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Telford & Wrekin
Co-operative Council

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Borough of Telford and Wrekin

Health & Wellbeing Board

Thursday 24 November 2022

2.00 pm

Fourth Floor Meeting Room, Addenbrooke House, Ironmasters Way,
Telford, TF3 4NT

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Committee Members: Cllr A D McClements (Chair), J Britton, A J Burford, S Dillon, J Dunn, N Dymond, I T W Fletcher, K Middleton, L Noakes, A Olver, B Parnaby, S A W Reynolds, J Rowe, K T Tomlinson and S Whitehouse

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HEALTH & WELLBEING BOARD

Minutes of a meeting of the Health & Wellbeing Board held on Thursday 29 September 2022 at 2.00 pm in Addenbrooke House, Ironmasters Way, Telford, TF3 4NT

Present: Councillors A D McClements (Chair), S Dillon, I T W Fletcher, K Middleton, L Noakes, A Olver and J Rowe

In Attendance: L Gordon (Democracy Officer (Scrutiny)), L Jones and J Clarke (Senior Democracy Officer (Democracy))

Apologies: Councillors J Britton, A J Burford, Dunn, Dymond, B Parnaby, S A W Reynolds, K T Tomlinson and Whitehouse

HWB58 Declarations of Interest

None.

HWB59 Minutes of the Previous Meeting

RESOLVED – that the minutes of the meeting held on 22 June 2022 be confirmed and signed by the Chair.

HWB60 Public Speaking

A member of the public attended at the meeting to share real life experiences of Disassociative Identity Disorder (DID) and the condition's impact on mental health.

The Chair gave her thanks for the sharing of the experience and bringing the disorder forward for discussion.

HWB61 Telford & Wrekin Mental Health Update

The Board received an update of the work being undertaken across Telford and Wrekin Council to improve and support the emotional wellbeing and mental health of local residents.

The report was divided into three sections:

- Adult Mental Health
- Suicide Prevention
- Year of Wellbeing

Also captured were the issues experienced in the last twelve months in relation to covid and the impact on residents and NHS services.

Opportunities had come forward following covid and being required to work in a different way ie improvements with technology together with new ways of working and opportunities for funding. A rough sleepers' taskforce had been set up to help and support those in need. Funding had been received for NHS Calm Cafes which were now operating six days per week with the most recent being opened to support with drugs and alcohol misuse and was open on a Friday evening and Saturday afternoon. Partnership working was proving successful particularly with wrap around support for rough sleeping or temporary accommodation. This built trust and gave connection to required services. New products to assist with the discharge out of A&E, connectivity to daytime services, recovery focussed services, mental health impact assessments were being explored. The previous twelve months had highlighted health and inequalities among black residents who were reluctant to engage. It was the plan for Telford and Wrekin to provide mental health accommodation for rehab purposes for those with complex mental health needs. In relation to Project Hope and suicide prevention, this had been rescheduled due to the passing of the Queen. Its theme would be around connecting the risks of rough sleeping and the risk of suicide. There would also be work around suicide prevention in real time together with a surveillance programme and post prevention.

The Year of Wellbeing was a well-received programme but not exclusively around mental health. The pledges had an impact on emotional health and wellbeing. Next year it was planned to roll this out to children and young people.

The Chair asked in relation to the Year of Wellbeing whether BAME were not feeding in to the pledges.

It was confirmed that there were a slightly lower proportion of BAME community groups but this was being looked at via health inequalities and understanding their needs. The report was in an early stage and a report would be brought back to the Board.

Some Board Members felt that the benefits could be seen on a daily basis and there had been good communication around the Year of Wellbeing. The update had summarised the changes taking place and the work that had been undertaken in the last year to assist and engaged in particular with the NHS winter funding programmes and the working relationships with third sector parties.

It was asked whether the mental health of children, particularly those in care was being considered, together with the adverse effect it had on children.

It was confirmed that the report primarily dealt with mental health in adults but children's mental health had been equally covered. A lot of work had been undertaken in respect of the whole model family safeguarding and supporting children which had been commissioned by NHS colleagues and it was hoped to reach as many children as possible.

The Chair suggested that a children's health report be brought to the Board.

RESOLVED – that the updates provided on all programmes of work be noted.

HWB62 Telford & Wrekin Integrated Place Partnership (TWIPP) Delivery Assurance Update

The Board received an update on the Telford & Wrekin Integrated Place Partnership (TWIPP) which championed the needs of residents.

A community centred and person centred approach was in place and the TWIPP met on a monthly basis to discuss public health of both adults and children, employment needs and infrastructure in line with the HWB strategy.

Governance arrangements were in place in relation to the HWB and Integrated Care Board to support the work being undertaken around delivery partnerships, mental health and BCF. A new work stream in relation to the best start in life had been created which would make a difference to children and young people in the Borough.

There were key relationships with the wider partnerships who were developing the "right place, right time" with people being at the heart of the principles and intelligence being used to focussed on prevention. A conference, led by experts, would take place in November 2022.

During the last few months TWIPP had been reviewing its priorities in order to ensure they were fit for purpose and reflected the needs of the population with the following draft priorities being drawn up from intelligence from local residents:

- Population health
- Prevention and early intervention
- Integrated response to inequality
- Working together stronger
- Primary care and its current challenges
- Workforce

It was suggested that an update be brought back to the Board in November or early in the New Year.

During the discussion it was suggested that mental health and wellbeing have its own priority. It was further suggested that an update was presented to the Board in January 2023.

The Board were advised that the mental health partnership had this as a priority within the delivery partnership and following these discussions they would consider if this changed the priority.

HWB63 Better Care Fund update

The Board received an update on the Better Care Fund (BCF) which asked that the Board give approval to the Plan for submission the current year and delegated authority to sign future plans as the sequencing of the Board meetings did not coincide with the sign off of the Plan. It gave an overview of the Better Care Fund Submission and set out the programme and resources and the key issues around working in an integrated way and they key principle which was a person centred approach in order to improve outcomes.

The Better Care Fund was now in its ninth year and it looked at how to work locally together to use the existing monies and grants and looked for ideas how to use the funds to relate to specific services and schemes and how they could link to a whole range of preventative services and public health services.

A template of income and expenditure was used for the submission process and a two year winter plan drawn up showing demand and capacity modelling which was also part of the winter plan. The template included funding for NHS, social care, hospital services, BCF funding and facilities grants.

The plan had set out an integrated, person centred approach and presented how the BCF would work with the TWIPP, local care and urgent care. It also highlighted how people could live well in Telford & Wrekin and focussed on supporting neighbourhood working, specialist community teams and the redesign in relation to IDT and the flow in and out of the hospital.

Policy guidance had been issued in relation to condition 4 which had two themes being staying well and safe at home for longer and the right are in the right place at the right time. This had been considered and there was currently a pilot scheme ongoing in order to share learning.

The key focus of the BCF continued to be a range of services in relation to care and support, support and advice for working, crisis response and moving and handling assessments for carers.

An external review had taken place in relation to the Disabled Facilities Grant (DFG) and Housing Related Support (HRS) which had been complimentary on its flexibility and creative solutions and how people live well at home.

A line by line review of expenditure had taken place and the Board could be confident in the narrative plan.

During the discussion it was suggested that an area of focus could be on supporting unpaid carers and if a booklet could be produced for those who needed support. In relation to resources, although these were spent well, the funding received was the lowest in the region and it was suggested that representations were made for increased funding.

It was confirmed that there was a carer centre and live well platform which gave general and more specific information and a carer's guide would be

circulated periodically. Part of the discharge process was to routinely ask family if they were able to support and a carer's assessment should be undertaken.

Upon being put to the vote it was:

RESOLVED – that:

- a) the Better Care Fund Programme for 2022/23 be approved; and
- b) delegated authority be given to the Chair of the Health and Wellbeing Board to approve future plans on behalf of the Board.

HWB64 Winter Preparedness Update

The Board received a presentation in relation to the winter plan and the system approach to how work would be undertaken during the demands of the winter season. Engagement had taken place with partners to bring together a robust plan using different sources of intelligence. This would focus on demand and capacity modelling and information held across the social care partnership in order to be in the best position. It was proposed this would be an annual cycle/process which would be implemented from October with implementation being undertaken between now and March. Evidence would be gathered and liaison with partners in April/May 2023 and then in June 2023 the plan would be reassessed. The Plan had been approved by the CEOs of the Integrated Care Board (ICB) at a meeting held on 28 September 2022. Tracking and monitoring of the plan would take place and mitigation measures/adjustments made where necessary.

Key elements of the plan were historic trends, flu and covid demands, length of stay in beds and the impact of bed usage, MMFD and the discharge at the point of medical intervention, elective demand and interplay between urgent and planned care and the impact of demand during winter. A reconfiguration of part of the hospital had allowed for extra bed capacity and there was a special entrance for ambulance patients.

A conservative position of 50% in relation to the usage of virtual beds had been used and it needed to be considered what the ratio of the virtual beds meant in actual bed terms.

In relation to flu, covid and infectious diseases, this was a constantly moving picture and would be re-visited as intelligence became available. There was no national modelling in relation to this and work was being undertaken with public health colleagues in order to look at disease outbreaks and their impact.

The next steps would be to undertake additional work on the surge plan and what could be done in order to address a shortage of beds and the most likely scenarios. Some difficult decisions and robust conversations would take

place with partners in order to re-direct or gain capacity and this would be finalised by mid- October.

Looking at primary care, it was hoped to bring online some extended access to appointments within primary care during the winter months and expanding the rapid response service to two hours in relation to emergency care. Enhanced therapy support would be offered outside the setting of the acute trust.

Six additional spaces had been within the hospital setting had been created in order to bring people off ambulances before being headed over to acute care in order to get ambulances back out into the community.

In relation to acute and reablement beds, an enhanced community capacity be provided to allow patient flow out of hospitals and into a more appropriate setting.

During the debate some members of the Board raised concerns regarding recruitment of staff and what action had been taken to mitigate against this, how the virtual beds would be monitored and any progress to date, the progress on staffing levels and their training in relation to virtual beds.

It was confirmed that workforce issues were a concern across all partners locally and a wider piece of work was being undertaken beyond the winter plan. The work factored in absence and sickness rates and annual leave and would be revisited in respect of flu and infectious diseases. It was also part of the work of the urgent care delivery board and would be monitored and mitigation actions taken where necessary. The cost of living crisis would also be part of the discussions. In relation to virtual beds, advice from experts and consultants had been sought and the current model would be implemented for the winter and would be closely managed by the community trust and included staff levels and the skill set.

