

## PART B – Equality Analysis Form

As a public authority we need to ensure that all our strategies, policies, service and functions, both current and proposed have given proper consideration to equality and diversity.

This form:

- Can be used to prompt discussions, ensure that due regard has been given and remove or minimise disadvantage for an individual or group with a protected characteristic
- Involves looking at what steps can be taken to advance and maximise equality as well as eliminate discrimination and negative consequences
- Should be completed before decisions are made, this will remove the need for remedial actions.

Note – An Initial Equality Screening Assessment (Part A) should be completed prior to this form.

When completing this form consider the Equality Act 2010 protected characteristics Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity and other socio-economic groups e.g. parents, single parents and guardians, carers, looked after children, unemployed and people on low incomes, ex-offenders, victims of domestic violence, homeless people etc. – see page 11 of Equality Screening and Analysis Guidance.

1. Title	
<b>Equality Analysis title:</b> Rotherham Council Adult Social Care Mental Health Strategy 2026- 2029	
<b>Date of Equality Analysis (EA):</b> March 2025	
<b>Directorate:</b> Adult Care	<b>Service area:</b> Service Improvement and Governance (SIG)
<b>Lead Manager:</b> Kirsty Littlewood – Assistant Director Adult Care and Integration Helen Fisher – Head of Specialist Services	<b>Contact number:</b> <a href="mailto:Kirsty.littlewood@rotherham.gov.uk">Kirsty.littlewood@rotherham.gov.uk</a> <a href="mailto:Helen.fisher@rotherham.gov.uk">Helen.fisher@rotherham.gov.uk</a>
<b>Is this a:</b> <input checked="checked" type="checkbox"/> <b>Strategy / Policy</b> <input type="checkbox"/> <b>Service / Function</b> <input type="checkbox"/> <b>Other</b> <b>If other, please specify</b>	

## 2. Names of those involved in the Equality Analysis (Should include minimum of three people) - see page 7 of Equality Screening and Analysis Guidance

Name	Organisation	Role (eg service user, managers, service specialist)
Kirsty Littlewood	RMBC	Assistant Director Adult Care and Integration
Holly Smith	RMBC	Change Lead Service Improvement and Governance, Adult Care and Integration
Amy Sharp	RMBC	Programme Development Officer, Service Improvement and Governance, Adult Care and Integration
Faye Prosser	RMBC	Project Development Worker, Service Improvement and Governance, Adult Care and Integration

## 3. What is already known? - see page 10 of Equality Screening and Analysis Guidance

### **Aim/Scope (who the Policy/Service affects and intended outcomes if known)**

*This may include a group/s identified by a protected characteristic, others groups or stakeholder/s e.g. service users, employees, partners, members, suppliers etc.)*

In December 2023, the Mental Health Redesign was approved at Cabinet, which included a commitment to develop and co-design a Rotherham Mental Health Strategy.

The Strategy will provide a collaborative, preventative approach to ensure people get the right support, at the right time to address their mental health needs. The Rotherham Mental Health Strategy will be specifically designed for all adults (aged 18+) across the Rotherham Borough.

The strategy will be co-designed with relevant stakeholders including partners, people with mental health needs, their families and carers. This will be achieved via a formal public consultation to inform and shape the direction of the strategy.

### **What equality information is available? (Include any engagement undertaken)**

#### **Joint Strategic Needs Assessment (JSNA)**

The latest Joint Strategic Needs Assessment (JSNA) for Rotherham provides comprehensive data on various health and wellbeing aspects, including mental health. JSNA data provides a comprehensive summary of information from a wide range of sources relevant to health and wellbeing in Rotherham. This information is accessible via [Homepage – Rotherham Data Hub](#).

Data regarding Rotherham Residents and Mental Health taken from the JSNA:

**Adults** - The recorded prevalence of depression among adults (aged 18+) in 2021/22 was 16.7%, which translates to approximately 35,364 individuals. This figure is notably higher than the England average of 12.7%. Additionally, the JSNA highlights Rotherham has a higher prevalence of severe mental illnesses, including schizophrenia, bipolar disorder, and other psychoses, compared to national averages.

