

BRIEFING	TO:	Health and Wellbeing Board
	DATE:	26/11/2025
	LEAD OFFICER	Oscar Holden
	TITLE:	Corporate Improvement Officer, RMBC
Background		
1.1	The Rotherham Health and Wellbeing Board Strategy 2025-30 was agreed at the Health and Wellbeing Board meeting on 25 th June 2025. The Strategy was the endorsed by Cabinet on 15 th September 2025.	
1.2	The Health and Wellbeing Board members then agreed its four priorities in principle by using nominal group technique to consider suggestions put forward by health and wellbeing system leaders at a workshop on 2 nd October 2025 where the priorities were agreed in principle and the next steps were agreed.	
1.3	A follow up session will have taken place on 24 th November with Health and Wellbeing Board members to agree the finalised wording and metrics for the priorities before coming to the Board meeting on 26 th November for a formal agreement.	
Key Issues		
2.1	Health and Wellbeing Strategy 2025 priorities agreed in principle are: <ul style="list-style-type: none">• Priority 1: We will reduce the prevalence of smoking in Rotherham to 5% by 2030• Priority 2: We will increase the wellbeing of the people of Rotherham to above national average by 2030• Priority 3: We will increase the proportion of people who feel they have the support and resources they need to manage their own health• Priority 4: We will promote environments which support and enhance wellbeing.	
2.2	The finalised wording of the priorities presented at the Board meeting may differ slightly since these are being agreed informally be Board members two days prior to the Board meeting on 25 th November but the general outline of each priority will remain consistent.	
2.3	The metrics for monitoring these for measuring these priorities are expected to be similar to the following:	
2.4	Life expectancy (taken from the Joint Strategic Needs Assessment) will be used as an overall measure for the priorities.	
2.5	Priority 1: <ul style="list-style-type: none">• Smoking rate (from existing Public Health metrics)• Under 19s vaping rate (from the School Survey).	
2.6	Priority 2: <ul style="list-style-type: none">• Happiness measure for adults (from the Joint Strategic Needs Assessment)• Lifestyle survey question on mental health for young people (from existing Public Health metrics).	

2.7	Priority 3: <ul style="list-style-type: none">• Patient Activation Measure scale (from existing RDaSH data).• Access questions about services outside of primary and secondary care such as social prescribing; Citizens Advise Bureau; Gym Classes (to be confirmed prior to the Board meeting)																								
2.8	Priority 4: <ul style="list-style-type: none">• Community safety measure (from existing Safer Rotherham Partnership metrics)• One other metric that will include one of the following: access to healthy food, adults taking recommended exercise, air quality, public transport (to be confirmed prior to the Board meeting).																								
2.9	The Rotherham Health and Wellbeing Board Strategy 2025-30 will be finalised upon the agreement of its priorities and will therefore require a new Action Plan. This will also be discussed at the meeting with Board members on 24 th November with the suggestion noted below and any amendments will be noted at the Board meeting.																								
2.10	The Board members will discuss the possibility of streamlining the Action Plan to resemble a high-level work plan that represents the actions of the Board as a 12-month rolling programme. An example of this format is included below that would be subject to Board member review:																								
2.11	<table><tr><th>Meeting</th><th>Priority focus at Board meeting</th><th>Report/Strategy focus at Board meeting</th><th>Other significant item</th></tr><tr><td>June 2026</td><td>Priority 1</td><td>Integrated Care Board Forward Plan</td><td>Integrated Care Strategy</td></tr><tr><td>September 2026</td><td>Priority 2</td><td>Joint Health and Wellbeing Strategy</td><td>Other Special Interest Groups System Plans</td></tr><tr><td>November 2026</td><td>Priority 3</td><td>Joint Strategic Needs Assessment</td><td>Better Care Fund</td></tr><tr><td>January 2026</td><td>Priority 4</td><td>Public Needs Assessment</td><td>Review of system pressure for winter</td></tr><tr><td>March 2026</td><td>Review of year</td><td>Director of Public Health Report</td><td>Forward Plan</td></tr></table>	Meeting	Priority focus at Board meeting	Report/Strategy focus at Board meeting	Other significant item	June 2026	Priority 1	Integrated Care Board Forward Plan	Integrated Care Strategy	September 2026	Priority 2	Joint Health and Wellbeing Strategy	Other Special Interest Groups System Plans	November 2026	Priority 3	Joint Strategic Needs Assessment	Better Care Fund	January 2026	Priority 4	Public Needs Assessment	Review of system pressure for winter	March 2026	Review of year	Director of Public Health Report	Forward Plan
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2.11	The resolutions of the meeting with Board members meeting on 24 th November with regards to the priorities and Action Plan will be explicitly laid out in the presentation given to the Board meeting on 26 th November.																								
Key Actions and Relevant Timelines																									
3.1	The Board formally agrees the new priorities at the 26 th November 2025 meeting including metrics after which these will be added to the Rotherham Health and Wellbeing Strategy as an appendix.																								
3.2	The Board will then start using the new format of the Action Plan that is outlined above from the following meeting in January 2026.																								
3.3	The Rotherham Health and Wellbeing Strategy 2025-30 will then be finalised entirely and due to run until the end of March 2030.																								
Implications for Health Inequalities																									

4.1	An Initial Equality Screening (Part A) and Equality Analysis (Part B) were completed to accompany the Rotherham Health and Wellbeing Strategy 2025-30 when this document was presented to Cabinet for endorsement in September 2025.
4.2	The Part B notes that the Strategy impacts upon all protected characteristics and does so in a positive and supportive manner as much of the work endorsed by the Board supports groups suffering from inequalities relating to health and wellbeing.
4.3	As the priorities for the Strategy will be added to the existing Strategy as an appendix these will align with the equality implications of the existing Part B.
Recommendations	
5.1	For the Board to formally note the feedback on the suggested priorities provided by the Children and Young People's Partnership Board in October 2025.
5.2	For the Board formally agree the four priorities and the corresponding metrics that have been agreed at the meeting on 24 th November 2025.
5.3	For the Board to agree to the new approach to the Health and Wellbeing Action Plan which as outlined in the slides.