

ROTHERHAM COUNCIL  
ADULT SOCIAL CARE MENTAL HEALTH STRATEGY 2026 - 2029



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# WELCOME

## **This strategy sets out our vision for how we intend to support adults in Rotherham who are facing mental ill health.**

Rotherham Council is committed to ensuring people live their best lives, in their local communities, close to home, with the people important to them. We have designed this strategy to support meeting that commitment.

This strategy was shaped by talking directly to adults in Rotherham who have experienced mental ill health, as well as their families, carers, support networks and organisations that provide mental health services in the borough.

In Rotherham, we have developed the Four Cornerstones in partnership with people with lived experience, partners and support organisations, which we believe are essential for ensuring that good practice is achieved. These are:

**Welcome and Care**

**Value and Include**

**Communicate**

**Work in Partnership**

We recognise that when these values are integrated into practice, trust is developed and progress in achieving positive outcomes is made.

This strategy has been developed to align with and reinforce Rotherham's broader vision for social mental health services. It complements key initiatives, including the Adult Social Care Strategy 2024 - 2027, Rotherham Dementia Strategy, Homeless Prevention and Rough Sleeper Strategy 2023 - 2026 and the Rotherham Health and Wellbeing Strategy - Better Mental Health for All initiatives.

The Rotherham Council Adult Social Care Mental Health Strategy 2026 - 2029 aligns with several key strategies supported by the Health and Wellbeing Board:

- **Better Mental Health for All** – focuses on early intervention, prevention and the mental wellbeing of the whole population, considering wider social factors.
- **Suicide Prevention and Self-Harm Action Plan (2025–2028)** – aims to reduce suicides through collective responsibility, early intervention, and support for those affected.
- **Loneliness Action Plan** – addresses loneliness as a public health issue, working to help people of all ages in Rotherham feel more connected and supported.

Ultimately, the strategy focuses on achieving the best mental health outcomes for adults across Rotherham. We recognise the importance of putting the person at the heart of everything we do. This means involving people in the things that matter to them and designing our mental health services around the views of people who need them.



**Cllr Joanna Baker-Rogers,**  
Cabinet member for  
Adult Care and Health



**Ian Spicer,**  
Strategic Director for  
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# MENTAL HEALTH IN ROTHERHAM

## **The demand for flexible and integrated mental health services in Rotherham is growing.**

Between 2012 and 2022, the prevalence of depression in Rotherham rose from 8.8% to 17.3%, exceeding the national average of 13.2%. This represents a rise in affected individuals from approximately 18,000 to 37,000 over the ten-year period.

As of August 2025, 460 individuals were receiving support from Adult Social Care in Rotherham with mental health identified as their Primary Support Reason. This marks a 21% increase, compared to the 380 individuals recorded at the end of the 2022/2023 year.

Over the past three years, around 11-12% of all individuals receiving Adult Social Care support in Rotherham have had mental health as their Primary Support Reason. This aligns closely with the national average of 12%.

Mental health in Rotherham is recognised as a vital part of overall wellbeing, shaping how individuals think, feel and connect with others. It evolves throughout life, influenced by personal experiences and wider social factors. Mental ill health can affect anyone, regardless of age, background, or role, whether they are a carer, parent, young adult, or older person.

Good mental health is supported by elements such as secure employment, strong social networks, safe and stable housing, financial security, access to green spaces, and meaningful connections within the local community.

Rotherham also promotes the [Five Ways to Wellbeing](#)

Be Active

Connect

Give

Keep Learning

Take Notice

Five practical steps to enhance mental wellbeing. Together, these factors help build resilience, reduce isolation, and improve quality of life across all age groups.



# MENTAL HEALTH STATISTICS

## Public Health and Housing services have been key in the delivery of this Mental Health strategy.

Housing plays a critical role in supporting the mental health pathway within Adult Social Care (ASC), acting as both a foundation for recovery and a platform for support.

Mental ill health is a growing public health concern. We know it can range from everyday worries, through to long term conditions. People with higher rates of wellbeing have lower rates of illness and mental ill health.

Rotherham's Mental Health Needs Assessment (RHNA) provides a picture of health needs across the local population, including mental health and wellbeing data.

Data from the Rotherham Data Hub, Public Health's 'Engagement on Loneliness', the Joint Strategic Needs Assessment (JSNA), and the Rotherham Parent Carer Forum have all contributed to informing this strategy.



### Wellbeing (JSNA Data, 2022–23)

10.4 % of adults (aged 16+) in Rotherham reported a low happiness score.

24.3 % of adults (aged 16+) reported a high anxiety score.

### Loneliness (JSNA Data, 2022–23)

7.4 % of adult residents in Rotherham reported feeling lonely 'often or always' or 'some of the time'.



**Mental Health & Substance Abuse** (RHNA Report, Feb 2024) Of 276 clients supported by the Rotherham Abuse Counselling Service, 29 % had a co-occurring mental health issue alongside a drug or alcohol problem.

### Mental Health Crisis (RHNA Report, Apr 2023–Feb 2024).

The referral rate to crisis services was 20.5 per 1,000 of the population aged 18 and over.