**Disability** - Individuals with disabilities in Rotherham are more likely to experience mental health issues compared to the general population. This includes higher rates of depression, anxiety, and severe mental illnesses. People with disabilities may face challenges in accessing mental health services, including physical barriers, lack of tailored services, and stigma.

**Gender** - Life expectancy for women in Rotherham is 80.7 years, while for men it is 77.1 years. Despite living longer, women often experience more years of poor mental health compared to men. Women are more likely to seek help for mental health issues and access mental health services. The data suggests that males are less likely to seek help, which can lead to underreporting and untreated mental health conditions. Factors such as employment, income, and education levels also play a role in mental health disparities between genders. Women in lower socioeconomic groups are particularly vulnerable to mental health issues.

**Race** – The JSNA highlights that certain ethnic minority groups in Rotherham experience higher rates of mental health issues compared to the White British population. This includes higher prevalence of conditions such as depression and anxiety. Ethnic minority groups often face barriers to accessing mental health services, including language barriers, cultural stigma, and lack of culturally sensitive service.

**Religion** – Religious communities across Rotherham can provide a strong support network, which can be beneficial for mental health. Participation in religious activities can offer a sense of belonging and reduce feelings of isolation. The JSNA emphasises the importance of culturally sensitive mental health services, that respect and understand the religious beliefs of individuals.

**Sexual Orientation** – The JSNA indicates that individuals with diverse sexual orientations are more likely to experience mental health issues such as depression, anxiety, and suicidal thoughts compared to the heterosexual population. Individuals with diverse sexual orientations often face stigma and discrimination, which can exacerbate mental health problems.

**Pregnancy/Maternity** – The JSNA data emphasises the importance of maternal mental health, noting that pregnancy and the postpartum period can be times of increased vulnerability for mental health issues such as depression and anxiety. Data indicates that a significant number of women in Rotherham experience perinatal mental health issues, including prenatal and postnatal depression. Maternal mental health issues can have a profound impact on child development and wellbeing.

**Carers** – Carers in Rotherham are more likely to experience mental health issues such as depression, anxiety, and stress compared to the general population. The demands of caregiving can significantly impact their mental health. The emotional and physical strain of caregiving can lead to burnout and exacerbate existing mental health conditions. Carers

often face challenges in balancing their caregiving responsibilities with their own health needs.

### **Mental Health Needs Assessment**

Mental Health Needs Assessment (MHNA) for Rotherham, conducted by Public Health, is a comprehensive evaluation of the mental health needs of the local population. It includes various components to provide a detailed understanding of the current situation and to inform future planning and service provision across the Council and its partners.

**Disability:** Individuals with disabilities in Rotherham are more likely to experience mental health issues such as depression and anxiety. The MHNA highlights the need for accessible and inclusive mental health services to address these needs.

**Gender:** Women in Rotherham report higher rates of mental health issues compared to men. The MHNA emphasises the importance of targeted interventions to support women's mental health, particularly in relation to pregnancy and maternity.

**Race:** Ethnic minority groups in Rotherham face higher rates of mental health issues and barriers to accessing services. The MHNA recommends culturally sensitive services and community engagement to better support these groups.

**Religion:** Religious beliefs and practices can impact mental health outcomes. The MHNA suggests integrating spiritual care into mental health services and working with religious communities to reduce stigma and promote mental health awareness.

**Sexual Orientation:** Individuals with diverse sexual orientations in Rotherham are more likely to experience mental health issues due to stigma and discrimination. The MHNA highlights the need for inclusive and supportive mental health services for this community.

**Pregnancy and Maternity:** Pregnant women and new mothers are at increased risk of mental health issues. The MHNA recommends early intervention and integrated care pathways to support maternal mental health.

**Carers:** Carers of individuals with mental health issues face significant mental health challenges themselves. The MHNA emphasises the need for better support services for carers to help them manage their mental health and wellbeing.

### **People known to Adult Social Care**

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 2022/23 year.

### **Are there any gaps in the information that you are aware of?**

#### **What does JSNA not capture?**

**Qualitative Data:** The JSNA primarily focuses on quantitative data, such as prevalence rates and service utilisation. It may not fully capture the lived experiences and personal stories of individuals with mental health needs. This is one of the key aims of the

development of the Rotherham Mental Health Strategy, to address this gap and consult people with lived experience across Rotherham.

