

HOW DID WE DO?

Adult Social Care Local Account 2024 – 2025

People are safe, healthy and live well



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FOREWORD

Rotherham Council’s Adult Social Care Local Account 2024/25 is how we communicate to our residents and partners about the council’s accomplishments in adult social care and outline future priorities for the forthcoming year. It emphasises a “doing with” approach, focusing on enabling individuals to achieve their desired outcomes through a person-centred approach.

I am very pleased to say that in the last year substantial progress has been made towards our vision ‘to enable every resident with care and supports needs to live their best lives, with the people they value, close to home and with access to the right support at the right time.’ We are passionate about supporting everyone who has care and support needs whatever their personal circumstances and wherever they live in the borough. Over the last 12 months, we have supported more than 5,800 residents to do so. Our achievements include the launch of the new Learning Disabilities and All Age Autism Strategies and the introduction of our co-production board.

For 2025/2026 we have set ambitious new priorities. These include an updated strategy for unpaid carers and the introduction of an online portal that will enable residents to self-triage and self-assess their needs should they wish to. Other exciting initiatives are the investment in new assistive technologies, improving employment opportunities for young people with care and support needs and establishing a new hospital discharge ‘Transfer of Care Hub.’ These will all be achievements that will help us move closer to achieving our vision for adult social care.

Over the last 12 months, we have made great strides in how we hear and listen to the voices of our residents, using their feedback to shape our offer and hold us to account. We appreciate every experience that is shared with us and want to thank every resident who has done so. Please, continue to share your experience of adult social care with us! Focusing on the voice of our residents is of critical importance. It enables the Council to reflect upon and improve the performance of its services based on lived experience.

As always, over the next year, we will continue to build on our strong partnership working with the voluntary sector, health, police, fire and rescue and different council departments. This will ensure that our high-quality services continue to improve and that residents live their best lives.



Cllr Joanna Baker-Rogers
Cabinet Member for Adult Social
Care and Health



Ian Spicer
Strategic Director of Adult Care,
Housing and Public Health

ADULT SOCIAL CARE

About the Local Account

The Local Account aims to summarise our achievements and celebrate the hard work and dedication from our teams over the last year. The Local Account sets out our priorities for the coming year and highlights where we still need to improve and how we plan to do that.

Adult Social Care

Our ambition is to support our residents to be 'safe, healthy and live well'. To enable this Adult Care contributes to the Council priorities through its focus on supporting residents to live well. This includes priorities to improve mental and physical health, assisting adults to live independently, safe and well with access to quality and affordability of homes for all.



Our vision for Rotherham residents is to:

'Enable every resident with care and support needs to live their best lives, with the people they value, close to home and with access to the right support at the right time'

To achieve our vision we will ensure that residents have access to:

- The right information, at the right time, to help them make informed choices about their care and support needs.
- Support and services tailored to them, which are focused on the persons strengths, abilities and aspirations.
- Local communities and are enabled to maintain relationships which are the most important to them.
- The right services, at the right time, which enables them to live healthier lives for longer and maximises their independence.

Adult social care has delivered on a range of priorities over the last 12 months and have set a number of key priorities for the coming year to support in achieving our ambition and vision for residents.

ADULT SOCIAL CARE

Our Purpose

Adult social care works with people with care and support needs, their families, friends and unpaid carers to enable them to live independently, safe and well. This includes people who are frail, have disabilities, are neurodiverse or experience mental ill health, provide unpaid care, as well as young people preparing for adulthood.

