

Public Document Pack



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Borough of Telford and Wrekin

Health & Wellbeing Board

Thursday 20 March 2025

2.00 pm

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

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Committee Members: A J Burford (Co-Chair), S Whitehouse (Co-Chair),
S P Burrell, K Middleton, S J Reynolds, K T Tomlinson,
P Watling, J Britton, N Carr, P Davies, S Fogell, S Froud, E
Hancox, H Onions, C Parker and M Vivian

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To receive the Joint Strategic Needs Assessment Update Report.

7.0 Children & Young People Emotional Wellbeing 12 Month Update 47 - 60

To receive an update against the progress of the recommendations of the Annual Public Health Report 2024 Emotional Health of our Children and Young People Matters and an overview of the Children and Young People Mental Health service re-commissioning process and current CaMHS waiting lists.

8.0 Children and Young People's Strategy 61 - 90

To approve the Children and Young People's Strategy following its approval at Cabinet on Thursday, 13 February 2025.

9.0 GP Surgery Access Update 91 - 96

To receive an update from Healthwatch Telford & Wrekin and the Integrated Care Board regarding the work that has been undertaken with GP surgeries to improve GP access.

10.0 Cabinet Update Verbal Report

Adult Social Care's Care Quality Commission (CQC) Assessment Outcome Report.

To receive an update on the outcomes following the recent CQC assessment of Adult Social Care.

[Appendix A for Adult Social Care's Care Quality Commission \(CQC\) Assessment Outcome](#)

[Appendix B for Adult Social Care's Care Quality Commission \(CQC\) Assessment Outcome](#)

11.0 Chair's Update

Public Document Pack Agenda Item 3

HEALTH & WELLBEING BOARD

Minutes of a meeting of the Health & Wellbeing Board held on Thursday 28 November 2024 at 2.00 pm in Council Chamber, Third Floor, Southwater One, Telford, TF3 4JG

Present: Councillor A J Burford (Co-Chair), Councillor K Middleton, Councillor S J Reynolds, Councillor P Watling, J Britton, S Fogell, H Onions and C Parker

In Attendance: M Bennett (Service Delivery Manager: Hospital and Enablement), J Clarke (Senior Democracy Officer (Democracy)), F Mercer (Executive Director: Adult Social Care, Customer Services & Commercial) and H Potter (Insight Manager).

Apologies: Councillors S Whitehouse, K T Tomlinson, N Carr, P Davies, S Froud and Hancox

HWB44 Declarations of Interest

None.

HWB45 Minutes of the Previous Meeting

RESOLVED – that the minutes of the meeting held on 21 March 2024 be agreed.

HWB46 Public Speaking

None.

HWB47 Terms of Reference

At the AGM in May 2024, Full Council agreed that all Boards and Committees had delegated responsibility to agree their own terms of reference. There were no proposed changes to the terms of reference for this municipal year.

Members of the Board were asked to agree the terms of reference.

RESOLVED – that the Terms of Reference of the Health & Wellbeing Board for the 2024/2025 Municipal Year be approved.

HWB48 Health & Wellbeing Board Strategy Progress Report

The Service Delivery Manager in Public Health presented the Health & Wellbeing Strategy Delivery Progress between April and October 2024.

Key areas to highlight were the significant progress that had been made across the wide range of priorities. Reaching communities through outreach

activity had been enhanced through established relationships with trusted local leaders and volunteers. This approach, along with the use of data had proved effective in ensuring local resources were targeted to tackle inequalities and delivery of a broad range of high quality support services close to where people live. Partnership working remained strong, in particular joint working across council teams and interagency working with the community and voluntary sector.

Several programmes have benefitted from short term project funded providing opportunities to test out new innovative approaches and to collaborate with new partners. The continued budget pressures and short term funding across all partners remained one of the largest challenges across programmes. Looking forward it was important to maximise opportunities for prevention, place based working and integration with our system wide health partners. This approach has huge potential to deliver improved outcomes for local residents.

Key points to note were the significant amount of delivery that had taken place over the last few months including reaching out to communities with outreach activities and building trust with volunteers. Intelligence led data for an informed approach, tackling inequalities, strong partnership working, joint working with Council teams, agencies and the voluntary sector, new and innovative approaches and new partners. There would remain large challenges across the programmes but they would look to maximise prevention and delivery improved outcomes for local residents.

The community blood pressure project was one of a number of listed key deliverables in the HWB Strategy and detected high blood pressure at an early stage to help prevent heart attacks and strokes. It had the potential to reach lots of people and was a short-term funded programme with funding ending in March 2025. The work had been commissioned by the ICB, working across the agencies, with strong links to the voluntary sector in order to mobilise through scale. The scheme had undertaken 2,000 blood pressure checks and had demonstrated a 25% increase in engagement from the black and ethnic minority residents. It was intended to scale up the model and deliver a further 2,500 checks and introduce the national pilot within the workplace. This would ensure that availability was at the right place at the right time spreading the work through the community.

During the debate, it was welcomed that the preventative action was seeing results and that prevention was key for communities within the Borough. Funding streams would be utilised in order to prevent CVD, and this alongside work around priorities for diabetes and weight control would be continued. It was asked if the project could be widened to prostate checks as this was an essential measurement of health in men. Communication was key and it was asked if that literature on these preventative schemes could be produced in alternative languages to directly target these groups. It was also highlighted of the benefits of wrap around services to tackle health inequalities and ensure that there was the support to tackle wellbeing as a whole.

The delivery of progress made against the HWB Strategy priorities since the last update report in March 2024 was noted.

HWB49 JSNA Update

H Potter, Insight Manager, presented a brief JSNA update. A more detailed report would be brought back to the HWBB once the data had been released.

The report highlighted the developments made to the Telford & Wrekin Insight Website which now contained a wealth of population data which was accessible to everyone, including population headlines and a set of estimates from the ONS. It also highlighted the population growth in the Borough with population now being estimated to be 191,915 in the 12 months 2022-2023 which was 3,000 additional people.

This growth was faster than both the national and regional figures. During this 12 month period, Telford & Wrekin had become the ninth largest of all 151 Councils. The population of older people 65 and over had the highest growth of all other Local Authorities.

The components of change were made up of natural shrinking of the birth rate and the death rate and these were similar to each other. A substantive part of change was through migration both internal and international migration with a net increase of people moving in from outside of the country.

A more in-depth profile of preventable early death indicated that this was significantly worse than average in areas such as heart disease, stroke and cancer and preventative work would be strengthened. There were also high rates overall in poverty and the challenges that brought to the community.

In order for the Integrated Care Partnership (ICP) to understand performance, a dashboard had been developed. This enabled information from lots of different boards to feed into the system.

The report highlighted the all-person metrics and the HWB were asked to look at this and add or amend as required. The focus would be on prevention, intervention and equalities.

Councillor P Watling, Cabinet Member: Adult Social Care & Health Systems reported that HWBB were looking clearly at what the statistics were showing and this was important for health needs in the future. The ageing population was growing faster than in other areas and preventative work needed to be undertaken with local communities in order to keep people in the own homes as long as possible and working along healthcare partners this could be achieved. It was important to consider the Telford plan in relation to health, money, social care and ensure that the JSNA gave a clear indication around that.