**Emerging Issues:** Rapidly emerging mental health needs, such as the impact of social media on mental health or the mental health effects of recent global events, may not be fully addressed due to the time lag in data collection and reporting. The JSNA data is accurate as of June 2022 only, therefore it may not represent the current climate due to when the information was last updated.

**Intersectionality:** While the JSNA Rotherham data covers various protected characteristics, it may not fully explore the intersectionality of these characteristics and how they compound mental health issues. For example, the combined impact of race, gender, and socioeconomic status on mental health.

**Service Quality and Outcomes:** The JSNA provides data on service access but does not fully capture the quality of mental health services and the outcomes for the individual accessing services.

**Informal Support Networks:** The data does not capture the role of informal support networks, such as family and friends, in supporting mental health.

**What monitoring arrangements have you made to monitor the impact of the policy or service on communities/groups according to their protected characteristics?**

The strategy will be written after a 12-week period of consultation, during which people who access mental health services, and their families and carers, will be encouraged to complete an online survey about what they want from the strategy. To reach as many people as possible, in-person sessions will be held in the community and with established groups and organisations that provide support to individuals. In addition, social workers and ARCs will be asked to make their customers aware of the survey and help them to respond.

The Rotherham Mental Health Strategy will be written in a fully accessible style, using simple language and reduced jargon. As the strategy will appear on the RMBC webpage, google translate and screen readers can be used to provide translations where required.

Adult Social Care have launched a feedback mechanism for residents to provide feedback of any issues or concerns. In addition to individuals having the option to make a formal complaint regarding the quality of the care or pertaining to issues with systems and processes through the Council's complaints process.

The strategy will be presented at the Council Co-production board for open and honest feedback.

For more serious concerns, Safeguarding and Whistle Blowing policy and procedures are in place and fully adhered to.

**Key Consultation Findings**

The consultation was designed to gather feedback around several key areas. From across these key areas, the overarching needs and desires identified were greater person-centred support; clear crisis support, including early intervention; an inclusive approach that is accessible to all service users regardless of background or need; a person-centred approach that prioritised empowerment and respectful support; and overall service improvement. This was then further identified to include consistent access to services across the borough; a reduction in wait time for services and assessments; and bridging the gap between adult and child services.

**Engagement undertaken with customers. (date and group(s) consulted and key findings)**

8<sup>th</sup> May 2025 until the 27<sup>th</sup> of July 2025.

Key findings can be viewed in Appendix 2 Engagement Analysis (Formal 12-week consultation survey).

See below for consultation date and group, these events included various activities ranging from workshops, drops in and promotional activities.

This activity took place alongside an online survey that was promoted across the borough via social media, news e-bulletins, flyers etc.

Aughton Swallownest Partnership	10-Jun-25
Borough that cares network	8-May-25
Cultural Partnership Board	26-Jun-25
Headway	9-Jul-25
Neighbourhood Hooper Ward Health and Wellbeing Event	28-May-25
Open Arms	16-Jun-25 14-Jul-25
REMA	15-May-25
Salvation Army (MH Event)	19-May-25
Shared Lives Event	25-Jun-25
SIG Hosted	27-May-25 19-Jun-25 24-Jun-25 15-Jul-25
South Yorkshire Wahong Community	7-Jul-25
Unpaid Multiagency Group	22-May-25
VAR - In Conversation With	4-Jul-25
Vulnerability Pathway Event	1-Jul-25

	Wellgate Court Workshop	6-Jun-25 11-Jun-25						
	Women Of the World Event	10-May-25						
<b>Engagement undertaken with staff (date and group(s)consulted and key findings)</b>	<p>8<sup>th</sup> May 2025 until the 27<sup>th</sup> of July 2025, staff feedback will be received as part of the engagement.</p> <p>Key findings can be viewed in Appendix 2 Engagement Analysis (Formal 12-week consultation survey).</p> <p>See below for consultation date and group, these events included various activities ranging from workshops, drops in and promotional activities.</p> <p>This activity took place alongside an online survey that was promoted via e-bulletins, intranet, and spotlight emails.</p> <table><tr><td>Staff Network</td><td>03-Jun-25</td></tr><tr><td>ACH&amp;PH Staff</td><td>10-Jun-25 22-Jul-25</td></tr><tr><td>Womens Network/ Young Employee Network Joint Meeting</td><td>17-Jul-25</td></tr></table>		Staff Network	03-Jun-25	ACH&PH Staff	10-Jun-25 22-Jul-25	Womens Network/ Young Employee Network Joint Meeting	17-Jul-25
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#### 4. The Analysis - of the actual or likely effect of the Policy or Service (Identify by protected characteristics)