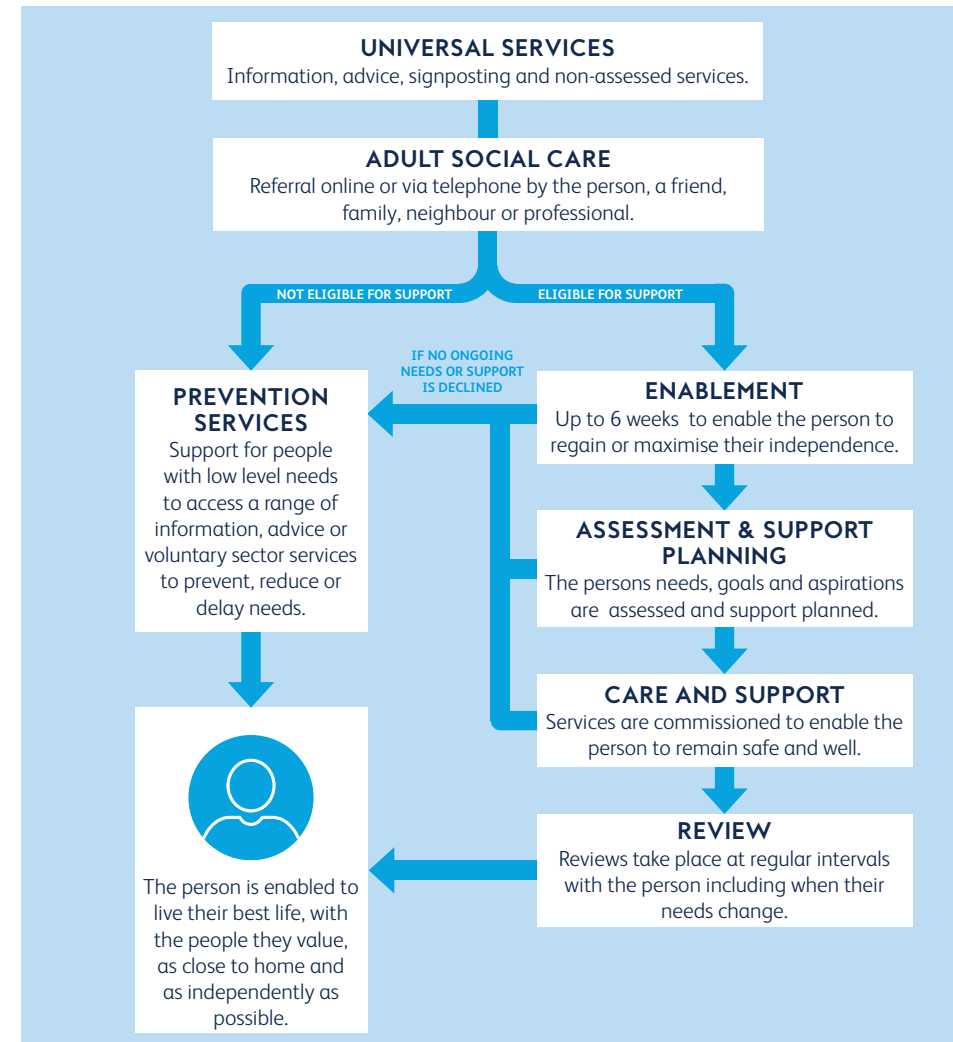
Our approach focuses on 'doing with' and not 'doing to' or 'doing for' people, utilising our resources in the most effective way for people to achieve their personal outcomes. Adopting a person-centred approach acknowledges that fulfilment and independence mean different things to different people, and therefore our interventions need to be proportionate, with a clear understanding of the person, their needs and the outcomes they want to achieve.

Our themes for delivering adult social care are:

- Wellbeing and Independence: enabling people to live their best life.
- Informed Choices: having the right information at the right time.
- Connected to People: support to maintain relationships with people that matter the most to them.
- My Support, My Way: focused on strengths, abilities and cultural needs of the person.

Types of support can include access to preventative services including assistive technology, aids and adaptations, provision of information and advice, targeted support for unpaid carers, short-term intensive support through our enablement services or more long-term support such as home care, access to day opportunities or care provided in care and nursing homes.

Adult Social Care Pathway



SAFEGUARDING ADULTS

Safeguarding is about protecting an adult’s right to live in safety, free from abuse and neglect. The aim of adult safeguarding is to:

- Prevent harm
- Reduce the risk of abuse or neglect for adults with care and support needs
- Stop abuse and neglect wherever possible

The Rotherham Safeguarding Adults Board (RSAB) is a multi-agency partnership which has statutory functions under the Care Act 2014. The focus of the RSAB is to ensure that safeguarding arrangements work effectively so that adults at risk can live their lives free from abuse or neglect. We work together with our partner organisations and people in our communities so that adults can live the best lives they can with their wellbeing and rights being supported, safe from abuse and neglect.

As a Council, we have a Safeguarding Adult Pathway which prevents and protects vulnerable people and ensures we embed ‘Making Safeguarding Personal’ to the person at risk of harm or abuse, this means putting the person at the heart of any safeguarding intervention. Adult social care updated the pathway in April 2025 to further strengthen practice and legal compliance.

Partners offer bespoke services to support vulnerable adults in Rotherham. The ‘Vulnerable Adults Pathway’ is a partnership approach to supporting people with multiple complexities and disadvantages including homelessness, mental illness, drug and alcohol addiction and exploitation and the partners take a person centred and trauma informed approach to everyone. Many of the residents we support do not have eligible needs for care and support, but their health and

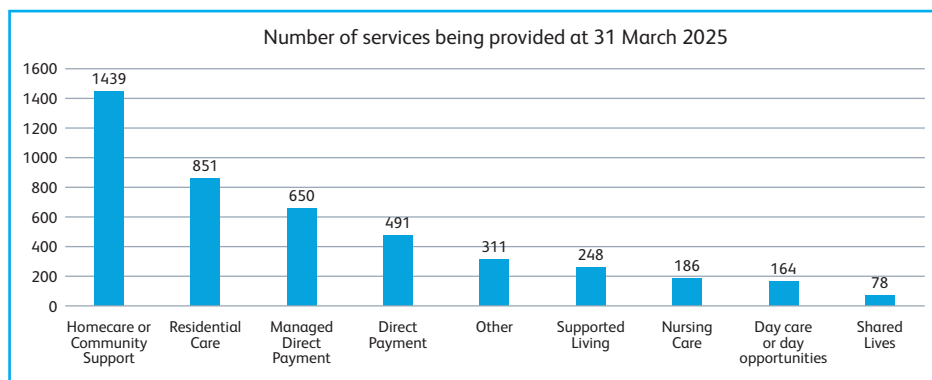
quality of life is severely impacted. The Vulnerable Adults Pathway supports people to regain some control in their life to achieve positive outcomes.