Due to the increasing demand across every service and a surge response being a big issue it was suggested that the issue of virtual beds be discussed at the next meeting of the Board.

A campaign in relation to getting a vaccination would be publicised.

HWB65 JSNA and Census Update

The Board received an update on the JSNA and Census.

There was a statutory duty for the JSNA to develop going forward.

With regard to the Census, this was last undertaken in 2019 and a demonstration of the key points of the recent census were provided together with how the data would be published on the Council's website going forward. Telford & Wrekin were the fastest growing Council in the West Midlands

between 2011 and 2021 and the 21st biggest growing Town in England. There was a 35.7% growth in the older population and the top fastest growing population in the west midlands and the second highest in the whole of England.

The change in the population had an impact on the health element. Partner data and additional information would be added when available. This aligned with the living well strategy indicators with challenging issues in red and good indicators marked green. It was now possible to look at individual wards and their current issue, life expectancy and population growth and age projections.

Any messages that were learnt from the new information would be presented to the Board.

During the discussion some members of the Board felt that the information was stark when it is set out on the screen and that Telford was seen as a young town. More help and support was needed for the aging population and health inequalities and that needed to be brought to the fore in relation to health inequalities. It was asked when the information would be available and if it was in printable format.

It was confirmed that the link would be circulated imminently as soon as it was live and that it would be circulated to Councillors and that information could be printed from the website.

RESOLVED – that:

- a) **the launch of new JSNA products and website be noted;**
- b) **HWB members access the new JSNA website (via email link sent to members after the meeting) and provide comments and feedback;**
- c) **the HWB note the headlines from the Census 2021 and the proposal for updating on future headlines; and**
- d) **the HWB agree to receive regular JSNA updates.**

HWB66 Health & Wellbeing Strategy Refresh Proposals

The Board received an update on the Health & Wellbeing Strategy refresh and the inequality plan one year on. to covid health protection.

The mental health inequality plan had delivered thirty five projects including the ACCI calm cafes and had worked with the BAME community in order to deliver on inequalities.

The Board were presented with a brief overview of the strategy which had been approved in February 2022 and reset in June 2022 in relation covid health protection.

The approach was a light touch refresh of the priorities which was intelligence led around the JSNA and highlighted the population health and looked to improve health inequality and looked into lifestyle, behaviours and integrated care. More ambitious proposals were in relation to children and young people and the best start in life, being happier and independent for longer and this connected into safe and sustainable communities. The framework of inequalities aligned with the new proposals and the residents' survey and engagement, together with JSNA intelligence helped set the priorities of health prevention.

Start well, live well, age well was proposed based on intelligence through the wider partnership with TWIPP and a plan would be brought before the Board with a detailed plan, narrative, summary date and context. This would be through an intelligence led workforce, development sustainability and the resource assets and funding. There would be an emphasis on the cost of living around inequality but much wider and more significant.

During the discussion some Board members felt the cost of living work was vital and the impact of it was so great there should be a stand-alone report, this could also feed into the cost of living work and involve lobbying the government in relation to the impact of the cost of living on health and wellbeing. It was also suggested that Telford & Wrekin become a "Marmot" Borough as this underpinned health inequalities together with the impact of covid and Councils were signing up to this set of principles. An update report on the elements of "becoming Marmot" would be welcomed, together with a cost of living report.

It was confirmed that a report would be brought back to the Board towards the end of next year. Engagement would also take place and proposals brought back in relation of population health and integration.

RESOLVED – that:

- a) **the proposed refreshed priorities for the Health & Wellbeing Strategy be agreed and the timeline for consultation be approved; and**
- b) **the progress made in the first year of the inequalities plan be acknowledged**

HWB67 ICB/ICP Update: Governance and Links to Other Boards

The Chair informed the Board that this item had been deferred.

HWB68 Delivering Supported & Specialist Accommodation

The Board received a verbal report on the challenge of getting greater specialist accommodation with the demographic change of people living longer. Work was taking place across the Council in relation to a whole range

of vulnerable groups including adults and children's services and homeless services.

Housing strategy objectives were to provide the best use of homes and sustainable and accessible housing for vulnerable residents. A specialist and supported housing strategy had been formally launched which looked at client routes, adapted general need and the increase on demand in order to keep people at home. This would ensure the right accommodation was delivered to bring the best results in relation to outcomes and costs.

Information had been gathered across a number of partners during the last 12-18 months considering the need for demand, coordinating and shaping the market long terms and to provide accommodation and data all in one place. This had provided clarity and supported the Specialist Homes for All document which supported planning and building standards, location, design and site standards and it worked closely with landlords to increase accommodation put forward. This included NuPlace and the Council's registered providers. It also provided accommodation and support for homeless and rough sleepers. Due to the large no of units provided by extra care facilities, the Council were on target with what the Borough required in relation to special and supported schemes and it provided a wider offer for older residents. It provided accessible and adapted accommodation with the support required and could provide highly adapted and bespoke living helping more vulnerable people.

The Council were working closely with adult social care converting buildings to supported living units with landscaped gardens meaning self-contained units were a better solution. This included an extra care dementia hub and two properties for rough sleepers giving wrap around care and support from a number of agencies.

The next steps were to work together to help coordinate collective needs and demands and use it to shape and drive the market, access funding and help bring forward the PIP fund as well as supported accommodation and housing for bariatric users. This would be explored further to meet demand. Other areas of work was to help support services for living independently and to help people stay at home for longer with disabled facilities grants and bespoke accommodation requirements.

A survey of older people's accommodation was linked to the survey together with foster care accommodation and an increase in foster care placements. A shared strategy for health and social care was being developed with an understanding of the requirements across the Borough in order to repurpose or better use accommodation.

During the discussion it was suggested that the third party volunteer sector were keen to contribute. It was suggested that over 65s may want to downsize their accommodation but there is nothing suitable in the locality so have to move away and asked if something could be integrated into any new developments a provision for the older population.

The meeting ended at 4.17 pm

Chairman:

Date: Thursday 24 November 2022



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Health & Wellbeing Board

Thursday 24 November 2022

Living Well

Cabinet Member:	Cllr Kelly Middleton - Cabinet Member: Leisure, Public Health and Well-Being, Equalities and Partnerships	
Lead Director:	Liz Noakes - Director: Health & Wellbeing	
Service Area:	Health & Wellbeing	
Report Author:	Louise Mills - Health Improvement & Prevention Service Delivery Manager	
Officer Contact Details:	Tel: 01952 380505	Email: louise.mills@telford.gov.uk
Wards Affected:	All Wards	
Key Decision:	Not Key Decision	
Forward Plan:	Not Applicable	
Report considered by:	Health and Wellbeing Board 24 th November 2022	

1.0 Recommendations for decision/noting:

1.1 The Health and Wellbeing Board is asked to note the updates provided on all programmes of work.

2.0 Purpose of Report

2.1 The report provides an update of the work being undertaken across Telford and Wrekin that contributes to the boards strategic priority, Living Well. The programmes of work summarised are largely funded from the public health grant and are led by the council's Health Improvement team working collaboratively with our health partners and the community and voluntary sector.

- 2.2 The ‘family of community-centred approaches’ has been developed as a framework to represent the practical and evidence based options that can be used to improve community health and wellbeing, reduce health inequalities and support people to live well. Programme updates have been aligned to the four pillars of the framework: strengthening communities; volunteer and peer roles; collaborations and partnerships; and access to community resources. Case studies have been included in Appendix A to highlight the impact programmes have had on local people accessing the support.

3.0 Background

3.1 Strengthening Communities

These approaches involve building on community capacities to take action together on health and social determinants of health. It includes community development, asset based approaches, social action and social network approaches.

Community Health Inequalities Projects

The Health Improvement team working with partners has taken a strong leadership role at a strategic and community level in developing place based working to improve health and wellbeing and resilient communities. Asset based community development has been at the heart of our approach connecting people and organisations to work collaboratively.

In November 2021 the Health Improvement Team were awarded funding to lead a small number of projects contributing towards the overall delivery of the Council's Health Inequalities Plan. With planning over the winter months and delivery of community initiatives from April 2022 the funding has given groups the opportunity to work together bringing greater cooperation and level of community cohesion, plus achievement of shared goals.

Given the health inequalities focus for this work the team set out to involve and engage from the outset community leaders and organisations that represent our black and Asian communities. The following community groups are involved in the projects: CEIA (Arlestone), Nasara (Leegomery), STUWA (Wellington), Noor's Women's Wellbeing group (Wellington), TAARC (Hadley), Guru Nanak Darbar Gurdwara (Oakengates), Sangat Parchar Sabha Gudwara Community Cohesion Centre (SPSGCCC) (Oakengates), One Voice (Hadley) and ACCI (central Telford) and The Interfaith Council Hub.

Training and upskilling local people to lead activities in their community has been a key part of the programme with 170 training places funded and delivered through this project. Training opportunities have included: walk leader training; food safety awareness; cooking skills; Mental Health 1st Aid; ASIST 'Suicide Prevention' training; and fitness instructor training.

The community activities that have been supported are all a direct result of listening to the community and building on the existing community assets. More than 2000 people have benefitted from attending the activities which have been varied and have included: various sports; community cooking classes; women only and men only exercise classes; martial arts and mental health sessions for children, young people & men; craft and chatter groups; walking groups and seated exercise.

Groups continue to receive support from the Health Improvement Team. We are continually looking for ways to sustain the activity and group leaders continue to access training opportunities. A small number of community leaders are also training to become volunteer Health Champions.

Reference: Appendix A Case Study 1 Feedback from participants

Our work with Energize, the Active Partnership has focused on supporting the community and voluntary sector to recover post covid along with establishing provision to engage under-represented groups where inactivity levels are higher. A Shropshire Telford & Wrekin Community Physical Activity Investment Panel was convened to explore local insight and learning, and to support and approve applications for Sport England's Together Fund ('TOFU') and Commonwealth Games ('CWG') grants. More than 50 organisations across Shropshire Telford and Wrekin have benefitted from small grants totalling £110k.

The Midlands Partnership Foundation Trust is a recent beneficiary of the Together Fund.

Currently there is a high number of referrals to IAPT from GP's, Social Prescribers and wider health professionals, due to the growing number of people in the community with mental health issues. A small working group of IAPT, the Recovery College and Energize have been exploring opportunities to use physical activity for people with mild-moderate mental health conditions, developing a project to give both the opportunity to alleviate waiting lists for IAPT services and also as a preventative service for NHS referrals. A 9 week pilot 'Move for Mood' has been designed using community physical activity instructors, tutors with lived experience and IAPT staff to go through key themes of support from IAPT, coping and supportive techniques from those with lived experience, and a physical activity taster session. Sport England recently approved the bid for this pilot for the sum

of £4,430, so we look forward to seeing the project delivered in due course, and await the evaluation of the project with much interest.