C Parker, Shropshire, Telford & Wrekin ICB indicated that the report set out a basis for a population health approach in order to address health inequalities

and using the data to fund preventative measures to get the best success for Telford and individual communities. It had never been more important to take a population health approach and she looked forward to receiving the data.

The report was noted.

HWB50 Primary Care Access: Healthwatch GP Survey Report and Access Recovery Progress Update

S Fogel, Healthwatch Telford & Wrekin, presented the Primary Care Access: Healthwatch GP Survey Report and Access Recovery Progress Update.

The background to the report was from an independent survey which identified frustration and negative comments around getting a GP appointment. The annual GP survey which had been published at the same time told a different picture to here locally in Telford & Wrekin. Healthwatch Telford & Wrekin wanted to explore patient satisfaction at a GP practice level in order to gain more detail and to share how they would move forward to ensure access to GP appointments.

The survey was taken in and around communities and within GP practices where they spoke to patients and staff and supported then promoted the survey through communication channels with some 9,000 responding to the 21 questions.

The results showed that there was no correlation to areas of high deprivation and there was no particular theme for those areas that had high dissatisfaction rates with some GP surgeries being good.

An overview of the findings detailed that half of the respondents had given a fairly poor or very poor rating with the main concern being barriers to access a GP appointment via the booking system via call centres or reception staff. It was important to stress that once patients had been seen by a health professional, they had received a reasonable service. Other concerns raised where appointments could be miles from their home location and the continuity of care from the traditional doctor surgery.

Areas identified as negatively impacting people's experiences such as interactions with non-clinical staff who were not appropriately medically trained, inflexibility in the systems due to full time working and confidence care professionals. Other concerns raised were service capacity, level of patient care, difficulties with the telephone systems, being told to contact 111 or A&E and the perception of unwillingness to see patients and the perceived lack of change. Improvements had taken place with telephone systems and booking appointments for long-term conditions and work undertaken with reception staff in relation to general interactions and building trust.

Going forward a piece of work would be undertaken to publish a report based on surgery findings for each GP practice and to look for suitable solutions. It

was hoped to work with patient participation groups and once complete to help to embed the changes.

C Parker, Shropshire, Telford & Wrekin ICB, confirmed that during the last year that there had been an increase in demand for appointments with a reduction in the GP workforce. The NHS had been working on increasing the other roles in GP practices and promoting that a doctor may not be the right contact for a person to see and a more appropriate appointment might be with a physio, health practitioner or a via a mental health provision. It was important to communicate and give an understanding of the different roles and the care navigator would point them to the right care are the right time. There were some known challenges as some practices followed different models and there was variation between GP surgeries. It was a TWIPP priority that support would be given to general practice and a deep dive would be undertaken to see how access to GP appointments could be managed and communicated to the public and a report would be brought back to HWBB.

During the debate, Members thanked Healthwatch for their comprehensive summary and for highlighting the ongoing issues. The report looked to the future and identifying best practice and learning from successes. It was felt necessary that appointments were kept back for working people in order they can access a GP appointment. There was huge potential to make use of the NHS app, online systems and live channels.

RESOLVED – that:

- a) **the report and the 15 recommendations made by Healthwatch Telford and Wrekin to improve people’s access to GP services be approved;**
- b) **Shropshire, Telford and Wrekin Integrated Care Board, Telford and Wrekin Council and Healthwatch Telford and Wrekin to continue to work together to improve peoples access to GP services within Telford and Wrekin be continued; and**
- c) **updates to be presented at six monthly intervals with details of progress to improve access be required.**

HWB51 Telford & Wrekin Integrated Place Partnership (TWIPP)

F Mercer, Executive Director Adult Social Care, Housing and Customer Services gave a brief update on the evolution of the Telford & Wrekin Integrated Place Partnership (TWIPP) into a formal committee of the Shropshire, Telford & Wrekin Integrated Care Board (ICB). The report also provided information on the emerging priority areas and alignment to the Joint Forward Plan. The Terms of Reference had now been updated and was now chaired by the Chief Executive. There was a less is more approach in order to drive delivery with the focus on three key priorities:

- Healthy aging and delaying frailty

- All age mental health provision
- Supporting general practice to reduce demand on GP appointments

The Chair was pleased to see that the TWIPP status had been formalised and was reporting directly to the ICB.

RESOLVED – that

- a) the Terms of Reference for Telford & Wrekin Integrated Place Partnership acknowledging further developments are underway as part of the Good Governance Institute Committee Review be approved;**
- b) the new priorities for Telford & Wrekin Integrated Place Partnership and its approach to developing a new strategic plan be noted;**
- c) the new Strategic Plan for Telford & Wrekin Integrated Place Partnership for approval in Quarter 1 of 2025/26 be agreed; and**
- d) the Telford and Wrekin Ageing Well Partnership review of membership and engages in its priorities be supported.**

HWB52 HWB Partner Governance & Structure Updates

C Parker, ICS and the F Mercer, Executive Director Adult Social Care, Housing and Customer Services gave a presentation on the HWB Partner Governance and structure changes.

The presentation gave details on the changes to the governance structure, assurance on finance and quality. TWIPP was now a Sub-Committee of the ICB and reported to their respective HWBB. The System Transformation Group provided assurance, oversight and support the development of the STW ICS Transformation Programmes and remained in alignment with the Joint Forward Plan to ensure allocation of resources. There had been a change in processes and this had been aligned to the governance structure enabling reporting mechanisms to be clearer. Work would be undertaken to review the Committee over the next 6-12 months.

There had also been a change of Leader in Telford & Wrekin from Councillor Shaun Davies with Councillor Lee Carter now being Leader of the Council.

HWB53 Better Care Fund

The Service Delivery Manager: Hospital and Enablement, Telford & Wrekin Council, gave a presentation on the Better Care Fund in order to highlight the work that had taken place during the previous two years.

It was requested that delegated authority be granted to the Chair to sign the Better Care Fund.

The Better Care Fund had national priorities that were updated annually or every two years and looked at wider integrated working. Key themes were capacity and demand, place, prevention and urgent care.

Each quarter had been assessed on a different set of questions with quarter four marking year end. It highlighted progress, success and the challenges faced.

The updated plan for the coming year had undergone some remodelling but it was still focussed on admissions to hospital and discharges, how money was handed and place and prevention. It also highlighted a Discharge Fund.

Other areas of work had included resilience, support for carers, safeguarding and independent advocacy and linked in with prevention and place schemes.

The BCF linked into strategies across the council and partners, with the themes of most plans being person centred.

The Service Delivery Manager: Hospital and Enablement presented case studies as illustrative examples of the work being undertaken and spoke about the use of technology that could be used to maximise independent without the need for care.

There had been an increase in demand in quarter two but generally performance was on track, although slightly outside on the normal place of residence and it was expected that not all the data catching was completely accurate. The recovery unit was a step down from hospital and the normal place of residence figures were being affected. This area of work needed to be linked in order to get a better picture.

In relation to finance, they were generally in line with where it was expected to be but there had been some cost pressures in enablement and they were currently investigating how costs could be mitigated. Work was currently being undertaken to see if extra care beds could be used in a more formal setting and if it was successful, she how this work for the next year end.