Our work follows the 6 Safeguarding Principles, which are:

Principle	Practice	Making Safeguarding Personal
Empowerment	People are supported and encouraged to make their own decisions and informed consent.	“I am asked what I want as the outcomes from the safeguarding process and this directly inform what happens.”
Prevention	It is better to take action before harm occurs.	“I receive clear and simple information about what abuse is. I know how to recognise the signs, and I know what I can do to seek help.”
Proportionality	The least intrusive response appropriate to the risk presented.	“I am sure that the professionals will work in my interest and they will only get involved as much as is necessary.”
Protection	Support and representation for those in greatest need.	“I get help and support to report abuse and neglect. I get help so that I am able to take part in the safeguarding process to the extent to which I want.”
Partnership	Services offer local solutions through working closely with their communities. Communities have a part to play in preventing, detecting and reporting neglect and abuse.	“I know that staff treat any personal and sensitive information in confidence, only sharing what is helpful and necessary. I am confident that professionals will work together and with me to get the best result for me.”
Accountability	Accountability and transparency in delivering safeguarding.	“I understand the role of everyone involved in my life and so do they.”

SUPPORTING OUR RESIDENTS

During the last 12 months Adult Social Care provided support for 5,801 residents. At the end of March 2025 there were 3,883 residents accessing 4,418 services (meaning some people access multiple services).

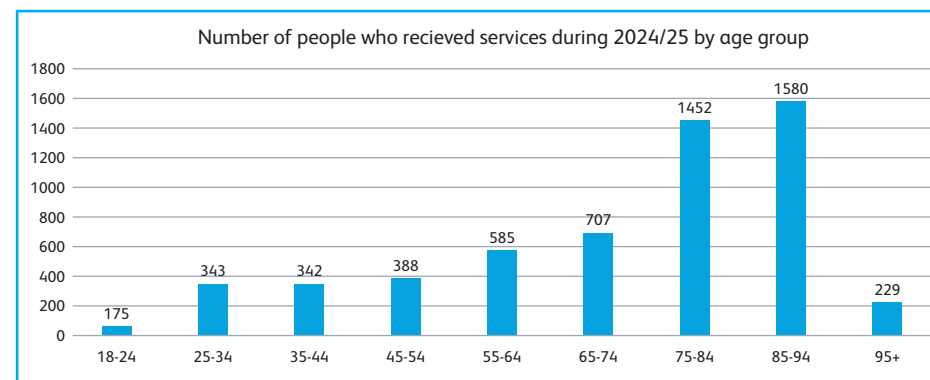


32% of people being supported were aged 18-64 and 68% were aged 65+.

Primary Support Reason	AGE GROUP		ALL
	18-64	65+	
Physical Support	424	1,697	2,121
Learning Disability Support	709	90	798
Mental Health Support	290	145	435
Support with Memory and Cognition	19	261	280
Social Support	74	51	125
Sensory Support	31	25	56
Not yet recorded	17	51	68
Everyone on service at 31 March 2023	1,563	2,320	3,883

During the 2024/25 year, 58% of people receiving support identified as female and 42% identified as male.

Of the 3,883 residents accessing services at the end of March 2025, 51% also received support from an unpaid carer.



Inclusive Communities

There is under-representation of residents from ethnic minority communities who access our services; only 5% of residents which remains low compared to the ethnic minority population rate of 9% in Rotherham. One of our areas of focus is to ensure take up of adult social care from across all our local communities

