

**HEALTH AND WELLBEING BOARD**  
**25th June, 2025**

**Present:-**

Councillor Baker-Rogers	Cabinet Member, Adult Social Care and Health <b>In the Chair</b>
Councillor Cusworth	Cabinet Member, Children and Young People's Services
Councillor Ismail	The Mayor
Andrew Bramidge	Strategic Director, Regeneration and Environment
Jo Brown	Assistant Chief Executive
Nicola Curley	Strategic Director, Children and Young People's Services
Kym Gleeson	Healthwatch Rotherham
Alex Hawley	Acting Director of Public Health
Shafiq Hussain	Chief Executive, Voluntary Action Rotherham
Bob Kirton	Managing Director, The Rotherham Foundation Trust
Joanne McDonough	RDaSH (representing Toby Lewis)
Jason Page	Medical Director, Rotherham Place, NHS SY ICB
Ian Spicer	Strategic Director, Adults, Housing and Social Care
Chief Supt Andy Wright	South Yorkshire Police

**Report Presenters:-**

Ruth Fletcher Brown	Public Health Specialist, RMBC
Oscar Holden	Corporate Improvement Officer, RMBC
Lorna Quinn	Public Health Intelligence Principal
Jaimee Wylam	Public Health Registrar

**Also Present:-**

Claire Smith	Director of Partnerships (Rotherham) NHS SY ICB
Dawn Mitchell	Governance Advisor, RMBC

**1. DECLARATIONS OF INTEREST**

There were no Declarations of Interest made at the meeting.

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

No questions had been received in advance of the meeting and there were no members of the public or press in attendance at the meeting.

**3. COMMUNICATIONS**

There were no communications to bring to the Board's attention.

**4. MINUTES OF THE PREVIOUS MEETING**

Resolved:- That the minutes of the previous meeting held on 26th March, 2025, be approved as a true record.

**5. ROTHERHAM BREASTFEEDING FRIENDLY BOROUGH DECLARATION**

Jaimee Wylam, Public Health Registrar, on behalf of Sam Longley, Public Health Specialist, presented the submitted report with the aid of the following powerpoint presentation:-

**The Declaration**

- “The Health and Wellbeing Board is committed to protecting, promoting and supporting breastfeeding through advocacy to the whole of its population whether they be a member of the public or member of staff.

To achieve this, we support the implementation of a Breastfeeding Borough, which includes some of the measures from the Baby Friendly Initiative (BFI) and adapt these to our local authority ethos and services where appropriate”

**UNICEF Breastfeeding Friendly Accreditation**

- Children’s Centres have had their Stage 1 assessment for Baby Friendly Initiative (BFI) accreditation
- 3 Breastfeeding Friendly Champions were in place across the 3 localities in Rotherham to support sustaining the work beyond the Family Hub Project
- Breastfeeding Friendly guardians remained active and supportive of The Baby Friendly Initiative
- Stage 3 accreditation assessments had been completed in midwifery and the Rotherham Children’s Public Health Nursing Service (0-19s)
- Systems in place for shared learning and support across systems in Rotherham

**Breastfeeding Friendly Spaces**

- RMBC Health and Wellbeing page now developed to allow businesses to register
- Play centres, cafes and community youth provisions were now signed up
- Business packs with signage available
- Utilising the Voice event to promote the scheme
- 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 continued in post with continued Family Hub funding
- Voluntary Action Rotherham co-ordinating 17 active peer supporters and volunteers
- Peer support training continued. Recent course completed at REMA
- 3 individuals had since secured paid employment

- Midwifery had increased their support for tongue tie
- Additional support groups were being planned
- Some peer supporters had also become trained in perinatal mental health peer support by Light

#### Community Events

- Rotherham Show 2024 and plans to attend again in 2025
- Bit Latch On event 4<sup>th</sup> April 2025 was very successfully hosted by Grimm & Co
- The Voice event to promote Breastfeeding Friendly Spaces

#### Next Steps

- Prepare for level 2 Unicef BFI accreditation assessment in Children's Centres by May 2027 in line with Unicef new Community Standards
- To focus on sustaining transformation of infant feeding practice utilising continued 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:-

