

Health and Wellbeing Board Annual Report – 2024/25

25th June 2025

The Context

- Life expectancy at birth for both men and women in Rotherham continues to be significantly lower than the England average (77.8yrs vs 79.1yrs for men and 80.9yrs vs 83.1yrs for women).
- The difference in healthy life expectancy at birth is particularly stark with a 7.4-year gap for Rotherham women compared with the national average (2021-2023) (55.6yrs vs 61.9yrs) and a 4.4-year gap for men (56yrs vs 61.5yrs).
- Rotherham ranks as being in the top 20% of most deprived areas in England with 11,904 children living in “absolute poverty” in 2022/23, according to Department for Work and Pensions figures.
- The population aged 65 and over is projected to increase to 60,939 people by 2029, with over 10% of the population aged 75 or over (Office for National Statistics).



Timeline of Achievements

In 2020-21 the previous Strategy achieved:

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.

All Rotherham people live well for longer.

All Rotherham people live in healthy, safe, and resilient communities.

Launched the Moving Rotherham campaign.

Delivered the Suicide Prevention and Self-harm Reduction Action Plan.

Implemented the Mental Health Trailblazer in schools 'With Me in Mind.'

An estimated 400,000 people engaged in the Rotherham Together programme, which was developed to respond and support recovery from COVID-19.

Established an unpaid carers group to ensure carers have the support they need throughout the pandemic.

Tackled loneliness and social isolation during COVID-19.

Engaging with the Local Maternity System on the maternity transformation plan.

Pooled knowledge, expertise, and resources across the partnership.

Worked with the other Boards across the Rotherham Together Partnership to deliver the safeguarding protocol.

Timeline of Achievements

In 2021-22 the previous Strategy achieved:

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.

All Rotherham people live well for longer.

All Rotherham people live in healthy, safe, and resilient communities.

Catering Services have achieved a Food for Life award.

The Unpaid Carers Group formed to support the emergency response work, and this ensured the carer partnership was as strong as it could be in the most extreme of circumstances.

Delivered the loneliness plan, Making Every Contact Count (MECC) training

Programmes were delivered to welcome women and girls into football, focussing on under-represented groups, in preparation for the Women's Euros.

Developed a Team Around the School (TAS) model of working, working with schools and creating new resources based on their needs.

Programmes were delivered to support local people to lead healthy lifestyles.

Libraries launched programmes, including film screenings and death cafes, to become death positive spaces.

Timeline of Achievements

In 2022/23 & 2023/24 the previous Strategy achieved:

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.	All Rotherham people live well for longer.	All Rotherham people live in healthy, safe, and resilient communities.
Independent travel training (ITT) offer has been created to support children with special educational needs or disabilities.		Rotherham has outperformed the national average in terms of successful completion of alcohol and non-opiate drug treatment.	New mobile CCTV unit launched to reduce crime and anti-social behaviour.
Forest View - a new post-14 specialist campus opened in September 2023, providing 50 school places.	Mental Health Awareness and Suicide Prevention training courses were promoted across the partnership for practitioners.		Rotherham was a host city in delivering a record-breaking UEFA Women's Euros 2022.
Rotherham's leaders pledged to work towards becoming a Breastfeeding Friendly borough.		A new diagnostic centre opened at Badsley Moor Lane, providing an out-patient respiratory and sleep physiology service.	
launched the new universal youth offer website 'Places to Go and Things to Do'.	Developed the 'Walk With Us' toolkit for supporting children, young people and families affected or bereaved by suicide.		Activities were delivered in libraries, including development of the Warm Welcome programme to support Rotherham people through the cost-of-living crisis.
A 'Best Start and Beyond' framework has been developed to derive optimum value from work that is already ongoing within the system.		For Carers Week, the Council organised an event, in partnership with Crossroads Care Rotherham, to offer information, support and advice to Rotherham's unpaid carers.	The annual Rotherham Show took place on 2 nd - 3 rd September, with approximately 88,000 spectators.