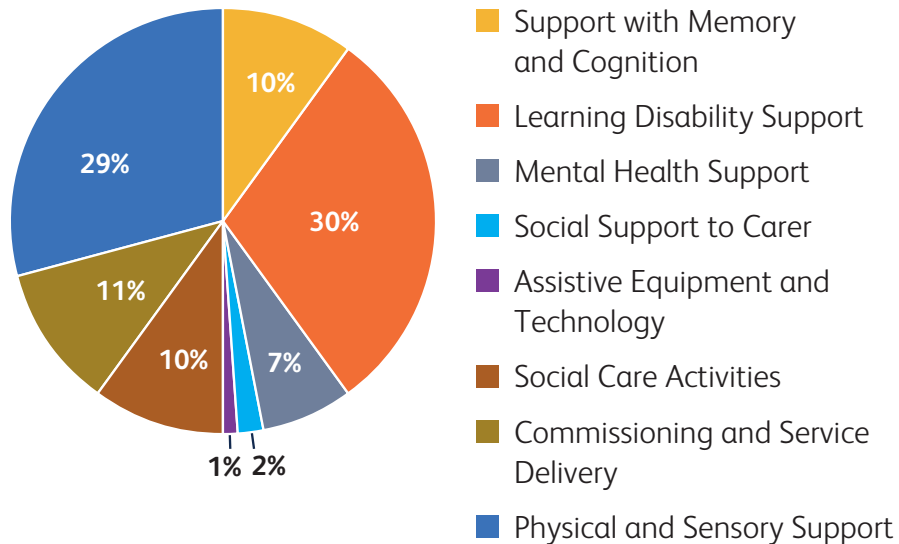
Safeguarding Adults

During the 2024/25 year, 696 people were subject to a new safeguarding enquiry and 864 enquiries were completed. Most enquiries relate to older adults and occur in a person's own home. At the end of 2024/25, 96.7% of adults involved in a safeguarding enquiry felt their personal outcomes were at least partially or fully met.

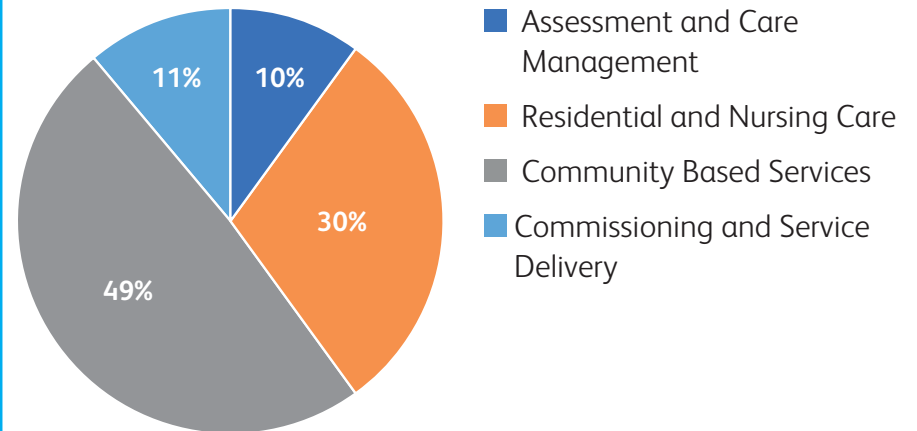
HOW WE USE OUR RESOURCES

Our latest financial data shows Rotherham spent a total of £102.433 million on Adult Care and Support services in 2023/24 (the latest year for which figures are available).

Category of Support



Type of Services



HOW WE PERFORMED

Adult Social Care Outcomes Framework

The Adult Social Care Outcomes Framework (ASCOF) measures how well care and support services achieve the outcomes that matter most to people. It is used both locally and nationally to help set priorities, measure progress and strengthen transparency and accountability.

The table below shows you our latest published data and how we compare to others across England and the region. Colours have been used to help you to understand these comparisons.

Better or approximately the same as England averages.

Slightly below England average.

Below England average and poor ranking.

	Measure	Rotherham	England	Yorkshire and Humber	Rotherham Rank
1A	Social care-related quality of life score	19.1	19.1	19.3	72
1B	Quality of life of people who use services	0.434	0.417	0.416	n/a
1C	Quality of life of carers	7.1	7.3	7.3	90
1D	Overall satisfaction of people who use services with their care and support	65.4	65.4	66.4	67
1E	Overall satisfaction of carers with social services	41.5	36.7	36.4	46
2A	% of people who received a short-term service, where there was no requirement for further long term support	93.7	79.4	69.7	16
2B	Number of younger adults (aged 18-64), whose long-term support needs are met by admission to residential or nursing care homes, per 100,000 population	28.8	15.2	18.7	147
2C	Number of older adults (aged 65+), whose long-term support needs are met by admission to residential or nursing care homes, per 100,000 population	556.3	566	616.1	78
2D1	% older people (aged 65+) who were still at home 91 days after discharge from hospital into reablement/rehabilitation services	81.4	83.8	83.4	102
2D2	% older people (aged 65+) offered reablement/rehabilitation services after discharge from hospital	2.2	3.0	2.1	95