In conclusion, work was to continue on stabilising demand and cost, reducing domiciliary care from 40 day in bed to 35 days, confirm funding for additional therapists, develop the care transfer hub, look at the supporting the flow process from discharge from hospitals and support the pathways in relation to going home from hospital.

During the debate, it was felt that more was being spent on acute care rather than preventative care and that the BCF should be used to move to a different model.

The Service Delivery Manager: Hospital and Enablement, Telford & Wrekin Council responded that areas of recent work had been looking at areas of spend, overall enablement and the use of beds. It also looked at where the

national teams Better Care Fund could be built to enable a Care Transfer Fund and how costs could be moved in order to be more financially viable and how length of stay was taken forward.

The second area that had been investigated was how all funding could be used differently by changing pathways and how funding could be split into different areas. He also confirmed that this was a similar discussion that was taking place in acute hospitals.

Upon being put to the vote it was:

RESOLVED: that

- a) the progress to date be supported;**
- b) the BCF submissions be approved; and**
- c) delegated authority be granted for the Chair to sign the Better Care Fund.**

HWB54 Any Other Business

Councillor P Watling, Cabinet Member: Adult Social Care & Health Systems announced that Telford & Wrekin Adult Social Care had been amongst one of the first Councils to be assessed through the new LA Assessment process. Following the assessment by external assessors, the Council had been rated Good across nine areas which was a positive outcome. The Council would now focus on building on the strong foundations in order to continuously improve on what had been achieved.

The Executive Director: Adult Social Care, Housing and Customer Services commented that the Council delighted to have achieved a good rating and that currently no Council had received an Outstanding assessment. The Council were not complacent and would always strive to be better, learn and move forward.

HWB55 For Information Only

The Director of Partnerships and Place, Shropshire, Telford & Wrekin Integrated Care Board (STW ICB) reported that a consultation exercise by the NHS opened in September 2024 and would run to early Spring. The ICB would submit comments prior to the deadline. Organisations, individuals and staff members were asked to contribute to the consultation as it was a real opportunity to identify where the issues were. It was suggested that the Telford & Wrekin Health and Wellbeing Board put in a submission and work alongside Shropshire Health & Wellbeing Board to submit comments on what requirements were needed and wanted.

A question arose as to the deadline and it was confirmed that the deadline for the ICB would be the following week, but that other organisations had a little bit longer to reply.

The Director: Health & Wellbeing confirmed that Telford & Wrekin Council would be submitting an organisation response to the consultation and that she was happy to collaborate and she confirmed that the deadline was 2 December 2024.

The Director: Health & Wellbeing was pulling together an overarching Children and Young People Strategy in relation to the best start in life and reported that they would undertake starting well projects and strategy work. This would join together Education and Safeguarding and engagement had been undertaken. A report into children's mental health would be reported to the March 2025 meeting and a consultation process in relating to the overarching plan would take place in the meantime.

The Executive Director: Childrens Services reported this was an opportunity to bring everything together and the Strategy would come before the HWB for consideration.

The Chair highlighted the reports in the pack which gave set out the Safeguarding Adult Board Annual Report and Community Safety Partnership Annual Report.

The meeting ended at 3.58 pm

Chairman:

Date: Thursday 20 March 2025

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Telford & Wrekin Health and Wellbeing Strategy 2023-2027 Progress Delivery Report March 2025

Healthy Weight	
Delivery commitments for the next 12 months	<ul style="list-style-type: none"> • Rollout of a training course to equip frontline health and social care professionals with the knowledge and confidence to support people to achieve a healthier weight, using a language that will help to reduce weight stigma. • Embed auto-enrolment of free school meals for all eligible children within Telford and Wrekin • Development and delivery of tools and resources for schools, workplaces and community settings to promote healthier food environments. • A programme of support for children and their families or carers to improve knowledge of healthy foods, practical cooking skills and physical activity • Healthy Lifestyle Service targeted approach to priority population groups • Ensure delivery of local weight management interventions for children and adults are reviewed and reflect new NICE guidelines for overweight and obesity management. • Continued promotion of the “Do it For” campaign – a universal healthy lifestyle programme encouraging people to find their motivation and pledge to become a healthier version of themselves.
Inequality focus	<p>A number of priority population groups were identified through the development of the local Health Weight Strategy. Over the next 12 months, there will be a specific inequality focus on:</p> <p>Adults living with a learning disability</p> <ul style="list-style-type: none"> • Development of a tailored healthy lifestyle package of support • Delivery of physical activity initiatives inclusive to adults with a learning disability <p>Adult social care</p> <ul style="list-style-type: none"> • Rollout of training to frontline social care staff to support healthier weight for residents, carers and staff members, using a Making ECC approach and signposting to local services
Case studies	<p>The “Do it For” campaign encourages people to find their motivation and commit to creating healthier lifestyle habits over 12 weeks through a Healthy Telford pledge. Hayley, from Horsehay, signed up to the campaign, and the Healthy Lifestyles Service and pledged to stop smoking.</p> <p>Over 12 weeks, she received emails twice per week with information on how to make small lifestyle changes. She also had support from a stop smoking advisor and joined the Healthy Lifestyle closed Facebook group chat to share her journey in the hope to encourage others to quit smoking.</p> <p>Hayley often shared on the closed group chat of how long she had been smokefree and how “amazing” she felt for doing so. At the end the 12 weeks, Hayley saw improvements</p>

in her health and as an asthma sufferer, noticed an increase in peak flow. She also is now able to do more exercise and goes to the gym three times per week. A great benefit of quitting smoking is saving money!

Hayley was entered into a prize draw for completing the Healthy Telford Pledge and won a healthy food hamper, donated by Tesco Madeley.

Over 700 people have signed up to the Do it For campaign to date, all pledging to make healthier choices. The large majority of people signed up have a weight-related goal including losing weight, making healthier food choices, or increasing their physical activity.

Members of the public who have joined the campaign, have quoted:

"I have a busy lifestyle as a single parent, but the weekly emails were a helpful reminder to help me continue to stay motivated."

"The food diaries were really helpful and kept me mindful of my eating habits especially the snacks realizing I didn't need them."

"I think it's a great incentive for people to get healthy."

