

# Rotherham Council Adult Social Care Mental Health Strategy 2026 - 2029

Health Select Committee

20 November 2025

# Background

- Following Cabinet approval of the Adult Social Care Mental Health Review in December 2023, it was agreed to develop a co-designed Council Mental Health Strategy for Rotherham.
- This new, borough-wide strategy focuses on adults and aims to ensure parity for mental health and related services across Rotherham.
- The Rotherham Council Adult Social Care Mental Health Strategy (2026–2029) will be presented to Cabinet in December 2025, with publication scheduled for January 2026, subject to approval.



# Mental Health in Rotherham

- The prevalence of depression in Rotherham increased from 8.8% in 2012 to 17.3% in 2022, surpassing the national average of 13.2%.
- As of August 2025, 460 individuals were receiving support from Rotherham Adult Social Care, with mental health recorded as their Primary Support Reason.
- Over the past three years, approximately 11–12% of all individuals supported by Rotherham Adult Social Care have had mental health as their Primary Support Reason, which is broadly in line with the national average of 12%.



## Wellbeing (JSNA Data, 2022/23)

10.4% of adults (aged 16+) in Rotherham reported a low happiness score.  
24.3% of adults (aged 16+) reported a high anxiety score.

## Loneliness (JSNA Data, 2022/23)

7.4% of adult residents in Rotherham reported feeling lonely 'often or always' or 'some of the time'.



**Mental Health & Substance Abuse** (RHNA Report, Feb 2024) Of 276 clients supported by the Rotherham Abuse Counselling Service, 29% had a co-occurring mental health issue alongside a drug or alcohol problem.

## Mental Health Crisis (RHNA Report, Apr 2023 – Feb 2024).

The referral rate to crisis services was 20.5 per 1,000 population aged 18 and over.



## Suicide Mortality Rate (JSNA data 2021-2023)

The Suicide Mortality rate in Rotherham is 12.6 per 100,000 – three-year average.

## Homelessness & Mental Health (MHCLG Data)

The proportion of homeless households in Rotherham with mental health support needs increased from 15.9% in 2022/23 to 39.0% in 2024/25.



# Consultation Summary

- The consultation period took place from 8 May to 27 July 2025.
- 26 bespoke events were delivered in collaboration with organisations including Voluntary Action Rotherham, REMA, and the South Yorkshire Wahong Community.
- These events engaged over 150 participants, with 95 individuals supported to complete paper surveys.
- The online survey was widely promoted across the Borough through social media, family and friend networks, news e-bulletins, and other channels.
- A total of 227 responses were received during the consultation.
- The findings have been thoroughly analysed and have directly informed the development of the strategy.



# Wider Rotherham Strategies

The Rotherham Council Mental Health Strategy 2026-2029 has been developed to align with existing strategic priorities across Rotherham. Feedback has been gathered throughout the consultation, regarding how this alignment can be achieved.

The two key strategies referenced are:

**Rotherham Health and Wellbeing Strategy** – which focuses on *“Supporting all people to maintain and improve their mental health throughout their lives, accessing and shaping the services and resources they need to do so.”*

**The Borough that Cares Strategy 2026 – 2029** – currently being co-designed with carers, partners, and professionals, this strategy will cover all unpaid carers living in Rotherham.



# MENTAL HEALTH VISION

*Residents experiencing mental ill-health feel empowered, their voice is respected, and they receive early support to prevent a decline in their wellbeing and maintain their independence, as closer to home, as possible.*

Adult social care will work with partners to ensure that residents experiencing mental ill health and their families carers and friends:

- Receive the right support, at the right time, to maintain both their mental and physical wellbeing.
- Have the same opportunities to access support, regardless of their presenting needs.
- Can access advice and services which are closer to home which help them to sustain relationships and local connections which are important to them.
- Have their voice listened to, respected and heard.



# Values

The Strategy is founded on three guiding principles, shaped by what people with lived experience of mental ill-health, their families and carers told us matters most to them.

**People-Focussed**

**Respectful**

**Caring**

# Themes

The themes within the strategy are shaped by the priorities identified by people with lived experience, their families, carers, professionals, and key stakeholders.

- Improving mental health services
- Preventing crisis through early support, with clear crisis support and contact points
- Ensuring people's voices are heard
- Reducing wait times for assessments and services
- Easier access to information, advice, and support
- Consistent access to services across Rotherham



# Priorities 2026 - 2029

2026  
to  
2027

## Voice

- Create a dedicated Mental Health Partnership Board so that the voice of people who have experienced mental ill-health, and their families and carers can effectively influence and shape the design and delivery of services.
- Develop new and inclusive ways for people with lived experience of mental ill health to give feedback across Mental Health services, so their voices help shape how services are delivered and how communication can be improved.

