point increase from 2011, although ONS estimates suggest that the size of the PRS in Rotherham has decreased year-on-year since 2016. The number of households in social housing has decreased slightly between 2011 and 2021.

- The latest fuel poverty data at local authority level is from 2022, where fuel poverty levels in Rotherham increased using the Low Income Low Energy Efficiency definition of fuel poverty from the previous year. However, national figures from 2023 indicate that 36.4% of households (8.91 million) spend more than 10% of their income on energy bills, up from 27.4% in 2022 (6.66 million). In 2022-23 the Council's Energy Crisis Support Scheme provided financial support to residents with no more than £150 a month left over after paying for all their essential costs such as food / rent / utility bills.

- House prices continue to rise, and the average house price in Rotherham in December 2024 was £179,812, an increase of 4% over twelve months. This average is below regional and national averages; the average for Yorkshire and the Humber region was £203,983 in December 2024 and for the United Kingdom, £268,087. The average house price for first-time buyers in Rotherham is £161,094 in December 2024; this is an increase of 5.5% over twelve months. Although house prices are lower than average in Rotherham, the average salary is also lower, and the average house price in Rotherham is now 5.5 times higher than the average annual wage.

- The demand for social housing is increasing in Rotherham whilst stock levels see a net decrease; this is due to sales of Council homes through the Right to Buy scheme. The number of people on the housing register was 7,037 at 1st March 2025 and an average of 93 bids were made on every Council home let in 2024, an 80% increase in the number of bids over the last three years.
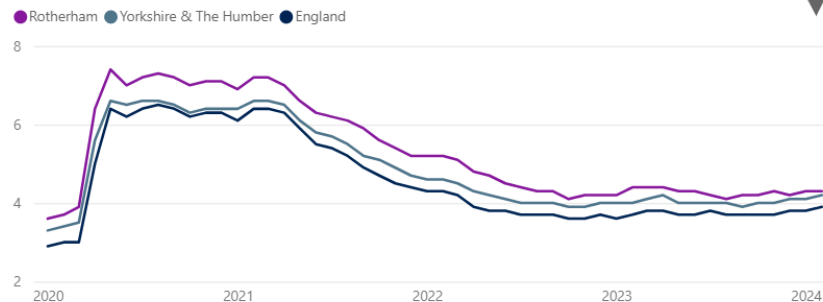
Link to JSNA: Environment – Rotherham Data Hub

Socioeconomic (1)

- Economic inactivity is still a problem for the borough, with over 44,000 economically inactive residents, 1 in 3 of the working population, as of September 2024. The majority of people living in the more deprived areas of Rotherham.

- In 2023 (Jan-Dec) there were 18,100 workless households in Rotherham, which equates to 22.8% of households.

- Of the 44,100 residents (aged 16-64) who were economically inactive, 6,100 (13.9%) wanted a job and 38,000 (86.1%) did not want a job (Oct 2023-Sept 2024).

- In January 2025, Rotherham's JSA/UC claimant count (as a proportion of residents aged 16-64) was 4.4%. Although this is lower than the count in January 2021 (6.9%), it has still not returned to the pre-Covid level of 3.6% seen in January 2020.

Percentage of people aged 16-64 who are economically inactive broken down by type of inactivity, Oct 22-Sept 23

Rotherham % ● Sum of Yorkshire & The Humber % ● England %

Long-term sick | Student | Looking after family/home | Other | Retired | Temporary sick | Discouraged

Percentage of population aged 16-64 claiming out of work benefits (Jan 2020-Feb 2024)

Rotherham ● Yorkshire & The Humber ● England

Link to JSNA: Socio-Economic – Rotherham Data Hub
Data sources: Data on population were accessed from the Office of National Statistics.
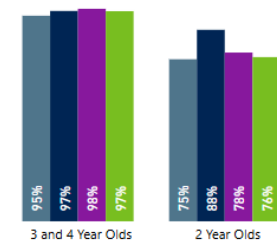Children's social care data were provided by Rotherham Metropolitan Borough Council.
Data on education and/or learning were accessed from the 'Annual NEET Scorecard' published by Department for Education.
Claimant count data were accessed from NOMIS Official Labour Market Statistics.
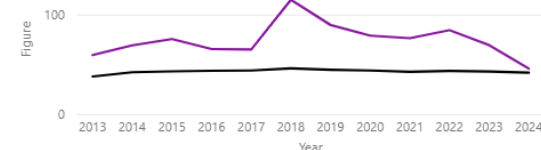
Socioeconomic (2)

- The percentage of eligible 2-year-olds in Rotherham taking up an Early Education place has remained stable, with 88.4% taking up a place in the academic year 23/24 which is above our comparators. Take-up of early education has a positive impact on outcomes for children.

- 5.5% of Rotherham school pupils had a reported Education, Health and Care Plan, which is 0.7% higher than Rotherham's statistical neighbours (4.8%) and the national average (4.8%). Using data from the Spring School Census in 2025, we can report that Speech, Language and Communication Needs, remain the highest identified primary need across all pupils with Special Educational Needs and Disabilities (SEND) followed by Social, Emotional & Mental Health Needs.

- Data on the rate of children who have been referred to social care (per 10,000 young people aged 10-17 in each area) and are on a child protection plan shows a continued safe and steady decline. Low child protection rates are good. Rotherham has seen a reduction from a peak in 2018 of 114.8 to 45.6 at the end of March 2024.

- Data on the rate of young people aged 10-17 years old (per 100,000 young people aged 10-17 in each area) who enter the youth justice system for the first time (145.00) shows a decline of 36.00 from the previous reported year (181.00) and is lower than all comparators.

- Children Centre Engagement rates** for children in the 30% most disadvantaged areas increased between 2015/16 and 2019/20 from 64% to 75%, however due to Covid 19 restrictions they fell to 69% in 2021/22 but have now increased to 82% in 2023/24.

Take Up Rate by Year

	3 and 4 Year Olds	2 Year Olds
	95% 97% 98% 97%	75% 88% 78% 76%

Area ● England ● Rotherham ● Statistical Neighbours ● Yorkshire & Humber

CP Trend: England vs Rotherham

LA ● England ● Rotherham

Children's Centre Registration and Engagement Rates

Socioeconomic (3)

- As of April 2025, there were over 3,800 individuals in Rotherham who are accessing adult social care. Approximately 47% of these people are aged 75 years or older, and around 55% are female. The primary support reason for more than half of users is for 'physical support'.

- The 2021 census shows that over 23,000 people, around 10% of the population, provide some amount of unpaid care. 12,785 people, around 5% of the population, provide over 35 hours of unpaid care per week. Central areas of Rotherham, among some of the more deprived areas of the borough, have the highest proportion of claimants of carers allowance and disability-related benefits.

- Inclusion health is a new profile for the JSNA and covers a range of groups that experience health inequalities, including people in contact with the criminal justice system, vulnerable migrants and refugees, and people experiencing homelessness. For the financial year 2022/23, there were 1,236 households in Rotherham assessed as being owed a prevention or relief duty for homelessness (Department for Levelling Up, Housing and Communities, 2023). Of this, 428 household were assessed as being threatened with homelessness within 56 days, with a homelessness prevention duty being owed as a result.

Link to JSNA: Socio-Economic – Rotherham Data Hub
Data sources: Data on population were accessed from the Office of National Statistics.
Children's social care data were provided by Rotherham Metropolitan Borough Council.
Data on education and/or learning were accessed from the 'Annual NEET Scorecard' published by Department for Education.
Claimant count data were accessed from NOMIS Official Labour Market Statistics.

Please visit the JSNA website for additional information

JSNA website