People can sign up to the campaign on www.healthytelford.com

Domestic Abuse

<p>Delivery commitments for the next 12 months</p>	<ul style="list-style-type: none"> • Continue to expand the availability and range of safe accommodation • Increase the number of victims and their families that can stay safe in their own home through target hardening measures • Review and refresh the Telford & Wrekin Domestic Abuse Strategy and incorporate a range of interventions to prevent Violence Against Women and Girls • Continue to develop the Telford & Wrekin Integrated Domestic Abuse Service through contract management and service development processes, and “deep dives” into different elements of the service at the Domestic Abuse Local partnership Board • Review the recommendations from the review of local MARAC arrangements and agree actions to implement • Continue to roll out Domestic Abuse Awareness Domestic Abuse Champions/Ambassadors training to professionals and community members across the borough • Continue to develop the Lived Experience Advisory Forum infrastructure so that service developments are informed by the voice of local people with lived experience of domestic abuse • Agree and implement a 12-month DA and Violence Against Women and GILRS comms plan to raise awareness of the issue and local support services
<p>Inequality focus</p>	<ul style="list-style-type: none"> • Continue to monitor service access by under-served groups through contract management meetings • Finalise database of contacts in community groups and organisations representing underserved groups in the local community and share with DA Forum members to promote local support services • Cranstoun/West Mercia Women’s Aid to maintain presence at local community events across the borough to promote awareness of the Telford and Wrekin Integrated Domestic Abuse Service

Alcohol and Drugs

<p>Delivery commitments for the next 12 months</p>	<ul style="list-style-type: none"> • Increase the number of young people in treatment through investment in additional staffing capacity. • Alcohol and Drugs (including vaping) awareness training to be delivered to primary and secondary school staff and to include managing risk, effective interventions, hidden harms and parental alcohol and/or drug use. • Increase the number of adults in treatment through coordinated outreach, increased visibility of services (through pro-active comms) and improved partnership working, particularly with criminal justice and health partners. • Further development of outreach provision providing low-level, opportunistic brief interventions, harm reduction advice and Naloxone provision, including collaborative work with Police and lived experience organisations. • Targeted work with criminal justice partners to identify, locate, and engage individuals who are alcohol and/or drug dependent, known to the criminal justice system but not in treatment. • Development and rollout of the Telford & Wrekin Recovery Charter with a launch event being planned on Friday 5th September 2025. • Continued promotion of alcohol and drug treatment and recovery services through pro-active comms and in collaboration with providers. • Development and increased use of community (ambulatory) alcohol service, delivered by Telford STaRS in partnership with TACT.
<p>Inequality focus</p>	<p>The Equality Impact Assessment identified several key groups that there will continue to be a focus on:</p> <ul style="list-style-type: none"> • Ageing population of opiate users, often with complex physical and mental health issues, continues to grow as a proportion of the treatment population (23% to 27% between 2020 and 2024). • Increased engagement with minority communities to identify any barriers to accessing treatment and support, build relationships and work to reduce stigma. • Domestic abuse awareness training to be provided to local organisations working with individuals with drug and alcohol issues.

Mental health and wellbeing: Children & Young People

<p>Delivery commitments for the next 12 months</p>	<ul style="list-style-type: none"> • Partnership work on the re-commissioning of Children and Young People's Emotional Wellbeing and Mental Health Service (currently Bee U) • Ensure services commissioned are responsive and can adequately meet the rising local need and demand for Children and Young Peoples Mental Health Services. • Work in partnership to ensure children, young people and families can access support in the right place at the right time • Ensure children and young people receive timely access that is responsive and flexible in meeting the emotional health and mental health needs of vulnerable children, young people and care leavers • Contribute to the service redesign and ensure service model is inclusive and considers ways to address and reduce health inequalities • Collaborate with partners and services to support the social, emotional health and wellbeing agenda • Undertake a programme of engagement with focus on seeking views of seldom groups to inform and contribute to the development of an All-Age Mental Health Strategy • Continue to be led by intelligence and evidence to identify gaps and opportunities to inform future commissioning intentions
<p>Inequality focus</p>	<p>There will be a particular focus on ensuring service provision is inclusive and equitable. Working together to narrow the gap for those who are marginalised, living in poverty, with disabilities, special educational needs and care experienced.</p> <p>There will be a particular focus on:</p> <ul style="list-style-type: none"> • Vulnerable children, young people including care experiences, children in need, and with care leavers • Families / Foster Carers / Kinship roles • Elected home educated and impacts on mental health

Mental health and wellbeing: Adults

<p>Delivery commitments for the next 12 months</p>	<ul style="list-style-type: none"> • Present to Scrutiny a mental health update (with ICB & MPFT) which outlines current position, progress and plans. This spans public health to acute care. Date: 1st April 2025 <p>All age mental health strategy development:</p> <ul style="list-style-type: none"> • Continue with pre-engagement work to ensure first draft of the all age MH strategy is informed by the views of people. Spoken to over 100 people so far for adult MH. Conversations are happening in parallel by children & young people's (CYP) MH Commissioner for Telford & Wrekin Council. Also to be informed by current CYP MH consultation. • Write and publish first draft (with necessary approvals in place). Time booked in June & July to draft strategy • Issue designed copy for consultation – timescales to be agreed. <p>Mental Health Partnership Board:</p> <ul style="list-style-type: none"> • Continued development including the increased involvement of experts by experience. • Supported accommodation: • Complete implementation of White Cottage Apartments (12 units of accommodation) • Finalising care model, approving internal design amendments to the building and facilitating the opening up of Castle Street supported accommodation. Fourteen units with a split care model of high (x3) and low (x11) units of accommodation. • Market testing and bespoke care commissioning for an individual with particularly complex needs. • Support transformation programmes in health including Quality of Inpatient Care (inc rehab) and Assertive • Collaborating with partners to explore the potential for a Mental Health Awards celebration similar to that of the Recovery Conference – following feedback from people who use both mental health and substance misuse services that there is not a similar celebration event. • Transition – developing solutions for those in transition. Data analysis to inform commissioning intentions relating to preventative support, supported accommodation. • Quality Improvement • Connected ASC to Suicide Prevention Real Time Surveillance • Attend learning reviews from suicides to inform social care
<p>Inequality focus</p>	<ul style="list-style-type: none"> • Residents living in Supported accommodation in Donnington area are connected to the local offer and coordinated partnership work that is happening in that area to increase levels of physical activity. This work will continue in 2025. • The all-age mental health strategy will aim to actively address health inequalities.

Prevent, Protect and Detect Early- Vaccine Inequalities Project

<p>Delivery commitments for the next 12 months</p>	<p>Continue delivery of the HPV and MMR Vaccine Inequalities Project with the following commitments:</p> <ul style="list-style-type: none"> • Rollout of information to equip frontline health and social care professionals with the knowledge and confidence to support people to access vaccination offering. Emphasis on Making Every Contact Count (MECC). • Embed conversations relating to vaccination including HPV within all interactions with residents of Telford and Wrekin • Development and delivery of tools and resources for schools to promote vaccine awareness and health and wellbeing • A programme of targeted educative sessions for children and their families or carers to improve knowledge of childhood immunisations with a focus on HPV and MMR. • Building trust through local interventions within priority population groups and community engagement • Targeted communications campaign educational approach to priority population groups • Delivery of local community pop up clinics • Ensure close working with School Immunisation Colleagues to learn from interactions and feedback from educative interventions so processes are reviewed and reflected in future vaccination programme management
<p>Inequality focus</p>	<p>Data analysis from previous vaccination records has identified priority population groups through the development of the joint Power BI. Over the next 12 months, there will be a specific inequality focus on:</p> <p>Secondary Schools with lowest vaccination uptake</p> <ul style="list-style-type: none"> • Development of a tailored vaccination working to ensure inclusive package of support • Delivery of educative assemblies to relevant Year Groups and pastoral support <p>Understanding barriers to uptake</p> <ul style="list-style-type: none"> • Rollout of training to frontline public health and health care staff to support vaccination conversations using a MECC approach and signposting to local services

Prevent, Protect and Detect Early- CVD Health Check Pilot and Community Blood Pressure Project