HOW WE PERFORMED

	Measure	Rotherham	England	Yorkshire and Humber	Rotherham Rank
2E	% adults with a learning disability who live in their own home or with their family	83.7	81.6	82.9	67
3A	% of people who use services who feel they have control over their daily life	77.8	77.6	79.5	81
3B	% of carers who report that they have been involved in discussions about the person they care for	74.3	66.4	67.7	14
3C1	% people who use services who find it easy to find information about support	67.9	67.9	69.0	87
3C2	% carers who find it easy to find information about support	59.5	59.1	59.5	77
3D1a	The proportion of people who use services who receive self-directed support	100	92.2	95.8	1
3D1b	The proportion of carers who receive self-directed support	100	89.7	89.7	1
3D2a	% people who use services who receive direct payments (excludes managed direct payments)	19.5	25.5	25.9	113
3D2b	% carers who receive direct payments (excludes managed direct payments)	69.2	77.4	81.0	113
4A	% of people who use services who feel safe	70.4	71.1	72.7	87
4B	% Safeguarding enquiries where risks were reduced or removed	87.1	91.2	93.6	82
5A1	% people who use services who reported that they had as much social contact as they would like	49.9	45.6	48.5	23
5A2	% carers who reported that they had as much social contact as they would like	26	30.0	32.0	112
6A	% staff in the formal care workforce leaving their role in the past 12 months	17.1	24.8	25.2	18
6B	% adult social care providers rated good or outstanding by CQC	79.2	80.3	77.7	65

OUR ACHIEVEMENTS IN 2024/25

The following tables explain what adult social care achieved in 2023/24 and the impact this had for residents.

Achievement	This means that...
Reviewed and redesigned our public information for young people preparing for adulthood, vulnerable adults and unpaid carers. (ASC Strategy).	Information is easy to understand, accessible and enables a person to make an informed decision about their care needs.
Redesigned the adult social care web pages. (ASC Strategy).	Online information has been improved so that it is easily accessible.
Provided a range of information on direct payments and being a responsible employer. (ASC Strategy).	People receive an employment handbook and guidance to direct payments to help them understand the responsibilities of using a direct payment to meet their care needs.
Implemented a new prevention service which will support both vulnerable adults and young people preparing for adulthood. (ASC Strategy).	People receive care and support earlier to promote independence. The support aims to prevent, reduce, or delay a person's need for formal care and support.
Invested in prevention services in the voluntary sector. (ASC Strategy).	One hundred thousand pounds has been invested in the voluntary sector to provide a range of support services to meet peoples care and support needs.
Reviewed and expanded our out of hours support offer for people in crisis. (ASC Strategy).	People in crisis can access support out of hours to ensure they remain safe.
Implemented a co-production board and other feedback mechanisms to understand how well we are meeting people's needs. (ASC Strategy & Year Ahead Delivery Plan).	People have a voice in how we shape services as well as being able to tell us what we are doing well and how we can further improve.
Strengthened the voice of unpaid carers so that this can be acted on. (ASC Strategy).	Unpaid carers are recognised for what they do, are responded to, and supported in a way that matters to them.

OUR ACHIEVEMENTS IN 2024/25

Achievement	This means that...
Ensured that the voice of the person is central to safeguarding adults through a revised safeguarding pathway and via Rotherham Safeguarding Adults Board work. (ASC Strategy).	Adults can live their best lives with their wellbeing and rights being supported and their personal outcomes being met. Over 97% of adults felt this was either fully or partially achieved.
Building work has started on Castle View, Canklow which will provide new day opportunities for people with high support needs. (Year Ahead Delivery Plan).	People with complex needs will have access to care closer to home and in a purpose-built environment. It is anticipated the centre would close in mid-2026.
Launched the new Learning Disabilities Strategy which sets out Rotherham's aspirations for people with a learning disability. (Year Ahead Delivery Plan).	People with a learning disability have a strong voice and can make choices that mean they are included, safe and secure, to ensure they have the best life chances.
Launched the new All Age Autism Strategy which sets out aspirations for autistic people living and working in Rotherham. (Year Ahead Delivery Plan).	Autistic people have access to education, employment opportunities and support in their own home. It also means that the right information is available, at the right time, to help make informed choices.

SPOTLIGHT ON SHARED LIVES

Shared Lives is where individuals who need support live with, or regularly visit, a Shared Lives Carer's home. This arrangement goes beyond traditional care settings, fostering genuine relationships and a sense of belonging. It is a testament to the idea that care is not just about meeting physical needs but also about nurturing emotional and social wellbeing.

What makes Shared Lives unique?

- **The impact this has on Carers as well as those being supported**

This is something that benefits the Carer as much as it does the person being supported – for the Shared Lives Carers it is a rewarding and enriching experience!

