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Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Borough of Telford and Wrekin

Cabinet

Thursday 3 April 2025

10.00 am

Council Chamber, Third Floor, Southwater One, Telford, TF3 4JG

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Councillor L D Carter	Leader of the Council
Councillor R A Overton	Deputy Leader and Cabinet Member: Highways, Housing & Enforcement
Councillor Z Hannington	Cabinet Member: Finance, Governance & Customer Services
Councillor C Healy	Cabinet Member: Neighbourhoods, Planning & Sustainability
Councillor A D McClements	Cabinet Member: Leisure, Tourism, Culture & the Arts
Councillor R Mehta	Cabinet Member: Inclusion, Engagement, Equalities & Civic Pride
Councillor K Middleton	Cabinet Member: Public Health & Healthier Communities
Councillor O Vickers	Cabinet Member: The Economy

Councillor S A W Reynolds Cabinet Member: Children, Young People, Education,
Employment & Skills

Councillor P Watling Cabinet Member: Adult Social Care & Health Systems

Invitees

Councillor T J Nelson Conservative

Councillor W L Tomlinson Liberal Democrat

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CABINET

Minutes of a meeting of the Cabinet held on Thursday 13 February 2025 at 10.00 am in Council Chamber, Third Floor, Southwater One, Telford, TF3 4JG

PUBLISHED ON THURSDAY 20 FEBRUARY 2025

(DEADLINE FOR CALL-IN: TUESDAY 25 FEBRUARY 2025)

Present: Councillors R A Overton (Vice-Chair), Z Hannington, C Healy, A D McClements, R Mehta, K Middleton, S A W Reynolds, P Watling and O Vickers.

Also Present: Cllr T J Nelson (Conservative Group Leader) and Cllr W L Tomlinson (Liberal Democrats Group Leader)

Apologies: Councillor L D Carter

CAB-43 Declarations of Interest

None.

CAB-44 Minutes of the Previous Meeting

RESOLVED – that the minutes of the meeting held on 6 January 2025 be confirmed and signed by the Chair.

CAB-45 Leader's Announcements

None.

CAB-46 2024/25 Financial Monitoring Report

The Cabinet Member: Finance, Governance & Customer Services presented the report of the Director: Finance, People & IDT.

Since the last update presented to Cabinet in January 2025, the national picture had remained the same with many Councils continuing to face extreme challenges around Adult Social Care, however these pressures had begun to stabilise.

The report set out the latest financial monitoring position for the year relating to the revenue budget, capital programme and income collection. It provided the latest projections in relation to the projected outturn which was expected to be over budget by £4.713m at year end, however noted a further reduction of £0.119m since the last financial monitoring and that the use of budget contingencies would bring the Council's position within budget. The current projected position would require use of all of the one-off contingency

earmarked for Social Care and would leave a balance of £1.196m in the general contingency.

Detailed in section 5.2.1 of the report, there was projected variances over £0.250m, which remained the same as the previous report with the key variance in Adult Social Care of £6.7m additional investment needed for the cost of providing care packages across all client groups.

Telford & Wrekin's Dedicated Schools Grant (DSG) deficit remained the same as previous reports and had been a result of budget pressures relating to High Needs provision with these pressures continuing in 2024/25. The current position was that the deficit was currently projected to significantly increase in 2024/25, from £1.82m at the start of the year to approximately £6m by year end. At the time of the meeting, the Council were still awaiting further details of the Government's intention to set out plans for reforming the SEND system in 2025.

There had been an improvement of £0.092m on council-wide underspend as a result of business rates levy income. The Capital Programme had remained the same since the last report presented with a projected spend of £91.6m against a budget of £93.1m, indicating some re-phrasing into 2025/26 required at year end.

The Council had continued its excellent track record of strong financial management and budget holders would continue their work to manage budgets as effectively as possible to address in-year financial pressures.

There were no further comments from Cabinet Members on the report.

The Leader of the Liberal Democrat Group welcomed the report and was pleased to see further improvements on the Council's current financial position since the last report presented to Cabinet. He thanked Officers and the local authority for their combined efforts in managing the budgets.

The Leader of the Conservative Group recognised the work of the Council's Finance Team and expressed his thanks for the briefings that had been conducted.

RESOLVED – that:-

- a) the 2024/25 revenue budget position, which shows that, after applying budget contingencies, the Council is projecting to be within budget at year end, and this is without having to use the Budget Strategy or General Fund reserves be noted;**
- b) the position in relation to capital spend be noted; and**
- c) the collection rates for NNDR, council tax and sales ledger be noted.**

CAB-47 Medium Term Financial Strategy 2025/26 to 2028/29

The Cabinet Member: Finance, Governance & Customer Services presented the report of the Director: Finance, People & IDT.

The report sought approval of the Council's Medium Term Financial Strategy (MTFS) for the next four years from 2025/26 to 2028/29 and contained details on the Capital Strategy, Medium-Term Capital Programme, Investment Strategy, Treasury Management Strategy and Prudential Indicators.

The report built on the previous MTFS report considered by Cabinet at its meeting on 6 January 2025 which had been subject to public consultation and scrutiny by Members of the Council's cross-party Business & Finance Scrutiny Committee.

Since the approval of the current Medium Term Financial Strategy on 29 February 2024, which covered a four year period to 2027/28, many Councils had seen an increase in demand for key services and higher costs, particularly for the provision of social care.

On the whole, the first one-year funding settlement announced by Government had been positive with significant increase in funding which was welcomed following a period of significant budget challenges, however the Council had a long track record of financial management and had managed to maintain financial stability and set a balanced budget for 14 consecutive years.

Key points from the report included the proposed general council tax increase for 2025/26 across all council tax bands of 2.99% equivalent to £0.69p per week for an average band B property as well as a 2% increase for the adult social care precept, equivalent to £0.46p per week, which would raise an additional £4.5m. All funding raised through the council tax increase would be invested in the provision of social care services. The Council would continue to offer the lowest level of council tax in the Midlands and of any unitary authority in the country despite the requirement for a general increase.

The net revenue budget set for the current year and which forms the basis for the budget for future years was anticipated to be £157m with £88m generated from council tax, £57m generated from business rates and £12m funded from Government. In 2024/25, 75% or £118m of the net budget was spent on social care for Adults and Children.

The proposed Capital Programme which totals over £376m would see £30m invested into transport and highways schemes, £45.2m for education capital projects including investment into school expansions, £9.7m for affordable or specialist housing programmes, £8.7m for leisure and cultural schemes and over £26m for towns fund projects which would avoid the closure of libraries and community centres. Further investments also included an additional £7.7m for social care services, £94m for schemes such as Nuplace, Telford & Wrekin Properties and the Long Term Empty Property Strategy and £1.7m

into enhancing the Borough's green spaces including a total of 20 local nature reserves and over 300 green guarantee sites.

The Council's Growth Fund which had been in operation for 9 years had delivered projects such as the development of the Station Quarter and the new Digital Skills and Enterprise Hub and had a cumulative investment of £79.4m which was estimated to deliver an ongoing gross return, additional business rates income of 6.53% and would help deliver a further 1,445 new jobs for the Borough to help reduce the number of young people not in education, employment or training.

The four-week budget engagement process ran from 7 January 2025 to 5 February 2025 with online sessions with key stakeholders, voluntary and community sectors, Town and Parish Councils, businesses and local residents. The MTFs had been published on the Council's website and feedback had been gathered via a wide range of channels including email, social media, in writing and via telephone.

The Vice-Chair of the Business & Finance Scrutiny Committee presented the Committee's response to the proposals following its meeting on 7 January 2025. The Committee recognised that whilst the provisional settlement from government was better than in previous years, the financial landscape for local government had remained challenging and whilst Committee members, on the whole, were unanimously supportive of the budget approach being taken, it had been recognised that each group may have chosen to focus their priorities in different ways.

Cabinet Members acknowledged how the Council had faced numerous challenges in recent years, particularly following the increase in demand for services which had resulted in higher costs. Members recognised that despite the welcomed news of the funding settlement from Government that there were still huge challenges ahead for the organisation. Members commented on the investment opportunities and how the Council had continued to deliver high quality homes, create new jobs, provide transport networks, protect and enhance green spaces and invest in improving local schools despite the significant number of savings made since 2010 and demonstrating its commitment to continue to protect, care and invest. Members were also pleased that the Council had continued to offer services such as free parking for residents and free green waste collections.

The Leader of the Liberal Democrat Group supported the report and was pleased to learn of the improved settlement from Government this year when compared to previous settlements. It was recognised that there were challenges with Adult Social Care and that the Council had a statutory duty to provide these services despite the need to source additional funding in response to the increase in demand. He stressed the need for longer-term planning and certainty from local Government in relation to funding streams, particularly around Adult Social Care which was not set to be resolved until 2028. He welcomed the investments that had been made by the Council over time, highlighting that borrowing can lead to assets and that the investments

made had generated significant gains for the Borough such as Nuplace which had provided good quality homes at commercial rents. He commented on the importance of supporting residents amid the cost of living crisis and asked Cabinet to consider keeping council tax increases in line with inflation rates and suggested extending the discount scheme to protect vulnerable residents from the impact of rising costs.

The Leader of the Conservative Group thanked officers for the detailed report and highlighted that in a recent briefing conducted by officers, the Council's gross debt was expected to reach £657m by the end of the medium-term period. He acknowledged whilst some investments would yield a return, that the Council should not continue to borrow money for the purpose of return on investment due to the return of investment on capital borrowing being much lower. He commented on the assumptions made around inflation in the previous report and that the Council's budget included an allowance for pay awards of around 4% and 2% for other costs to the Council such as contractors and asked for confirmation on if those values remained correct. He raised concerns about the amount of debt the Council had incurred and the risk this posed to the Council if the debt was not paid off.

The Deputy Leader of the Council highlighted that many local authorities across the country had been affected by the funding cuts made by the previous Government and that the proposed budget had been designed to continue the Council's ethos to protect, care and invest. He commented that despite the oppositions disapproval to borrowing, that the borrowing made by the Council to date had continued to deliver quality homes, new businesses and jobs which had returned income to the Council to help deliver vital services. He reiterated that the Cabinet would continue to invest for the benefit of Borough residents and provided assurance that the Council would continue to strive to secure funding to deliver much needed services.