**How does the Policy/Service meet the needs of different communities and groups?** (Protected characteristics of Age, Disability, Sex, Gender Reassignment, Race, Religion or Belief, Sexual Orientation, Civil Partnerships and Marriage, Pregnancy and Maternity) - see glossary on page 14 of the Equality Screening and Analysis Guidance)

The strategy will impact all Rotherham residents aged 18+ as it aims to set out the Councils priorities for the Mental Health Strategy.

As the focus is on adults only, it will not meet the need for any individuals under the age of 18. Mental Health priorities for those under 18 and all ages is discussed in the Early Help Strategy 2024-2029 [Early Help Strategy, Family Help in Rotherham 2024-29.pdf](#) and the Rotherham Joint Health and Wellbeing Strategy [Rotherham Joint Health and Wellbeing Strategy.pdf](#).

Other than age this strategy will be available to all appropriate groups regardless of their Gender Reassignment, Marriage and Civil partnership, Pregnancy and Maternity, Race, Religion and Belief, Sex, Sexual Orientation.

**Does your Policy/Service present any problems or barriers to communities or Groups?**

**Consultation**

Individuals could have faced digital exclusion during the consultation, as the survey was conducted online, which may have been challenging for some users, such as:

- People with communication and/or sensory needs
- People unfamiliar with using computers, the internet, or smartphones

To reduce the risk of digital exclusion, paper copies of the strategy were made available upon request. In addition, various open drop-in sessions were held to support individuals in participating in the consultation.

Alternative and additional communication aids were considered as part of the engagement approach — including adjustments for language, font, braille, screen readers, and other accessibility tools.

**Strategy**

There may currently be limited understanding or awareness of what the strategy is designed to achieve, including how it connects with other relevant strategies such as Health and Wellbeing, Isolation, and Dementia.

To improve accessibility, the strategy will be made available in an Easy Read format. The communications campaign for promoting the strategy will use plain English, aligning with the Council's commitment to ensure content is understandable for individuals with a reading age of 11.

Additional communication aids will also be considered to support inclusivity. These may include alternative languages, accessible fonts, Braille, screen reader compatibility, and other formats to meet diverse needs.

**Does the Service/Policy provide any positive impact/s including improvements or remove barriers?**

As the strategy will be co-designed with relevant stakeholders including partners, people with mental health needs, their families and carers. It will promote inclusivity and positive relationships with the Council.

As the Mental Health Strategy is new, it informs residents that the Council is commitment in ensuring parity to Mental Health and services.

**What affect will the Policy/Service have on community relations? (may also need to consider activity which may be perceived as benefiting one group at the expense of another)**



Developing a mental health strategy for Rotherham can have several positive impacts on community relations, but it's important to consider potential perceptions of inequality.

**Positive Impacts:**

**Improved Mental Wellbeing:** A comprehensive strategy can enhance overall mental health, leading to a more resilient and supportive community.

**Reduced Stigma:** Promoting mental health awareness can reduce stigma, encouraging more open conversations and support networks.

**Inclusive Support:** By addressing the needs of various groups, the strategy can foster inclusivity and ensure that everyone feels valued and supported.

**Potential Challenges:**

**Perceived Inequality:** If certain groups feel they are not receiving adequate support compared to others, it could lead to feelings of resentment or division.

**Mitigation:** To address the risk of perceived inequality, the strategy has been developed in alignment with the outcomes of the strategies Rotherham wide consultation. This inclusive approach ensured that a broad range of voices, including those from underrepresented and vulnerable groups, were heard and considered. By grounding the strategy in community feedback, we aim to reflect the diverse needs and priorities across Rotherham, helping to build trust and reduce the risk of any group feeling overlooked or unsupported.

