

ROTHERHAM CHILDREN'S STRATEGY



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CONTENTS

1. INTRODUCTION	3
2. OUR ROTHERHAM	4
3. CHILDREN AND YOUNG PEOPLE ARE IMPORTANT IN ROTHERHAM	6
4. ROTHERHAM IS A GREAT PLACE TO GROW UP BECAUSE...	8
5. ROTHERHAM IS A FAMILY FRIENDLY BOROUGH	10
6. CHILDREN AND YOUNG PEOPLE THINK ROTHERHAM COULD BE EVEN BETTER	11
7. WHAT WE ARE GOING TO DO	12
8. APPENDIX: AVAILABLE SUPPORT	14

I. INTRODUCTION

Hello!

In Rotherham children are important, they are listened to and respected as partners when decisions need to be made.

This strategy is all about what a great place Rotherham is for children and young people to grow up and how we will work together to make it even better. It's been created by the Children and Young People's Partnership Board – young people who represent different voice and influence groups and adults who support them. The Board listens to Children and Young People, checks how things are going, makes plans, and makes changes to improve life for everyone growing up in Rotherham.

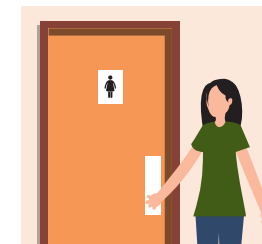
Since the first meeting in November 2023 the Children and Young People's Partnership Board has made lots of changes to make Rotherham even better.



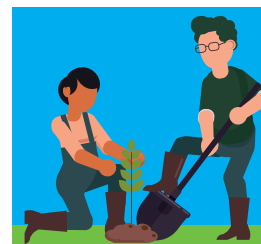
Created a Rotherham campaign to stop vaping



Created a climate group for young people



Wrote to schools to challenge locking toilets



Increased nature recovery activities



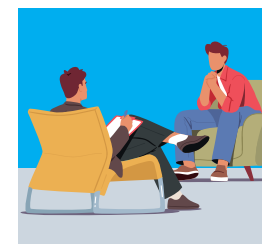
Inspected the bus station



Extended the offer from Hate Crime Team



Included safety and having fun things to do



Launched new referral and self-referral process



Influenced priorities for services

This Strategy is written by Children and Young People in Rotherham for Children and Young People in Rotherham.

The Children and Young People's Partnership Board

2. OUR ROTHERHAM

There is lots of information about Rotherham available but this is what we think is most important about us and our Borough.

Estimated population of 271,195



47,100 children (under 15)



68,600 over 60s



31,193 people from minority ethnic groups (11.7% of the population)

The Pakistani community is the second largest ethnic group in Rotherham after White British.

Mental Health Impacts



62.8%
rated their mental health as either excellent or good



58.5%
said "I am comfortable with my body image".



39.8%
have been bullied in the past 6 months



10.7%
have either used or created a betting account

Food and Drink Consumption



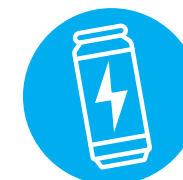
46.9%
said they ate fruit and/or vegetables more than once per day



17.3%
of students said they never eat breakfast



12.9%
drink one high-sugar fizzy drink per day

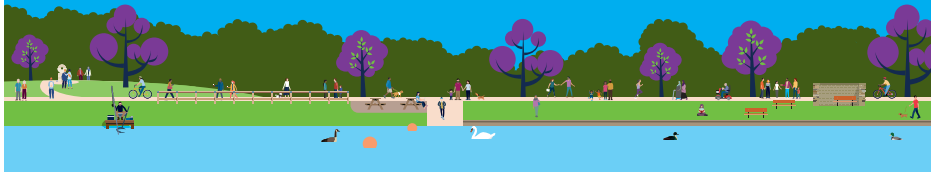


28.2%
drink one high-energy drink per week

*Data from the 2025 Lifestyle Survey Results

2. OUR ROTHERHAM

70% of Rotherham is open countryside. Rotherham has lots of green space, including urban and country parks, nature reserves and woodlands.



Under **64.5%** of children under 5 at a good level of development. The Best Start Plan aims to increase this to 73.3% by 2028.



Rotherham has a strong voluntary and community sector. There are around 1,400 Voluntary, Community and Social Enterprise organisations in Rotherham, and tens of thousands of volunteers.