RECOMMENDED TO FULL COUNCIL THAT:-

- a) the Medium-Term Financial Strategy (MTFS) for 2025/26 to 2028/29 and the budget framework for 2025/26 set out in this suite of reports be approved;**
- b) a council tax increase of 4.99% for 2025/26 including the Government's 2% Adult Social Care precept, equivalent to £0.69 per week general council tax increase for the average Band B property and £0.46 per week for the ASC precept, which will be fully invested in the provision of social care services for the most vulnerable members of our community be approved;**
- c) the net investment of £7.7m into Adult Social Care in 2025/26 be approved;**
- d) the budget savings listed at Appendix 10 totalling £13m in 2025/26 and £11.8m ongoing be approved;**
- e) the continuation of work with partner organisations, including Town & Parish Councils and Voluntary Sector and Community Groups to seek to identify ways to mitigate the impact of some of the cuts to services that we can no longer afford to deliver and to**

- note the availability of the Invest to Save/Capacity Fund which is available to support partnership working be approved;
- f) the base budget in Appendix 8 be approved;
 - g) the policy framework for Reserves and Balances and their planned use outlined in Appendix 6 be approved;
 - h) the Risk Register at Appendix 14 be approved;
 - i) the endorsement of the Council Tax Reduction Scheme a link to which is included within Appendix 16, ready for implementation from 1 April 2025 be approved;
 - j) the continuation of the Council Tax Reduction Hardship Assistance Policy, also within Appendix 16 be approved;
 - k) the revenue implications of the medium-term capital programme for the period 2025/26 – 2028/29 set out in the Capital Strategy and Programme reports also on this agenda be approved;
 - l) delegated authority be granted to the Director Finance, People & IDT after consultation with the Cabinet Member for Finance, Governance and Customer Services to action any virements required following the final allocation of the Dedicated Schools Grant and other Grants and following the completion of the NNDR1 and final estimates of Business Rates income;
 - m) delegated authority be granted to the Director Adult Social Care after consultation with the Cabinet Member for Adult Social Care and Health Integration and Transformation, to enter into appropriate Section 256 and Section 75 Agreements under the NHS Act 2006 (as amended);
 - n) authorisation of Director Policy & Governance to execute all necessary contract documentation including affixing of the common seal of the council as appropriate to enable the council to enter into appropriate Section 256 and Section 75 Agreements under the NHS Act 2006 (as amended) be approved;
 - o) this suite of MTFS reports as the Council's Efficiency Strategy for 2024/25, including the documentation at Appendix 13, to enable new capital receipts to be used to fund the revenue costs of transformation and efficiency projects as assumed throughout these reports be approved;
 - p) delegated authority be granted to the Director Finance, People & IDT after consultation with the Cabinet Member for Finance, Governance & Customer Services to amend the use of the contingency in 2025/26 and to make any other associated adjustments to accommodate any difference in funding between that currently assumed and final grant allocations when received;
 - q) delegated authority be granted to the Director Finance, People & IDT after consultation with the Cabinet Member for Finance, Governance & Customer Services to make changes to the Medium-Term Financial Strategy with immediate effect to reflect all grants received from Government with authority to incur associated spend;
 - r) the Pay Policy for 2025/26 included as Appendix 17 be approved;

- s) the additional recommendations contained in other reports included in this suite of Medium-Term Financial Strategy reports included on this agenda be approved;
- t) the savings delivered of £181.7m since 2009/10 as a result of reduced government funding from 2011 whilst the cost and demand for many Council services have been increasing and in particular for Adult Social Care be noted;
- u) that 75pence in every £1 the Council spends is now allocated to Social Services be noted;
- v) that a number of the investments made in this report also generate a financial benefit, as well as fulfilling their primary purpose, which is invested in front line services be noted;
- w) national and international economic pressures which have resulted in an extremely challenging financial outlook for U.K public services with interest rates remaining high be noted; and
- x) the CFO's robustness statement in Appendix 15 be noted.

CAB-48 Adult Social Care's Care Quality Commission (CQC) Assessment Outcome

The Cabinet Member: Adult Social Care & Health Systems presented the report of the Director: Adult Social Care.

As of April 2023, the Care Quality Commission (CQC) had taken on new responsibilities under the Health Care Act 2022 for assessing how local authorities meet their duties for people accessing care and support.

On 19 February 2024, the Council received notification from the CQC of its upcoming assessment and requested an initial information return as part of the first stage of the assessment by 8 March 2024. The Council received notification on 24 May 2024 that the onsite element of the assessment would take place in July 2024 which included 3 days of interviews with the final report of the CQC's assessment of the Council published on 5 November 2024.

The CQC's findings concluded that the Council's ability to meet its duties for people accessing care and support was 'Good'. The report highlighted strengths in professional assessments, innovative co-production, and strong partnership working, which ensured individuals could live independently and receive necessary support when needed. It was noted that the Council's reflective practices were acknowledged, and the initial self-assessment undertaken by the Council was deemed fair.

The CQC had recognised the strength-based approaches and use of assistive technology by the Council which had delayed the need for statutory services and maintained individuals' independence. The report also underscored the importance of strong leadership and a culture of transparency, with locality teams and frontline staff being recognised for their innovative practices that had continued to improve waiting times and discharge outcomes in collaboration with health partners.

In addition to the strengths identified, the report also identified some areas of focus and continued work which included:-

- reducing waiting lists and waiting times for assessments;
- improving take up of Direct Payments;
- improving accessibility of services;
- improving the diversity and representation within experts by experience groups and Board;
- focusing on Safeguarding, Mental Capacity Act (MCA) and Deprivation of Liberties (DoLS);
- improving communication with people in receipt of care and support services, their family and carers;
- developing the care market further; and
- focusing on employment opportunities available for people with care and support needs including with learning disabilities.

The report provided a summary of actions to be taken to address the areas of focus highlighted by the CQC as part of a continuous Improvement Action Plan.

Cabinet Members responded positively to the report and acknowledged the contributions made by Council teams, partners and service users in achieving the assessment score which reflected the Council's commitment to providing the highest quality care and support to the most vulnerable residents in the Borough. Members praised collaborative efforts made by the Council's Public Health and Adult Social Care teams in areas of work such as fall prevention, weight management, frailty and the quit smoking offer which has helped to reduce system pressures, alleviated financial burdens and improved quality of life for residents.

The Leader of the Liberal Democrat Group welcomed the report and the CQC's assessment rating of 'Good'. He acknowledged the challenging work involved in caring for vulnerable adults and noted that whilst the rating was not higher, it was still a strong achievement made by the Council and reflected its commitment to looking after the Borough's most vulnerable residents. He emphasised the importance of enabling people to live as independently as possible in the safety of their own homes and the need for the Council to continue to be seen as a supportive organisation that residents can approach for help and advice including access to funding.

The Leader of the Conservative Group acknowledged that the CQC's assessment rating of 'Good' was one which was positive. He raised several points of clarification relating to the content of the report including discrepancies in the maximum waiting time for assessments and when targeted interventions in relation to prevention would take place. He emphasised the need for the Council to focus on home care rather than bed-based care to reduce the risk of readmissions. He also asked that the Council review the availability of independent living accommodation for young people who were looking to move out of home and whether the percentage of care

providers requiring improvement was typical as the number appeared quite high.

The Cabinet Member: Adult Social Care & Health Systems emphasised that the Council's long-standing strategy had been to ensure that enablement and the use of assistive technology were embedded into services which was an approach proven effective as evidenced by the positive feedback obtained from health partners. He also acknowledged that the Council's current situation in terms of adult social care was significantly better than in other areas across the country and advised that written responses to the questions raised would be provided outside of the meeting.

RESOLVED that:-

- a) **the Care Quality Commission (CQC) assessment of Telford & Wrekin Council's Adult Social Care Services as 'Good', recognising that the services are performing well and meeting their expectations be noted with the assessment highlighting that:**
 - **"Assessments were conducted professionally, using strength-based approaches and focused on whole-family support to ensure people could live at home for longer."**
 - **"Innovative approaches to coproduction, engagement, and inclusion, were embedded in local authority processes. These were supported by the strategic board structures and staff culture."**
 - **"Strong partnership working."**
 - **"Improved outcomes in supported accommodation, and enabled bespoke solutions for people maintaining independent living, delaying entry to statutory services through the use of assistive technologies."**
 - **"Strong leadership and a culture of transparency and learning."**
 - **"The realignment of locality team functions and responsibilities, as well as innovative use of frontline teams were improving waiting lists, and strong partnership working with health partners was improving discharge and readmission outcomes for people."**
- b) **the Adult Social Care (ASC) Care Quality Commission (CQC) Assessment Summary Continuous Improvement Plan as presented in Appendix B and the implementation of it be approved;**
- c) **delegated authority for the Director of Adult Social Services in consultation with the lead Cabinet Member to implement changes to the plan as require be approved; and**
- d) **that the monitoring of the ASC CQC Assessment Summary Continuous Improvement Plan by the Telford and Wrekin Health and Care Scrutiny Committee be noted.**

CAB-49 Children and Young People's Strategy

The Cabinet Member: Children, Young People, Education, Employment & Skills presented the report of the Director: Health & Wellbeing.

The report summarised the proposals for the Council's draft Children and Young People Strategy for 2025 – 2028 which was an overarching plan that will act as an umbrella for a range of supporting partnership strategies and transformation programmes. The vision of the strategy was that the Borough would be a home to healthy, safe children who achieve their potential and encompasses four main aims including start well, stay well, keep safe and enjoy and achieve.

In recent years, a variety of local strategies aimed at improving the lives of children and young people have been in place across a range of partnerships including the Safeguarding Children's Partnership and the Health & Wellbeing Board. At the time of the meeting, the Government was in the process of developing and launching a new set of national policies and reforms, such as the Children's Social Care reform, the Children's Wellbeing and Schools Bill and the NHS 10 year plan.

A new Children & Young People's Strategy for Telford and Wrekin was proposed to streamline and deliver the Council's strategic commitments across a range of children and young people's agendas and partnerships, alongside the rapidly changing national policy landscape.

The strategy will adopt a whole-child approach to maximise outcomes for all children and young people, with a focus on narrowing the gap for children who are disadvantaged, emphasising the importance of early years support. The strategy will address issues such as poverty, mental health, domestic abuse, substance abuse and special educational needs.

The proposals as part of the development of the new strategy would draw on engagement, consultation and co-production work undertaken as part of the development of the supporting strategies, including insight gathered from children and families with special educational needs and disabilities through the development of Family Hubs, the Young Person's Year of Wellbeing campaign and the healthy weight consultation.

Cabinet Members expressed strong support for the strategy and thanked officers for their hard work. They recognised the aims of the strategy to create a nurturing community where every child and young person can thrive. Members highlighted the importance of emotional health and wellbeing which was a key priority of the Stay Well initiative and the work the Council had undertaken with young people as part of the Year of Wellbeing to develop a new toolkit. Members also noted the success of the Family Hubs initiative to date which had expanded from three operational hubs to a total of six hubs in the past year and had supported over 8,500 people.

The Leader of the Liberal Democrat Group welcomed the report and highlighted the council's outstanding children's services and their continuous improvement journey. He noted the importance of the Council's responsibility to care for the Borough's most vulnerable residents. He asked the Cabinet to consider future support from the Council for youth clubs.

The Leader of the Conservative Group thanked officers for the report and noted the demographic statistics contained within the report highlighting that the Council had either met or were above the national average in some areas. He asked that the strategy and future associated documents contain clear objectives and measurable outcomes to enable residents to understand if the desired outcomes are being met and asked when the data would be made publicly available.

RESOLVED – that the commitments and proposals in the Telford & Wrekin Children & Young People's Strategy 2025-2028 be supported and approved.

CAB-50 Publication version of Local Plan

The Cabinet Member: Neighbourhoods, Planning & Sustainability presented the report of the Director: Prosperity & Investment which set out the Council's legal obligation to comply with regulations to ensure the Local Plan was up to date.