Please list any **actions and targets** that need to be taken as a consequence of this assessment on the action plan below and ensure that they are added into your service plan for monitoring purposes – see page 12 of the Equality Screening and Analysis Guidance.

## **5. Summary of findings and Equality Analysis Action Plan**

If the analysis is done at the right time, i.e. early before decisions are made, changes should be built in before the policy or change is signed off. This will remove the need for remedial actions. Where this is achieved, the only action required will be to monitor the impact of the policy/service/change on communities or groups according to their protected characteristic - See page 11 of the Equality Screening and Analysis guidance

<b>Title of analysis:</b> Rotherham Council Adult Social Care Mental Health Strategy 2026 – 2029
<b>Directorate and service area:</b> Adult Care, Housing & Public Health, Adult Care and Integration
<b>Lead Manager:</b> Kirsty Littlewood – Assistant Director Adult Care and Integration and Helen Fisher – Head of Specialist Services
<b>Summary of findings:</b>
<ul style="list-style-type: none"><li>• Ensure the consultation and strategy are inclusive, reflecting the diverse needs of the community, recognising that mental health affects everyone.</li><li>• Design consultation activities to be accessible and barrier-free, enabling all Rotherham residents to share their views and experiences.</li><li>• Make the strategy as accessible as possible, using plain English, minimising jargon, and ensuring compatibility with assistive technologies such as screen readers.</li><li>• Deliver a clear and purposeful communication campaign, effectively conveying the aims and objectives of the strategy to all audiences.</li><li>• Publish an easy-read version of the strategy, ensuring it is understandable and usable for people with varying literacy levels and learning needs.</li></ul>

Action/Target	State Protected Characteristics as listed below	Target date (MM/YY)
Work in partnership with established groups and organisations that support underrepresented communities, to deliver accessible consultation workshops.	A/D/S/GR/RE/RoB/SO/PM/CPM/C/O	07/25
Ensure translated and paper survey copies are available to those with English as a second language or are digitally excluded.	A/D/S/GR/RE/RoB/SO/PM/CPM/C/O	07/25
Develop and distribute accessible resources and materials when sharing information and documents relating to the development of the mental health strategy.	A/D/S/GR/RE/RoB/SO/PM/CPM/C/O	09/25
Ensure transparency with all stakeholders by providing regular updates and clear communication on progress, including consultation activity and strategy development.	A/D/S/GR/RE/RoB/SO/PM/CPM/C/O	09/25
To seek feedback of the draft strategy from key stakeholders, including those with lived experience.	A/D/S/GR/RE/RoB/SO/PM/CPM/C/O	09/25

**\*A = Age, D= Disability, S = Sex, GR Gender Reassignment, RE= Race/ Ethnicity, RoB= Religion or Belief, SO= Sexual Orientation, PM= Pregnancy/Maternity, CPM = Civil Partnership or Marriage. C= Carers, O= other groups**

6. Governance, ownership and approval		
Please state those that have approved the Equality Analysis. Approval should be obtained by the Director and approval sought from DLT and the relevant Cabinet Member.		
Name	Job title	Date
Kirsty Littlewood	Assistant Director, Adult Care and Integration	Approved – 26.10.25

Ian Spicer	Strategic Director, Adult Care, Housing & Public Health	Approved - 22.10.25
Councillor Joanna Baker-Rogers	Cabinet Member for Adult Social Care & Health	Approved 03.11.25

## 7. Publishing

The Equality Analysis will act as evidence that due regard to equality and diversity has been given.

If this Equality Analysis relates to a **Cabinet, key delegated officer decision, Council, other committee or a significant operational decision** a copy of the completed document should be attached as an appendix and published alongside the relevant report.

A copy should also be sent to [equality@rotherham.gov.uk](mailto:equality@rotherham.gov.uk) For record keeping purposes it will be kept on file and also published on the Council's Equality and Diversity Internet page.

<b>Date Equality Analysis completed</b>	September 2025
<b>Report title and date</b>	Rotherham Council Adult Social Care Mental Health Strategy 2026 – 2029
<b>Date report sent for publication</b>	3 November 2025
<b>Date Equality Analysis sent to Performance, Intelligence and Improvement</b> <a href="mailto:equality@rotherham.gov.uk">equality@rotherham.gov.uk</a>	19 September 2025