- There had been an upward trend in the breastfeeding rate for the first 6-8 weeks since the Declaration. Given the success, should the target rate be raised?
- Breastfeeding was a priority for RDaSH and had some physical health services in other parts of its footprint that were exploring how to support mothers through CaMHS. Also, if there were adult patients in its Mental Health Services, particularly if an inpatient, how they could be supported to breastfeed
- Increasing business sign-up to the Rotherham Breastfeeding Friendly spaces scheme was in its early stages. It has been opportunistic in the hospitality sector such as cafes/restaurants where likely to find mothers. Any business/partner who was interested would be supported by Public Health
- Peer supporters were vital. The data was being examined in terms of age, ethnicity and deprivation to ascertain where higher or lower rates of breastfeeding were being seen. The next stage was to look at the peer support network and what could be done through the Family Friendly Programme and increase the support to those particular groups

Resolved:- (1) That the increase in Rotherham's 6-8 week breastfeeding rate and the progress made during the last year to become a Breastfeeding Friendly Borough be noted and celebrated.

(2) That the Health and Wellbeing Board reaffirm its support for the ambition for Rotherham to become a Breastfeeding Friendly Borough by signing the Declaration on behalf of its member organisations.

(3) That an update be submitted in 12 months.

## **6. JOINT STRATEGIC NEEDS ASSESSMENT**

Lorna Quinn, Public Health Intelligence Principal, presented the submitted report with the aid of the following powerpoint:-

Where are we seeing improvements

- Breastfeeding  
Increased percentage of babies whose first feed was 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
- Other Improvements  
Cancer screening coverage for bowel cancer had increased from 62% in 2019 to 73% in 2024  
STI testing rate was increasing and both this and the HIV testing rate remained one of the highest across the region  
The percentage of eligible 2 year olds in Rotherham taking up an Early Education place had remained stable and above the comparators (88.4% taking up a place in the 2023-24 academic year)  
Children Centre engagement rates for children in the 30% most disadvantaged areas had increased to 82% in 2023-24

Where are we seeing things get worse

- Healthy Life Expectancy had been decreasing from 59 to 2015-17 to 56 years in 2021-23 for both males and females
- Prevalence of depression in Rotherham had increased between 2013 and 2022 from 9.9% to 17.3% remaining above the England average of 13.2%

Unpicking Complexity

Smoking

- Across the country Rotherham had one of the highest proportion of quitters for smokers who set a quit date (higher was better)
- However, prevalence was still showing a slow decline; currently at 14.5% compared to England at 11.6%

#### Physical Activity

- We have seen a decrease in the percentage of adults that were physically active to 58.5% in Rotherham which left Rotherham as the lowest in Yorkshire and the Humber
- Physical activity in children and young people had also seen a decrease to 44

#### Summary

- Refreshed data at <https://www.rotherham.gov.uk/data/>
- Some important improvements to note
- Some significant challenges remained
- Work to impact on complex issues required whole systems approaches

Discussion ensued with the following issues raised/clarified:-

- The summary of key findings was produced annually, however, it was updated on a quarterly basis on the website
- It was noted that the data was for 2023/24
- Work would take place to ascertain how the data on life expectancy/healthy life expectancy was broken down into cohorts and recorded
- Rotherham was better than the average for England with regard to the uptake on screening programmes and the take-up of vaccinations. This should be taken advantage of and built upon
- The life expectancy figure and the depression figures were quite stark. Should the refresh of the Health and Wellbeing Strategy consider this in its priorities?
- Rotherham had a high take-up of early education places. However, it was noticeable that there was a disconnect with children/families when they got to 6-7 and 10-11 years of age. Work was taking place to improve this with the new Government funding looking at the transition from primary to secondary education
- It was hoped that the Sport England grant would help increase levels of physical activity in the population of Rotherham

Resolved:- (1) That the updated Joint Strategic Needs Assessment be noted.

(2) That the Board consider its approach to and use of the Joint Strategic Needs Assessment in the future.

