



Healthy Neighbourhoods

ROTHERHAM

Together for healthier people, stronger communities and a better Rotherham.

Rotherham Place:
Building Neighbourhood Health Together



People at the heart

We listen, respect and put people and communities at the centre of everything we do.



Working together

One team across health, social care, the voluntary sector and our communities.



Closer to home

Joining up services in our neighbourhoods to keep care local and prevent crisis.



Supporting independence

Helping people to stay well, live well and have choice and control.



Getting better together

Using data, insight and feedback to learn, improve and tackle inequality.



Local teams who know you



Strong relationships built on trust



Kind and inclusive in all we do



Proud to serve our communities

Working together for a healthier Rotherham

How Rotherham is changing as a system

Shared system Leadership

Clear place accountability and collective ownership

Population Health and Shared Data

Cohort identification and proactive intervention

Integrated Neighbourhood Teams

Live MDTs across rising risk and frailty cohorts

Culture Shift

Moving from organisational silos toward collective neighbourhood working based on need

Test-and-Learn Approach Established

Delivery through iterative test-and-learn cycles to adapt and strengthen delivery



Care Model Shift (Patient-Level Example)

From:

A reactive response to crisis, with fragmented support and escalating need

- Patient living alone, unsafe, and socially isolated
- Increasing financial instability and unmet practical needs
- Repeated escalation with high risk of unplanned care use
- No single service addressing the full complexity of need

To:

A proactive, co-ordinated, multi-agency response addressing the whole person

- Risk stratified and proactively identified for support
- MDT approach bringing together primary care, social care, VCS, housing and others
- Delivery of joined-up interventions (home safety, financial support, social connection, emotional support)
- Single, co-ordinated care plan focused on stabilisation and independence

Measured Difference for the Patient

- **Safety:** Home environment made safe through equipment and adaptations
- **Stability:** Financial and practical issues addressed, reducing immediate risk
- **Connection:** Re-engaged with community and support networks
- **Independence:** Increased ability to manage daily life with reduced reliance on services
- **Wellbeing:** Confidence improving with sustained emotional and practical support

Impact

This intervention prevented further escalation and likely unplanned admission, demonstrating how proactive care can:

- Stabilise complex patients earlier
- Reduce demand on urgent and emergency care
- Deliver sustained independence through coordinated neighbourhood working

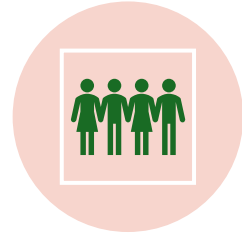
Patient Feedback

“From crisis to stability, from isolation to connection, from fear to hope.”

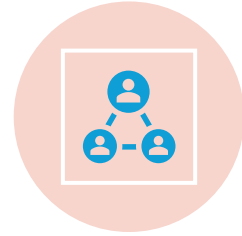
Scaling Neighbourhood Working Across Rotherham



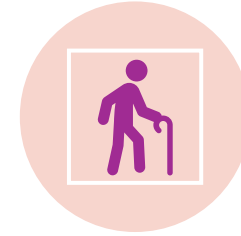
INTEGRATED
WORKFORCE



SHARED DATA AND
POPULATION HEALTH
MANAGEMENT



COMMUNITY-BASED
DELIVERY

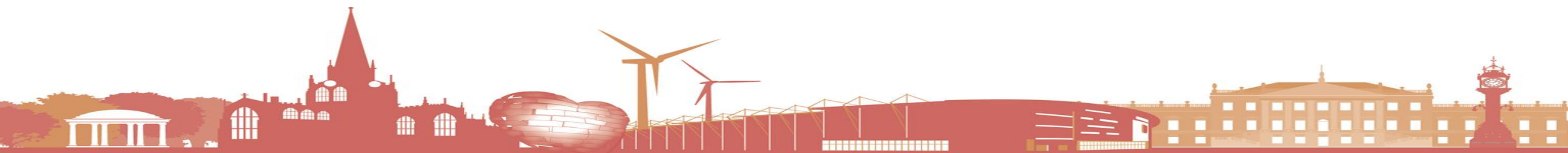


FRAILTY FOCUS



EVALUATION AND
CONTINUOUS
LEARNING

Neighbourhood health must become the operating model – not a standalone programme



Key Challenges and Required National Support

Key Challenges

- Workforce capacity and system pressure
- Complexity of integrating pathways across organisations
- Pace of shifting resource into prevention and community
- Need for robust, consistent outcomes measurement
- Variation in readiness across partners
- Geographical alignment

National Support Required

- Greater flexibility in funding and commissioning mechanisms
- Continued support for population health data and analytics capability
- Clear, consistent national outcomes framework aligned to social care
- Support for workforce models for neighbourhood teams
- Ongoing communities of practice and shared learning
- Space for test-and-learn without performance penalty
- Greater flexibility in funding and commissioning mechanisms