<p>Delivery commitments for the next 12 months</p>	<ul style="list-style-type: none"> Continued delivery of the national pilot for Workplace CVD Health Checks (funded by the Department of Health and Social Care) in partnership with LUNTS Community Pharmacy and the Council’s Health Improvement Team. Pilot is due to end June 2025. Evaluation of our local pilot and participation in the national evaluation programme Programme outcomes and evaluation to inform future commissioning intentions for our CVD prevention programmes and the NHS Health Check. Continued delivery of the Community Blood Pressure Project until June 2025. Awaiting outcome of the ICB prioritisation process for additional funding for 2025/26 Ongoing support for the 14 organisations that have received training to take blood pressures who are now integrating this within their own service delivery and community activities.
<p>Inequality focus</p>	<ul style="list-style-type: none"> The CVD Health check pilot has targeted workplaces where there is an overrepresentation of people less likely to take up an NHS Health Check including men, younger age groups and people from more deprived areas; Health and Social Care staff; Manufacturing and wholesale industries. CVD is one of the three leading health conditions (alongside mental health and musculoskeletal) responsible for economic inactivity. There is a downward trend in the age that people are having CVD events, affecting the working population. Around 1 in 3 people who have a heart attack and 1 in 4 strokes are in people of working age, with a third of stroke survivors not returning to work afterwards. Preventing cardiovascular disease is essential to help ensure that people stay healthy at work and reduce rising economic inactivity. Of the 441 CVD Health Checks completed in the first two months of the pilot, 15% were identified as moderate or high risk of developing a heart attack or stroke over the next 10 years. From April – February 2025 the Community Blood Pressure Project team has attended 150 events; 76% of events were held in our areas of highest deprivation. As of February, 1877 checks have been completed exceeding the NHS England year end target of 1800. 24% of people attending for checks had high or very high blood pressure readings with 13% not already being treated for hypertension. Our pathway has included signposting for ongoing support and treatment (if required) to Community Pharmacy, General Practice, the Council’s Healthy Lifestyle Service and community activities.

Case studies	<ul style="list-style-type: none">• Andrew Coxhill, TESCO (Madeley) “Thank you for visiting, the health checks have been very well received by colleagues. They were grateful to be able to attend while at work (and get paid!) and said that you and the team were lovely. A couple of people have mentioned today that they have already started on lifestyle changes to help them improve their stats, a positive sign!! <p>A team member (who had 6 consecutive very high readings and a family history of heart attack and stroke) contacted 111 after some persuasion and went to A&E, she is at her GP this afternoon and I am awaiting an update from her, but she is not at work.</p> <p>Thanks again for coming into the store, look forward to working together again soon!”</p>
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Integrated neighbourhood health and care: Best start in life

<p>Delivery commitments for the next 12 months</p>	<ul style="list-style-type: none"> • Opening of Phase 3 Family Hub in Donnington, Wellington and Newport • Launch of the new 0-19 Family Hubs service from 1st April, to include Family Support, brief intervention, increase of community-based group and drop-in support – Comms to commence March and April 2025. • Early Help Assessment Coordinators based in Family Hubs Localities to support partners in completing Early Help Assessments and develop an Early Help Offer. • Continuation of Year 4 DfE grant funded Family Hubs 0-2 Best Start in Life offer to include partnerships with CVS and Heath partners to support Perinatal Mental Health, Infant Feeding and parenting support • Family Hub funded targeted antenatal classes for vulnerable parents delivered by ShropCom 0-19. • Expansion of Triple P evidence-based parenting interventions will be provided directly to families, with practitioners trained to deliver three new groups for parents: <ul style="list-style-type: none"> GROUP TRIPLE P: A broad-based parenting intervention delivered over eight weeks for parents of children up to 12-years. STANDARD STEPPING STONES TRIPLE P. Standard Stepping Stones Triple P has been developed for parents of children with a disability. Stepping Stones Triple P has been evaluated with families of children with a range of disabilities (e.g. intellectual disability, autism spectrum disorders, cerebral palsy) and elevated levels of disruptive behaviour. GROUP TEEN TRIPLE P. A broad-based parenting intervention delivered over eight weeks for parents of teenagers up to 16-years who are interested in learning a variety of parenting skills. Parents may be interested in promoting their teenager’s development and potential or they may have concerns about their teenager’s behaviour. • Continuation of the support for Speech, Language and Communication support for 3 and 4 year olds via nurseries and support for the new 5x5 offer for Telford and Wrekin. • Reducing Parental Conflict grant will be used to train practitioners to deliver, Family Transitions Triple P for parents who are experiencing personal distress from separation or divorce, which is impacting on or complicating their parenting. It focuses on skills to resolve conflicts with former partners and how to cope positively with stress. • Development of a Family Hubs performance Dashboard in line with the Early Help Strategy to demonstrate impact of the Family Hubs Services.
<p>Inequality focus</p>	<p>The targeting of Family Hubs remains to promote take up of services by:</p> <ul style="list-style-type: none"> • Fathers

- | | |
|--|--|
| | <ul style="list-style-type: none">• Care experienced Parents• Parents with additional learning needs• Parents from a Global majority community group• Young Parents |
|--|--|

In order to support this, two new services which will be available for tender will focus on an offer for new fathers and care experienced parents to support parent infant relationships.

Integrated Neighbourhood Health and Care: focus on Primary Care and Telford and Wrekin Integrated Place Partnership (TWIPP)

<p>Delivery commitments for the next 12 months</p>	<p>Neighbourhood Working Approach</p> <ul style="list-style-type: none"> • Finalisation of the Telford and Wrekin neighbourhoods • Development of Neighbourhood Profiles to provide intelligence (including data from NHS, Local Authority and Primary Care) • Development of Neighbourhood Professional Network Lists • Delivery of Neighbourhood Workforce Network Sessions to help support the workers understanding of the neighbourhoods, the assets and who is working there. • Deliver further pilot areas to undertake targeted multi-disciplinary, proactive preventative approaches utilising predictive analytics. • Explore the expansion of the role of volunteers in neighbourhood working • Through the new joint commissioning team of the ICB and alongside the LA commissioners ensure neighbourhood approaches are embedded and where appropriate develop a neighbourhood commissioning approach. • Build on the Energize Shropshire, Telford and Wrekin Donnington Project and apply for Sports England Place Expansion grant. <ul style="list-style-type: none"> • Family Hubs: <ul style="list-style-type: none"> ○ Open the Donnington Family Hub ○ Identify suitable venues for the two remaining Family Hubs ○ Recommission services for 2025-2026 delivery for Family Hubs and compile an annual report – who we have reached/what has been delivered with the Family Hubs. ○ Recruitment of fatherhood champions from a range of professional and voluntary areas. ○ Continue to link with the development of the Live Well Hubs and the preventative integrated neighbourhood team (INT) developments. <ul style="list-style-type: none"> • Live Well Hubs <ul style="list-style-type: none"> ○ Identify suitable venues for further Live Well Hubs in areas of most need across the Borough ○ Evaluate the Live Well Hub in Madeley ○ Continue to promote the Hubs and develop new innovative ways to ensure residents are aware of the opportunities. <ul style="list-style-type: none"> • Integrated Neighbourhood Team approaches <ul style="list-style-type: none"> ○ Evaluation of the Proactive Care pilot in TELDOC to support further developments of neighbourhood working ○ Re-launch of the Newport and Central PCN Multi-disciplinary Team meetings to support those most in need. ○ Deliver further pilot areas to undertake targeted multi-disciplinary, proactive preventative approaches utilising predictive analytics.
<p>Inequality focus</p>	<p>The development of further multi-disciplinary, proactive preventative pilots will be targeting areas of inequality within neighbourhoods using a population health management approach.</p> <p>In addition, the neighbourhood working approach will be inclusive of:</p> <ul style="list-style-type: none"> • Health literacy and education programmes to enhance public understanding