3.2 Volunteer and Peer Roles

These approaches focus on enhancing individuals capabilities to provide advice, information and support or to organise activities around health and wellbeing in their communities. The premise is that people will use their life experience, cultural awareness and social connections to relate with other community members, to communicate in a way that people understand and to reach those not in touch with services.

Health Champion Programme

Our Health Champion Programme is our most well established health volunteering project. The programme is coordinated by the councils Community Support Team providing strong links to the councils wider volunteering programmes, supervision and training. Our network of 100 health champions are all local people who, with training and support are voluntarily bringing their ability to relate to people and their own life experience to transform health and well-being in their communities. They are delivering health conversations to friends, family, neighbours and their local community; embedding the Health Champion's role into existing volunteering; engaging with and supporting existing initiatives and starting up their own small community projects.

Reference Appendix A – Case Study 2 Howard

Cancer Champions Project

Nationally the NHS as part of its commitment to reducing health inequalities has launched a programme of work known as Core20Plus5. The approach focuses on three core components: a focus on the top 20 per cent of the population living in the lowest areas of deprivation; further targeting of population groups to address local inequalities and then five key clinical areas prioritised in the NHS long term plan as requiring accelerated improvement.

As part of the local commitment to achieve this the council's health improvement team are partnering with NHS Shropshire Telford and Wrekin; two charities, Lingen Davies Cancer Fund and the community action group Qube; and Shropshire Council to develop and deliver the Cancer Champions Project. Lingen Davies Cancer Fund is leading the delivery of the project across Telford and Wrekin and has recruited a project worker to create a movement of cancer champions. The Cancer Champions will play a crucial role encouraging others in

their communities to take up cancer screening invitations, and help people better understand the signs and symptoms of cancer improving rates of early cancer diagnosis. The project officially launched in August of this year and will include targeted work to engage groups where English is not their first language, the homeless community and black and minority ethnic communities.

3.3 Collaborations and partnerships

These approaches involve communities and local services working together including area based initiatives and community engagement in planning and co-production – engaging community members and service users as equal partners in service and project design and delivery.

Donnington Community Project

This collaborative project led by Energize (Active Partnership) and involving Donnington Community Hub, Telford Mind, Shropshire Cycle Hub and Telford & Wrekin Council, distributed £25,500 of funding from the Sports Council Trust Company to organisations working in Donnington to provide sport, physical activity and wellbeing activities for local residents.

The funding took a 'place-based' approach, aiming to tackle inequalities in activity levels by working with local partner organisations to reach those most in need in the Donnington area. The ambition was to support community groups and organisations working in the Donnington community to embed physical activity within their provision, including in their ethos, policies and values. Projects have included: cycling activities including group cycle rides; activities for children and young people with special educational needs and disabilities; Zumba classes; family boxing, cricket; Bollywood Bhangra Fitkids Dance and fitness activities for children; line dancing for older adults; active gaming sessions; and 'walk and talk' mental health and wellbeing sessions for adults experiencing mental ill health.

From the evaluation conducted so far, it is evident that the initiative has made successful strides towards this ambition, creating and sustaining new opportunities for local residents in Donnington to get physically active.

3.4 Access to community resources

These approaches work by connecting people to community resources, practical help and group activities.

Healthy Telford

Our Healthy Telford social media network consists of: a Twitter account @HealthyTF; our Healthy Telford blog which provides a mechanism to share local stories, news, ideas and best practice; and a newsletter. With over 4000 twitter followers and just under 1500 residents and partners receiving the newsletter these platforms provide an opportunity for the health improvement team to reach large audiences and to raise the profile of the health and wellbeing resources that are available to residents to support them to self-care. The Healthy Telford blog has received 9000 page views in the past year. A focus for this past year has been the Year of Wellbeing Campaign which has led to 3000 residents making a wellbeing pledge.

Healthy Lifestyles Service

Everyday our team of Healthy Lifestyle Advisors are changing people's lives. The team know the local area really well and are a big part of their communities which is integral to their success.

The main focus of the team is to help people with nutrition, weight management, mental wellbeing, physical activity, alcohol consumption and support to quit smoking. The Healthy Lifestyle Advisor provides one to one support offering advice and behaviour change support to help people to move away from unhealthy habits to sustainable positive health behaviours. The key to the sustainability of these changes is to link people with other support services in their local area. The team has close links with higher tier services when people need more targeted support and are well connected to the community voluntary sector and social prescribing teams based within primary care.

The lifestyle intervention consists of 6 one-to-one sessions over a 12 week period with a further follow-up appointment offered at 26 weeks to check progress over the longer term.

Clients are offered face-to-face, telephone and video appointments to suit their needs and interpretation services are used for clients where communication is a barrier due to English not being the first language or where a client is hearing impaired. The service currently offers 30 face-to-face clinic options in 16 different community venues and 3 medical practice settings.

From April to October the service has supported just under 1000 people with 500 going on to complete a lifestyle plan and 200 a quit smoking plan. A large proportion (60%) are residents from our most deprived communities and 30% of our quit smoking caseload are from routine and manual occupation groups. The lifestyle service has worked hard to engage under represented and higher risk population groups. Just over 80% of clients have at least one long term health

condition and 13% are people from ethnic minority backgrounds. Of the people who completed a weight management plan 75% lost weight with 30% achieving a >5% weight loss. Of those who have started on a smoking quit plan 40% achieved a 4 week quit rate. We have recently recruited an additional two full time smoking advisors. This additional capacity will be used to support our collaborative working with the Midlands Partnership NHS Foundation Trust to provide community based support for quit smoking for mental health inpatients post discharge. It is anticipated that we will also see increased demand for the service resulting from the current cost of living crisis and local people having less disposable income.

Collaborative working is now well established with the Centre for Weight Management and Metabolic Surgery at the Shrewsbury and Telford Hospital NHS Trust. Patients on the waiting list for bariatric surgery are now encouraged to attend the 12 week lifestyle programme first. Since April 40 clients have been supported through the service with 50% achieving a >5% weight loss. For those choosing to no longer opt for surgery; this presents a significant cost saving for the NHS and reduces waiting list times.

Reference Appendix A Case Studies 3 and 4

In addition to direct work with clients the Healthy Lifestyle team also support local partner projects – this is integral to our approach for engaging new audiences and raising awareness of the service and support on offer. Examples include:

Café Aspire

Café Aspire is coordinated by Telford and Wrekin CVS and is for adults with a learning disability. Café Aspire has been running for 18 weeks. Our lead Healthy Lifestyle Advisor has attended weekly and has provided blood pressure checks and lifestyle assessments to just under 70 people. This project has proved invaluable providing insight for how we can adapt our service and support to better meet the needs for adults with a learning disability.

NHS Health Checks

The service has partnered with Wellington Medical Practice to pilot a new approach to increasing uptake of the NHS Health Check. The pilot which started in September builds on the lessons from our local targeted COVID vaccination work, has a greater emphasis on behaviour change and establishing connections with wider community services. It involves stage one of the check being completed by the Lifestyle Advisor at a community setting with just the cholesterol test and CVD risk score follow up being completed by primary care at the local practice. Whilst in

the very early stages the team has completed 40 health checks and pathway and data flows between our service and primary care are working well.

Teldoc Diabetes Project

The service has partnered with TELDOC to provide 2.5 days clinic time per week working alongside the Diabetic Nurse Specialists to provide a greater emphasis on healthy lifestyles and signposting to community support to help manage and improve the patient's condition. Whilst in the early stages the majority of patients are opting to receive follow up appointments with the Healthy Lifestyle team in community venues closer to home.

Betty – providing an outreach covid19 vaccination programme

The council first started working with the NHS to coordinate a mobile vaccination service in early December 2021. The mobile clinic aims to boost vaccination rates in areas where uptake is particularly low to encourage and educate people on the benefits of the vaccination and providing easier access for people who may find it difficult to travel to a designated vaccination centre.

This work has continued and local authority leadership for working with the NHS sits with the Health Improvement Team. Public health funding has been allocated to employ a lead officer to coordinate the council's involvement in the programme and to provide support to NHS staff when the bus is visiting community venues. From April to mid November 1475 people have been vaccinated on the bus close to where they live.

Looking forward

Priorities and service developments for 2023 include:

- Further work to develop our collaborative approach to reducing excess weight and obesity
- To scale up our community development work and to further develop our place based approach working with our partners
- To continue our pilot work with primary care and work across the wider health system to embed our Healthy Lifestyle Service in clinical pathways building on what we have learnt from our work with SaTH
- To work with partners to increase referrals to our Healthy Lifestyle Service with a focus on quit smoking and routine and manual workers

- To develop our approach to providing weight management support for adults with a learning disability including tailored interventions and training packages and support for care settings
- To expand our outreach programme of health promoting activity operating out of Betty the vaccination bus
- To develop a performance framework to clearly demonstrate the outcomes and impact of our community development health improvement programmes that aligns with the community centred approaches framework

4.0 Summary of main proposals

4.1 The report provides an update of the work being undertaken across Telford and Wrekin that contributes to the board's strategic priority, Living Well.

5.0 Alternative Options

5.1 Not applicable

6.0 Key Risks

6.1 There are no risks associated with this report

7.0 Council Priorities

7.1 Improve the health and wellbeing of our communities and address health inequalities

8.0 Financial Implications

8.1 The programmes of work are being delivered from within existing resources (public health grant) and therefore there are no financial implications arising from this report.

9.0 Legal and HR Implications

9.1 The matters outlined in this report contribute towards the Council meeting its public health statutory responsibilities further to the Health and Social Care Act 2012 and published regulations.

10.0 Ward Implications

10.1 The Healthy Lifestyles Service is available borough-wide. Community focussed projects are targeted towards priority wards and under-represented groups as part of our ongoing work to reduce health inequalities.

11.0 Health, Social and Economic Implications

11.1 The programmes covered by this report describe close working with the NHS and wider health partners. Our preventative work with primary care, SaTH and MPFT

Living Well

has the potential to deliver considerable cost savings as part of the clinical pathways.

12.0 Equality and Diversity Implications

12.1 All of the programmes of work contribute towards reducing health inequalities and will have a positive impact for residents living in some of our most deprived wards; adults with a learning disability and people from ethnic minority backgrounds.