Government policy over a number of years has required Local Planning Authorities to deliver Local Plans and keep them up to date to ensure that they are reviewed every 5 years. The Council was also required to show a 5-year land supply for development to avoid speculative development in locations which could impact valuable greenspaces and would not support provision of planned key infrastructure, such as schools and highway improvements.

The existing Telford & Wrekin Local Plan was adopted in February 2018 and given these circumstances and opportunities it was proposed that a review of the Local Plan be launched. The proposed review would see population growth of c28,500 over the plan period, with a total Borough population below the original vision of the Telford Development Corporation of a new town consisting of 260,000 people. Telford had remained the key population centre, most accessible location and destination for jobs and inward investment. As part of the review, the Council were also planning for development needs of communities in Newport and the rural area.

In line with national guidance the Council previously consulted on Issues & Options (I&O) during 2020/21. This set out and sought public views on four strategic objectives underpinning the review of the Telford & Wrekin Local Plan:-

- Employment led growth through inward investment and job creation;

- A 'Forest Community' approach which affords the protection, enhancement and accessibility of the natural environment and green spaces that characterise the Borough;
- Support for regeneration of our Borough Towns, new town estates and infrastructure Publication Version of Local Plan; and
- Meeting local housing needs including providing more affordable and specialist accommodation to support people to live longer and healthier at home.

The process for the formal review and consultation for the draft local plan was detailed in the report and the Council had reviewed comments received and amended the plan where deemed appropriate. The key themes from the consultation included:-

- The number of homes the Council were planning for and the distribution of new allocations weighted towards the north of the Borough
- The need to plan for new infrastructure to accommodate new development
- The release of agricultural land for new development
- Concerns around flooding and drainage on and around proposed development sites
- The need to protect important green spaces

As part of the key proposals of the local plan, over a third of housing would be affordable or social housing, new buildings would be more energy efficient, green spaces would be protected, a further 17,000 jobs would be secured through new land for existing businesses to grow, an additional six new schools would be built and GP surgeries expanded.

The review process had also enabled the Council to update policies within the Local Plan and where needed introduce new policies to better reflect the development priorities of the Council and the needs of the community. Changes included amendments to the Council's affordable housing policy to incorporate funding for specialist housing and the introduction of a policy to cover stalled development sites which will allow the Council to bring forward previously developed land such as former pubs, derelict sites and vacant land.

The proposed plan would be published for final comment before examination by a Government appointed Planning Inspector.

Cabinet Members welcomed the report and the new proposals put forward for the Local Plan which would provide much needed affordable and quality homes, continue to protect and enhance green spaces and maintain the Borough's identity as one of the greenest places in the country. Members commented on the importance of a plan-led approach for infrastructure and thanked Council officers for their hard work. They highlighted that climate change would continue to be central to the plan, with policies in place to reduce carbon emissions and improve sustainability, reaffirming the Council's commitment to tackling climate change.

The Leader of the Liberal Democrat Group thanked officers for the detailed report and briefings provided. He asked for clarity over the process for obtaining final comments from the public as the consultation window would not open until 17 March and any comments made before then may not be considered. It was noted that the Council were dictated by Government frameworks in relation to housing numbers and that local authorities must accommodate shortfalls from neighbouring authorities such as the Black Country when they are unable to meet their housing targets. He raised concerns around infrastructure and that the local plan could not condition developments on the provision of infrastructure which would result in planning applications proceeding regardless of the funding available. It was noted that planning conditions could be applied to individual applications ensuring that developments are phased in line with infrastructure improvements. He expressed significant concerns regarding the three main developments in north Bratton, Wappenshall and Muxton which would make up the majority of the additional 8,000 houses planned, highlighting that residents and businesses in the area would need to access highways such as the M54 and thus exacerbating existing road infrastructure issues at junctions 5, 6 and 7. He was supportive of the Council's efforts towards creating local nature reserves and was supportive of the additional green areas allocated around new developments.

The Leader of the Conservative Group expressed concerns around building on food production land and highlighted the importance of food security. He raised concerns around the additional 8,000 homes proposed and whether the existing infrastructure would be able to accommodate the new dwellings. He welcomed the Council's efforts to promote and expand the Borough's green spaces and the use of energy efficiency but asked that the Cabinet consider installation of solar panels on building roofs rather than on farmland. He also welcomed the use of compulsory purchase orders with regard to stalled sites.

The Cabinet Member: Neighbourhoods, Planning & Sustainability clarified that the consultation process had been outlined on the Council's website with a specific period for submitting public comments and any comments that had been made would be included. It was noted that whilst the Government sets a formula for housing numbers, the numbers proposed as part of the local plan were based on the Borough's actual need and anticipated growth. It was also highlighted that the current infrastructure plan was in the process of being updated and that funding for infrastructure comes from various sources including Section 106 monies and Government grants. It was confirmed that only 2.8% of agricultural land would be affected by the local plan and that the Council had continued its efforts to improve agricultural productivity in the Borough.

RECOMMENDED TO FULL COUNCIL THAT:-

- a) the Publication Local Plan, the Publication Policies Map and the Site Allocations be approved;**

- b) that any representations on the publication version of the plan received be agreed;
- c) the submission of the Publication Local Plan and associated documents, to the Secretary of State for examination be approved;
- d) delegated authority be granted to the Director: Prosperity & Investment, following consultation with the Cabinet Member, to exercise all relevant powers under the Planning and Compulsory Purchase Act 2004 and of the Town and Country Planning (Local Planning) (England) Regulations 2012 and associated law to:
 - Receive, action and collate representations made for submission to the Secretary of State;
 - Prepare the plan for submission to, and examination by, the Secretary of State; and
 - Publish the outcome of the examination and recommendations.
- e) delegated authority be granted to the Director: Prosperity & Investment, following consultation with the Cabinet Member to exercise the Council's powers relating to its duty to cooperate in relation to the planning of sustainable development as set out in Section 33A Planning and Compulsory Purchase Act 2004 and any other associated legislation and guidance;
- f) delegated authority be granted to the Director: Prosperity & Investment, following consultation with the Cabinet Member to enter into formal arrangements with any person or body referred to or prescribed in accordance with Section 33A Planning and Compulsory Purchase Act 2004 and associated law and authorise the Lead Cabinet Member to sign and confirm the Council's agreement to those formal arrangements if required; and
- g) the new Local Development Scheme and updated Statement of Community Involvement documents for publication be approved.

CAB-51 Telford & Wrekin Skills Strategy

The Cabinet Member: Early Years, Children, Young People and Education presented the report of the Director: Education & Skills.

The report sought approval of the Telford and Wrekin Skills Strategy which sets out the Council's approach to further developing the Borough's skills levels to support localised economic growth and the Council's Vision 2032.

The strategy had been developed in collaboration with key partners including skills providers, education settings and employers and sets out the Council's vision to become a learning Borough for all. The strategy will focus on 5 main objectives:-

- Improving the overall skills levels of residents to raise working age skills at qualification levels 1, 2 and 3 to higher than the national average;
- Nurturing and supporting aspirations whatever an individual's background or existing skill level to fulfil their talent;

- Developing progression pathways to provide a clear route for people to progress through the skills system to employment;
- Providing a skills system which is fully inclusive and representative of the Borough to ensure all residents and communities are well-served by the skills system and that engagement practices reflect communities' needs; and
- Providing a skills system which provides the skills required by businesses, both current and future, and contributes to economic growth and the prosperity of the town.

The proposed strategy would enhance the offer provided across the Council and would build on existing programmes that support schools to further engage with employers and higher education partners, including Harper Adams, so that higher level qualifications and work based learning and apprenticeships could be further developed.

The report also highlighted the importance of having the right skills and talents to attract investors and deliver residents' aspirations. The strategy would align with the "Get Britain Working" white paper, which introduces key changes like a national jobs and careers service, a youth guarantee, and a connect-to-work programme.

Cabinet Members welcomed the report and that the strategy reaffirms the Council's commitment to ensuring that every child, young person and adult can live within their community and benefit from a thriving economy. Members noted the importance of developing a clear pathway for young people from education to employment and providing routes whilst working with businesses to promote upskilling, apprenticeships, work experience and internships.

The Leader of the Liberal Democrat Group welcomed the report and noted the importance of upskilling young people, particularly those individuals who did not wish to pursue a degree. He highlighted the need for apprenticeships and vocational training, noting that academic routes may not be suitable for everyone.

The Leader of the Conservative Group acknowledged the Council's ambition to focus on skills and lifelong learning for residents. He stressed the importance of ensuring young people were prepared for employment and the need for better outcomes from primary and secondary schools.

RESOLVED that:-

- a) **the Telford and Wrekin Skills Strategy, A Learning Borough for All, (Appendix A) that sets out our strategic approach to further develop the borough's skills levels to support localised economic growth be approved; and**
- b) **delegate authority be granted to the Director for Education & Skills, in consultation with the Cabinet member: Children, Young People, Education, Employment & skills, to amend future versions of the Skills Strategy in light of changes to national policy.**

The meeting ended at 12.05 pm

Signed for the purposes of the Decision Notices

Anthea Lowe
Director: Policy & Governance
Date: **Wednesday 19 FEBRUARY 2025**

Signed

Date: Thursday 3 April 2025



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Borough of Telford and Wrekin

Cabinet

Thursday 3 April 2025

Vision 2032 Partnership Annual Review

Cabinet Member:	Cllr Lee Carter - Leader
Lead Director:	Angie Astley - Executive Director: Place
Service Area:	Policy & Governance
Report Author:	Jon Power – Policy, Insight, Partnerships and Elections Service Delivery Manager
Officer Contact Details:	Tel: 01952 380141 Email: jon.power@telford.gov.uk
Wards Affected:	All Wards
Key Decision:	Key
Forward Plan:	6 January 2025
Report considered by:	SMT - Tuesday 4 March 2025 Business Briefing – 13 March 2024 Cabinet – Thursday 3 April 2025

1.0 Recommendations for decision/noting:

- 1.1 That Cabinet acknowledges the progress made by the Vision 2032 strategic partnership delivering “Vision 2032”, the ten-year vision for the borough.

2.0 Purpose of Report

- 2.1 To present an annual review of the Vision 2032 partnership’s delivery of the ten-year borough plan ‘Vision 2032’. This report documents the progress made by all the Council’s strategic partners who have a major part to play in helping to realise delivery of the Vision.

3.0 Background

3.1 To plan for the next ten years, Vision 2032 was developed to describe what the borough would be like to live in, in 2032 presenting a clear ambition and direction of travel for the borough. It was developed through:

- wide ranging engagement with residents;
- analysis of data about our communities and economy; and,
- collaboration with key strategic partners.

3.2 In recognising some of the key challenges facing the borough, the fundamental goal of the vision is **“to build a more inclusive borough”** through four ambitions.

- All neighbourhoods are connected, safe and clean;
- Everyone is able to live a healthy, independent life;
- Everyone benefits from good education and can fulfil their potential in a thriving economy; and,
- The environment is protected for the benefit of everyone.