- | | |
|--|--|
| | <ul style="list-style-type: none">• Digital Inclusion programmes• Programmes to specifically reduce health inequalities in the Core20PLUS5.• Support efforts to increase vaccination rates• Community-based programmes for physical activity, healthy eating and smoking cessation• Promoting mental well-being including early detection and intervention for mental health issues• Support for managing long term conditions such as diabetes, hypertension and respiratory diseases to prevent escalation. |
|--|--|

Green and Sustainable Boroughs

Delivery commitments for the next 12 months

- Increase the number of Green Flag awarded open spaces from 7 to 8 sites.
- Continue to make improvements to water quality at pools/lakes across Telford.
- Projects include desilting and marginal planting of native plants designed to act as a natural filter and absorb nutrients.
- Continue to manage the increased number of wildflower meadows (meadow cut grass 1 cut and collect per year) The wildflower meadows reduce the carbon footprint and provide important habitats for pollinating insects and small mammals.
- Tree Canopy Project Recent analysis carried out by “Treeconomics” who have carried out a project in Telford to look at the canopy cover percentages, tree species make up, carbon sequestration, flood mitigation potential and the overall value of the tree stock to the Borough. Full report due early April.
- Telford Green Space Partnership – Continue to engage with and support the network of volunteers that work in our Local Nature Reserves and parks through the TGSP network.
- Maintain Tree City of the World Status.
- Continue to make access and signage improvements to parks and open spaces.
- Engage with the community through events and corporate and social volunteering projects.
- Parks, Open Spaces and Recreation Strategy – Currently being carried out by external consultants to feed into and advise on the requirements of residents for both formal and informal recreation now and in the future

Inequality focus

- Inclusive play areas - we have installed inclusive play equipment and communication panels in some play areas for children with additional needs. We are planning to install communication panels in more play areas this year.
- Improvements to pathways and increasing accessibility to all users – we have improved accessibility at some of our Local Nature Reserves by making pathway improvements.
- Council webpages – Parks and Open spaces webpages now have details about accessibility and accessible play equipment.

Economic Opportunity

<p>Delivery commitments for the next 12 months</p>	<ul style="list-style-type: none"> • Connect to Work is a new DWP funded programme aiming to support people with disabilities, health conditions or other complex need into employment. There is also an element that will support people who are at risk of moving out of employment, due to disability or health condition. • Support is available for up to 12 months for those unemployed, and 4 months for those in employment. Support will follow the established and test supported employment models of Individual Placement and Support (IPS) and Supported Employment Quality Framework (SEQF). • Telford and Wrekin Council will be directly delivering the Connect to Work programme in the borough through the Skills team as part of the Job Box. • Delivery is expected to start in July 2025, with 150 programme starts in between July '25 and April '26. • Full capacity for delivery is planned to be in place from April '26 when expected starts will be 300 people per year going forward
<p>Inequality focus</p>	<p>Connect to Work is targeted at people with disabilities, health conditions and/or other complex needs and represents a significant increase in support for these groups. Eligibility is set by DWP within the guidance as follows:</p> <p>Specifically listed eligible groups for this programme are:</p> <ul style="list-style-type: none"> • A disabled person, who has a disability or a long-term health condition, as defined in the Equality Act 2010 or the Social Model of Disability; or • A specified disadvantaged group, as detailed in the Connect to Work Guidance. <p>The specified disadvantaged groups are as follows:</p> <ul style="list-style-type: none"> • an offender (someone who is serving a community service) or ex-offender (someone who has completed a custodial or community sentence) • a carer • an ex-carer • a homeless person • a former member of His Majesty's (HM) Armed Forces (AF), a member of HM AF reserves, or a partner of current or former Armed Forces personnel • a person for whom a drug or alcohol dependency, including a history of dependency, presents a significant barrier to employment • care experienced young person or a care leaver • a refugee, a resettled Afghan • a person on the Ukrainian scheme • a victim/survivor of domestic abuse • young people identified as being involved or at risk of being involved in serious violence • a victim of modern slavery

Housing and Homelessness

Delivery commitments for the next 12 months

- Continue to deliver the services specifically aimed at those who rough sleep, funding the existing posts both internally and with partners.
- Continue to provide advice and support to those presenting as homeless or likely to be homeless within 56 days.
- Continue with the daily Rough Sleeper Task Force meetings that are multi partnership in order to co-ordinate actions and to monitor and support those rough sleeping.
- Continue to provide a specialist post that works with Ex-offenders who present as homeless, collaborating with partners including probation and police services.
- Continue the ongoing work with MPFT via a dedicated mental health nurse to provide rapid mental health assessment and support for those sleeping rough. This work has been taken forwards and expanded by MPFT.
- Using data on housing needs across adult and children's services shaping the development market to deliver more specialist and adapted accommodation including supported accommodation, extra care and provision for care leavers. This is ongoing work, looking for gaps in our local housing market and potential commissioning opportunities.
- Continue to collaborate with partners to provide support to clients presenting as homeless. These include housing partners, supporting accommodation partners, MPFT, voluntary sector, Stars, mental health, and police.
- We are continuing to work with Housing Associations to increase successful nominations into social housing.
- Continue to deliver emergency accommodation under Severe Weather Emergency Protocol (SWEP). Delivering something in house rather than using bed and breakfasts.
- Continue to provide dedicated safe accommodation to those fleeing domestic violence, ensuring dedicated support is provided to the client.
- Develop further our offer to those suffering with or fleeing domestic violence through developing our target hardening schemes and emergency provisions.
- Continue to provide accommodation aimed at those with a history of rough sleeping with dedicated support to help them to thrive and find long term move on accommodation through Telford's Housing First model.
- Increase the supply of temporary accommodation to reduce the use of B&B which is not suitable for families.

	<ul style="list-style-type: none"> Monitoring and developing work with children's services to ensure young people at risk of homelessness are identified and supported as early as possible. A new 16-17 year old protocol has been developed alongside children and young people to ensure a timely response to the young person in need.
<p>Inequality focus</p>	<ul style="list-style-type: none"> In Spring, we opened a 16-bed unit for 16-18 year old care leavers to enable them to thrive and learn skills which is providing 24/7 support on site. A new 16-17 year old protocol has been developed alongside children and young people to ensure a timely response to the young person in need. Service provided to those Ex-Offenders who leave prison with no accommodation. Dedicated services aimed at those faced with rough sleeping, linking with MPFT around mental health and substance misuse. Part of a pilot scheme with IPS and Enable around working with homeless clients and supporting them into personalised work. Developing of the target hardening measures for victims of domestic abuse.