13.0 Climate Change and Environmental Implications

13.1 None

14.0 Background Papers

None

15.0 Appendices

A Case Studies

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Liz Noakes	16/11/2022	16/11/2022	LN
Legal Services	16/11/2022	16/11/2022	KF

APPENDIX A

Case Study 1 – Health Inequalities Community Projects

Feedback from local people participating in the activities

Shama – likes to exercise with like-minded people. For Muslim women it's hard to find suitable exercise classes as they tend to be mixed. This session makes them feel safe – this class is really appreciated.

Charanjit - really enjoys this opportunity especially for ladies in a safe environment, feels comfortable. Most women won't go elsewhere for exercise.

Balbinder – sessions have improved her health. Recently had to stop working due to health but now feeling better – improvements with her heart, mental health, aches and pains, stiffness.

Nighat – sessions are good for our health, especially for the older women of the group as they tend to be quite sedentary. Plus they enjoy the social aspect.

Kairan – likes the way the classes helps to stretch the muscles, so feels stronger, and helps them to be able to defend and protect themselves

Harjas - likes to see friends here, feels happy and safe, much more confident because of the classes

Chambas – football is a big part of our heritage and culture, we play like a family. Its important for getting to know everyone, making friendships & connections.

Hani – happy when playing football, likes to be active, to have fun and get the heart beating.

Ashia – swimming really helps my mental health. Prior to this there was no other women-only swim sessions, other pools would 'not allow' modest dress for swimming which is essential for Muslim women. This is the only swimming session I can go to, making it vital

Mya – a great way to get together, a good end to the day and is good for young women – swimming is a good life skill, in a safe environment, with staff who help us feel more comfortable and private

Case Study 2 – Health Champion Howard

Having retired from work in March 2021, I launched myself into my favourite hobby which is keeping fit and exercising. I started to exercise more than when I was working, and it was during one of my runs and a chance conversation with a fellow runner that I heard about health champions and how they engage and encourage other people to adopt a healthy lifestyle. I decided I would like to become a health champion and help others. Another reason for my decision was that I myself was obese many years ago and decided to turn my life around. Without the support of friends, work colleagues, family, and staff at the local gym I joined, I might not have made it.

Being a health champion gives me great pleasure and satisfaction in that I might have made a difference to even a single individual who might now give up some of their old bad habits for healthier ones.

The amount of involvement that a health champion has is really down to the individual. I like to be hands on and to that end I am trying to encourage people to use the outdoor gym at the Park Lane centre in Woodside, by running a free boot camp exercise class every Wednesday. This has been quite successful and more people are now using the gym. Of course, being a health champion also means you might need support for your project or health goal, and I have to say that the Community services team within Telford & Wrekin have been excellent. I have received training and funds for exercise equipment.

Case Study 3 Healthy Lifestyles Service

Nature of interaction: Weight management support

Partial Name of client: E

Referral source: Bariatric nurse specialist

Background information on client:

- Age: 19
- Weight at start of intervention: 217.8kg
- BMI at start of intervention: 63.6

Aim of interaction:

- To lose 5-10% of body weight to qualify for bariatric surgery and make healthy lifestyle changes.

Summary of results of interaction

- Weight at end of intervention: 186.4kg Total loss of 31.4kg
- BMI at end of intervention: :54.4
- Conclusion/recommendations/notable quotes
- E followed advice given and made several positive changes including:
- Reduced portion size
- Increasing physical activity, bought a puppy and began walking twice a day, joined the gym, started swimming 4-5 days a week
- Reduced unhealthy snacks.
- Bought recipe books and began to plan and cook meals and lunch and snacks to take to work
- Increased water and reduced fizzy pop significantly
- E's confidence grew every time he attended his appointments. At his 26 week follow up appointment he had been offered a job in Suffolk and was looking forward to his new adventure.

We have since been advised by the bariatric team that E is emigrating to Australia which is something he had mentioned in the past.

Feedback from 'E'

E said that this wouldn't have been possible without the encouragement and support from the teams who really inspired him in many ways. E was made redundant but kept very positive, continued healthy eating and exercise, and is managing to lose weight slowly. E is now 29.5 st but is very determined to continue as he has done this year. He regularly reads through the handouts and says without having the education from the team would have meant him still being stuck in a rut which he feels that he was in when he first joined the programme - the education gave him a new life that he wouldn't have had without the team.

Case Study 4 Healthy Lifestyles Service

Nature of interaction: Stop Smoking Service

Date of interaction: May-July 22

Partial Name of client: Client B

Background information on client at point of contact:

- Age 57
- Current smoking history: 15 a day cigarettes
- Smokes within 20 mins of waking
- Smoked for many years quit from time to time but never for long
- Referred herself as she is Tran gendering to female and awaiting hormone treatment in London 21/7/22
- Never sustained a quit for more than a few months
- Trans gendering is her motivation
- Was concerned if she quit would she cope with stress at work

Aim of interaction:

- To quit smoking

Summary of results of interaction

- 12 weeks quit
- Engaged well on programme always took her 08:30 phone call before work.
- She is in the absolute right place now for any treatment she has to undergo to achieve her next goal of Trans gendering to Female.

Feedback received from client

Dear Catherine,

Firstly I would like to say a massive thank you for the support that you have given to me over the last 12 weeks. Your approach to support I found extremely interesting, as you explained exactly what it was that I was trying to achieve, in a really simple and clear way. You talked through what each step of the process was aimed at tackling and how the body and mind would be reacting along the way! Your analogy of the baby birds in

Living Well

the nest, craving nicotine, and how the use of patches and gum would 'calm' them was inspiring and so easy to understand. The way you explained that nicotine is addictive but not on its own seriously dangerous, whereas everything else in a cigarette is toxic, again so clear to understand.

You have a toolset that planned or not you have passed on to myself, to such an extent I feel I could in a small way help someone to stop smoking using your method, that is how well you got across how to achieve our goals. Without your support and input I don't know whether I would have been able to quit, even though, I had such a motivationally end point!

The service is fantastic and you are brilliant at what you do. I cannot praise you and the service that you offer enough.



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Cost of living strategy

October 2022

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Agenda Item 7



Introduction

As a council, we are committed to protect, care and invest to create a better borough, with reducing inequalities across Telford and Wrekin at the heart of our work for more than a decade. This has provided a strong foundation that enabled us to quickly mobilise additional support for our community throughout the Covid pandemic, and other emergencies, such as flooding.

The unprecedented cost of living crisis means that our residents and businesses now need us to be on their side more than ever. Through sustained investment, we have already put in place extensive support, which is summarised in this strategy, and which we will be promoting as widely as possible in the coming months. We have already pulled together lots of useful information and advice for people at www.telford.gov.uk/costofliving

However, we know that the rising cost of living will have a greater impact in Telford and Wrekin than in many other areas, due to the high proportion of households in the borough whose annual income will not now provide a minimum acceptable standard of living. We also recognise the impact the crisis is having on our businesses with rising energy, material and transport costs, and the effects of tightening consumer spending posing further risks to the high streets.

The effects of the crisis will not be evenly felt, with certain areas and groups of people in the borough disproportionately impacted. That is why this strategy sets out additional support that we will be delivering to target help where it is most needed. Like everyone, the council itself is being affected by significant cost increases. However despite this, we are prioritising funding this extra support, whilst also freezing Council Tax for the next two years.

As a co-operative council, our response will be delivered in partnership with others, building on the excellent work that many local organisations are already doing to help reduce the worst impacts of the cost of living crisis in their communities.



We will also join with other councils and partners outside of Telford and Wrekin in calling on the Government to take immediate action to help the millions of people up and down the country who are already struggling to make ends meet, and to work with us to deliver long-term solutions that tackle the root causes of poverty and inequality.



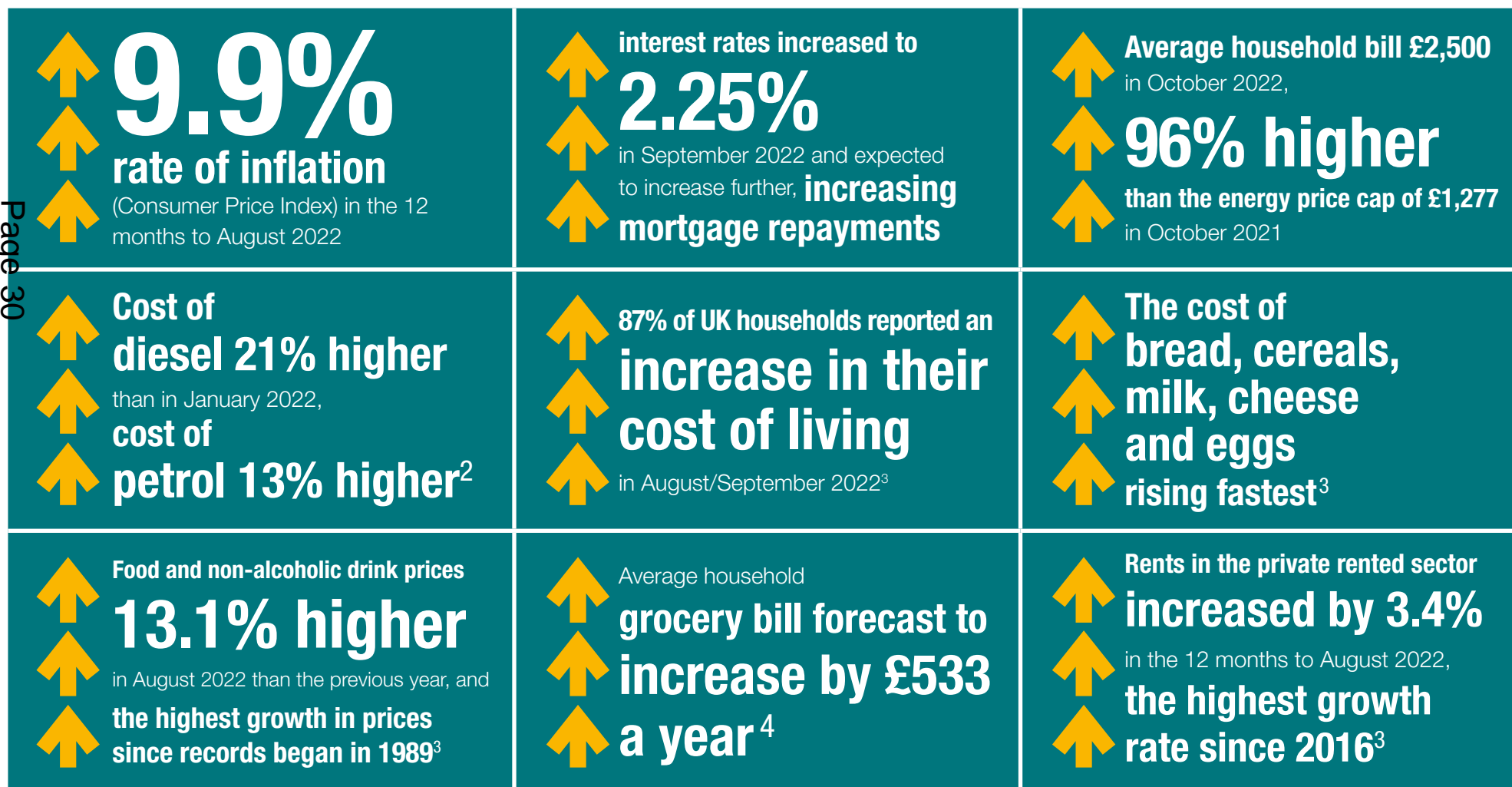
Councillor Shaun Davies
Leader, Telford & Wrekin Council

The impact of the cost of living crisis

National impact:

There are many factors converging to cause the current cost of living crisis. In particular, higher energy and food prices are leading to the rate of inflation rapidly increasing.