3.3 Against each ambition, the Vision identifies the aspirations and outcomes for what will be achieved by 2032.

3.4 Delivery of the Vision is driven through a partnership of key strategic organisations which meet throughout the year to evaluate progress in delivering the Vision and to identify new or emerging challenges and opportunities. The key partners are:

- Harper Adams University
- Job Centre Plus
- NHS Midlands Partnership NHS Foundation Trust
- NHS Shropshire Community Health Trust
- NHS Shropshire Telford & Wrekin ICS
- Shrewsbury and Telford NHS Hospital Trust
- Prison & Probation Service
- Education & School representative
- Telford & Wrekin Interfaith Council
- Shropshire Fire & Rescue Service
- Telford & Wrekin Council
- Telford and Wrekin Council for Voluntary Service (CVS)
- Telford Business Board
- Telford College
- West Mercia Police
- Youth Offending Service

4.0 Summary of main proposals

4.1 To demonstrate all partners’ progress in delivering Vision 2032, an annual review has been developed (Appendix A) which shows what has been delivered against each ambition. This is not an exhaustive list but includes:

- **Delivery of the Community Diagnostic Centre transforming the way that services are offered to patients – with nearly 57,000 patients seen since it first opened its doors.**
- The Retail Crime Action Plan on shoplifting offences led to the creation of the Town Centre Policing Team. A combination of problem solving, partnership working and dealing robustly with offenders (including the use of civil interventions) has resulted in a consistent positive detection rate for shoplifting of 70%.
- Introduced the Council funded 'Work Express' service including a review of current bus routes delivering improvement in public transport for people travelling to work and school with over 5,500 trips on the new buses each week. Telford College also sponsor advertisements on the bus joining up our education and skills offer.
- Secured more community action teams and more volunteers to ensure strong and resilient communities.
- Grown the Council's 'street champions' to over 1500 and aim to increase this further recognising the work they do to assist in keeping their local environments clean and green.
- Investing over £54m to support further Growth Fund initiatives bringing new jobs to the Borough. The growth fund has helped to fund the new industrial units at T54, space for new businesses at Hortonwood West and Ni Park (a new employment park in Newport) and enabled many new job opportunities in the Borough.
- Leveraging and investing over £65m to further develop Oakengates and Wellington Town Centres and the exciting development at Station Quarter in the Town Centre, which has seen the opening of 'The Quad' – a state- of- the-art skills and innovation hub accommodating Telford College and Harper Adams University.
- Tripling the availability of 5G network and roll out of super-fast broadband making Telford and Wrekin one of the best-connected towns in England.
- Investing over £45m into extending and improving local schools, increasing school places in 21st century ready learning centres with brand new educational facilities across our secondary sector and ever-increasing modernisation of our primary and early years provision.
- Through our Safer & Stronger communities investment we have seen reports of anti-social behaviour drop by over 30% in the neighbourhoods identified for investment.

- Launched the new integrated Domestic Abuse Service – to improve support for children, young people, victims and perpetrators, with a 28% increase in the number of victims accessing support in the first six months and double the number of children and young people accessing specialist support.
- NHS ‘Think Which Service’ communications campaign – supporting people to access the right health service at the right time. The campaign was successful in growing awareness of the wider range of NHS services available and changing behaviour by increasing the use of Minor Injury Units (MIUs), NHS 111 online and pharmacies and helping to keep A&E’s and GP surgeries free for those people who need them most.
- The fire service has installed over 400 smoke detectors and lockable letter boxes, free of charge, to homes in the borough and carried out over 2,000 Safe and Well visits to provide fire safety advice, reassurance and where necessary, signpost people to other vital services and support available to them.
- The Council has provided financial support through a variety of welfare support schemes including the household support fund, discretionary housing payments, emergency welfare assistance and council tax hardship fund, with over 37,600 people receiving awards from these schemes over the last two years.
- The proportion of young people aged 16 to 17 who are not in education, employment or training (NEET), or whose activity is not known, has improved notably in recent years and with a rate of 4.4 is now better than the West Midlands (6.1) and national average (England 5.5).
- Telford Business Board has led business engagement in climate change through technology sector focussing on energy networks.
- Over 3,500 residents participated in our Green Spaces Are Go campaign and outdoor activities programme which highlights the health benefits of exercising in a park or green space.

5.0 Alternative Options

- 5.1 An alternate option is to not continue partnership working towards delivery of Vision 2032, this is not recommended because the Vision plays a part in ensuring partners are working together to drive ambition and deliver our joint ambitions.

6.0 Key Risks

- 6.1 Vision 2032 is being delivered to mitigate the following risks:

- That challenges in the Borough requiring a multi-agency response are not addressed;
- A failure to secure the necessary long-term funding for the borough and/or policies by not having a clear, shared, long-term plan and ambition for our borough

- A lack of co-ordination between key partners to address priority issues; and
- A failure to attract investment into the borough because there are no clear long-term ambitions or aspirations for Place.

7.0 Council Priorities

7.1 Vision 2032 will drive implementation of all of the Council's priorities:

- Every child, young person and adult lives well in their community
- Everyone benefits from a thriving economy
- All neighbourhoods are a great place to live
- The natural environment is protected, and the Council is taking a leading role in tackling the climate emergency
- A community-focussed, innovative council providing efficient, effective and quality services.

8.0 Financial Implications

8.1 Vision 2032 provides a long-term plan for the Borough and being collaborative closely aligns with the Council's aim to 'Protect, Care and Invest to Create a Better Borough' and the Council's Priorities. The Council's Medium Term Financial Strategy (MTFS), approved in February 2025, is the financial expression of our priorities and includes resources to support the achievement of the Vision for the borough, including the council investments detailed in the annual review at Appendix A.

8.2 Nationally, councils continue to face extreme financial challenges whilst the funding outlook remains uncertain. Through its Medium-term Financial Strategy the Council optimises the use of revenue and capital resources to achieve the best outcomes for the Borough, seeks external funding, and works with partner organisations to deliver Vision 2032; something the Council cannot do on its own.

9.0 Legal and HR Implications

9.1 There are no direct legal implications arising from this report. The report details the progress made against the Vision and its aims. The Vision sits alongside the Council Plan and is complementary to it. As a partnership document, seeking to bring stakeholders from the borough together, the document itself is not in response to a statutory duty, but where necessary, legal advice will be provided on an ongoing basis

10.0 Ward Implications

10.1 This report has borough wide impact

11.0 Health, Social and Economic Implications

11.1 The vision articulates a clear ambition to address long-term health, social and economic challenges in the borough.

12.0 Equality and Diversity Implications

12.1 The Vision articulates a clear ambition to enhance equality and diversity “to create a more inclusive borough”.

13.0 Climate Change and Environmental Implications

13.1 The vision articulates a clear ambition to address the climate emergency, protect the environment and to create a more sustainable community and economy.

14.0 Background Papers

- 1 Telford and Wrekin 2032: Developing a new 10 year vision for the borough, Cabinet, 14 July 2022.
- 2 Vision 2032 – “Annual Review”, Cabinet 19 September 2024

15.0 Appendices

- A Telford & Wrekin Vision 2032 Partnership Annual Review

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Legal	19/02/2025	24/02/2025	RP
Finance	24/02/2025	26/02/2025	PH



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Vision 2032

Our 10 year plan for
Telford and Wrekin

Partnership Annual Review 2025



About our 2032 Vision

From Ironbridge's historic role in the Industrial Revolution to the creation and development of a new town that's become a hub for engineering and advanced manufacturing, Telford and Wrekin has a proud reputation for innovation and enterprise.

Over the last half-century the Borough has diversified and matured into a thriving, attractive place that residents are proud of, and a desirable location to live, work and raise a family thanks to the high quality of life on offer.

Our vision sets out where we want the Borough to be in 2032. It identifies what we want to see delivered to build on the progress of the past 10 years. Fundamentally, it is about creating a place where all residents prosper, whatever their background, and tackling some of the big issues facing the Borough.

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This vision has been developed and is delivered by a partnership of organisations from across the Borough that includes:

- Harper Adams University
- Shropshire Fire & Rescue Service
- Job Centre Plus
- Telford & Wrekin Council
- NHS Midlands Partnership NHS Foundation Trust
- Telford & Wrekin Interfaith Council
- NHS Shropshire Community Health Trust

- Telford Business Board
- NHS Shropshire Telford & Wrekin ICS
- Telford College
- Prison & Probation Service
- West Mercia Police
- Education & School representatives
- Youth Offending Service
- Telford and Wrekin Council for Voluntary Service (CVS)

The aim is to set out a clear ambition and direction of travel for the Borough, which together as partners we will work to deliver. By working collaboratively, we will each be able to have consistent conversations when engaging with regional and national investors and policy makers to influence and shape decisions about the future of the Borough.



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Vision and ambitions

To plan for the next 10 years, a vision of what the Borough will be like in 2032 was developed in 2022, presenting a clear ambition and direction of travel for the Borough.

The vision was developed through:

- **analysis of data about our communities and economy;**
- **engagement with thousands of residents; and**
- **engagement with partners creating a shared narrative to enable engagement with relevant policy makers and public and private sector investors as leaders of place.**

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Against each ambition the vision describes the ambitions and aspirations for what will be achieved by 2032. Each partner organisation has a delivery plan setting out how they will deliver the ambitions.