- **The opportunities Shared Lives provides**

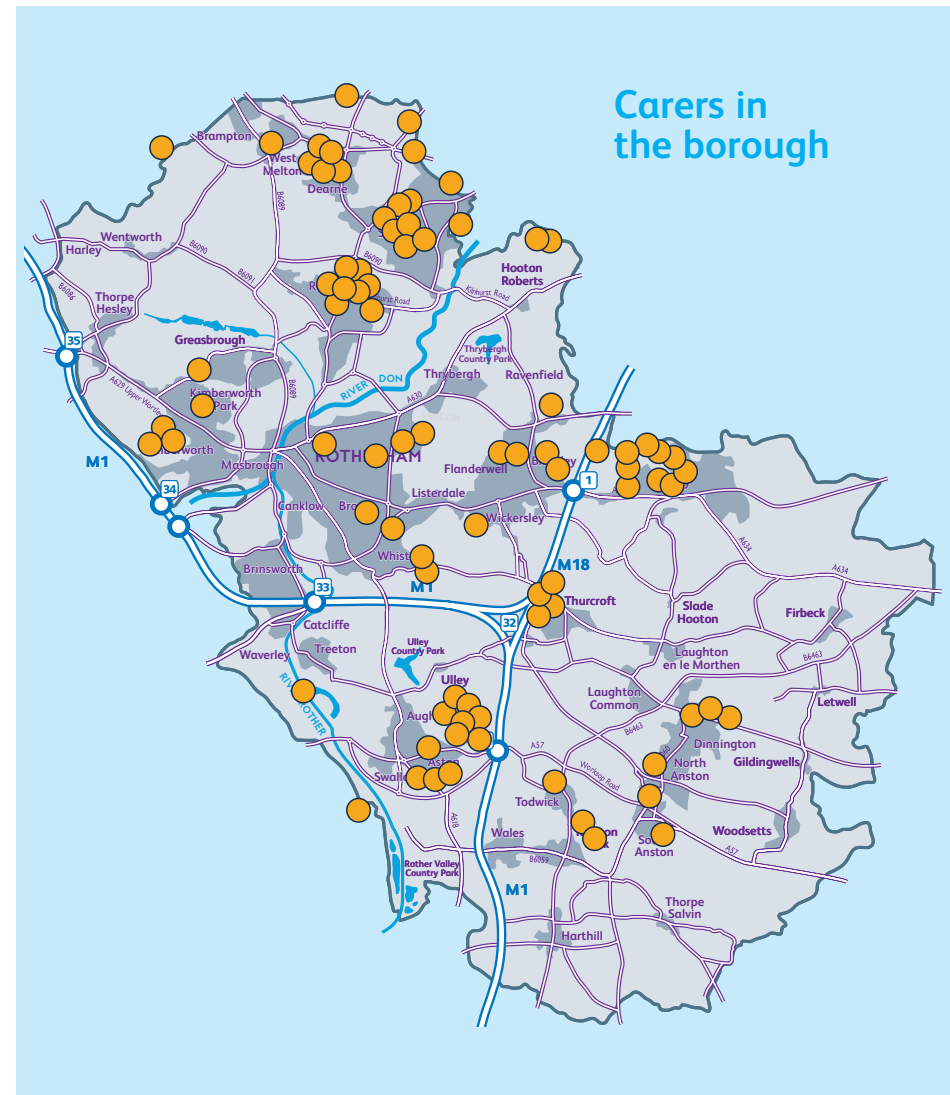
Including building meaningful relationships, developing new skills and participating actively in local communities.

- **The diversity of Carers**

There are 91 Shared Lives carers across the borough which provides a diverse and experienced offer for those being supported. These cover 190 matches and support 91 people.

- **The focus on strong and sustainable relationships**

People are matched with Carers who have similar interests, the right skills and community connections for the person being supported. This is a solid foundation for strong relationships.



SPOTLIGHT ON SHARED LIVES

Who is Shared Lives for?

Shared Lives is largely accessed by people with a learning disability but there are opportunities to expand the service to young people transitioning to adulthood, people living with mental ill health including dementia and as respite to provide support to unpaid Carers.



What are Shared Lives proud of?

- The number of Shared Lives carers (pictured here) has doubled in the last 5 years, largely due to word of mouth and the positive impact seen in people's lives.
- The Shared Lives newsletter is made up of contributions from the Shared Lives Community, allowing people to share their stories, stay connected, and learn about local events.
- There are strong relationships with local communities to help those supported to engage actively in their communities including Winthrop Gardens, Rotherham Creative, The Willows School, Rotherham Minister, Rawmarsh Foodbank, and Rotherham Engineering Club.
- Shared Lives Rotherham has participated in a pilot programme with the Department of Health and Social Care to grow the Shared Lives offer. This work has led to an employment opportunity for a person supported by Shared Lives Rotherham as a Shared Lives Ambassador for the north of England!
- Ensuring regular face-to-face contact, check-ins, building a strong community network and expanding social groups, ensures people receive the help they need anytime.
- We are committed to investing in the Shared Lives to support the growth of our Shared Lives offer. Through our investment we can ensure that more individuals have access to the personalised, compassionate care they deserve. We can build stronger, more inclusive communities where everyone can flourish, grow, develop, and prosper.

THE IMPACT OF SHARED LIVES

Hayley, Antony and Andrew are regular contributors to the newsletter which often features Oakwell Stadium with Antony following his beloved team.