Examples of how costs are rising for UK households include:



Even before the winter has started, the rising cost of living is already having an impact. For example, seven million households in May 2022 are estimated to have either gone without food or other essentials over the previous 30 days because they couldn't afford it⁵. In addition, 90% of foodbanks reported an increase in demand between April-August 2022⁶.

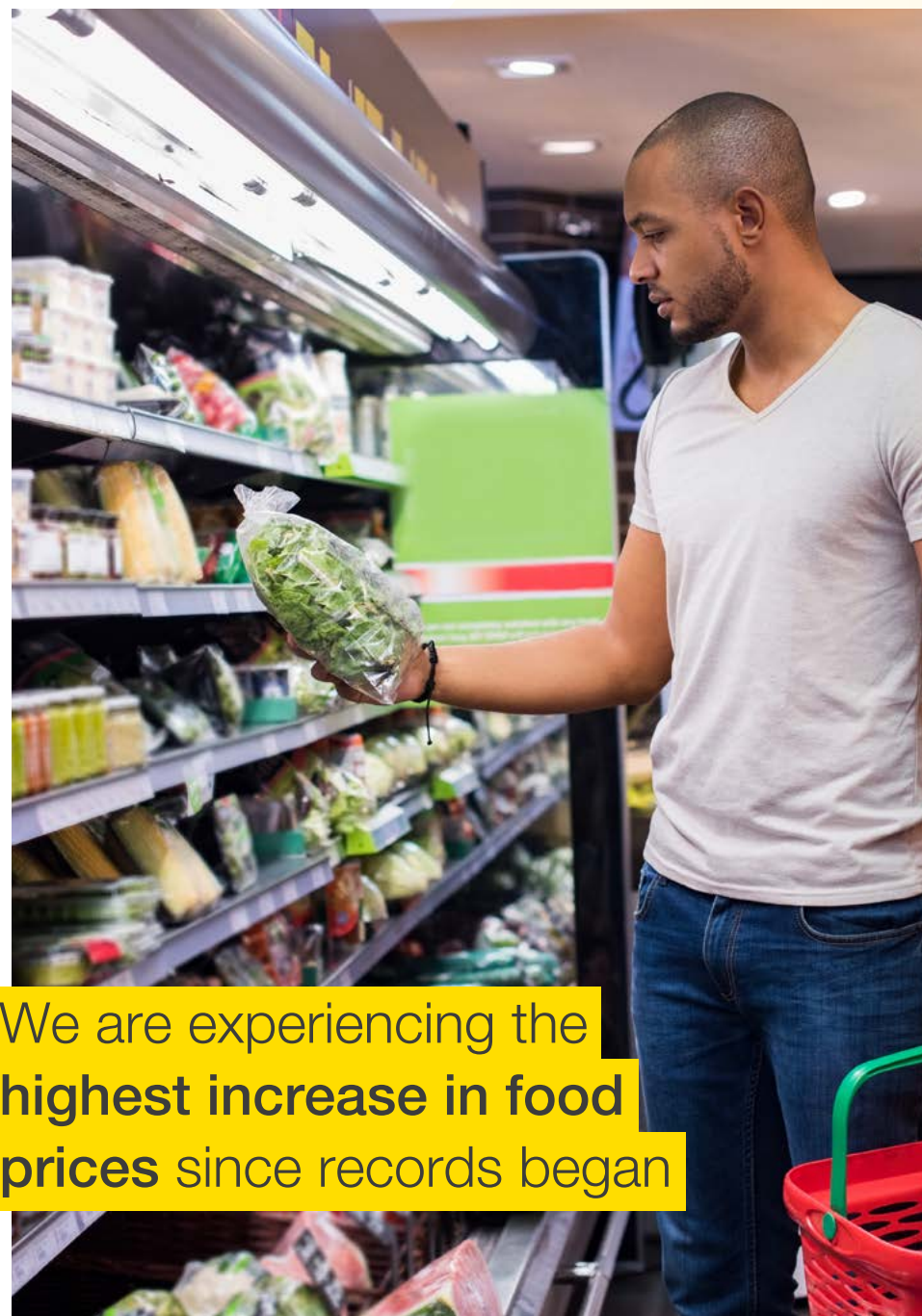
The Financial Fairness Trust⁷ have also recently published research, which suggested that the number of households in the UK who are in 'serious financial difficulties' had increased from 1 in 10 in October 2021 to one in six in July 2022.

As lower income households spend a larger proportion of their income on energy and food, they will be disproportionately affected by rising prices, as shown by research that 77% of people on benefits are worried about their financial situation, compared to an overall figure of 58%⁷. Other groups that have seen the greatest decline in financial wellbeing are single parents and social and private renters⁷.

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The effects of the crisis are not purely financial. Cold homes are linked to a range of health conditions, such as pneumonia, hypothermia and cardiac arrest, and exacerbate others, such as arthritis and asthma. A recent survey by the British Association of Counsellors⁸ has also highlighted that two-thirds of their members say that cost of living concerns are causing a decline in people's mental health. The impacts on people's health and wellbeing are wide ranging and strongly influence health inequalities, life expectancy and healthy life expectancy - the years people spend in poor health.

Businesses are also being impacted by rising costs, which comes on the back of Brexit, Covid and associated supply chain issues, and recruitment difficulties now being worsened by the need to match salaries against rising inflation. A national survey of business leaders⁹ found that 65% of businesses see the combination of rising energy costs, inflation and cost of living representing the greatest threat in the next six months. Over a quarter were being forced to raise prices, reduce the range of goods and services and pause further investment. Levels of insolvency in June 2022 were 40% higher than at this point in 2021 and 15% above pre pandemic levels¹⁰.



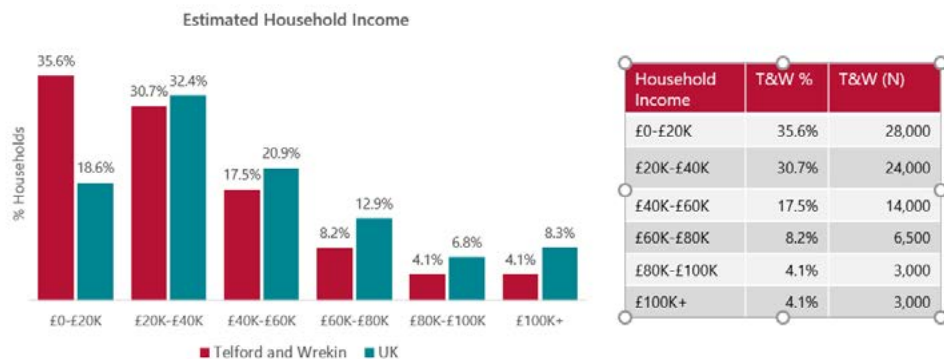
We are experiencing the **highest increase in food prices** since records began

The Federation of Small Business (FSB) report that 96% of small firms cite rising energy costs as their primary concern. The Energy Bill Relief Scheme announced in September 2022 will provide respite for most non-domestic users for six months, but with prices likely to remain high for many months to come, the long term position remains uncertain, with a review to be published in three months' time on support post March 2023.

Impact in Telford and Wrekin:

The general trends seen nationally are reflected in Telford and Wrekin, however the impact is expected to be greater due to the high numbers of households on low incomes. A single person needs to earn £25,500 and a couple with two children needs to earn £43,400 between them to meet the Minimum Income Standard (MIS) in 2022, calculated by the Joseph Rowntree Foundation⁵. Figure 1 shows that two thirds of households in the borough have an estimated annual income under £40,000. Over a third (35.7%) have a household income below £20,000, almost double the percentage nationally, and well below the minimum acceptable standard of living for even a single person.

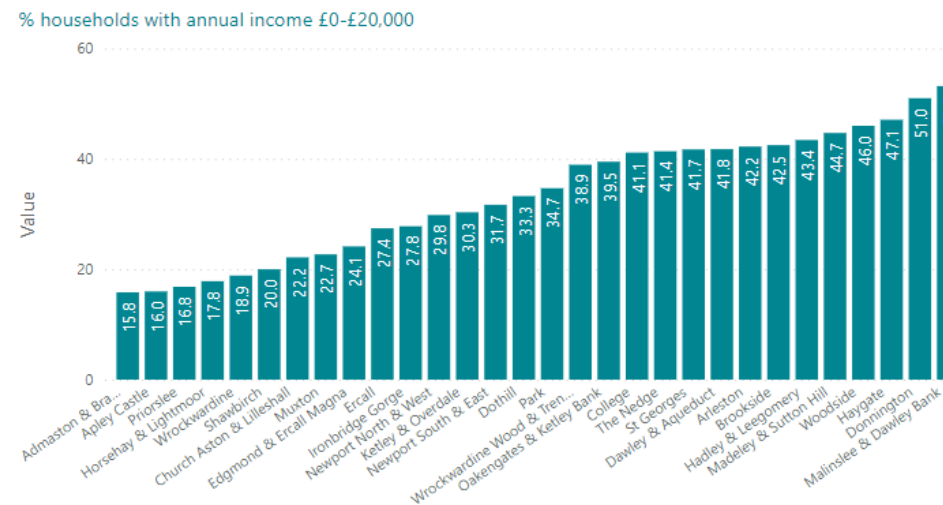
Figure 1 – Estimated Household Income (Telford & Wrekin/UK)



There are also likely to be stark contrasts in the impact of the cost of living crisis across the borough, linked to the wide variation in low income households in different areas, as shown in Figure 2. Our data also shows that there will be a need to target help for different age groups in different areas, for example Woodside has the highest levels of child poverty (44%); whereas

for people aged 60+, poverty is highest in Malinslee & Dawley Bank (31%).