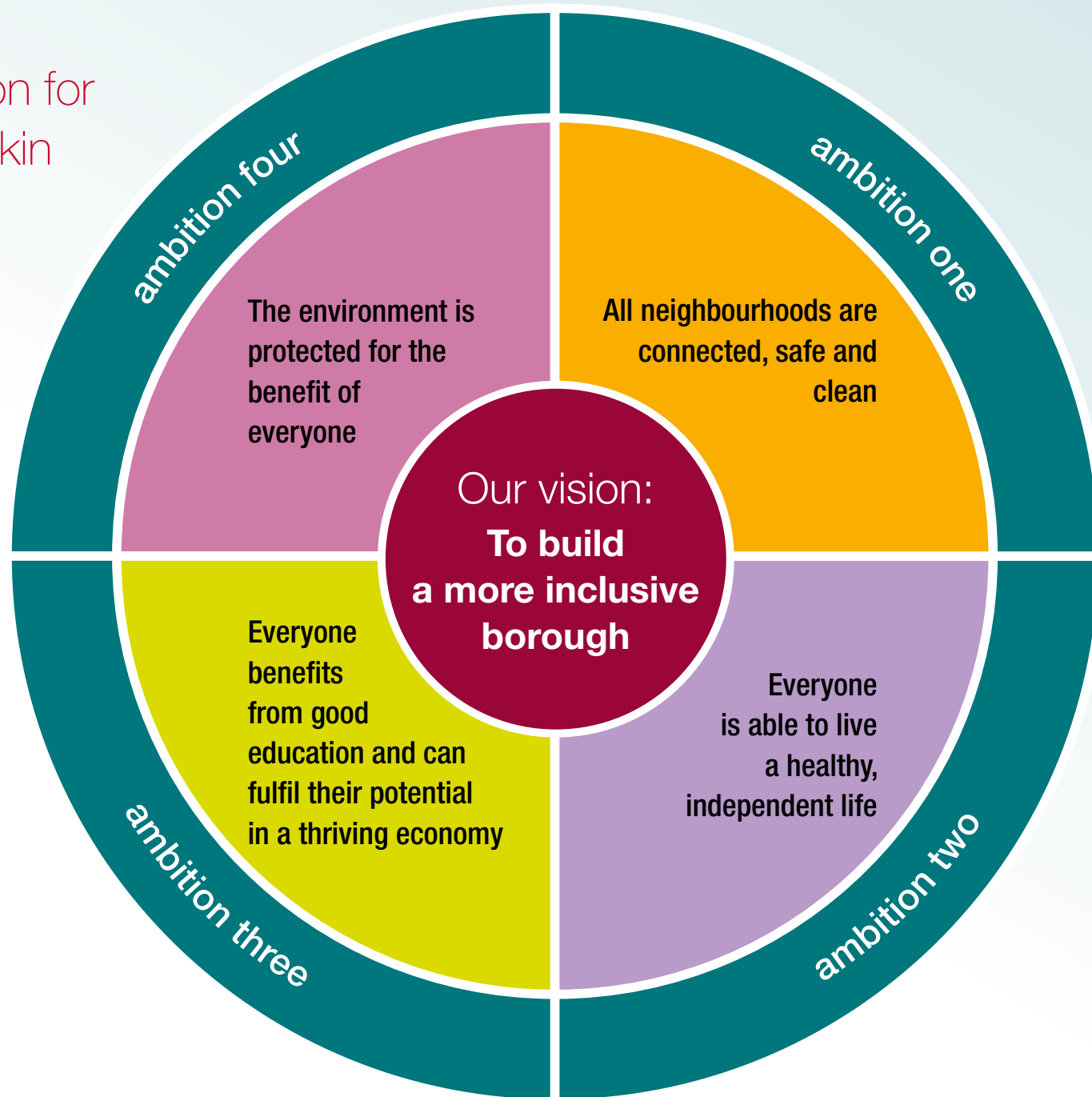
This document sets out the partnerships progress against the vision in 2024/2025.

Vision 2032 – Partnership Annual Review

Although the document focuses on each ambition for the Vision, it is worth noting that many outcomes are cross-cutting across all ambitions.



Vision 2032
our 10 year vision for
Telford and Wrekin



Ambition one - all neighbourhoods are connected, safe and clean

The Partnership continues to deliver actions to ensure that all neighbourhoods are connected, safe and clean.

Connected

- Significant work has been completed throughout the year in line with the national Police Race Action Plan (PRAP). This includes Police and Communities Together (PACT) meetings, bringing all the communities and different agencies together, organising a football event and regular interfaith basketball attendance with people from numerous different diverse backgrounds and other agencies.
- A World Café was held in October 2024 at Telford Fire station where members from different faiths and backgrounds met with the intention of breaking down barriers, held jointly with agencies. There was positive feedback received from attendees, with the Windrush exhibition at the event – funded by West Mercia Police – being greatly received.
- Partnership working with Police and communities helped prevent disorder in Telford over the summer, increasing trust in Black and Asian communities at a time of uncertainty.
- Launched the Travel Telford On-Demand responsive transport service enabling residents to book transport through the on demand app.
- The council introduced seven new bus routes delivering improvements in public transport for people travelling to work and school with over 5,500 trips on the buses each week. One of these routes, the ‘work express’ service 100, delivers on average 12,000 trips a month serving the borough’s key employment sites. Telford College sponsors advertisement on the bus, joining up the education and skills offer.

- Investing over £45m into extending and improving local schools, increasing school places in 21st century-ready learning centres with brand new educational facilities across the secondary sector and ever-increasing modernisation of the primary and early years provision.

Safe

- Crime data from the last year shows Telford Local Policing Area is the safest in West Mercia with a reduction in overall crime. Key crime types include:
 - Violence with injury reduced by 10%
 - Rape reduced by 10%
 - Robbery reduced by 28%
 - Residential burglary reduced by 21%
 - Vehicle crime reduced by 21%
 - Domestic abuse offences reduced by 7%
- The Retail Crime Action Plan on shoplifting offences led to the creation of the Town Centre Team. A combination of problem solving, partnership working and dealing robustly with offenders (including the use of civil interventions) has resulted in a consistent positive detection rate for shoplifting of 70%.

- Police and Telford & Wrekin Council jointly-funded ID scanners implemented at the Borough's two highest demand locations. The scanner at one of the locations was installed in May 2024 and has seen a reduction in demand on the Police of over 50% and in its first weekend of operation was used to identify a suspect of a serious assault.
- The West Mercia Police patrol plan was revised in spring 2024 to effectively manage the demand caused by licensed premises in the night time economy leading to over 900 checks on licensed premises contributing to safer nights.
- As part of Operation Christmas Presence, police officers were based at key locations across Telford at Southwater, Newport and Wellington with assistance from Street Pastors, The Interfaith Council and Wenlock Spring. Equipped with water, lollipops and phone chargers, to ensure that people could reconnect with lost friends or arrange for transport home, officers engaged with the community keeping them safe whilst enjoying the festive period.
- Licensing Security and Vulnerability Initiative (LSAVI) promoted across Telford as part of Safer Streets projects. There are currently 29 accredited licensed premises at a rating of 4.5 or 5 out of 5, 22 registered and in the accreditation process and a further 33 interested premises to recruit.
- Introduced a sharing agreement between probation and Department for Work and Pensions (DWP) to ensure people on probation have access to benefits and jobs/employment.



- Using volume data, seven areas in Telford were identified as being hotspots for antisocial behaviour and serious violence. Since June, police officers have recorded almost 8,700 patrols resulting through the hotspot policing programme contributing in a reduction in overall crime, serious violence and antisocial behaviour.
- Through partnership work with the Rough Sleeper Taskforce, we have accommodated more than 465 clients and prevented a further 460.
- Launched the new integrated Domestic Abuse Service to improve support for children, young people, victims and perpetrators, with an increase in the number of victims accessing support from 95 per quarter to 113 per quarter and the number of children and young people accessing specialist support rising from 33 per quarter to 50 per quarter.

■ Encouraging and supporting more community action teams and more volunteers to ensure strong and resilient communities. We have grown the local street champions group to over 1,500 individuals and aim to increase this further, recognising the work they do to assist in keeping their local environments clean and green.

- 3,500 residents participated in the Green Spaces Are Go campaign and outdoor activities programme which highlights the health benefits of exercising in a park or green space and encourages people to go and be active in them. This has involved activities ranging from outdoor gym sessions to history trails and family days in partnership with Shropshire Wildlife Trust.
- Investing over £30m for transport highways schemes, to ensure roads and footpaths are clean and well maintained and people can travel around our well-connected Borough safely.
- Continually recognise the quality and value of our parks and green open spaces across the Borough. We have over 20,000m² of wildflower meadows and over 65,000m² of meadow grass areas (the equivalent of

13 football pitches), seven green flag parks, 20 declared Local Nature Reserves (c. 617 Ha) and 305 'green guarantee' sites (c.632 Ha or some 987 football pitches). In terms of access to open space, we provide c. 60m² accessible green infrastructure per resident and c.30m² of local nature reserve area per resident across the Borough, greater than the England average of 28.7m².

- Over 3,000 people have attended our monthly pop-up reuse sale events, where good quality household items were saved from recycling centres and bulk collection services and offered to residents at low prices, with the proceeds given to local charities. As a result, 50 tonnes of material, originally destined for refuse streams, has been salvaged and over £6,550 has been raised for local charities, including British Red Cross, Age UK and Telford CVS.

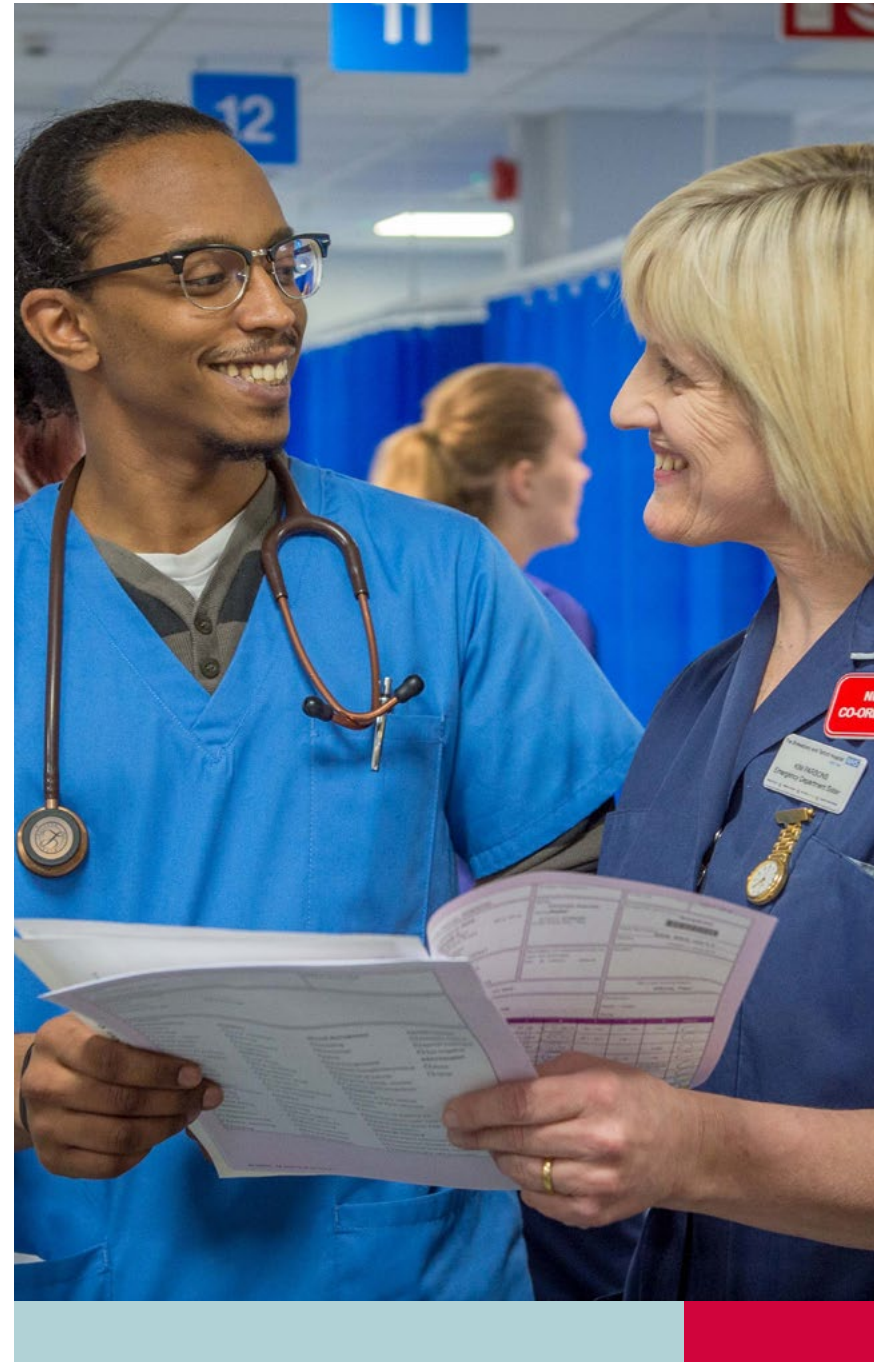
Our actions to date contribute to our ambition for all residents to feel safe in their immediate neighbourhood and take pride in its appearance.