## Prevent, Reduce, Delay

- Expand the Mental Health Enablement Pathway, to give more support to people who have experienced mental ill-health, and their families and carers, throughout each year of the strategy from 2026 to 2029.
- Provide support for people experiencing mental ill health through the Supporting Independence Pathway, to prevent, reduce or delay the need for more formal support.

## Access

- Support the aims of the Rotherham Health and Inequalities Strategy, to reduce waiting times for Care Act Assessments for individuals experiencing mental ill health. Complete most assessments within 28 working days (excluding crisis cases), enabling earlier access to support and intervention.
- Review and improve Transition Pathways for young people experiencing mental ill health.
- Review existing barriers to accessing mental health services and referrals, especially for under-represented minority groups, to ensure everyone can get the support they need quickly, easily, and fairly.

# Priorities 2026 - 2029

2027  
to  
2028

## Services

- Create additional mental health support provision across the borough, so that people who have experienced mental ill-health, and their families and carers can access support closer to home.
- Improve the range of clear and accessible information, advice and signposting available to people who have experienced mental ill-health, and their families and carers, so they can find the right support more easily.
- Commit to open and clear communication, share information openly and make sure everyone receiving mental health support understands the processes involved.
- Monitor and review the performance of independent mental health providers to improve the quality and accessibility of services.

## Support for Families and Carers

- Ensure mental health carers in Rotherham get the support they need to stay healthy, connected and active through strong partnerships and services that meet their needs.

2028  
to  
2029

## Partnership and Integration

- Work closely with partners, including Housing services and voluntary organisations, to improve collaboration and find better ways to deliver mental health services and support people's wellbeing in the community.
- Review with partners our Crisis Pathway, to make sure it meets people's needs and can respond flexibly when support is needed.

## Workforce Development

- Deliver updated mental health training for practitioners and promote mental health champions throughout the 3-year strategy, with the programme completing in the final year.
- Support workforce development by strengthening partnership working and creating opportunities to share learning, good practice and expertise across teams and organisations.

# Spotlight: Mental Health Enablement

Prevention should be the foundation of good mental health services, including how a person is enabled to meet their full potential.

Our Mental Health Enablement Service supports this aim and currently operates from Wellgate Court.

Valuable feedback regarding the Mental Health Enablement Service has been gathered:

*"I wouldn't have been able to do the things I've achieved without this support."*

*"LC has done a fantastic job, and has literally changed our lives, we were overwhelmed we now have the house and our health back, thank you."*

*"I am really happy with the support I have had, I haven't felt judged."*

*"KL has been such an amazing support for me, in the weeks we've done so far. I have gotten more sorted than in the year previous and things had just begun to pile up. She is always bright and chirpy, level-headed in a panic, extremely empathetic and we get on really well which is rare for me. An amazing service that I can't thank enough as it has really had a massive impact on my daily life and my mental health."*

*"Without this service, I wouldn't be here, it has saved my life."*

# Voice of the Resident

## **Safeguarding in Adult Social Care**

Outlines approach of making safeguarding personal by listening to, acting upon and respecting the voice and views of the person, empowering people to stay safe, improve wellbeing, and lead fulfilling lives.

## **Get Involved**

Outlines how people can get involved with shaping mental health services, as it's important that the person is at the heart of everything we do. This links with one of our priorities to create a Mental Health Partnership Board.

## **Find out More**

Promotes mental health services within Rotherham and 'How Did We Do?' our Local Account for Adult Social Care.



# Making Our Priorities A Reality

The Rotherham Mental Health Strategy 2026–2029 is set to be officially launched in January 2026, subject to Cabinet approval in December 2025.

The strategy's priorities, spanning all three years, will be delivered through the following key mechanisms:

- **Mental Health Partnership Board:** To be launched in Year One (2026), this board will oversee strategic implementation. A Mental Health Strategy Working Group will be established ahead of the board's launch to support its development.
- **Comprehensive Delivery Action Plan:** This plan will outline SMART (Specific, Measurable, Achievable, Relevant, Time-bound) actions to ensure effective delivery of the strategy's priorities. It will be presented to Cabinet alongside the Cabinet Report in December 2025.

**Any Questions?**