Figure 2 – Percentage of households with annual income £0-£20,000



We are already starting to see changing demand for council services, such as a significant increase in benefit applications, particularly crisis assistance, and more children coming to school with less money to spend on their school meals (further examples are provided later in this strategy). Partners, such as Telford Crisis Support and Citizens Advice, are reporting similar trends in requests for food parcels and financial advice.

Our life expectancy rates for males and females had stalled in the decade before the pandemic, with rates worse than the national average. Life expectancy is by far the lowest in our most socially deprived communities and the cost of living crisis will directly exacerbate this position.

It is also clear that rising costs are not just affecting residents, we are increasingly getting feedback that local organisations are struggling financially.

Challenges are hitting businesses of all sizes and sectors, but particularly small and medium enterprises (SMEs) which account for 98% of



Businesses such as hospitality
are struggling financially
and are still fragile post Covid

employment in Telford and Wrekin (compared to 60% nationally). This includes many high street and hospitality businesses still fragile post Covid. Alongside this, Telford's dominant manufacturing base includes many high energy users, who have reported energy price rises of up to 400%¹¹.

The local community and social enterprise sector has grown during Covid, providing key services and facilities in the heart of communities, many of which are trying to sustain cost of living support to residents. However, these are often very small organisations that are not eligible for national grant support or need revenue rather than capital support to keep their premises open.

In order to track the effects of the cost of living crisis at a local level, and to evaluate the impact of the support we are providing, we are developing a data dashboard to ensure that our approach is effectively targeted and evidence led.

References:

1. Bank of England (27 September 2022)
2. Department for Business, Energy & Industrial Strategy weekly road fuel prices (26 September 2022)
3. Office for National Statistics
4. Research by Kantar, reported in the 'Rising cost of living' House of Commons Research Briefing (September 2022)
5. Joseph Rowntree Foundation 'Going without; deepening poverty in the UK' & 'A Minimum Income Standard for the UK in 2022' (2022)
6. Independent Food Aid Network, reported in the 'Rising cost of living' House of Commons Research Briefing (September 2022)
7. Financial Fairness Trust Financial Impact Tracker survey, conducted by the University of Bristol (July 2022)
8. British Association of Counselling and Psychotherapy survey (August 2022)
9. BDO UK survey (July 2022)
10. British Business Bank (June 2022)
11. Make UK

Our approach

Our approach to tackling the cost of living crisis is based on four elements:

- a) Directly **providing targeted support** to help residents and organisations most affected by the cost of living crisis;
- b) Working in partnership to **coordinate support locally and maximise the impact**;
- c) **Raising awareness of the support that is available** across Telford and Wrekin;
- d) With partners and other local authorities, **making the case to Government for increased and sustained investment into long-term solutions** to the cost of living crisis.

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Our support

We are already taking action across seven key areas, providing help with:

1. Energy and utility costs
2. Food, clothing and other essentials
3. Council Tax, money and benefits
4. Health, care and wellbeing
5. Housing
6. Transport
7. Business support



We are supporting residents with **help in seven key areas**

The following sections summarise what we have already been providing and also additional support that we will put in place over the next 6-12 months. This strategy is a live document, and we will continue to develop our plans to reflect local needs.

1. Help with energy and utility costs

We have:

- ✓ Distributed the £150 energy rebate to all households living in Band A-D properties.
- ✓ Used our own funding to award an additional automatic £100 energy rebate to those living in Band E properties, and £150 to people living in higher bands who need help to pay their Council Tax because they are on low incomes, benefiting an extra 5,243 households in total.
- ✓ Set up a discretionary energy rebate scheme, supporting eligible households who had not received help through the original scheme, for example those that had moved into a Band A-D property after 1 April.
- ✓ Provided gas and electric vouchers to 862 people on low incomes on pre-paid meters in an emergency situation since April 2022, using our locally funded emergency welfare assistance.
- ✓ Allocated £70,000 funding to support residents in need with emergency boiler repairs.
- ✓ In partnership with Marches Energy Agency, introduced free Telford Energy Advice (TEA) home visits and online energy efficiency advice for residents.
- ✓ Installed insulation in 56 homes as part of a £520,000 pilot scheme in Sutton Hill, targeted at households with low incomes and the poorest energy efficiency (see Harry's story).

Harry's story, a pensioner aged 87:

Harry is one of the residents in Sutton Hill who has benefited from Local Authority Delivery Scheme funding secured by the council. Harry's home has been fitted with new external wall and loft insulation, which as well as making it warmer in the winter and cooler in the summer, will also help to lower his energy costs. Harry said:

"The house used to get very cold...when I heard about this funding for my insulation I was delighted, as it has needed doing for some time. The support I've received from Telford & Wrekin Council and Telford Energy Advice has been really good"

We will:

- Directly refer residents who have applied to us for a welfare payment and are on low incomes to Severn Trent Water who have agreed to automatically apply their Big Difference scheme water bill discount (up to £300 saving on an average bill).
- Distribute free low energy (LED) lightbulbs to provide immediate practical assistance with energy costs (lighting makes up 11% of a household's electricity use, and LED bulbs would reduce this by 80%, saving residents up to £60 a year). We will trial distribution of 2,000 bulbs through community collection points and partners, such as Wrekin Housing Group, and invest £30,000 of our own climate change funding to scale up if successful to provide bulbs/warm packs to up to an additional 2,600 households in areas of high fuel poverty, connecting recipients to longer-term help.

- Deliver a £1.44m grant-funded programme of insulation works, including both borough wide (100+ homes) and targeted schemes (44 homes in Donnington). Supplementing this with £0.4m of our own climate change funding, we will upgrade eligible homes to the highest possible standard of energy efficiency for these properties.
- Publish a Climate Change Planning Guidance Document, covering both new build and retrofit of existing properties.
- Upgrade the energy efficiency of homes where there is no way of getting onto mains gas, particularly in rural areas (£231,000 grant funding available).
- Retrofit our least energy efficient temporary accommodation properties with insulation, funded through our Climate Action Community Investment with the help of local investors. This will reduce energy costs and make homes warmer for residents who have been homeless or at risk of homelessness.



Household grocery bills are expected, on average, to increase by **£533 a year**

2. Help with food, clothing and other essentials

We have:

- ✓ Awarded Free School Meals to 9,520 children from low income households (a 48% increase on pre pandemic levels).
- ✓ Provided supermarket vouchers to help with the cost of food for children on Free School Meals during every school holiday – equivalent to £330 for a family with two children over the last year.
- ✓ Awarded supermarket vouchers to pensioners and families with children on the lowest incomes, in total benefiting 10,929 households since April 2022 (see feedback from residents).
- ✓ Introduced a discretionary support fund that anyone in exceptional hardship can apply for, with 393 residents already benefiting since July 2022.
- ✓ Supported 994 people in crisis who have applied for emergency welfare assistance since April 2022 (a 117% increase on 2021), providing people with essential items such as beds, clothes and white goods.
- ✓ Put in place three-year partnership agreements with Telford Crisis Support (TCS) and Telford and Wrekin Interfaith Council (TWIC) to deliver seven-day a week borough-wide foodbank provision, providing 138,374 free meals across Telford and Wrekin since April 2022.
- ✓ Given £47,000 in supermarket vouchers to 18 community cafes across the borough to help them with rising food costs so that they can continue to offer low cost meals.
- ✓ Provided funding to Telford Crisis Support to run a school uniform and clothing scheme, benefiting 1,593 children over the last year.

Feedback from residents who have had help with food:

We have had so much positive feedback from residents who have benefited from support with food and other essentials that it's difficult to pick out one story – here is a just a selection of messages we've received over the last few months:

G received emergency gas, electric and supermarket vouchers to buy food for her family in September 2022. She said:

"Thank you so so much, I truly appreciate your help. I couldn't see a way out and was starting to panic, I have had a few nights of no sleep so this means more to me than you know".

Mrs D, a pensioner, received a supermarket voucher in September 2022. Mrs D said:

"In times like this when I have felt forgotten and when we are all struggling, I cannot thank you enough. This will go a long way to help ends meet as I have a food allergy and my food is dearer than the norm".

J, received discretionary support in July 2022. She said:

"I just need to write to say thank you for your amazing support team. Today I received a call from you, and I was so taken aback I haven't stopped crying, the kindness is overwhelming. The young lady who called me has given me a food voucher. I am so overcome. I have worked hard all my life and now at 74 years old I am in poor health. So today when this act of kindness came it made me very, very grateful".

We will:

- Continue to provide supermarket vouchers for children on Free School Meals up to and including Easter 2023, and make a further one-off award of vouchers to pensioners on the lowest incomes in January 2023.
- Provide £90,000 additional funding to enable four food banks that provide free food in the borough to buy more food to help with rising demand and falling donations.
- Immediately invest an additional £128,000 into the emergency welfare assistance budget to meet the rapidly increasing demand from people in crisis and to prevent support being rationed.
- Freeze the prices of school meals for this school year to help parents who pay for their child's meal¹. We will also take part in a pilot study with the Food Standards Agency and Department for Education to ensure schools are providing food that meets the school food nutrition standards.
- Work with Harper Adams University to set up online cooking on a budget guides.¹
- Working with schools, launch a Free School Meals campaign to promote universal Free School Meals for children in Key Stage 1, ensure that eligible families register for Free School Meals for children at the end of Key Stage 1, and that their children regularly take up the free meal at school.
- Work with schools to implement new statutory guidance that promotes use of limited branded school uniform items and ensuring there is more than one uniform supplier.
- Carry out an audit of organisations offering low cost meals and publish this on the council's cost of living web-pages.

¹ For schools who use the council for school meals – some schools use other providers.

3. Help with Council Tax, money and benefits

We have:

- ✓ Frozen Council Tax for two years from 2022/23, building on our track record of having the lowest Council Tax in the Midlands for many years.
- ✓ Helped people on low incomes pay their Council Tax through our local Council Tax Reduction scheme (13,579 people receiving Council Tax Reduction in August 2022).
- ✓ Continued to use our own funding to provide Council Tax hardship payments to those who can't afford the shortfall between the Council Tax Reduction they receive and the Council Tax charged, helping 368 applicants since April 2022 (a 36% increase on 2021).
- ✓ Developed a range of options to help residents pay their Council Tax, from spreading payments over 12 months instead of the statutory 10 months, to offering everyone issued with a summons for non-payment a new payment arrangement.
- ✓ Invested £232,000 funding a year for 3 years in Citizens Advice Telford & the Wrekin, helping them to give specialist and general debt and other advice to 7,650 people in 2021/22, including via direct referral from the council.
- ✓ With partners, published guides on the financial support and advice available for both pensioners and working age residents.