There were 4 million visits to Rotherham's attractions last year, including Wentworth Woodhouse, Gullivers Valley, and Magna.



Strong transport links



Young people have a good understanding of where to access support, including:

- Sexual health advice
- School nurses
- Family and friends

Every year there is a survey that asks young people in year 8 and year 10 lots of questions. The young people completing the survey tell us things about growing up in Rotherham.



3. CHILDREN AND YOUNG PEOPLE ARE IMPORTANT IN ROTHERHAM

All of the Rotherham Together Partnership Strategies and plans include actions to make Rotherham a great place for us to grow up.



3. CHILDREN AND YOUNG PEOPLE ARE IMPORTANT IN ROTHERHAM



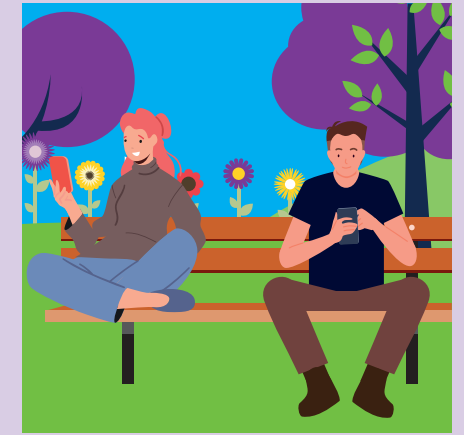
Vape awareness sessions have been delivered to 4,000 students in schools.



Between 2022 to 2025, £887,428 worth of illegal tobacco and vape products were removed from Rotherham shops.



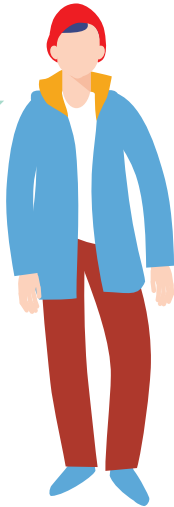
As a result of increased patrols, unacceptable behaviour and anti-social behaviour has reduced by 50 % (over the last 2 years).



Training and awareness sessions help young people stay safe online. Future plans will increase awareness of issues like smartphone usage and social media.

4. ROTHERHAM IS A GREAT PLACE TO GROW UP BECAUSE...

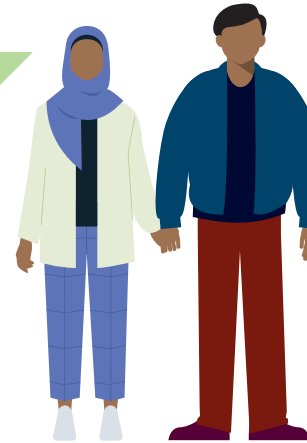
It listens to kids and young people. Its good because they want young people to be heard.



Rotherham is good because its improving buildings.



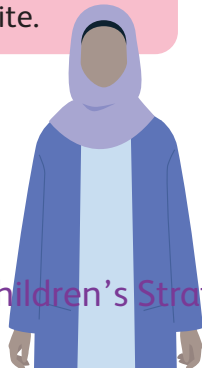
It listens to kids and young people. Its good because they want young people to be heard.



It has fun things to do like guiding voices.



There are many activities to do and wide variety of food places to stop at, it also has nice places like Clifton Park. Rotherham has much diversity in its ethnicity and religion, helping people to understand others to unite.



Inclusivity – arms forces parade, pride parade – everyone is recognised.

We have a very nice cinema and parks with historical sites like Wentworth Woodhouse, Keppel's Column and Meadowhall near. Also, there are a lot of youth cabinets and activities.



They have nice calming places, places of variety, beautiful areas. It has a huge religious span including inclusivity, beautiful buildings like the minster, other buildings.



All clubs are fun!



Encourages youth groups to voice the silent kids.



4. ROTHERHAM IS A GREAT PLACE TO GROW UP BECAUSE...



We have lots of great places to go, 259 children and young people in Rotherham responded to our question about where their favourite places are.



