

BRIEFING	TO:	Health and Wellbeing Board
	DATE:	24 th September 2025
	LEAD OFFICER	Alex Hawley, Consultant in Public Health and Lorna Quinn, Public Health Intelligence Principal
	TITLE:	Director of Public Health Report 2025
Background		
1.1	The purpose of the Director of Public Health (DPH) Annual Report is to spotlight local health issues and concerns, and to make recommendations for the future as a result.	
1.2	This year’s DPH Annual Report focuses on creative health within the borough, and how arts, creativity, and culture can be used to improve the health and wellbeing of children and young people in Rotherham.	
1.3	The creative health focus comes as Rotherham has been named the world’s first Children Capital of Culture (CCoC) for 2025, a year-long festival codesigned with children that aims to highlight arts, creativity, and culture in the borough, whilst encouraging engagement with Rotherham’s children and young people.	
1.4	One of the aims of the CCoC programme is “to support children and young people in developing responses to complex social, health and wellbeing challenges through increased participation in cultural and leisure activities”.	
1.5	This area of focus was agreed upon by the Director of Public Health Annual Report Steering Group, in discussion with other key stakeholders, such as the Cultural Partnership Board and Children and Young People’s DLT.	
Key Issues		
2.1	<p>The analysis in the report is structured around the four CCoC programme themes with sub-themes within them. Each theme and subtheme identify target areas where creative approaches can help improve health and wellbeing for children and young people. The themes are as follows:</p> <ul style="list-style-type: none">• You’re Not From New York City You’re From Rov’rum<ul style="list-style-type: none">○ Sense of belonging and community○ Education○ Employment and aspirations• Who We Are, Where We Come From<ul style="list-style-type: none">○ Mental health○ Health behaviours○ Confidence, self-esteem and identity• Plug In & Play<ul style="list-style-type: none">○ Physical activity and play○ Culture and the arts online○ Loneliness• The World Beneath Our Feet<ul style="list-style-type: none">○ Blue and greenspaces○ Climate action	

2.3	Child friendly summaries of each section have been included. These have been shared with children and young people to check they make sense and are in recognisable language.
Key Actions and Relevant Timelines	
3.1	The Director of Public Health report is published annually September/October.
3.2	The steering group will meet in late 2025 to discuss the topic of the 2026 report.
Implications for Health Inequalities	
4.1	Using Rotherham based data, and broader research, the report highlights the health inequalities experienced by children and young people in Rotherham and how creative health approaches have the potential to improve health and wellbeing, not just in the immediate but across their life course.
Recommendations	
5.1	To note the findings of the 2025 Director of Public Health report.