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We will:

- Provide a one-off reduction to Council Tax bills to be sent out in March 2023 for all households that receive Council Tax Reduction due to being on low incomes.
- Offer residents a Council Tax payment holiday option in January 2023 for April and May bills, to help during the period immediately after high winter bills.
- Write directly to pensioners who we believe may qualify for Pension Credit Guarantee Credit, which could be worth over £3,300 per household per year.
- Hold monthly debt surgeries across the borough.
- Review the recovery process for residents on the lowest incomes who get into arrears with their Council Tax, including an additional reminder, extended payment period, and reduced court fees.



4. Help with health, care and wellbeing

We have:

- ✓ Invested £1.84m over five years into a free information and advice service for adults with care and support needs, delivered by the Well-being and Independence Partnership, a group of agencies in Telford and Wrekin. For people aged over 65, Age UK support with benefits advice, and helped 99 older people between April-June 2022 claim £432,603 in welfare benefits.



87% of UK households reported an increase in their cost of living in August/September 2022

- ✓ Provided advice on cost effective measures to support people to live independently through the Independent Living Centre in Telford town centre and the virtual house, which takes residents on an interactive tour to see examples of assistive technology and sensory aids that help with daily activities around the home.
- ✓ Provided financial advice to 2,895 residents in receipt of care, including help to apply for benefits, between April-August 2022.
- ✓ Continued to develop Live Well Telford, our all age community online directory, for example adding a one-stop shop of information about how to get online for free in Telford and Wrekin.
- ✓ With partners and schools, delivered our Happy Healthy & Active Holiday scheme, providing free holiday club places for 1,646 children from low income families in summer 2022.
- ✓ Run a wide range of calm cafes, in partnership with voluntary and community organisations, such as Telford Mind, and a focused project for black adults requiring mental health support.
- ✓ Launched a year of wellbeing campaign, with 3,200 residents and 73 organisations to date signing a pledge to receive tips and information over 12 weeks on how to improve their own, or their employees, wellbeing – 95% of people who took part said that they now felt more motivated to look after their wellbeing.
- ✓ Organised a wide range of free or low cost weekly youth and community activities through our Safer Stronger Communities programme (12 wards across Telford and Wrekin), from Friday night football to line dancing.
- ✓ Extended free swimming in council pools to all young people under 25 and delivered 672 free places on learn to swim holiday courses.

- ✓ Funded more than 1,200 children from low income families to take part in outdoor activities at Arthog Outdoor Education Centre.
- ✓ Delivered an expanded programme of free community events across the borough, including Love Telford, Spring into St Georges, High Street Celebrations, Armed Forces Day, Telford Balloon Fiesta, and a whole weekend of festivities for the Queen's Platinum Jubilee, including 50 community events across Telford and Wrekin funded by a council-run grant scheme.
- ✓ Launched a new free iPad loan scheme at Southwater library, adding to free access to library computers, Wi-Fi, books, audio items and online resources enjoyed by >32,000 library members, as well as providing welcoming and accessible spaces for all.
- ✓ Improved the support for people affected by domestic abuse, including expanding safe accommodation options.
- ✓ Extended treatment and recovery services for people who use alcohol and other drugs.
- ✓ Offered targeted community health improvement services and advice, such as Covid vaccinations and mini health checks through Betty the Bus.
- ✓ Provided grant funding, totalling £100,000, to 25 voluntary sector organisations to deliver projects to reduce health inequalities in their local community.

We will:

- Invest £150,000 into a new cost of living community grant scheme. Grants of up to £5,000 will be available to community groups, town and parish councils, and schools, to put on new or extend existing activities and provide meals or refreshments at their buildings, and to provide a welcoming space where people can socialise and get cost of living information.

- Carry out targeted work with an additional 200 residents in receipt of care and support to ensure that they are maximising the take-up of benefits that are due to them.
- Launch 10 by 10, a campaign as part of our on your side investment programme to encourage children to try 10 activities before they reach the age of 10. This will include the offer of a free initial 13-week block of swimming lessons for children in Telford and Wrekin aged 10 and under. The programme will be open to all and will provide up to 1,000 courses per year for two years.
- Increase promotion of our free Quit Smoking and other Healthy Lifestyle services as a way for residents to save money, alongside improving their physical health and relieving stress and anxiety (see Natalia's story).
- Commission the new integrated domestic abuse service to better meet local need.

Natalia's story, a local resident:

Natalia quit smoking with help from Catherine, one of the council's Healthy Lifestyle Advisors. Natalia was undergoing medical treatment, which required her to be a non-smoker, and so her GP referred her to the Healthy Lifestyle Service. Although saving money wasn't Natalia's initial reason to quit smoking, she is aware of how much difference it has made to her finances. Natalia said:

"Like a lot of people, I pay for everything by card. And when you see your monthly card statement you realise just how much you are spending... My cigarettes cost me over £4,000 a year".

5. Help with housing

We have:

- ✓ Supported people on low incomes get help with their rent through Housing Benefit (8,172 people on Housing Benefit in August 2022).
- ✓ Targeted the use of our Discretionary Housing Payment fund to support 618 residents in need to avoid eviction from their home, secure long-term sustainable accommodation, or move to more suitable, affordable accommodation (see CE's story).
- ✓ Placed 155 people in emergency accommodation and opened another emergency provision to support and house people who are rough sleeping.
- ✓ Provided homelessness advice for 1,350 people since April 2022, and introduced a Homeless Buddies initiative to better support people in need.
- ✓ Worked with our Registered Provider partners to increase the number of social houses available to those homeless or threatened with homelessness.
- ✓ Launched Telford & Wrekin Homes providing refurbished rented properties including for those on Local Housing Allowance.
- ✓ Through Nuplace, delivered 447 properties, with a further 437 planned or in delivery, providing private rented homes for life, including adapted and specialist accommodation.
- ✓ Provided advice to more than 200 private rented tenants to prevent homelessness.
- ✓ Committed £1.8m funding to carry out adaptations to enable disabled people to stay in their own homes.

- ✓ Delivered a third of all new housing as affordable housing units, including homes for rent and shared ownership properties.

CE's story, a local resident:

CE, who was pregnant, was placed in our refuge due to threats of domestic abuse to her and her unborn child. Whilst at the refuge, CE had no items for her baby, so our support worker applied to Telford Crisis Support on her behalf, and she received a new baby hamper. CE was then able to move to a partner's safe house and went on to be successfully nominated by the council to be housed by a registered social landlord, made possible by financial help from a Discretionary Housing Payment which paid CE's initial rent in advance.

We will:

- Review the allocation of Discretionary Housing Payment funding depending on the outcome of the review by the Department of Work and Pensions (DWP have set money aside to potentially increase funding once councils submit their mid-year returns).
- Work with Telford & Wrekin homes, to develop more affordable homes for rent.
- Launch a new Landlord & Tenant Support Programme to provide a one stop shop for advice and information.
- Through our Homes for All Supplementary Planning Document, influence the delivery of more affordable, adaptable and specialist homes on new developments across the borough.
- Use our Housing Intervention Fund to invest in stalled housing sites to deliver more affordable and specialist accommodation.
- Work with Registered Providers to encourage opportunities for tenants to downsize where appropriate.

6. Help with transport

We have:

- ✓ Supported eligible residents to access concessionary travel, including free local bus travel at certain times of day (25,128 people with a concessionary travel pass in August 2022).
- ✓ Provided 75 young people aged 16-19 with free Teen Travel Cards, giving discounts on weekly bus tickets.
- ✓ Run our Dial-a-Ride scheme, an affordable door to door transport service for people over 70 with mobility problems.
- ✓ Funded subsidies to ensure 12 bus routes in the borough continue to operate, giving residents an affordable alternative to private car journeys.
- ✓ Re-opened Telford Bike Hub in Telford Town Park which has delivered over 70 free biking activities during summer 2022, including learn to ride sessions and cycle maintenance workshops, in order to encourage residents to cycle more to school and work.
- ✓ Provided three 'Cycle Stations' to provide high quality cycle parking in Wellington, Oakengates and Telford town centre.
- ✓ Created a new 2km cycling and walking link along the A518 to enable off road walking and cycling between Donnington and Newport.
- ✓ Undertaken initial maintenance work on the Silkin Way walking and cycling corridor, supporting use for commuting and leisure journeys.

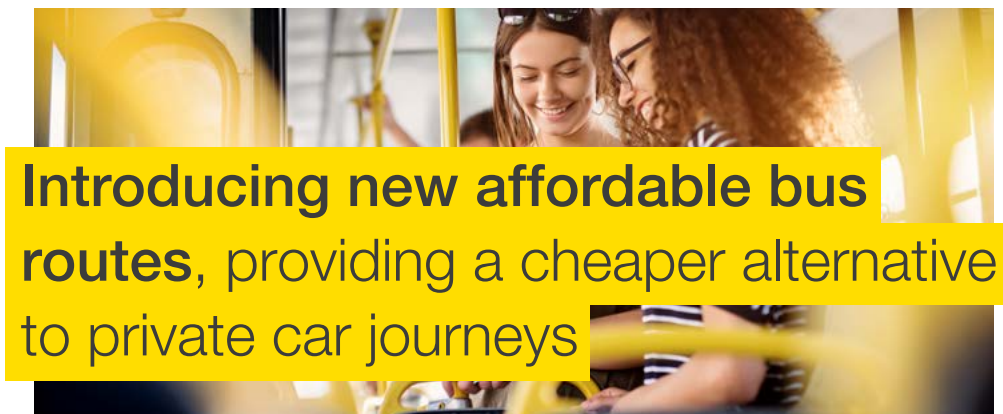
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We will:

- Commission a new Work Express bus link, providing an affordable, direct and fast route between Madeley, Sutton Hill and Brookside, and

the main industrial estates at Halesfield, Stafford Park and Hortonwood, with fares capped at £2 for an adult single fare. The service will also divert at school times to help pupils in South Telford to get to Telford Priory School.

- Introduce three other new affordable bus routes to improve access to employment and reduce journey times for school pupils.
- Invest £250,000 into safer routes to schools as part of the council's on your side investment programme, to encourage more families to walk or cycle to school.
- Continue our £1.2m investment into the Silkin Way to encourage more use of this key 14 mile north to south walking and cycling corridor.
- Continue to implement high quality, secure cycle parking across the borough.
- Invest a further £500,000 into bus stops and real-time information as part of the council's on your side investment programme, to encourage more people to use local bus services.
- Deliver more active travel training, including a programme of events from the Bike Hub in October half term, outreach events into local communities and Bikeability training in our schools.



