

Health and Wellbeing Board Annual Report 2025/26

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The Context

- Life expectancy at birth in Rotherham is 77.8 years for males (79.1 years nationally) and 80.9 years for females (83.1 years nationally) (2021-2023)
- The average healthy life expectancy at birth was 56 years for males, (61.5 years nationally) and 55.6 years for females (61.9 years nationally)
- 21.1% of the population, with a limiting long-term health problem or disability in 2021 (17.5% nationally)
- Rotherham has an ageing population with 55,872 people aged 65 years or over. This is 20.2% of the population, (18.4% nationally)
- Rotherham is more deprived than 82% of local authority districts in England.

Aim 1: Enable all children and young people, up to age 25, to have the best start in life, maximise their capabilities, and have influence and control over their lives

Baby Packs

- Universal early help offer providing every expectant family with essential baby items via midwives, while linking parents into Family Hubs and support services from pregnancy
- Helps reduce financial pressure, improve early years outcomes, and ensure all children have an equal start.

Children's Capital of Culture

- Borough-wide programme of free creative, cultural and sporting activities shaped by young people, with strong youth leadership and participation
- Builds confidence, skills, wellbeing and a sense of belonging, while tackling inequalities in access to opportunities.

Aim 2: Support the people of Rotherham to live in good and improving physical health throughout their lives, accessing and shaping the services and resources they need

Neighbourhood Health Pilot

- National pilot delivering proactive, community-based care, identifying residents at risk earlier and supporting them locally to manage long-term conditions
- Focuses on prevention areas such as diabetes, heart health, smoking and obesity, reducing hospital demand.

Winter Plan

- Multi-agency system response to winter pressures, including vaccination programmes, respiratory hubs and expanded out-of-hospital care
- Led to shorter wait times, improved urgent care access, and better support for vulnerable residents.

Aim 3: Support the people of Rotherham to live in good and improving mental health throughout their lives, accessing and shaping the services and resources they need

Be The One Campaign

- Suicide prevention initiative encouraging residents to recognise distress, start conversations, and seek help early
- Includes community engagement and lived experience stories to reduce stigma and build confidence to act.

Poverty Proofing (RDASH)

- Review of mental health services to identify and remove financial barriers such as travel costs and access issues
- Introduced practical changes (e.g. outreach appointments, clearer support info), improving access, engagement and equity in care.

Aim 4 - Sustain an environment where detrimental impacts from commercial and wider determinants of health are reduced, and opportunities for healthier living are nurtured

Healthy Homes Plan

- Strategic focus on improving housing conditions (e.g. damp, cold, fuel poverty) to prevent illness and reduce health inequalities
- Encourages upstream intervention and cross-sector collaboration beyond traditional healthcare.

VCSE Sector Collaboration

- Recognises voluntary organisations as key partners in tackling issues like isolation, poverty and access to support
- Strengthens community resilience, early intervention, and trusted links to vulnerable groups.

Looking Ahead

The ambition for 2026/27 is to build upon our progress and to deliver the following:

- Carry out the agreed Action Plan which and core activities in 2026/27
- Continue to work collaboratively as a partnership to monitor the delivery of activities to meet the Aims and measure against the priorities of our Strategy
- Continue to support and accommodate the ongoing changes across the South Yorkshire Integrated Care System and ensure we continue to deliver against our Aims in the new and emerging landscape
- Influence other bodies and stakeholders, including those with a role in addressing the wider determinants of health, to embed health equity in all policies across Rotherham
- Continue to focus on reducing health inequalities between our most and least deprived communities
- Champion positive news stories coming from across the health and wellbeing network and share best practice across partners
- Continue to produce an annual report each year with case studies, giving people the chance to hear about what the Board has achieved and its impact.