### Suicide Mortality Rate (JSNA data 2021–2023)

The Suicide Mortality rate in Rotherham is 12.6 per 100,000 over a three-year average.

### Homelessness & Mental Health (MHCLG Data)

The proportion of homeless households in Rotherham with mental health support needs increased from 15.9 % in 2022/23 to 39.0 % in 2024/25.



# MENTAL HEALTH VISION

*People who have experienced mental ill-health, and their families, and carers feel empowered, their voice is respected and they receive early support to prevent a decline in their wellbeing and maintain their independence as close to home as possible.*

Adult Social Care (ASC) will work with partners to ensure that people who have experienced mental ill-health, and their families, and carers:

- Receive the right support, at the right time, to maintain both their mental and physical wellbeing.
- Have the same opportunities to access support, regardless of their presenting needs.
- Can access advice and services which are closer to home to help them to sustain relationships and local connections which are important to them.
- Have their voice listened to, respected and heard.



# MENTAL HEALTH PRIORITIES

**We want to ensure that every resident in Rotherham can live safely, independently and well, for as long as possible within their local communities.**

To do this, it is important that we ensure equal focus on both physical and mental wellbeing. This strategy sets out our commitment to how we will shape, deliver and commission adult mental health services provided by the Council.

This Mental Health Strategy is built on **three guiding principles** that people who have experienced mental ill-health, their families and carers, told us what was important to them. These guiding principles will underpin how we develop services, invest and grow our workforce, and engage with residents and people with lived experience.

People-Focussed

Caring

Respectful



Our strategy sets out the priorities for the next 3-years to ensure we can deliver on our vision for mental health services across the borough. We will achieve these priorities by:

- **Delivering** strength-based practices that draw on a person's skills, knowledge and experience to increase opportunities for them to achieve their goals and outcomes.
- **Embedding** person-centred approaches so that the person can remain in control of what happens and set their own goals, aspirations and outcomes.
- **Empowering** everyone to lead fulfilling lives, whilst also keeping them safe from harm and achieving a good quality of life.
- **Listening** to what people who have experienced mental ill-health, and their families and carers say works and does not work, to actively improve how we design and deliver mental health services.
- **Celebrating** people's unique attributes and seeking to tackle all forms of discrimination to achieve equality for all; ensuring our services reflect the diverse needs of individuals and our local communities.
- **Ensuring** everything we do is people-focussed, encourages mutual respect and reflects a caring, compassionate approach to supporting people who have experienced mental ill-health, and their families and carers.



# MENTAL HEALTH PRIORITIES

Over the next three years, Adult Social Care (ASC) will focus on delivering the following priorities with partners to improve outcomes for people experiencing mental ill health, and their families and carers.

2026  
to  
2027

## Voice

- Create a dedicated Mental Health Partnership Board so that the voice of people who have experienced mental ill-health, and their families and carers can effectively influence and shape the design and delivery of services.
- Develop new and inclusive ways for people with lived experience of mental ill health to give feedback across Mental Health services, so their voices help shape how services are delivered and how communication can be improved.

## Prevent, Reduce, Delay

- Expand the Mental Health Enablement Pathway, to give more support to people who have experienced mental ill-health, and their families and carers, throughout each year of the strategy from 2026 to 2029.
- Provide support for people experiencing mental ill health through the Supporting Independence Pathway, to prevent, reduce or delay the need for more formal support.

## Access

- Support the aims of the Rotherham Health and Inequalities Strategy, to reduce waiting times for Care Act Assessments for individuals experiencing mental ill health. Complete most assessments within 28 working days (excluding crisis cases), enabling earlier access to support and intervention.
- Review and improve Transition Pathways for young people experiencing mental ill health.
- Review existing barriers to accessing mental health services and referrals, especially for under-represented minority groups, to ensure everyone can get the support they need quickly, easily, and fairly.



**2027  
to  
2028**

#### **Services**

- Create additional mental health support provision across the borough, so that people who have experienced mental ill-health, and their families and carers can access support closer to home.
- Improve the range of clear and accessible information, advice and signposting available to people who have experienced mental ill-health, and their families and carers, so they can find the right support more easily.
- Commit to open and clear communication, share information openly and make sure everyone receiving mental health support understands the processes involved.
- Monitor and review the performance of independent mental health providers to improve the quality and accessibility of services.

#### **Support for Families and Carers**

- Ensure mental health carers in Rotherham get the support they need to stay healthy, connected and active through strong partnerships and services that meet their needs.

**2028  
to  
2029**

#### **Partnership and Integration**

- Work closely with partners, including Housing services and voluntary organisations, to improve collaboration and find better ways to deliver mental health services and support people's wellbeing in the community.
- Review with partners our Crisis Pathway, to make sure it meets people's needs and can respond flexibly when support is needed.

#### **Workforce Development**

- Deliver updated mental health training for practitioners and promote mental health champions throughout the 3-year strategy, with the programme completing in the final year.
- Support workforce development by strengthening partnership working and creating opportunities to share learning, good practice and expertise across teams and organisations.