Staying at home



Parkgate shopping



Cinema



Clifton Park



School / college



Gulliver's Theme Park



Country Parks



Football grounds



Library

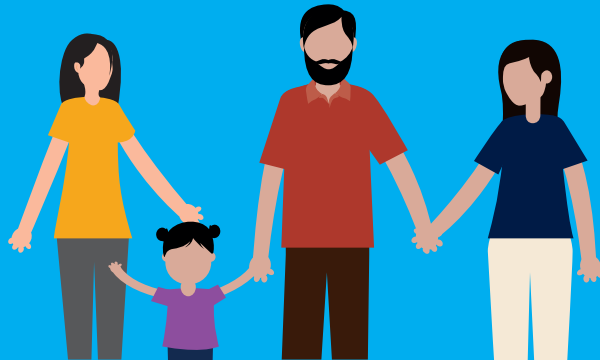


Youth sessions

5. ROTHERHAM IS A FAMILY FRIENDLY BOROUGH

77%

of the 259 children have strong connections to family and friends



60% of the 259 children chose spending time with family and friends as their favourite thing to do

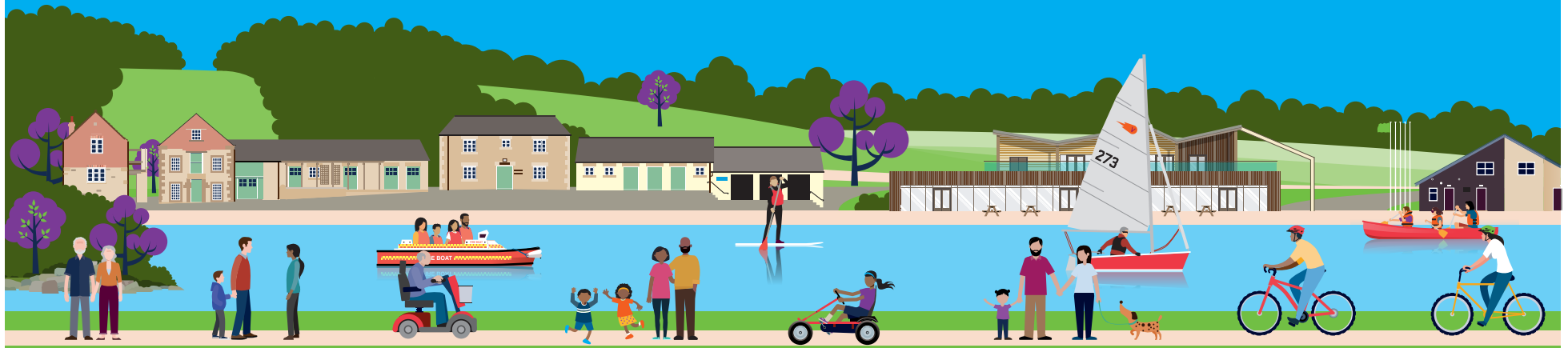


Lots of the favourite places are places families go to together.

Parks, nature reserves, and outdoor spaces provide safe and enjoyable environments for families to spend time together.

