

BRIEFING	TO:	Health and Wellbeing Board
	DATE:	28/01/2025
	LEAD OFFICER	Oscar Holden, Corporate Improvement Officer, RMBC
	TITLE:	Health and Wellbeing Strategy Priorities Update
Background		
1.1	The Rotherham Health and Wellbeing Board Strategy 2025-30 was agreed at the Health and Wellbeing Board meeting on 25 <sup>th</sup> June 2025. The Strategy was the endorsed by Cabinet on 15 <sup>th</sup> 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 <sup>nd</sup> October 2025 where the priorities were agreed in principle and the next steps were agreed.	
1.3	A follow up session took place on 24 <sup>th</sup> November where Health and Wellbeing Board members to agree the finalised wording and metrics for the priorities before coming to the Board meeting on 26 <sup>th</sup> November for discussion	
1.4	Further consultation has taken place with the RMBC Public Health Data Intelligence team and members of the Health and Wellbeing Board to refine the metrics to arrive at the suggestions below.	
Key Issues		
2.1	The agreed Health and Wellbeing Strategy 2025-30 priorities are: <ul style="list-style-type: none"><li>• Priority 1: We will reduce the prevalence of smoking in Rotherham by 5% by 2030</li><li>• Priority 2: We will increase the wellbeing of the people of Rotherham towards the national average by 2030</li><li>• Priority 3: We will increase the proportion of people who feel they have the care and resources they need to support their own health</li><li>• Priority 4: People in Rotherham have access to environments that promote their health and wellbeing, and they understand why this matters.</li></ul>	
2.2	The metrics for monitoring these for measuring these priorities are expected to be the following:	
2.3	Life expectancy (taken from the Joint Strategic Needs Assessment) will be used as an overall measure across the four priorities.	
2.4	Priority 1: <ul style="list-style-type: none"><li>• Smoking prevalence rate (from existing Public Health metrics)</li><li>• Proportion of local smoking population who set a quit date (Department for Health and Social Care data recorded annually).</li></ul>	
2.5	Priority 2: <ul style="list-style-type: none"><li>• Happiness measure for adults and a similar source for children and young people (Office of National Statistics presented in the Joint Strategic Needs Assessment)</li></ul>	

	<ul style="list-style-type: none"><li>Life satisfaction question (Office of National Statistics presented in the Joint Strategic Needs Assessment).</li></ul>																								
2.6	Priority 3: <ul style="list-style-type: none"><li>Social prescribing services referrals (VAR data)</li><li>Access rates to Rotherhive and other online service (RMBC/ICB data).</li></ul>																								
2.7	Priority 4: <ul style="list-style-type: none"><li>Community safety measure (from existing Safer Rotherham Partnership metrics)</li><li>Physical activity is measured at least annually (Sport England measure but opportunities to include local information as part of work programme).</li></ul>																								
2.8	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.																								
2.9	At the November Health and Wellbeing Board meeting a streamlined version of the current Action Plan that represents the actions of the Board as a 12-month rolling programme was agreed, the Board is noted that a final version of this is intended to be brought to the March Health and Wellbeing Board meeting following consultation with the Exec Group. See below:																								
2.10	<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 (one in every three years)</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 (one in every three years)	Review of system pressure for winter	March 2026	Review of year	Director of Public Health Report	Forward Plan
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Key Actions and Relevant Timelines																									
3.1	The Board formally agrees the new priorities metrics at the 28 <sup>th</sup> January 2025 meeting 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 March 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.																								

<b>4.3</b>	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.
<b>Recommendations</b>	
<b>5.1</b>	For the Board formally agree the priority metrics for the Health and Wellbeing Strategy 2025-30.