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Protect, care and invest
to create a better borough

Borough of Telford and Wrekin

Health & Wellbeing Board

Thursday 20 March 2025

JSNA Update

Cabinet Member:	Cllr Kelly Middleton: Cabinet Member for Public Health & Healthier Communities
Lead Director:	Helen Onions – Director of Public Health
Service Area:	Health & Wellbeing
Report Author:	Helen Potter – Insight Manager: - Telford & Wrekin Council
Officer Contact Details:	Tel: 01952 381118 Email: helen.potter@telford.gov.uk
Wards Affected:	All wards
Key Decision:	Not Key Decision
Forward Plan:	Not Applicable
Report considered by:	Health & Wellbeing Board – 20 March 2025

1.0 Recommendations for decision/noting:

It is recommended that the Health & Wellbeing Board:

- 1.1 Note the JSNA headline messages summarising the latest life expectancy and mortality position in the Borough.
- 1.2 Note that this JSNA update will be used to influence delivery of the Health & Wellbeing Strategy programmes and TWIPP neighbourhood working, specifically to target inequalities, demonstrating our intelligence-led and equitable targeting approaches. The JSNA will also inform the future updates of the ICP Strategy and ICS Joint Forward Plan.

2.0 Purpose of Report

2.1 This paper is an update for the board on:

- The statutory requirements for a Joint Strategic Needs Assessment (JSNA)
- The latest life expectancy and mortality data published about the Borough

3.0 Background

3.1 Statutory Requirements of the Joint Strategic Needs Assessment (JSNA)

The Health & Social Care Act 2012 (amending the Local Government and Public Involvement in Health Act 2007) introduced statutory responsibility for Health & Wellbeing Boards to develop Joint Health & Wellbeing Strategies, based on an assessment of need outlined in a Joint Strategic Needs Assessment (JSNA).

The JSNA process provides intelligence of current and future health and wellbeing needs of the local population that are unique to each local area, to inform service planning, commissioning and delivery.

In Telford and Wrekin the JSNA is led by the Local Authority Insight Team, working closely with NHS colleagues and on behalf of the HWB, and JSNA population intelligence documents are hosted on the Telford & Wrekin Council website.

4.0 Summary of main proposals

4.1 JSNA Update

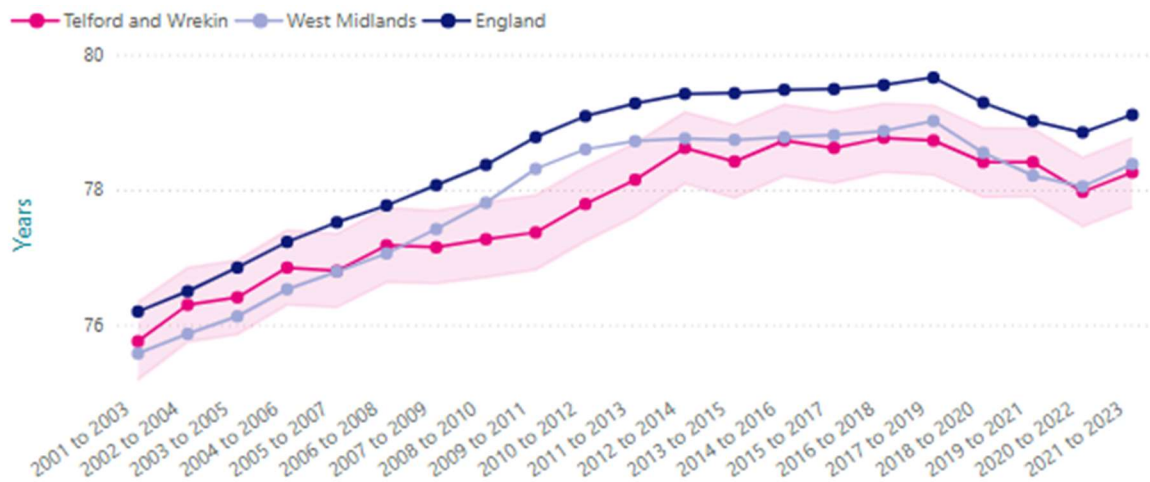
Following the launch of the Telford and Wrekin Insight website in 2022 www.telford.gov.uk/insight, the website continues to be updated and developed. This website provides staff, members, partners and the public with clear, consistent messages about the population's health and wellbeing needs and is updated regularly.

4.1.1 JSNA Population Headlines: Life Expectancy

Life Expectancy at birth for men:

Indicator	Time Period	Telford and Wrekin rate	England rate	Compared to England
Life expectancy at birth, male	2021-23	78.3	79.1	●
Healthy life expectancy at birth, male	2021-23	57.1	61.5	●

- Average life expectancy at birth for men in the Borough was 78.3 years in 2021-23, compared to 79.1 years for England. Life expectancy at birth for men has remained significantly worse than the England average for the past 15 years. Compared with women, men live 3.7 years fewer on average. The trend over time showed male life expectancy increasing between 2001-03 and 2012-14, however since that point the increase has stalled.

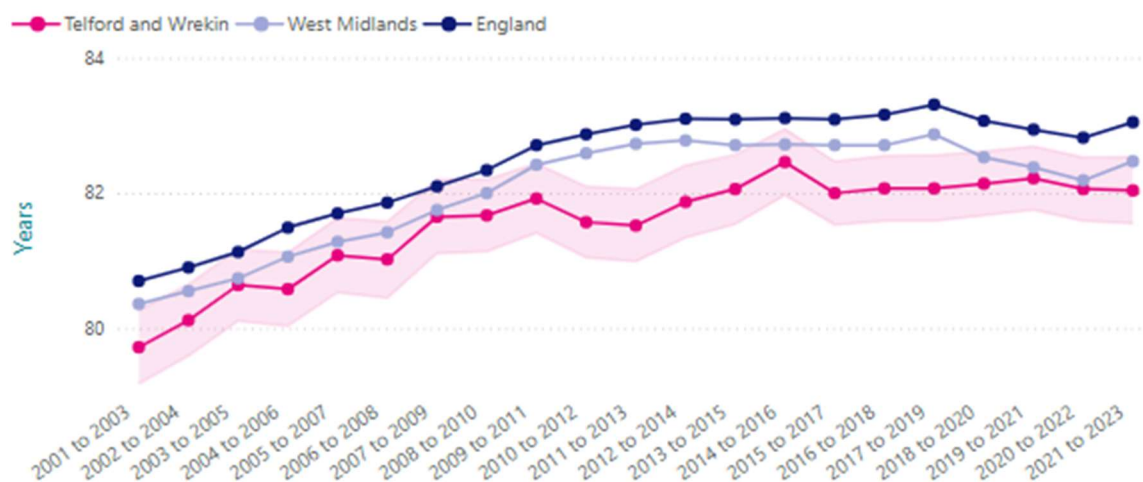


- Healthy life expectancy for men was 57.1 years in 2021-23, worse than the England average (61.5). The trend in healthy life expectancy has worsened by 4.3 years from a peak of 61.4 years in 2014-16.
- Inequality in male life expectancy was 8.8 years in 2018-20. Although this has reduced in recent years, it remains 2.1 years greater than 2012-14 when the gap was 6.7 years.