7. Help for businesses

We have:

- ✓ **Provided direct financial support & advice**
- ✓ Supported 1,800 businesses and individuals with on line or face to face advice to locate in the borough or expand, move, recruit, diversify or address challenging business conditions. Advice is free, tailored to business need and account managers support with links to other council services, financial, business and specialist support.
- ✓ Supported businesses to offset costs, expand their businesses and install energy measures through access to the Business Growth Programme (BGP), Business Energy Efficiency Programme (BEEP) and Small Equipment Fund. To date, in excess of £2million investment has been secured, supporting businesses to stabilise and grow, with the creation of more than 220 jobs and with a pipeline of projects set to create further jobs.
- ✓ Directly provided a range of Revive & Thrive Grants across our main high streets through £854,857 Pride in Our High Street (PiOHS) funding, attracting over £2million of match funding. To date, we have supported 145 businesses to take on empty properties, improve facades and signage, diversify or address digital transformation. This includes 11 eco grants to help businesses become more sustainable and to reduce their energy costs.
- ✓ Awarded £131,000 of climate change grants to 35 local community groups and businesses to reduce their carbon footprint and energy costs. Funding has been increased to £200,000 for a second round of grants, set to support a further 34 applicants.

- ✓ Provided free one to one specialist support to businesses of all sizes to address specific business issues. This includes signposting to Cool Shropshire & Telford, a free online portal for small and medium enterprises leading to in-person advice to help reduce emissions, fuel bills and waste, which is jointly funded by Telford & Wrekin Council and Shropshire Council.
- ✓ Worked with the Telford & Wrekin Climate Change Partnership to engage businesses to share best practice through a Resource Energy Cluster.
- ✓ Worked with Make UK (UK representative body for manufacturing), BEIS (Department of Business, Energy and Industrial Strategy) and a consortium of local tier 1 automotive suppliers to identify opportunities for sustainable energy supply.
- ✓ Supported businesses with the cost of Business Rates through Small Business Rate Relief, and by offering payment over 12 months rather than 10, with bespoke payment arrangements to support customers in difficulties.
- ✓ Provided hot desking opportunities in communities, including through Workplace Telford and council libraries.

Aurora Sports Performance's story:

Aurora Sports Performance is a high performance training centre for elite athletes, sports clubs and businesses in Newport. The company was helped by the council's Business Support Service (Enterprise Telford) to secure grant funding to assist with combining and upgrading two units in Newport, including lighting, heating and energy systems that will provide substantial savings on energy bills, as well as supporting investment in vital new equipment. Richard Harris from the company said:

"In the current climate launching Aurora wouldn't have been possible at this level of service without the support of Enterprise Telford (Telford & Wrekin Council)... With energy prices rising dramatically, this couldn't have come at a better time and will provide major savings in our energy costs".

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✓ Connected Businesses

- ✓ Launched Hello Telford www.hellotelford.co.uk a new online platform for local businesses to connect, buy and collaborate locally reducing costs, sharing best practice and keeping spend in the borough. With over 100 businesses registered since the launch in July this is encouraging businesses to access local supply chain, access and share training opportunities to upskill staff and provides a platform to share information and advice about energy measures.

- ✓ Developed a new mytlc app, which provides access to offers and discounts from hundreds of local businesses. The app helps residents who shop local to save money, whilst also connecting businesses to potential customers, keeping the 'Telford pound' within the borough.

✓ Used our procurement powers

- ✓ Delivered value back into communities by including a requirement for a social value contribution in all contracts over £10,000, both financial and in kind support e.g. labour and materials to help social enterprises and charities to support residents (see Veolia's story).

- ✓ Enabled local providers to bid for contracts by publishing our procurement intentions and establishing a Dynamic Purchasing System (DPS) which local providers can join. This is a flexible procurement tool, which suppliers can join at any time.

✓ Supported Business with Recruitment

- ✓ Helped to address the local recruitment challenge, including by the promotion of vacancies through Job Box and the Work Local Initiative, which aims to get people working closer to where they live.

Veolia's story:

Through our contract with Veolia to deliver waste services, we have secured a wide range of community benefits. For example, Veolia are providing £15,000 of funding for community projects through their Envirogrant scheme, £10,000 for support services like Citizens Advice, and also helping charities to reuse pre-loved furniture for their clients.

✓ Cut red tape to de-risk investment

- ✓ Invested through our Land Deal and Growth Fund to de-risk sites for development, as well as linking investors with grants for equipment and premises, support for recruitment and training, links to supply chain and offering a streamlined planning process.

We will:

- Extend and increase the value of Pride in Our High Street eco grants to up to £1,500 to support our High Street businesses. The eco grants will come with one to one support to help businesses to pick from a schedule of costed energy saving measures provided through local suppliers. For businesses looking to add ceiling or wall insulation to their premises, eco grants of up to £5,000 will be available.
- Promote new Marches Energy Grants, which will provide 40% grants from £1,000 to £20,000 for energy efficiency and renewable energy measures across all sectors, including community organisations.
- Explore opportunities to work with businesses to encourage local purchasing, and to promote the use of local suppliers linked with grant funding wherever possible.
- Work with Cool Shropshire & Telford to extend take up of their health checks and put in place additional targeted support through our UK Shared Prosperity Fund (SPF) investment strategy for smaller and community enterprises.
- Launch a campaign to promote Small Business Rate Relief and extended payment arrangements to increase take up.
- Offer a Business Rates payment holiday option in January 2023 for April and May bills, where businesses are up to date with payments.

- Deliver a programme of ‘cost of business’ events targeted across different sectors and sizes of business, including a focus on our larger businesses with strong supply chain links and opportunities for collaboration.
- Hold an Energy Showcase with partners, including Midlands Energy Hub and local businesses, to showcase information, advice, best practice and financial support across all sectors, including community enterprises.
- Review opportunities to extend our flexible procurement system (DPS) to other companies to encourage wider local procurement across the public sector.

b) Working in partnership

As a Co-operative Council, we are committed to working together with our residents, partners and local organisations to collectively deliver the best we can in Telford and Wrekin.

Our strong relationships give us a greater understanding of what is happening across the borough, allow us to pool our knowledge and resources, and to target support and funding where it will have the most impact. An example of this is the Health & Wellbeing Board, who have prioritised the cost of living crisis and inequalities in their new strategy.

Section a) of this strategy gives examples of organisations we are collaborating with on the cost of living crisis, however this is not an exhaustive list, and largely focuses on services that we jointly deliver or provide funding towards.

There are many other organisations using their own resources to deliver valuable support, ranging from schools setting up community fridges to Registered Social Landlords providing warm packs to tenants on low incomes. In order to build up a picture of what is already happening and to identify where there may be opportunities to join up, we will continue to work with key networks and partners, including West Mercia Police,

Town & Parish Councils, the Chief Officer Group for the Voluntary and Community Sector, Chamber of Commerce, Federation of Small Business and Telford Business Board.

c) Raising awareness of the support available

As set out in this strategy, there is already extensive cost of living support being provided in Telford and Wrekin by the council, partners, voluntary and community organisations, schools, businesses and residents. We are well placed to help signpost people to the right help, and distribute information quickly on the support that is available, which is especially important when the situation is rapidly changing.

The main ways we are doing this are by:

- Running a cost of living communications campaign for residents in two phases. The first phase will focus on promoting the support available for those that need help in bite size video messages, targeted through social media to areas of the borough with the most households on low incomes. The second phase will move on to a ‘help if you can’ campaign for residents and organisations who want to do their bit to support others.
- Developing a ‘Cost of Business’ communications campaign to promote all of the offers, advice and information available for businesses, with a one stop shop micro-site linking to other webpages and social media platforms to reach businesses we work with across the council e.g. via Trading Standards, Planning, our tenants and representative business organisations.
- Launching cost of living web-pages www.telford.gov.uk/costofliving with advice on four key areas – benefits and finance, bills and affordable warmth, food, and wellbeing. Recognising that not everyone can get online, we will also provide hard copies of this information in council and community buildings.

- Sending a special cost of living edition of the Totally Telford magazine with practical information and advice to every household in the borough from mid-October.
- Piloting cost of living roadshows in Donnington and Dawley through our Safer Stronger Communities Team to provide face to face advice to residents.
- Targeting direct communications to eligible non-claimants to encourage take-up of:
 - Free School Meals
 - Pension Credit
 - Small Business Rates Relief
- Developing a cost of living training programme for front line staff and volunteers from the council, partner organisations and community groups. The training will enable us to develop a network of cost of living community champions, who will know how to signpost people they come into contact with to support.

d) Making the case to Government

Many of the challenges facing our residents and businesses require national action and investment beyond the council’s powers and finances. We are determined to make the voice of our community heard, will intervene where we can, and with the Local Government Association (LGA) and others, lobby Government to deliver lasting solutions to the cost of living crisis.

Our 12 Asks of Government are to:

- 1** **Increase welfare payments for pensioners and working age people** in line with the rising cost of living, and immediately reinstate the £20 uplift to Universal Credit.
- 2** **Confirm Household Support Funding for councils beyond April 2023.**
- 3** **Reverse cuts to the Discretionary Housing Payment Fund.**
- 4** **Provide free school breakfast clubs for all primary school pupils.**
- 5** **Ensure immediate action is taken to support mortgage holders who are facing dramatic increases in interest rates.**
- 6** **Increase councils' powers to deal with rogue landlords and invest in new small-scale local private rented accommodation provision using trusted community partners.**
- 7** **Accelerate the insulation of existing homes**, bring forward implementation of the Future Homes Standard to reduce the running costs and carbon emissions of all new homes, and increase the investment and subsidy on energy saving plant for businesses.
- 8** **Allow more flexibility in how Levelling Up funding can be used to enable councils to target resources most effectively.**
- 9** **Extend the protection provided by the Energy Bill Relief Scheme for non-domestic users across all sectors beyond six months.**
- 10** **Devolve national employment and skills schemes to councils** to better target support to help people find work and businesses to fill vacancies.
- 11** **Increase the scale of UK Shared Prosperity Fund allocated to councils** to enable successful grant programmes for businesses at a level equivalent to former EU grant programmes.
- 12** **Invest more into partnerships with councils to deliver long-term solutions** to preventing poverty and tackling inequalities, and provide sufficient additional Government funding to meet the growing cost pressures impacting on council budgets.