**7. ROTHERHAM SUICIDE PREVENTION AND SELF HARM ACTION PLAN 2025-28**

Ruth Fletcher-Brown, Public Health Specialist, presented the attached report with the aid of the following powerpoint presentation:

**Suicide Rates for Rotherham 2021-23**

- The latest suicide data showed that Rotherham had seen a small increase in suicides from 12.4 in 2020-22 per 100,000 to 12.6 in 2021-23, however, the rate was statistically similar to the average for England at 10.7 per 100,000
- Rotherham mirrored the national picture with males still accounting for most of the deaths to suicide in Rotherham. The rate had slightly increased in the period 2021-23 to 17.3 per 100,000 compared to 16.5 in 2020-22. However, it was 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 2017-19. The rate in 2021-23 was now 8.1 per 100,000 and statistically similar to England at 5.4 per 100,000

**Progress from the previous action plan**

- SPOT and Speak Suicide Prevention courses delivered by Papyrus January-March 2024 – 223 people trained
- 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 Taxi Driver Training (ZSA)
- Domestic Homicide and Suicide Prevention Learning events held for partner organisations
- Safeguarding Awareness Week (SAW) – suicide prevention workshops held every year since 2020
- ZSA promoted to the public in libraries across Rotherham
- Amparo support for children, young people and adults across South Yorkshire who had been bereaved/affected/exposed to suicide
- 4 Survivors of Bereavement by Suicide (SOBS) Groups operating across South Yorkshire
- From 2021 there had been 4 memorial events for families and friends in South Yorkshire who had been bereaved by suicide

**2025-28 Suicide Prevention Action Plan**

- 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 action plan was developed based on discussions at the symposium, local data, evidence-based practice

- The action plan was aligned to the 2023-28 National Suicide Prevention Strategy
- Action plan drafted and shared with partners from end of January to April 2025

#### 2025-28 Suicide Prevention Action Plan Aims

- Aim 1 – Making suicide prevention everyone's responsibility
- Aim 2 – To support 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
- The Rotherham Suicide Prevention Action Plan should be read in context with other supporting plans which would address the wider determinants

#### Suicide Prevention Actions

Actions identified in the 2025-28 were already progressing:-

- Launch of the Vista Project, a pilot project to support people who had attempted suicide due to a life event (April 2025)
- Domestic abuse and suicide prevention training 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. New film and resources would be promoted in September 2025
- Training from SAYiT on LGBTQ+ communities and suicide prevention (starting May-October 2025)
- Distribution to schools, colleges, VCS and CYPS of the easy read, Walk with Us Guide (May 2025)

#### Next Steps

- Implementation of the action plan would be overseen by the Suicide Prevention and Self-Harm Group. Partners of the Health and Wellbeing Board were represented on this Group
- Some actions would take place at a South Yorkshire level subject to funding
- The Board would receive updates on progress and any emerging concerns

Discussion ensued with the following issues raised/clarified:-

- Work was taking place with Speakup and the Rotherham Autism Support Service regarding the Be One Campaign. A new film and resources would be promoted on 10<sup>th</sup> September, 2025 which was World Suicide Prevention Day

- From a Public Health point of view, Kooth would be actively promoted at this time of the year as well as the team around the schools being very proactive during the exam season. Young Minds was also available which had a helpline that parents could use
- The Vista Project was aimed at those aged 18+. Currently children and young people would get support through CaHMS if they presented/had attempted suicide. RDaSH provided support through CaMHS. The Services did see young people that had attempted suicide due to a mixture of life events and mental health and in need of a multi-agency response. RDaSH worked closely with partners in Social Care and Children and Young People's Services
- Aim 3 (reducing suicides amongst high risk groups by reaching people where they live and work) referred to every part of someone's life. The real time data provided information as to what was happening in the community and to target attention to areas of concern
- There had been a lot of work carried out in other areas around Autism. It was felt that once the film and the work on the website was released it would be acceptable to a wide range of neurodivergent communities

Resolved:- (1) That the progress made from the previous action plan be noted.

(2) That the Board note the next steps under the new action plan.

(3) That the Chair be provided with a briefing note as to what equivalent support to the Vista Project was available for children.