Together they have travelled much of the UK from Cornwall to Scotland. Andrew and Antony are good friends, and Hayley facilitates this friendship.

Hayley's approach ensures they both actively make decisions to be in full control of their lives and have fulfilling experiences.



Sid has dementia and lives in his own home where he is supported by his Shared Lives Carer, Karen, to do the things he loves.

Sid visits his wife in a care home, walks his dog and is part of an engineering club. As a former engineer, Sid has a cherished memory of making a part for the Concorde's engine. Karen arranged a visit to see the Concorde at Manchester Airport, which they both thoroughly enjoyed!

Gracie accessed Shared Lives as a short-term placement but decided to stay after settling in so well.

With the support of her Shared Lives Carers, she has helped at a local foodbank which they run, she has learnt sign language, and joined local groups, where she has made many friends and increased her social life.

Gracie is now a Shared Lives Ambassador for Shared Lives Plus covering the North of England – her first paid employment role!

June had lived with Miriam from being a baby until she moved into a supported tenancy last year.

June continues to live a full life with Miriam continuing to provide day support and they still enjoying holidays together.

Miriam's dedication is clear with her now being a registered carer for 50 years!



THE YEAR AHEAD

Looking ahead, we have set several new priorities for delivery in 2025/26.

Priorities	This means that...
Embed the co-production board and other feedback mechanisms to understand how well we are meeting people's needs. (ASC Strategy & Year Ahead Delivery Plan)	People can tell us where we can improve and what we are doing well.
Review the Borough that Cares Strategy and co-produce the updated strategy with unpaid carers.	Unpaid carers can be identified, supported, and have access to the resources they need to maintain their own health and wellbeing, while also balancing their caring responsibilities.
Implement an online adult social care portal for people who wish to self-assess. (ASC Strategy)	People can access information at a time that suits them and interact with Adult Social Care through another communication channel.
Enable people to self-triage and self-assess their needs. (ASC Strategy)	People have control over their care needs by being able to self-triage to find the right support.
Invest in new assistive technologies (AT) and digital solutions supported by an assistive technology strategy. (ASC Strategy)	Assistive technologies and digital solutions will be available to support people to live more independently.
Implement a new transitions assessment process with partners.	Young people preparing for adulthood receive an assessment bespoke for their needs which considers all aspects of their lives.
Improve employment opportunities for young people with care and support needs. (ASC Strategy)	More young people have access to employment, volunteering and internship opportunities as they move into adulthood.
Implement a new hospital discharge 'Transfer of Care Hub' which improves outcomes for residents. (ASC Strategy)	People with new or increased care needs receive the right support to return home or transition to other care settings safely and efficiently.
Implement a redesigned mental health model for social care and work with partners to adopt collaborative community mental health hubs. (ASC Strategy)	People experiencing mental ill health will be supported to regain their independence and live safe and healthy lives.
Seek further opportunities to deliver services collaboratively. (ASC Strategy)	Adult social care will ensure that opportunities to work with partners which improve outcomes for residents adopted.

VOICE OF THE RESIDENT

During 2024/25 we received **450 compliments** compared to **63 formal complaints**. 2024/2025 saw a 50% increase in compliments compared to the previous year.

"A very special thank you just to let you know your kindness means so much more than words can ever show."

Compliment for Lord Hardy Court

"Thank you for your kindness, support and everything – it means so much."

Compliment for the Integrated Discharge Team Team

"You were so friendly and caring in all your dealings with us. What you didn't know, you went the extra mile to find out. I honestly felt that you approached our case as if you were working on behalf of your own parents."

Compliment for the Localities Team

"I wanted to express my thanks for the excellent help and advice your worker gave to me when requesting support for my mum."

Compliment for the Adult Contact Team (ACT)

"Thank you for arranging funding for the respite...it is really appreciated. Please pass on our sincere thanks."

Compliment for the Learning Disability and Autism Team

"You found out and gave me the explanation for the problems we were subjected to, thanks once again for your help and understanding."

Compliment for the MCA and DoLS Team

Complaints numbers remain consistently low.

In 2024/25 we received 63 compared to 59 in 2023/24 and 55 in 2022/23.

Of the 63 complaints received, 58 (92%) were satisfied at stage one without further escalation

Three ombudsman investigations were completed in 2024/25, two more than the previous year. Two of these were upheld and one was not upheld.

Complaints appear to be made around two main themes, timeliness of assessments and the outcome of an assessment. The service has implemented additional information to ensure that wait safely whilst awaiting an assessment and invested in additional social work staff so that we can assess people sooner.

In 2024/25, we launched our Adult Social Care appeals process. No appeals were received in 2024/25.

THE BEST WORK OF OUR LIVES

Janet is a lady who has been supported by the Mental Health Enablement Team to improve both her mental and physical wellbeing.