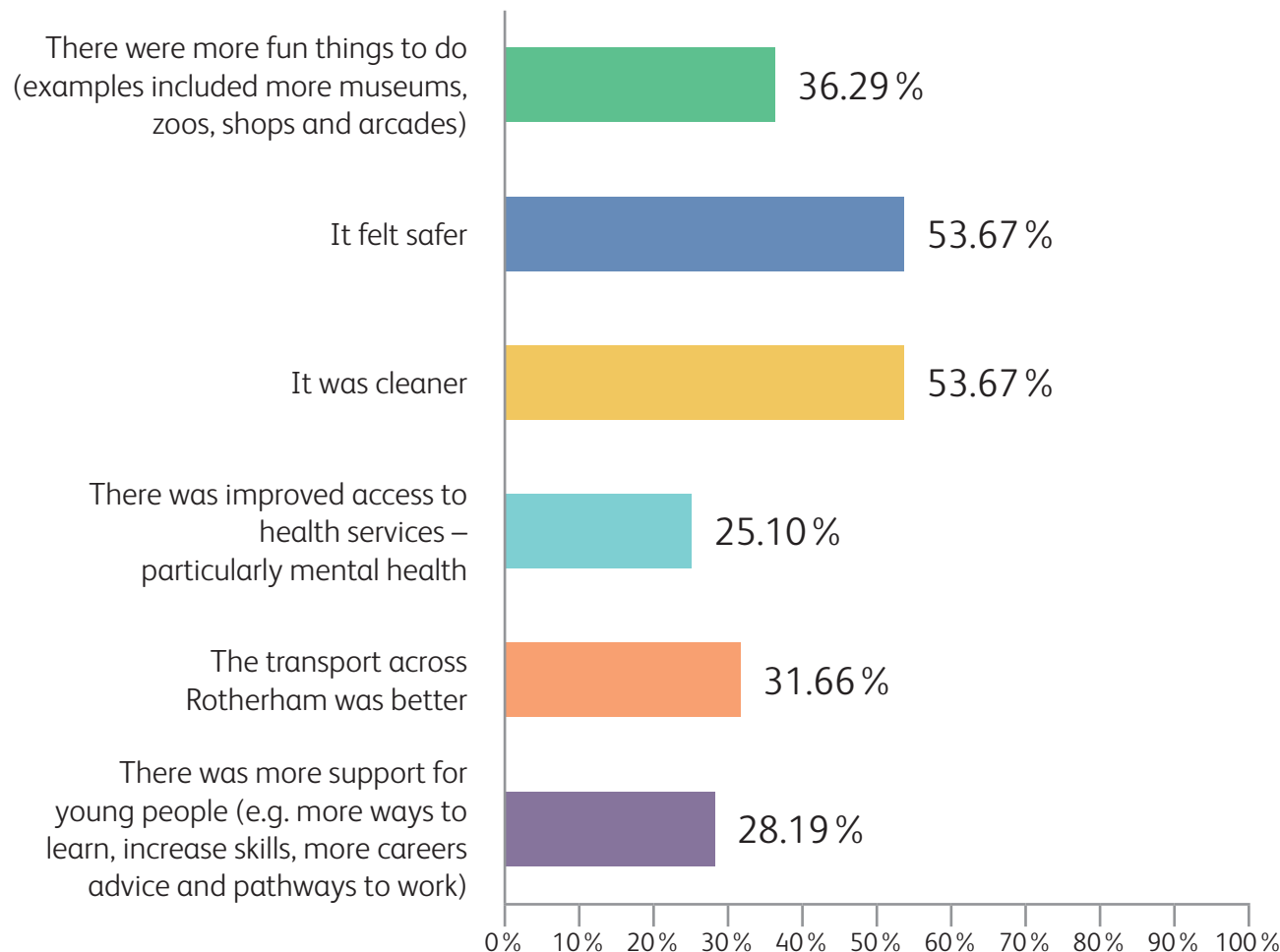
Events and activities often target families, especially those with younger children.

There is support for parents and carers to help them when they need it.



6. CHILDREN AND YOUNG PEOPLE THINK ROTHERHAM COULD BE EVEN BETTER

We think Rotherham is great, children and young people are important, there is lots for us to do and we feel supported. We asked 259* children and young people in Rotherham what would make it even better.



Top 3 answers

1. It felt safer (joint)	54 %
2. It was cleaner (joint)	54 %
3. There were more fun things to do	36 %

*A survey was carried out at Rotherham Show, Family Hubs, Children's Centres, Reception Areas, Schools, GP's, Pharmacy's, Healthwatch networks, Voice & Influence Groups and across 14 voluntary and community sector networks.

The percentages shows how many of the 259 children and young people agreed with the statement. They were given the option to tick more than one answer to the questions, and this is reflected in the percentage scores.

7. WHAT WE ARE GOING TO DO

OUR AIM

To keep Rotherham a family friendly Borough we will make sure children and young people continue to influence decision making and service delivery in Rotherham, challenging and supporting adults.

OUR AIM

To improve the support available to children and young people attending community groups and youth clubs we will develop a toolkit for workers to use to talk to us about things that are important to us.

OUR ACTION

Continue to scrutinise the Rotherham Together Plan.

OUR ACTION

Develop a Youth Club Curriculum.

How we will achieve this:

The Children and Young People's Partnership Board will meet four times a year. A representative from each Board reporting into the Rotherham Together Partnership will be invited to attend each meeting. We will challenge and support the representatives to make sure that their plans are delivering the things that are important to children and young people, including making Rotherham cleaner and feel safer, having more fun things to do, making transport better and getting more support for young people (e.g. more ways to learn, increase skills, more careers advice and pathways to work and improving access to health services).

How you will know we are making a difference:

After every meeting we will publish a report that shows what we talked about, the new actions we agreed to make things even better and progress against all actions.