## **8. HEALTH AND WELLBEING BOARD ANNUAL REPORT 2024-25**

Oscar Holden, Corporate Improvement Officer, presented the Health and Wellbeing Board annual report 2024-25 with the aid of the following powerpoint presentation:-

### **The Context**

- Life expectancy at birth for both men and women in Rotherham continued to be significantly lower than the England average (77.8 years v 79.1 years for men and 80.9 years v 83.1 years for women)
- The difference in healthy life expectancy at birth was particularly stark with a 7.4 year gap for Rotherham women compared with the national average (2021-2023) (55.6 years v 61.9 years) and a 4.4 year gap for men (56 years v 61.5 years)
- Rotherham ranked 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 was 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

<b>In 2020-21 the previous Strategy achieved:</b>			
All children get 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
Implemented the Mental Health Trailblazer in schools 'With Me in Mind'. Engaging with the Local Maternity System on the maternity transformation plan.	Delivered the Suicide Prevention and Self-Harm Reduction Action Plan. Tackled loneliness and social isolation during Covid-19. Pooled knowledge, expertise and resources across the partnership.	Launched the Moving Rotherham campaign. Established an unpaid carers group to ensure carers have the support they need throughout the pandemic. Worked with the other Boards across the Rotherham Together Partnership to deliver the safeguarding protocol.	An estimated 400,000 people engaged in the Rotherham Together programme which was developed to respond and support recovery from Covid-19.
<b>In 2021-22 the previous Strategy achieved:</b>			
Catering Services have achieved a Food for Life award. Developed a Team Around the School (TAS) model of working, working with schools and creating new resources based on their needs.	Delivered the loneliness plan, Making Every Contact Count (MECC) training.	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. Programmes were delivered to support local people to lead healthy lifestyles.	Programmes were delivered to welcome women and girls into football, focussing on under-represented groups, in preparation for the Women's Euros. Libraries launched programmes including film screening and

			death cafes to become death positive spaces.
<b>In 2022-23 and 2023-24 the previous Strategy achieved</b>			
Independent travel training (ITT) offer has been created to support children with special educational needs or disabilities. Forest View – a new post-14 specialist campus opened in September 2023 providing 50 school places. Rotherham's leaders pledged to work towards becoming a Breastfeeding Friendly Borough. Launched the new universal youth offer website 'Places to Go and Things to Do'. A 'Best Start and Beyond' framework has been developed to derive optimum value from work that was already ongoing within the system	Mental Health Awareness and Suicide Prevention training courses were promoted across the partnership for practitioners. Developed the 'Walk With Us' toolkit for supporting children, young people and families affected or bereaved by suicide.	Rotherham has outperformed the national average in terms of successful completion of alcohol and non-opiate drug treatment. A new diagnostic centre opened at Badsley Moor Lane providing an out-patient respiratory and sleep physiology service. 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	New mobile CCTV unit launched to reduce crime and anti-social behaviour. Rotherham was a host city in delivering a record breaking UEFA Women's Euros 2022. Activities were delivered in libraries, including development of the Warm Welcome programme to support Rotherham people through the cost-of-living crisis. The annual Rotherham Show took place on 2 <sup>nd</sup> -3 <sup>rd</sup> September with approximately 88,000 spectators.

<b>In 2024-25 the previous Strategy achieved:</b>			
New Youth Parliament members for Rotherham. 'Giving Your Child the Best Start in Life' guide was now available for all families across Rotherham with children up to 2 years old. Council opens registration for its universal baby packs	The Mental Health Community Connectors Service was established in April 2024. RotherHive was launched in 2020 originally as a mental health resource.	Rother Valley and Thrybergh Country Parks were the latest 2 locations to install a Changing Place facility to support the needs of disabled visitors. Rotherham patients with COPD marked World COPD Day by taking part in an event designed to help them learn how to manage the condition. Sustainable Food Bronze Award Rotherham Food Network has won a prestigious award for tackling the food challenges that were faced by communities.	Rotherham's Reclaim the Night returned for its 10 <sup>th</sup> year on 21 <sup>st</sup> November 2024. Developed a programme of learning events to support Safeguarding Awareness Week. The bi-annual Rotherham Together Partnership event was held in September 2024 at The Arc Cinema, 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 opened registration for its universal baby packs
- 'Giving Your Child the Best Start in Life' guide was now available for all families across Rotherham with children up to 2 years old
- The Rotherham Youth Cabinet provided 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) enabled young people aged 11-18 to use their energy and passion to change the world for the better

