

<h1>BRIEFING</h1>	TO:	Health and Wellbeing Board
	DATE:	10 June 2026
	LEAD OFFICER	Oscar Holden, Health and Wellbeing Support Officer
	TITLE:	Health and Wellbeing Board 2025-26 Annual Report

Background

1.1	The Rotherham Health and Wellbeing Board Annual Report 2025/26 outlines activity and progress during the first year of delivery under the refreshed Health and Wellbeing Strategy 2025–2030. The Board brings together system leaders across health, care, voluntary and community sectors to improve population health, reduce inequalities, and promote integrated working.
1.2	<p>The Strategy focuses on four key aims:</p> <ul style="list-style-type: none"> • Best start in life for children and young people • Improved physical health across the life course • Improved mental health and wellbeing • Addressing wider determinants of health <p>The report reflects a focus on prevention, partnership working, and measurable impact through an updated Action Plan and performance framework.</p>

Key Issues

2.1	Persistent health inequalities: Significant gaps remain in life expectancy and healthy life expectancy between the most and least deprived communities, driven by socio-economic factors such as poverty, housing, and access to services.
2.2	Demographic pressures: An ageing and growing population is increasing demand for health and care services, particularly relating to long-term conditions.
2.3	Cost of living impacts: Financial hardship continues to affect physical and mental health outcomes and access to support.
2.4	System transformation pressures: Ongoing changes within the South Yorkshire Integrated Care Board (ICB) and wider system present challenges for capacity and delivery.
2.5	Need for prevention focus: Continued shift required from reactive care to early intervention and prevention across all strategic aims.

Key Actions and Relevant Timelines

3.1	<p>2025–2026 delivery highlights:</p> <ul style="list-style-type: none"> • Implementation of Baby Pack programme (launched April 2025) to support early years outcomes • Delivery of Children’s Capital of Culture (2025) to improve wellbeing and opportunity for young people
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<p>3.2</p>	<ul style="list-style-type: none"> • Launch of Neighbourhood Health Pilot (April 2026) to strengthen preventative, community-based care • Delivery of Winter Plan (Nov 2025–Mar 2026) to manage system pressures • Rollout of “Be The One” suicide prevention campaign (Sept 2025 onwards) • Introduction of poverty proofing within mental health services • Adoption of Healthy Homes Plan and strengthened VCSE engagement. <p>2026/27 priorities will be:</p> <ul style="list-style-type: none"> • Delivery of updated Health and Wellbeing Action Plan • Ongoing development of neighbourhood health models • Continued focus on suicide prevention, health protection, and tackling loneliness • Embedding Health in All Policies approach • Strengthening partnership response to health inequalities.
<p>Implications for Health Inequalities</p>	
<p>4.1</p>	<p>The report highlights that health inequalities remain a central challenge across Rotherham, with deprivation strongly linked to poorer outcomes. Actions taken during 2025/26 demonstrate a targeted approach to reducing these inequalities, including:</p> <ul style="list-style-type: none"> • Universal early years support (Baby Packs) to reduce inequality at birth • Targeted neighbourhood health models focused on high-risk populations • Poverty proofing of services to remove financial barriers • Investment in community and voluntary sector infrastructure to reach underserved groups • Addressing wider determinants such as housing quality and fuel poverty.
<p>4.2</p>	<p>These approaches reflect a whole-system commitment to prevention, equity, and early intervention, though sustained effort and cross-sector alignment remain essential.</p>
<p>Recommendations</p>	
<p>5.1</p>	<p>The Health and Wellbeing Board is asked to:</p> <ul style="list-style-type: none"> • Note the content and key achievements of the Annual Report 2025/26 • Contribute to the finalisation of the case studies provided for each priority of the Strategy and suggest any improvements • Support the continued delivery of the Health and Wellbeing Strategy throughout 2025–2030.