How we will achieve this:

The Children and Young People's Partnership Board will meet four times a year. During the meetings in Easter term and summer term we will work with adults to develop a curriculum that community groups and youth clubs can use to work with children and young people. The curriculum will include toolkits for topics including healthy eating, vaping awareness, bullying and cultural education.

How you will know we are making a difference:

We will publish the curriculum and ask the Children and Young People's Consortium to share it with community and youth groups.

7. WHAT WE ARE GOING TO DO

OUR AIM

To help more children and young people know about the fun things to do in Rotherham and the work the Council and other organisations do to make it cleaner and safer we will improve communications.

OUR ACTION

Create opportunities for children and young people to develop content to improve communications with children and young people.

When and what:

In 2026 the Children and Young People's Partnership Board will work with adults in the Council to create a job specification for two part time youth communications officers in the Council aimed young people aged 16 to 19 (25 if SEND or care experienced). The Children and Young People's Partnership Board will also work with adults to develop the necessary training and guidance to support children and young people to create 'content' to be used to communicate with other children and young people.

Impact:

We will have youth communications officers and support and training for children and young people to submit 'content'.



8. APPENDIX: AVAILABLE SUPPORT

If you need help with anything mentioned, check out the links and contact details below to find the right place to get support.

To find out about **fun things to do** (like clubs and societies, creative activities, dance activities, days out, sports activities and youth clubs) visit [Family Activities Directory](#).

To find out about events in Rotherham visit [Events](#). Also check out events and opportunities at [Childrens Capital of Culture](#).

[Voluntary Action Rotherham](#) (VAR) supports young people through targeted youth projects and volunteering opportunities.

Early Help work with children, young people and families to offer support and advice when it's most needed. Visit [Early Help](#) or call 01709 334905.

If you **feel unsafe or are worried** about a child or young person, tell a trusted adult straight away. This could be someone in your family, or someone else that you trust, such as a teacher. Contact Early Help via the [Multi Agency Safeguarding Hub](#) (MASH) on 01709 336080. If you are in immediate danger, call the police on 999 straight away.

If you need someone to talk to, you can visit [ChildLine](#) or call 0800 1111 – 24 hours a day.

For information about keeping safe online there are lots of helpful tips and resources for young people, parents and professionals on the [Safeguarding Children Partnership](#) and [Safer Rotherham Partnership](#) websites.

If you need **mental health support**, contact:

- [Rotherham CAMHS RDaSH](#)
Providing a variety of resources, self-help information and useful links or call 03000 21598.
- [Rotherham CAMHS/ Parent Plus eClinic app](#)
Free instant messaging service for young people aged 11 to 18 years to self-refer and a drop-in clinic for parents, carers & professionals.
- [With me in mind](#)
Mental health support teams operate in schools for ages 5 to 19 years.
- [Kooth](#)
Free, anonymous online mental health support, including counselling, for young people aged 10 to 25 years.
- [Rotherham and Barnsley MIND](#)
Providing mental health support, both locally and nationally, including one-to-one counselling, group sessions and support for young people or call 0300 123 339.
- Resources and more information are available on the [Local Offer](#) under Support in Education tab.
- [Epic Friends](#) helping you to help your friends who might be struggling to cope emotionally.

Support can be provided or arranged by your School.

8. APPENDIX: AVAILABLE SUPPORT

If you are under 25 with a special educational need and / or disability **(SEND)** and you would like help, advice and information about services visit www.rotherhamsendlocaloffer.org.uk.

For Special Educational Needs and Disability Information, Advice and Support visit the [Rotherham SENIASS Service](#).

We want a **clean Rotherham**, if you spot somewhere that needs cleaning, or want to report fly-tipping, graffiti, problems on a road, pavement or footpath, report online at www.rotherham.gov.uk or call 01709 382121.

[Rotherham's local offer](#) for children and young people leaving care provides information about all the support and services available.

For information about **transport** visit www.travelsouthyorkshire.com or call 0800 952 0002.

If you need help deciding what **education, employment or training** pathway is right for you visit [Early Help](#) or call 01709 334905.

If you are interested in joining the Children & Young People's Partnership Board or a Voice & Influence Group like the Young Inspectors email voiceandinfluence@rotherham.gov.uk.

If you are interested in joining Youth Cabinet email rotherhamyouthcabinet@rotherham.gov.uk.