Timeline of Achievements

In 2024-25 the previous Strategy achieved:

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.

All Rotherham people live well for longer.

All Rotherham people live in healthy, safe, and resilient communities.

New Youth Parliament members for Rotherham.

The Mental Health Community Connectors service was established in April 2024

Rother Valley and Thrybergh Country Park are the latest two locations to install a Changing Place facility to support the needs of disabled visitors.

Rotherham's Reclaim the Night returned for its tenth year on 21st November 2024.

'Giving Your Child the Best Start in Life' guide is now available for all families across Rotherham with children up to 2- years old.

RotherHive was launched in 2020 originally as a mental health resource.

Rotherham patients with COPD marked World COPD Day by taking part in an event designed to help them learn how to manage the condition.

Rotherham's Reclaim the Night returned for its tenth year on 21st November 2024.

Developed a programme of learning events to support Safeguarding Awareness Week.

Council opens registration for its universal baby packs.

Sustainable Food Bronze Award Rotherham Food Network has won a prestigious award for tackling the food challenges that are faced by communities.

The biannual Rotherham Together Partnership event was held in September 2024 at The Arc Cinema in Forge Island.

Delivering the Strategy

Aim 1: All children get the best start in life and go on to achieve their full potential

- Rotherham Council opens registration for its universal baby packs.
- 'Giving Your Child the Best Start in Life' guide is now available for all families across Rotherham with children up to 2-years old.
- The Rotherham Youth Cabinet provides an opportunity for young people to come together, to participate in formal governance structures.
- New Youth Parliament members for Rotherham. The UK Youth Parliament (UKYP) enables young people aged 11-18 to use their energy and passion to change the world for the better.

Delivering the Strategy

Aim 2: All Rotherham people enjoy the best possible mental health and wellbeing and have a good quality of life

- The Mental Health Community Connectors service was established in April 2024 as a response to NHS England guidance to improve the physical health care of adults living with severe mental illness.
- The National Academy for Social Prescribing published a new report highlighting the measurable benefits of social prescribing.
- A domestic homicide review was conducted in December 2024 by Rotherham and Doncaster Humber Trust (RDaSH) Crisis Team Manager and Clinical Lead, who considered how they could enhance understanding and learning around domestic abuse and suicide in the workplace.

Delivering the Strategy

Aim 3: All Rotherham people live well for longer

- Rother Valley and Thrybergh Country Park are the latest two locations to install a Changing Place facility to support the needs of disabled visitors.
- The Council worked in collaboration with partners to spotlight the unwavering commitment and tireless efforts of unpaid carers.
- Rotherham patients with COPD marked World COPD Day by taking part in an event designed to help them learn how to manage the condition.
- The Adult Social Care Co-Production Board has been established where residents can codesign adult social care services to ensure their experiences shape the future delivery of services.

Delivering the Strategy

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

- Taking place on the weekend of 7th-8th September 2024, the annual Rotherham Show how saw over 45,000 people enjoy an eclectic mix of live music, dance, comedy, outdoor theatre and creative workshops.
- Rotherham's Reclaim the Night returned for its tenth year on 21st November 2024.
- The Council's community tension monitoring process enables the Council to track and monitor local issues, alongside any national or international events, which may threaten cohesion.
- The Council and local partner organisations came together and developed a programme of learning events to support Safeguarding Awareness Week, which took place from 18th-22nd November 2024.

Looking Ahead

The Health and Wellbeing Board over the next year will:

- Launch our refreshed Health and Wellbeing Strategy for 2025-2030.
- Develop an action plan setting out the core activities that the Board will oversee in 2025/26.
- Continue to work with Board sponsors to monitor delivery of our strategy.
- Further develop relationships with 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 that address the wider determinants of health to embed health equity in all policies.
- Produce an annual report each year with case studies, giving people the chance to hear about what has been achieved and the impact it has had.