Ambition two - everyone is able to live a healthy, independent life

The Partnership continues to deliver actions to ensure that everyone is able to live a healthy, independent life.

- Delivery of the county's Community Diagnostic Centre (CDC) transforming the way that services are offered to patients – with nearly 57,000 patients seen since it first opened its doors.
- NHS 'Think Which Service' communications campaign – supporting people to access the right health service at the right time. The campaign was successful in growing awareness of the wider range of NHS services available and changing behaviour by increasing the use of Minor Injury Units (MIUs), NHS 111 online and pharmacies and helping to keep A&E's and GP surgeries free for those people who need them most. The post-campaign evaluation showed the 'Think Which Service' campaign had a positive impact, it changed behaviour and reduced ambulance handover delays. The campaign was awarded the NHS Communicate Best Behaviour Change or Public Health Campaign Award in 2024.
- NHS Shropshire, Telford and Wrekin launched the 'Open Up' campaign which seeks to raise awareness about the signs of loneliness and provide practical guidance and support to parents, carers, and children on how to prevent and combat loneliness in children and young people.
- Launch of Pharmacy First in Telford and Wrekin in January 2024. Pharmacy First enables people to go directly to participating pharmacies for appropriate treatment and advice for seven common conditions, as well as oral contraception without a prescription, and blood pressure checks. In one year,



43,390 pharmacy first consultation were conducted in pharmacies across Shropshire, Telford and Wrekin.

- Care Transfer Hub launched in October 2024 brings together staff from the NHS, Telford & Wrekin Council, Shropshire Council and the voluntary and community sector. Together, these multi-organisational professionals facilitate safe and timely discharges, ensuring appropriate support is in place for each patient. They are playing a vital role in ensuring that patients in Shropshire, Telford and Wrekin who no longer need hospital care can return home as soon as they are medically ready.
- The NHS Type 2 Diabetes Path to Remission Programme launched in Shropshire, Telford and Wrekin in May 2024 and is available via referral through General Practices across the area. Once on the programme, people living with type 2 diabetes are offered help and advice at every stage of the service for a 12-month period, to help them to achieve the best results. This specialised support is delivered by trained professionals (including dietitians, nutritionists, and health coaches) by Counterweight, a market leading provider of effective weight loss.
- Supporting nearly 500 people a year through the monthly Telford Autism Hub offering an array of services to support Adults with Autism or on the Pathway. This year the hub also hosted a neuro diverse job fair enabling individuals to talk to local employers, get help and support on local courses and get CV support.
- Data sharing between the Council and Shropshire Fire and Rescue Service has enabled a targeted approach to the fire service safe and well visits and fitting of free smoke detectors in vulnerable households. In 2023, Shropshire Fire and Rescue Service fitted over 400 smoke detectors and lockable letter boxes, free of charge, to homes in Telford and Wrekin and carried out over 2,000 Safe and Well visits to provide fire safety advice, reassurance and where necessary, signpost people to other vital services and support available to them.

- Shropshire Fire and Rescue Service have dedicated Prevention Officers, who are specialists in working with vulnerable groups. Each Prevention Officer will use their local knowledge and expertise, in partnership with other agencies, to improve the lives for people within our communities.
- Information sharing across health and care through the One Health and Care record to enable timely sharing of information about residents to help shape the care and support they receive.
- Digital Transformation of Care Providers. To date 91% of care providers in Shropshire and Telford & Wrekin now have a Digital Social Care Record (DSCR), which is ahead of the national target for March 2025 of 80%. Projected savings in paper and printing, £141,042, which will reduce the Borough's carbon footprint. 2,580 people receiving care in a care home or domiciliary care in the community are now supported with a DSCR.
- Launch of the new innovative perinatal mental health social prescribing service through MIND, with referrals starting to come in from GPs and expanded peer support which has improved our breastfeeding rates at 6-8 weeks to 36% in 2023/24 from 32% in 2022/23.
- Continue to deliver one of the best alcohol treatment rates in the country and further improved access to alcohol and drugs treatment across the criminal justice system, with a further improvement in overall treatment rates in the summer 2024 and an increase in the number of offenders commencing treatment for alcohol rising to 33 in Q1 2024/25, compared to 90 for the whole of 2023/24, and treatment for drugs rising to 62 in Q1 2024/25, compared to 109 for the whole of 2023/24.
- Launch of the All-Age Carers Strategy which outlines how all partners will work together to improve the lives of unpaid carers in the Borough. Simultaneously the re-launch of the Carers Partnership Board to drive the delivery of this strategy through 2024-2028. Annual [Carers Wellbeing Guide](#) developed and promoted across all partners enabling carers to see what support is available across the Borough (available in digital and paper versions).



- Independent Living Centre, in Central Telford, continues to offer a one stop shop to supporting people to remain independent in their own home. In addition to this physical centre, residents can take a [virtual house tour](#) – this interactive tour (developed in partnership with housing developer Lovells) shows examples of occupational therapy, assistive technology and sensory aids, equipment and solutions that may be helpful to residents and or their family that support independence at home.
- Live Well Hubs and Popups promote good health and wellbeing amongst the local community, co-locating services to provide early help and support closer to home. Examples of services within these settings include:
 - Blood pressure checks
 - Healthy Lifestyles
 - Independent Living and Adult Social Care Information, Advice and Guidance
 - Telford Mind Social Prescribers
 - Nurse Associates
 - Forum 50 Plus
 - DWP
- In the last 12 months, 8,500 people have used a Family Hub service, provided by our commissioned partners via family hubs funding, this is an average of 700 people a month. 1 in 5 of these people live in the 10% most deprived areas of our Borough and 1 in 4 live in the 20% most deprived areas. There has been a reduction in the number of referrals for safeguarding and statutory services by over 30%.



- Collaborative working with a wide range of stakeholders through Telford & Wrekin Integrated Place Partnership to develop integrated neighbourhood teams and ‘teams of teams’ approaches across the Borough supporting improved outcomes for people as well as reduction in demand on acute services.

- The Council’s Healthy Lifestyle Service have received 1450 referrals to them with 1100 residents receiving support from a Lifestyle Advisor to complete our 12 week behaviour change programme including support to quit smoking.

- 1500 residents have attended one of the community events to have their blood pressure taken. These events have been supported by over 80 trained volunteers and have helped to identify over 350 people with high blood pressure who have since been signposted for further support.
- Across the Borough, there is much for both children and adults to do thanks to a varied, affordable leisure, culture and arts offer for residents and visitors alike. We are investing in a programme of urban games offering children a free programme of sports and wildlife activities, taking place in a supervised space all year round. It is an opportunity for children to learn new skills and have fun.
- Calm Cafés delivered in partnership between Telford Mind and Telford & Wrekin’s mental health social work team. A specific Calm Café had also been set up for Armed Forces Personnel and veterans. The cafés are very well regarded in the local area and recognised as being a notable example of place-based preventative support, with up to 300 people attending each month.
- The Making it Real Board (a group of people who use adult services or who are interested in the development of Adult Social Care in Telford and Wrekin) co-produced with Council staff the Knowing Where to Go communications campaign, including digital and paper options. This campaign brought together information, support, and advice all in one resource called Knowing Where to Go enabling residents to find the help that is right for them when they need it. <https://www.telford.gov.uk/kwtg>
- Telford’s “Green Flag” Town Park is a focus for a variety of events, bringing together residents and visitors to the Borough and including the Balloon Fiesta, rock and pop concerts, the Telford Carnival and Armed Forces Day. The amphitheatre in the Town Park is being used as an outdoor performance venue. Many of these events and activities are free and ensure the Borough offers an inclusive environment.
-
- Providing financial support through a variety of welfare support schemes including the household support fund, discretionary housing payments, emergency welfare assistance and Council Tax hardship fund, with more than 37,600 people receiving awards from these schemes over 23/24 and 24/25.
- Providing bespoke solutions for residents through properties delivered via the wholly owned housing company, Nuplace, delivering directly as a Council or through stimulating the market to build properties that meet need. This is supported through the Homes for All planning document and use of S106 contributions. This has led to improved outcomes in supported accommodation, and enabled bespoke solutions for people maintaining independent living, delaying entry to statutory services through the use of assistive technology.
- The continued expansion of assistive technology into people’s homes is improving outcomes. ‘Ethel’ is one example and offers a personalised way to stay safe and independent at home. It allows both professional support and family to connect, ensuring individuals receive the right amount of support throughout the day. The system can be customised with different modules based on specific needs, providing flexibility to manage and change the support as needed. Oysta is another example (see ITV news April 2024).
- Shared Lives service offers an alternative approach to care and support in a number of different ways. These placements are carefully matched between the individual and the potential carer and can be provided long term, short term, respite care or via single days. This service is rated Outstanding with CQC and is currently providing support to 83 individuals across the service area. The service is promoted regionally and nationally as best practice.
- The Council continue to support people to live independently at home through the Disabled Facilities Grant and providing funding for adaptations to properties with over 400 grants approved.



Ambition three - everyone benefits from good education and can fulfil their potential in a thriving economy

The Partnership continues to deliver actions to ensure that everyone benefits from good education and can fulfil their potential in a thriving economy.

Good education

- A Telford College school liaison officer presence at assemblies and Careers Fair in schools across the Borough including, Telford Langley, Telford Park and Abraham Darby.
- Telford College transport currently picks up students from across the Borough to the Colleges sites at The Quad and Telford College. Further more direct routes are planned for college students in Sutton Hill, Brookside and Woodside.
- Special Educational Needs and Disability Information Advice and Support Service working with schools to improve provision at early level.
- Holding social groups for the Elevate Youth Group supporting children and young people with. The group have developed sensory boxes which have been delivered to Telford Secondary schools to support young people as an added resource within their nurture rooms.
- Working with the Young Carers Service to develop a young carers passport to support individuals in an education setting by improving staff understanding of their personal circumstances and individuals needs.

Thriving economy

- DWP working in partnership with Shrewsbury Town Football Club Foundation youth agenda, hosting careers fairs at the football ground.
- A full school leaver and adult offer available at Telford College for residents and young people in Sutton Hill, Brookside and Woodside, including distance learning programmes.