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

Aim 3: All Rotherham people live well for longer

- Rother Valley and Thrybergh Country Parks were the latest 2 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 had been established where residents could co-design Adult Social Care Services to ensure their experiences shape the future delivery of services

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

- Taking place on the weekend of 7<sup>th</sup>-8<sup>th</sup> September 2024, the annual Rotherham Show 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 10<sup>th</sup> year on 21<sup>st</sup> November 2024
- The Council's community tension monitoring process enabled 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 18<sup>th</sup>-22<sup>nd</sup> November 2024

Looking Ahead

The Health and Wellbeing Board over the next year will:

- Launch its refreshed Health and Wellbeing Strategy for 2025-2030
- Develop an action plan setting out the core activities that the Board would oversee in 2025/26
- Continue to work with Board sponsors to monitor delivery of the Strategy

- Further develop relationships with the new South Yorkshire Integrated Care System and ensure each of the aims are aligned with the South Yorkshire Integrated Care Strategy
- Continue to focus on reducing health inequalities between the most and least deprived communities
- Influence other bodies and stakeholders, including those that addressed the wider determinants of health, to embed health equality in all policies
- Produce an annual report each year with case studies giving people the chance to hear about what had been achieved and the impact it had had

It was noted that the annual report was with the Design Team for uploading to the website.

Resolved:- (1) That the timeline of Achievements under the Health and Wellbeing Strategy 2025-30 be noted.

(2) That the progress made under each of the four aims in 2024/25 be noted.

(3) That the Chair be provided with a briefing notice with regard to any future proposals for the introduction of more Changing Place facilities to support the needs of disabled visitors.

## **9. HEALTH AND WELLBEING BOARD - TERMS OF REFERENCE**

Oscar Holden, Corporate Improvement Officer, presented the Board's terms of reference for its annual report.

The report detailed:

- The role of the Health and Wellbeing Board
- Responsibilities
- Expectations of the Health and Wellbeing Board Member
- Membership
- Governance
- Quorum
- Meeting arrangements
- Engaging with the public and providers

Further details were provided of the governance arrangements and the Memorandum of Understanding between the Rotherham Health and Wellbeing Board and Board Sponsors for Health and Wellbeing Strategy Aims.

It was noted that the next formal review was due in May 2026. However, the restructure of the ICB would impact the Terms of Reference but there were no confirmed changes at the present time. It was expected that the new organisation would be formed on 1<sup>st</sup> January, 2026.

Resolved: (1) That the refreshed Terms of Reference be approved.

(2) That upon confirmation of the Integrated Care Board organisational changes, the Terms of Reference be amended accordingly and submitted to the Board for approval.

(3) That the next formal review take place in May 2026.

**10. ITEMS ESCALATED FROM PLACE BOARD**

There were no issues to report.

**11. BETTER CARE FUND (BCF) YEAR END 2024-25**

The Board received for information the BCF Year End Template report that had been submitted to NHS England with regard to the performance, expenditure, capacity and demand and actual activity of Rotherham's Better Care Fund Plan for 2024/25.

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

The information contained within the BCF submission included:-

- Section 75 Agreement
- Confirmation of National Conditions
- BCF Metrics
- Income and Expenditure
- Year End Feedback

It was noted that the documentation had been approved by the Better Care Fund Executive Group on 30<sup>th</sup> May, 2025 (approved on behalf of the Health and Wellbeing Board) and had been submitted to NHS England on 6<sup>th</sup> June, 2025.

**12. ROTHERHAM PLACE BOARD MINUTES PARTNERSHIP BUSINESS**

The minutes of the Rotherham Place Board Partnership Business meetings held on 19<sup>th</sup> February, 19<sup>th</sup> March and 16<sup>th</sup> April, 2025, were noted.

**13. ROTHERHAM PLACE BOARD ICB BUSINESS**

The minutes of the Rotherham Place Board ICB Business meetings held on 19<sup>th</sup> February, 19<sup>th</sup> March and 16<sup>th</sup> April, 2025, were noted.