Initially, Janet was struggling with low mental health, managing clutter in her home and self-care, such as eating and drinking properly. She had also been working through a Social Care course but had become so overwhelmed by everything that she was behind and unable to progress.

With the support of her mental health enablement worker, Janet created and began to follow a plan to support her.

Gradually Janet's mental and physical health improved. She sleeps better, has organised her home and cooks and cleans. This has led to her feeling able to catch up with her studies as well as rebuilding her relationship with family members.

Janet says *'You have helped to find my feet in life again. You've helped me get back in control of it all one step at a time, without ever making me feel judged or alone in it. Your energy, kindness and the way you just 'get it' has meant the world to me.'*

Brenda is an older lady who was supported by our hospital and community assessment teams.

Brenda has COPD and was admitted to hospital with shortness of breath and a reduced diet. Upon discharge from hospital Brenda had a care package of 4 calls a day to support with personal care, meal preparation and toileting. However, she was confused and had reduced mobility.

Due to concerns about Brenda's safety at home a short stay in a care home was organised and, during this time, there were significant improvements meaning she needed minimal support and no longer displayed signs of confusion.

Brenda wanted to return home, with a care package in place for ongoing support, where her health continued to improve and she was able to go out in her community independently.

Brenda decided she no longer needed a care package as she had improved so much and was happy with minimal informal support from her daughter.

Sarah is a carer, and a member of the Choir That Cares, who believes that connecting with others, through local groups and social media, has been a lifeline.

Sarah's son has multiple health needs including Spina bifida and Epilepsy and Sarah has been his full-time carer for 18 years.

For Sarah this has had an impact financially and personally and has brought challenges when dealing with professionals and delays when trying to make progress

However, Sarah is proud that she has helped her son attend mainstream school and now college. She explains that family trips are tricky but incredibly satisfying to see how much they mean to her son.

Sarah believes it's vital to recognise the role of carers, paid or unpaid, because so many people rely on them to live full lives. For her, connecting with other carers through groups, such as the Choir That Cares, has helped her realise she's not alone and has opened up new sources of support and friendship.



USEFUL CONTACTS

Safeguarding (Customer Contact Team) – **adults** – 01709 822330

Safeguarding (M.A.S.H Team) – **children** – 01709 336080

Mental Health Crisis Team – 0800 652 9571

RDASH Switchboard – 03000 213000

Housing Services – 01709 336009

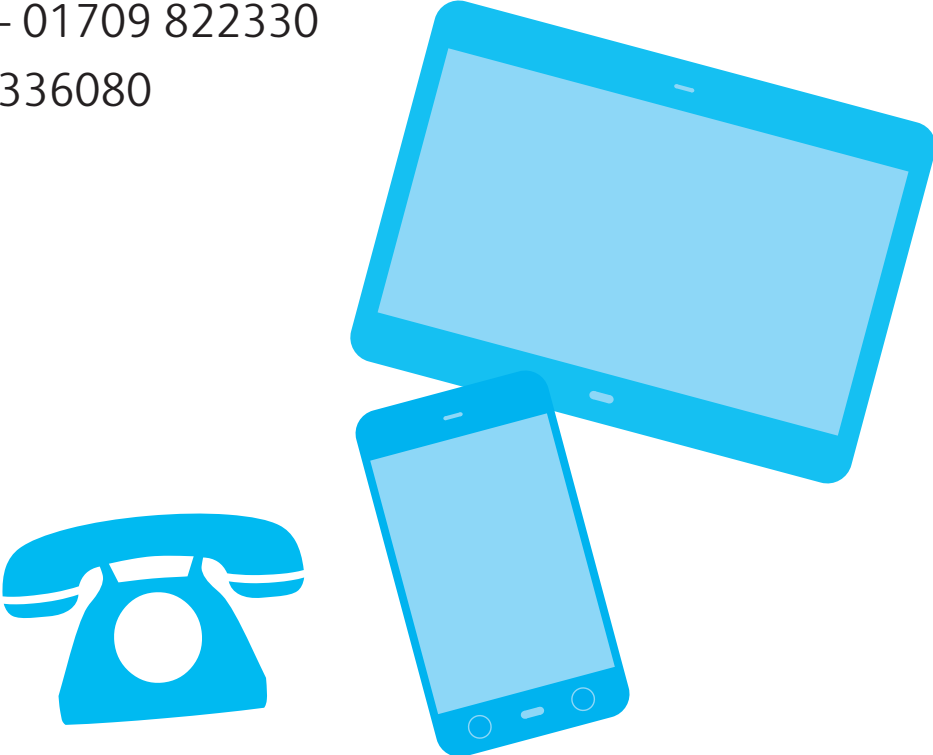
Reablement Services – 01709 336096

Shared Lives – 01709 334948

Supported Employment – 01709 249600

Age UK Rotherham – 01709 835214

Citizen’s Advice Bureau – 0808 278 7911



Your own important numbers

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