- Investing over £54m to support further Growth Fund initiatives bringing new jobs to the Borough. The growth fund has helped to fund the new industrial units at T54, space for new businesses at Hortonwood West and Ni Park (a new employment park in Newport) and enabled many new job opportunities in the Borough.
- Leveraging and investing £65m to further develop Oakengates and Wellington Town Centres and the exciting development at Station Quarter in the Town Centre which has seen the opening of 'The Quad' – a state-of-the-art skills and innovation hub accommodating Telford College and Harper Adams University. With Telford College sixth form centre moving to Addenbrooke House and opening in September 2026, this array of providers means residents of all ages and backgrounds can access this education campus to enhance their skills, helping them to secure employment in the local economy.

The Telford Land Deal is a special agreement with Homes England to bring brownfield and underutilised land back into use for development. Taking effect from April 2015, this unique model has enabled the disposal of public land through upfront investment into site preparation and marketing of sites, underpinned by the Council's 'Invest Telford' business support offer, and has delivered an acceleration in commercial and residential sites sold and raised land values. This has amounted to:

- 200,000m² of employment floor space
- 1,583 new homes
- £60m of accelerated public land receipts
- Enabled the expansion of local companies and attracted circa £496m of inward and foreign investment
- The proportion of young people aged 16 to 17 who are not in education, employment or training (NEET), or whose activity is not known, has improved notably in recent years and is now better than the West Midlands and national average.
- Launched six new bus routes which now carry over 300,000 passengers since inception, enabling better access to work, school and leisure by bus.
- Tripling the availability of 5G network and roll out of super-fast broadband making Telford and Wrekin one of the best-connected towns in England.
- The Council has brought 312 long term empty properties back into use since the adoption of our long term empty property strategy 2021-2026.

Ambition four - the environment is protected for the benefit of everyone

The Partnership continues to deliver actions to ensure that the environment is protected for the benefit of everyone.

- Telford Business Board has led business engagement in climate change through the technology sector focussing on energy networks.
- Investing £1.17m for environmental improvements and enhancements into our parks, local nature reserves and green guarantee sites. This has resulted in:
 - planting of 11,664 trees;
 - creation of 32 new wildflower areas; and
 - continued growth in the number of Green Flag designations by a further two sites in 2023.
- Investing in the bus network and the Silkin Way to enable people to benefit from the Borough's green network, promoting active travel and increasing the popularity of walking and cycling.
- Investing over £2m for climate change initiatives to support work to reduce the Council's carbon footprint and partnering with the Government and others on climate change projects as part of the new Climate Change Partnership Action Plan.
- A further 150 electric vehicle charging points being installed across the Borough by Summer 2025 following a £1.7m investment by the Council.
- Implementing a new strategic framework for Telford Town Park, ensuring that it continues to provide a wide range of formal and informal recreation opportunities making a significant contribution to maintaining and improving residents' health and wellbeing. The Town Park is also central to the Borough's visitor economy and cultural offer.
- Continue the year-on-year increase in annual household recycling rates to over 50%.
- Held climate change conferences showcasing progress towards tackling climate change by business and community groups.





Telford & Wrekin
Co-operative Council



Harper Adams
University



TELFORD
COLLEGE



Telford
Business
Board



TELFORD & WREKIN
INTERFAITH COUNCIL

Youth
Offending
Service



WEST MERCIA
POLICE



Shropshire
Fire and Rescue Service



Shropshire
Chamber of
Commerce



The Shrewsbury and
Telford Hospital
NHS Trust



Shropshire Community Health
NHS Trust



Shropshire, Telford
and Wrekin



Midlands Partnership University
NHS Foundation Trust



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Borough of Telford and Wrekin

Cabinet

Thursday 3rd April 2025

5 by 5

Cabinet Member:	Cllr Shirley Reynolds - Cabinet Member: Children, Young People, Education, Employment & Skills
Lead Director:	Simon Wellman - Director: Education & Skills
Service Area:	Education and Skills
Report Author:	Rebecca Carey – SDM Achievement and Enrichment
Officer Contact Details:	Tel: 01952 380808 Email: Rebecca.Carey@telford.gov.uk
Wards Affected:	All Wards
Key Decision:	Not Key Decision
Forward Plan:	Not Applicable
Report considered by:	SMT – 6th March 2025 Business Briefing – 13th March 2025 Cabinet – 3rd April 2025

1.0 Recommendations for decision/noting:

It is recommended that Cabinet:

- 1.1 Approves the implementation of the 5by5 scheme (five themed activities to try before the age of five) across Telford and Wrekin that focuses on supporting the best start in life for children.

2.0 Purpose of Report

- 2.1 This report summarises a new initiative called 5by5 that the Council has created to encourage our young children to participate in fulfilling, life enhancing activities that will achieve a best start in life and support school readiness. This builds on

the highly successful 10by10 scheme (10 activities to try before the age of 10) that has been in place across the borough since 2022.

3.0 Background

- 3.1 In 2022, Telford and Wrekin Council was one of the first in the country to roll out the 10by10 initiative which encourages and motivates all children to take part in ten life-enhancing activities by the time they are ten. In another first, the 5by5 scheme, which will encourage children to participate in five (themed) life-enhancing activities by the time they are five, will build on this success and act as a prerequisite to the 10by10 initiative, given it encourages developmental building blocks in early childhood.
- 3.2 The 10by10 initiative has received a positive reception from children and their families and is well supported by town and parish councils and local community groups. 10by10 is also promoted across primary schools in Telford and Wrekin with many of the activities being offered as part of the national curriculum and through extracurricular activities ensuring all primary aged children, of which there are over 16,000, access the offer.
- 3.3 The 10by10 initiative includes 'Learn to Ride a Bike' as one of the ten activities. Last year the council and Sports England worked in partnership to procure a range of specialist bikes, specifically adapted for use by children with disabilities. This further increased access and participation, helping children with mobility issues and Special Education Needs and Disabilities to complete the 'Learn to Ride a Bike' activity.
- 3.4 The 10by10 scheme complements the growing number of council-led services and initiatives designed to support and enhance the lives of our children. To name just a few, these include our hugely popular Urban Games, which provides a variety of sports and recreational activities to engage young people in physical fitness and teamwork. Our Happy Healthy Active Holidays programme ensures that children have access to fun and enriching activities during school breaks, promoting physical health and mental well-being. Additionally, our refreshed short break programme for children and young people with Special Educational Needs and Disabilities (SEND) offers tailored support and activities, for children with vulnerabilities, to have the opportunity to thrive. We also offer multiple school holiday programmes through our leisure service, providing a range of activities from sports to creative arts, ensuring that there is something for everyone. These programmes are designed to keep children engaged, active and learning even outside of the school term.
- 3.5 Giving every child the best start in life is a cornerstone of the government's plan for change. Likewise Telford and Wrekin are ambitious for every child to live and

grow well within the borough. Information from the recently released national annual [School Readiness Survey, 2025](#), conducted by kindredsquared, found that at the start of school over a third (36%) of children struggle to play and share with other children, 34% find it difficult to listen and follow instructions and a quarter (25%) continue to require help with toilet training. It was also reported that 50% of school staff have allocated more time and resources to improve early language skills, when compared to 2024, and 44% of schools have provided dedicated intervention staff to support children into their new school routines. The survey also captured the views of parents, whereby 41% had not heard about the principal of 'school readiness' before their child joined their reception year. The 5by5 initiative, which will compliment our growing Family Hub offer, aims to encourage families with young children to engage in a range of activities that support and raise awareness about school readiness. Our ambition is to close the gap between community groups, increase opportunity for those with vulnerabilities and raise the number of children who are 'ready to start' school.

- 3.6 A great start in life for children aged 0-5 is crucial for their overall development. During these early years, children's brains are highly receptive to learning and growth. Providing nurturing and stimulating opportunities helps to build a strong foundation for cognitive, emotional, and social skills. Early childhood experiences shape their future health, behaviour and later success. By ensuring that children take part in life enhancing activities during this critical period, we can set them on a path to a brighter and more successful future and support them as they prepare for school.
- 3.7 The implementation of 5by5 will be led by Telford and Wrekin Council given it's focus on utilising all the existing fantastic resources that are accessible and free for families to participate within the borough. We have over 150 parks, many with playgrounds; libraries spread throughout our communities, which offer a wide range of pre-school activities and services to families and 13 council managed leisure centres. Our Family Hubs, providing free information and services about children, also continue to grow with 6 locations now established and 3 under development. We will work with our primary and nursery schools, early years providers, childminders, community providers, local charities and other third sector organisations to support delivery. There are over 12,000 children between the age of 0-5 in Telford and Wrekin that will be able to benefit from the scheme.
- 3.8 The 5by5 scheme will encourage children and their families to take part in activities focused around the following 5 themes:
- Develop and Grow
 - Find my voice
 - Make Friends

- Creative Curiosity
- Learning Adventures

Each of the 5 themes will have 10 learning adventures for children to experience. Further detail of these can be found in Appendix A.

- 3.9 A clear design and marketing approach for 5by5 has been developed that will complement the existing 10by10 brand. Although the colour scheme and graphics will be unique to 5by5, the fonts, website design and promotional materials and branding will be recognisable to those who are familiar with 10by10 and seamlessly link the two initiatives under one corporate brand.
- 3.10 A webpage has been designed for families that can be accessed across multiple platforms (including mobile phones). It will promote the existing facilities and resources across the borough with information about accessibility as well as provide adventure cards and certificates that parents can download and printout. This will allow them to have an overview of all the activities on offer that they can share with their children.
- 3.11 A communication strategy is being developed with stakeholders to ensure that information is shared about the aims of 5by5 and provides updates to families about what is available in the borough throughout the year. It will share stories showcasing 5by5 adventures that are taking place. It will encourage families to share things they are taking part in or maybe trying for the first time as part of the offer.

4.0 Summary of main proposals

- 4.1 To introduce a 5by5 initiative with a focus on all children of pre-school age which aims to encourage them and their families to experience and take part in a range of healthy, fun and educational activities across the borough.
- 4.2 To introduce fifty adventure ideas based across five themes which are broadly in line with the areas of learning set out in the national early years foundation framework.
- 4.3 To create a 5by5 website that will provide parents with information about the initiative. This will include the rationale behind the five themes and suggested activities along with a range of downloadable resources. The website will provide parents with up to date information about local events and activities, links to partners including Family Hubs, leisure and advice and guidance relating to the local SEND offer.

- 4.4 A 5by5 communication strategy will include regular updates that encourages participation. Clear 5by5 corporate branding will be developed that will complement the wider brand that includes 10by10. There will be 5by5 branding within the Family Hubs and across health provider services. The initiative will be supported by private voluntary and independent nursery providers and well as at schools with a nursery and childminders.

5.0 Alternative Options

- 5.1 An alternative option to implementing a 5by5 scheme, which focuses on bringing together, within a framework, all of the Borough's resources to support child development could be the continuation of the different sources of information that is currently in place. However, this alternative is not recommended because it lacks the structured guidance that a 5by5 scheme offers. Without a clear framework, there is a risk that some families may not know about and therefore access the resources and facilities in place which will impact on their children's development. As a discretionary service the council can choose whether or not to implement the project however due to the significant positive impact that the 5by5 project will have on early years development it is recommended the cabinet agree to the proposals set out in this report.