# SPOTLIGHT: MENTAL HEALTH ENABLEMENT

**Prevention should be the foundation of good mental health services, including how a person is enabled to meet their full potential. Our Mental Health Enablement Service supports this aim and currently operates from Wellgate Court.**

The enablement pathway offers up to 15-weeks of tailored support, which includes engaging support from partners to resolve issues which impact on a person's mental wellbeing. The partnership approach is used for increasing social activities, resolving housing issues and supporting a person's mental wellbeing, amongst many others. The focus is on prevention and early intervention to support resilience and provide people with support that is intended to maximise their independence. The service makes a real difference as it offers more long-term intensive support, with unique support tailored to a person's individual circumstances and needs.

Referrals to the service are via either a professional referral or a self-referral (subject to meeting the criteria).

*"I wouldn't have been able to do the things I've achieved without this support."*

*"LC has done a fantastic job, and has literally changed our lives, we were overwhelmed we now have the house and our health back, thank you."*

*"I am really happy with the support I have had, I haven't felt judged."*

A person can refer themselves via our **Adult Contact Team on 01709 822330**. The online referral form can be found at the following link <https://www.rotherham.gov.uk/xfp/form/208>



*"KL has been such an amazing support for me, in the weeks we've done so far. I have gotten more sorted than in the year previous and things had just begun to pile up. She is always bright and chirpy, level-headed in a panic, extremely empathetic and we get on really well which is rare for me. An amazing service that I can't thank enough as it has really had a massive impact on my daily life and my mental health."*

*"Without this service, I wouldn't be here, it has saved my life."*

# VOICE

## Safeguarding Adults

Safeguarding is about protecting people from abuse or neglect, and educating those around them to recognise the signs and how they can report their concerns. To keep our residents safe we know there are lots of actions we currently do and more we can do. Amongst our aims are improving mental health, developing resilience and giving choice and control to support people to stay as safe as possible.

Adult Social Care (ASC) has a Safeguarding Adult Pathway to protect vulnerable residents at risk of harm or abuse. Our Rotherham Safeguarding Adults Board (SAB) is committed to taking a partnership approach to help protect adults at risk of or experiencing neglect, harm or abuse. We make safeguarding personal by listening to, acting upon and respecting the voice and views of the person. This supports an improved quality of life, wellbeing and safety as the person is empowered to lead and direct decisions.



Our approach also includes working with partners and residents to educate them to recognise the signs of abuse and neglect, including how they can report any safeguarding concerns.

**If you are worried about an adult, you can report a concern on our website <https://www.rotherham.gov.uk/worried-another-adult/Report-a-concern-about-an-adult> or call 01709 822330.**

## Get Involved

If you would like to get involved with shaping mental health services delivered by the Council we would love to hear from you. It is important to us that we put the person at the heart of everything we do, and that starts with listening to and acting on what you tell us.

How much you want to get involved is your choice, so if you would like to get involved to help shape our future services, please get in touch on our webpage: [Contact us – Rotherham Metropolitan Borough Council](#) or call us on 01709 822330.

## Find out More

You can visit our Adult Social Care (ASC) website to find out more about mental health services. [Help with your mental health – Rotherham Metropolitan Borough Council](#)

You can also review our achievements and outcomes for the last 12 months by taking a look at ‘How did we do?’, our Local Account that is published each year. Issue details - [How did we do? Adult Social Care Local Account 2024-2025 - Rotherham Council](#)

# MENTAL HEALTH CRISIS SUPPORT: CALL, TEXT OR EMAIL

If you or someone you know is in crisis, feeling suicidal, or needs immediate mental health support, please reach out through one of the following free and confidential services. Most are available 24 hours a day, 7 days a week (unless otherwise stated).

If there is immediate danger to life, **call 999**:

**Crisis Line:** 0800 804 8999

**For those who are deaf or hard of hearing,**  
text 07974 603610

**NHS 111:** Call and select the mental health option

**Papyrus HOPELINEUK:** 0800 068 4141  
(for young people under 35)

**Ring Samaritans** free on 116 123 (24/7)  
or contact Samaritans at [jo@samaritans.org](mailto:jo@samaritans.org)

**Text “EYUP”** to 85258 for confidential help with anxiety, stress, loneliness, depression, self-harm, or suicidal thoughts. Available 24/7.

There are also many other organisations offering direct support for mental health. ***Please don't hesitate to reach out - help is always available.***

**Safeguarding (Customer Contact Team)**

**Adults** – 01709 822330

**Safeguarding (M.A.S.H Team)**

**Children** – 01709 336080

**Mental Health Crisis Team** – 0800 652 9571

**RDASH Switchboard** – 03000 213000

**Housing Services** – 01709 336009

**Supported Employment** – 01709 249600

**Age UK Rotherham** – 01709 835214

**Citizen's Advice Bureau** – 0808 278 7911

**RotherHive:** <https://rotherhive.co.uk/>

**Be the One:** <https://www.be-the-one.co.uk/>