6.0 Key Risks

- 6.1 The 5by5 approach will join up various agendas across early support and intervention, including our family hubs model. The 5by5 brand will help to unify a shared set of commitments across council teams, educational providers and health services. Without an approach there is risk of continued fragmentation in approaches and interventions delivered to the borough's residents.

7.0 Council Priorities

- 7.1 The proposals set out in this report support the following council priorities:
- Every child, young person, and adult lives well in their community
 - All neighbourhoods are a great place to live

8.0 Financial Implications

- 8.1 Associated costs for the 5by5 project will be financed through existing resources for example, the website is currently being developed within existing IDT resources. Other proposals in this report are intended to bring together existing facilities and resources into one framework, rather than generate new activity and therefore are not planned to have a direct or ongoing budgetary impact.

9.0 Legal and HR Implications

- 9.1 The proposal to build on the 10by10 initiative by extending it to early years through a focused 5by5 initiative is one which the Council has the power to implement. Legal advice will be provided on any of the individual proposals, as needed, to ensure that the 5by5 initiative is implemented successfully.
- 9.2 The recent policy announcements by government around changes to legislation regarding children, young people and education will place further obligations on local authorities to secure the wellbeing of children. The proposals contained within the 5by5 initiative will support the delivery of these statutory requirements.

10.0 Ward Implications

- 10.1 The proposal ensures that children 0-5 have access to a wide range of healthy, fun and educational activities across all wards in the borough.
- 10.2 Families are able to utilise facilities within their local area, this could include; leisure, local and town parks, Family Hubs, parent/child groups, community centre events, libraries.

11.0 Health, Social and Economic Implications

- 11.1 The proposal aims to encourage children 0-5 and their families to have the opportunities to take part in a wide range of healthy, fun and educational activities across the borough. Activities are deliberately selected to ensure free or low cost to ensure maximum access and participation.

12.0 Equality and Diversity Implications

- 12.1 The proposal supports the ambition that a range of healthy, fun and educational activities are available across the borough and are well placed to be able to meet the needs of each individual community.

13.0 Climate Change and Environmental Implications

No specific implications.

14.0 Background Papers

None

5by5

15.0 Appendices

A 5by5 themes and 50 adventures (page 8-11)

B 5by5 branding (page 11)

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Director	28/02/2025	28/02/2025	SW
Legal	28/02/2025	28/02/2025	ACL
Finance	28/02/2025	28/02/2025	TD

Appendix A

Develop and Grow	
5by5 Activity	Activity Description
Eat a rainbow	Eating a variety of fruits and vegetables in different colours helps to ensure children get enough nutrients and vitamins.
Splash in a swimming pool	Swimming benefits physical development by strengthening muscles, improving coordination and balance, and building water confidence. It can also help lay the foundations for a lifelong love of swimming and water safety.
Stamp and scrunch the autumn leaves	Stamping and scrunching in leaves promotes childrens physical activity and provides sensory experiences through play.
Grow your own food	Growing your own food helps children understand where their food comes from. It allows them to be hands on and promotes healthy eating habits.
Walk/Hop/Skip or run across the Ironbridge	Children love to be active. Walking, running, hopping and skipping improves balance, coordination, and leg muscle strength and body control.
Putting on own shoes and coats	Putting on shoes and coats help children develop independence and self-confidence. It helps strengthen finger muscles and develop hand-eye coordination.
Use a potty or toilet independently	This is a significant milestone for young children, fostering independence, boosting confidence, and self-care, all while preparing them for future school and social situations.
Eat with Utensils	Learning to use utensils allows children to feed themselves. It requires precise hand movements, which helps children refine their fine motor skills essential for activities like writing and buttoning clothes.
Learn to brush your teeth with supervision	A good routine for brushing teeth helps to prevent tooth decay and gum disease.
Visit the Town park and use the equipment	Visits to parks and play areas help to develop childrens physical and social skills. Playgrounds help children learn through play in a fun and unstructured way and develop physical strength, improve balance and coordination.

Find my Voice	
5by5 Activity	Activity Description
Share a book and listen to stories	Reading together creates special moments for parents and children to connect. It helps children develop foundational skills like letter recognition and builds imagination of characters and settings that start a habit of reading that can lead to a lifelong enjoyment of books
Go to Bounce and Rhyme and join the library	Sharing songs and rhymes is a fun way for babies and young children to develop their communication skills and learn about language and numbers from an early age.
Learn a nursery rhyme and sing a song	Singing nursery rhymes with actions is a great way for babies and young children to develop their motor skills and hand-eye coordination. It supports early language and communication development.
Listen to outdoor sounds	By listening to and recognising outdoor sounds children learn new things and develop their sensory vocabulary. Listening to nature outside helps children learn about the natural world around them.

Explore the sounds that musical instruments make	Exploring sound with instruments helps to enhance children's fine motor skills, their eyesight, hearing, concentration, and memory.
Join my friends in the role play area	Role play allows children to express themselves creatively, explore different ideas, and develop their imagination. It provides opportunities for children to expand their vocabulary, practise speaking, and develop their communication skills.
Play peek-a-boo	Playing peek-a-boo with young children is a fun and beneficial activity that helps them develop object permanence, social skills, and language skills, while also fostering a strong bond between parent and child.
Blow bubbles and catch them	Through activities such as bubble catching and popping, children are able to practise hand-eye coordination. Bubble activities also help children to develop their visual and auditory senses, as they learn to recognise and distinguish different shapes, sizes, and colours of the bubbles.
Feed the Ducks	Feeding the ducks is an activity that allows parents and children the chance to be outside exploring nature. It provides opportunity to listen to the sounds around and begin to talk to children about water safety.
Teddy Bears Picnic	Teddy bear picnics encourage children to use their imaginations as they plan the picnic, choose foods and activities for their teddy bears in a role play environment.

Make Friends	
5by5 Activity	Activity Description
Visit a toddler or community group	Visits to toddler groups help to develop children's physical and social skills. It provides an opportunity for children to come together to interact, play and develop their communication and language.
Go to Pre-school	Going to pre-school helps children develop the skills and knowledge to be school ready. Preschool provides opportunities for children to interact with a wide variety of peers and adults. Children learn crucial social skills like sharing, taking turns. Preschool activities, like play and story time, stimulate cognitive development, enhancing problem-solving skills, language skills, and early numeracy.
Play hide and seek	Hide-and-seek helps children understand that objects continue to exist even when they are out of sight. It encourages problem-solving and memory skills and is lots of fun to play together.
Play a board game with friends	Board games provide opportunities to learn how to take turns, follow rules, and interact with others in a structured and fun environment.
Go on a treasure hunt with friends	Treasure hunts are lots of fun. They encourage children to be active, explore and develop their problem-solving skills.
Talk to the baby/toddler in the mirror	Talking to young children in front of a mirror can promote language development, encourage self-awareness, and foster social and emotional skills by providing opportunities for imitation, communication, and self-reflection.
Draw a picture of your friends	Drawing strengthens small muscles in the hands and fingers which are essential for lots of tasks. It provides a way for children to communicate and experiment with different lines, shapes, and colours.
Play circle games	Circle games provide opportunities for children to interact with peers. They learn to take turns and co-operate together. Through songs, stories, and discussions, children develop their confidence, build positive relationships and make friends.

Build a den	Cosy dens are great fun to build. Den building has lots of benefits for children of all ages. It gets little brains thinking creatively and solving problems. It encourages youngsters to work together and helps them develop their communication skills.
Attend an event in the community	Attending and sharing in community events can help children feel a sense of belonging and connection to where they live and their local area.

Being Curious and Creative	
5by5 Activity	Activity Description
Ride on a bus or train or both	Using public transport with young children is a great way for them to explore the world around them. It exposes children to new environments and lots of opportunities for observation and social interaction.
Exploring paint	Painting provides a space for children to express themselves and experiment with colour and shape. Painting is a multi-sensory experience and helps children to create their own artwork.
play a musical instrument	Playing a musical instrument develops childrens fine motor skills, their eyesight, hearing, concentration, and memory.
Get messy with arts and crafts	Art and crafts provide an opportunity for children to express themselves, explore ideas, and develop their imagination. Arts and crafts is a multi-sensory experience and allows children to experience different materials and textures.
Build a sandcastle	Pouring sand into containers, building sandcastles, and using tools like small shovels or scoops require precise hand-eye coordination and control. These activities strengthen the muscles in their hands and fingers, laying a foundation for later skills like writing and drawing.
Lay on the ground and watch the clouds sail by	Watching the clouds in the sky is an opportunity for children and parents to bond. It can be a calming activity, helping children to relax and enjoy the world around them.
Dance and sing to music	Singing and dancing in lots of fun and provides a range of benefits to children. Dancing improves balance, coordination, and agility, which are crucial for overall physical development and singing is a chance to build learning and communication skills.
Take a torch and walk when its dark outside	This provides an excellent opportunity for children to engage their senses and enhance their sensory development. The light from the torch can be used for light interacts with different objects, creating shadows, reflections, and patterns.
Blow a dandelion make a wish	Blowing a dandelion is an activity that can help children develop mindfulness and learn about nature. It also stimulates imagination and creativity.
Play with playdough	The sensory nature of play dough allows babies and young children to be naturally curious and explore the world around them using their senses. It is also beneficial for fine motor development and strengthening little fingers, hands and wrists.

Making Connections	
5by5 Activity	Activity Description
Count to 5	Counting to 5 is a crucial step in developing early numeracy skills, as it helps children learn the sequence of numbers. It is a skill that children can

	practice in everyday situations, such as counting objects, sharing snacks, or understanding routines.
Draw with a pencil	Holding and drawing with a pencil strengthens the small muscles in the hands and fingers. It helps children develop the muscle memory and control needed for forming letters and writing.
Look for letters and numbers on signs in the community	This is a great way to help children recognise letters and numbers. It helps children to remember and use the names of the letter and numbers they see and develops their communication and language skills.
Write out a card for family or friends	This is a way for children can develop their social skills by sending a card to another person. It provides opportunities to develop language and practice literacy skills such as writing and reading.
Choose a recipe and bake it with a grown up	Baking is a way to spend quality time together and the act of baking is fun and engaging. Involving children in the cooking process encourages them to try new foods and develop a positive relationship with food.
Make a shopping list and go shopping	Shopping provides lots of learning opportunities. Children can practice writing words on the shopping list and counting the number of items in the basket. It also provides opportunities to develop communication and language through conversations about food and shopping.
Go on a bug hunt	A bug hunt is a brilliant way for children to get up close to nature. It gets them active in the fresh air, encourages them to use their observation skills, and it gives them a chance to get hands-on with wildlife.
Plant a sunflower and see how tall it grows	Gardening with sunflowers promotes an appreciation for nature and to get outside together.
Make a snowman	It is lots of fun to be out in the snow. Rolling snowballs and assembling them into a snowman requires lots of physical energy as well as creativity and imagination.
Walk in the woods	Walking in the woods is a great way for children to get physical exercise, strengthening their muscles and bones. The woods provide a rich environment for children to use their senses and imagination, fostering creativity and allows children to explore different textures, sounds, and smells.

Appendix B



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