Life Expectancy at birth for women:

Indicator	Time Period	Telford and Wrekin rate	England rate	Compared to England
Life expectancy at birth, female	2021-23	82	83.1	●
Healthy life expectancy at birth, female	2021-23	56	61.9	●

- Average life expectancy at birth for women in Telford and Wrekin was 82.0 years in 2021-23, compared to 83.1 years for England. Life expectancy at birth for women in the Borough has remained significantly worse than the England average for the past 13 years. Compared with men, women live 3.7 years longer on average. The trend over time showed life expectancy at birth for women increasing between 2001-03 and 2014-16, however since that point the increase has stalled.



- Healthy life expectancy for women was 56.0 years in 2021-23, worse than the England average (61.9) and 1.1 years less than men in the Borough. Healthy life expectancy for women increased from 2011-13 to 2016-18 but has declined by 3.9 years since.
- Inequality in female life expectancy was 6.4 years in 2018-20. Although this gap has reduced from 8.7 years in 2016-18 it remains 2.6 years greater than its narrowest point in 2010-12.

Life expectancy at aged 65 for men:

Indicator	Time Period	Telford and Wrekin rate	England rate	Compared to England
Life expectancy at 65, male	2021-23	18.1	18.7	●
Healthy life expectancy at 65, male	2021-23	8.5	10.1	●

- Average life expectancy at age 65 for men in the Borough was 18.1 years in 2021-23, compared to 18.7 years for England. Life expectancy at age 65 for men had remained worse than the England average for the past 18 years. The trend over time showed male life expectancy at 65 increasing up to 2017-19, however since that it has stalled.
- Healthy life expectancy at 65 for men was 8.5 years in 2021-23, similar to the England average (10.1) and 1.2 years fewer than women. The trend in healthy life expectancy at 65 has worsened by 0.9 years from a peak of 9.7 years in 2014-16.
- Inequality in male life expectancy was 4.0 years in 2018-20. Although this gap has reduced in recent years it remains 1.3 years greater than 2010-12 when it was 2.7 years.

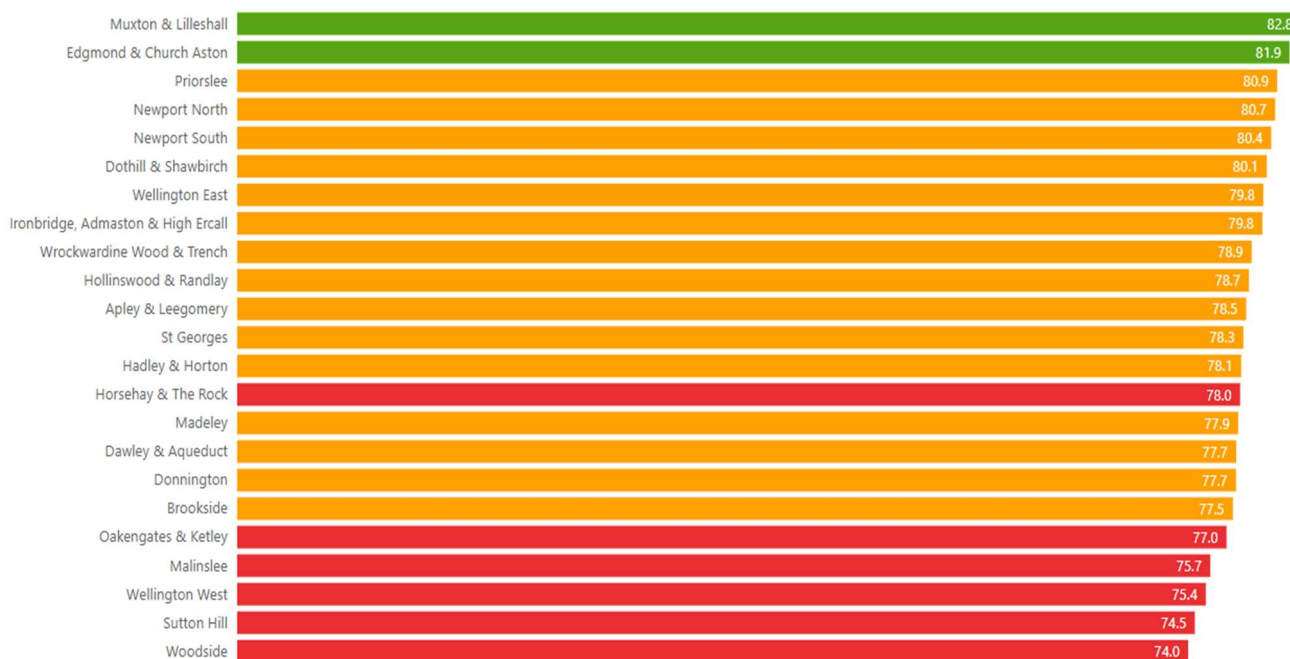
Life expectancy at age 65 for women:

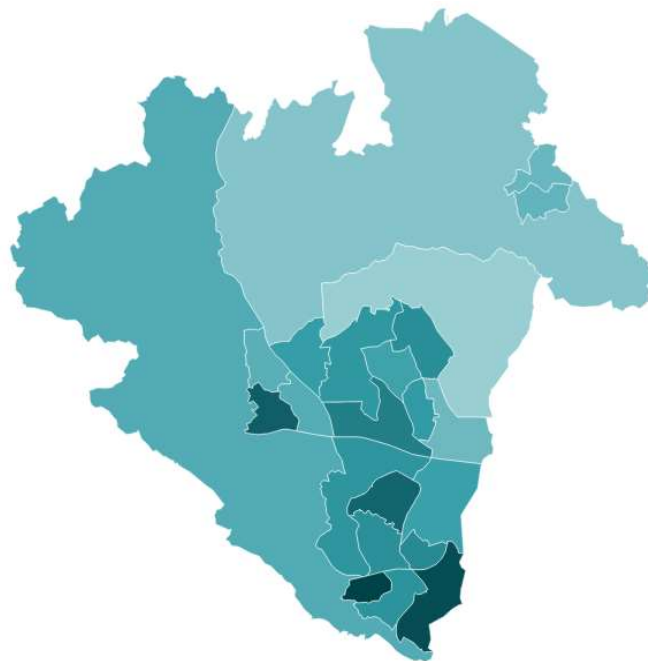
Indicator	Time Period	Telford and Wrekin rate	England rate	Compared to England
Life expectancy at 65, female	2021-23	20.4	21.1	●
Healthy life expectancy at 65, female	2021-23	9	11.2	●

- Average life expectancy at age 65 for women in Telford and Wrekin was 20.4 years in 2021-23, compared to 21.1 years for England. Life expectancy at age 65 for women had remained worse than the England average for the past 13 years. The trend over time showed life expectancy at 65 for women in the borough has stalled in the last decade.
- Healthy life expectancy for women at 65 was 9.0 years in 2021-23, worse than the England average (11.2) and 1.2 years longer than men in the borough. Healthy life expectancy at 65 has declined by 0.9 years since 2018-20.
- Inequality in female life expectancy at 65 was 3.3 years in 2018-20. Although this has reduced from 4.7 years in 2016-18 it remains 2.0 years greater than its lowest point in 2011-13.

Variation in life expectancy across the borough:

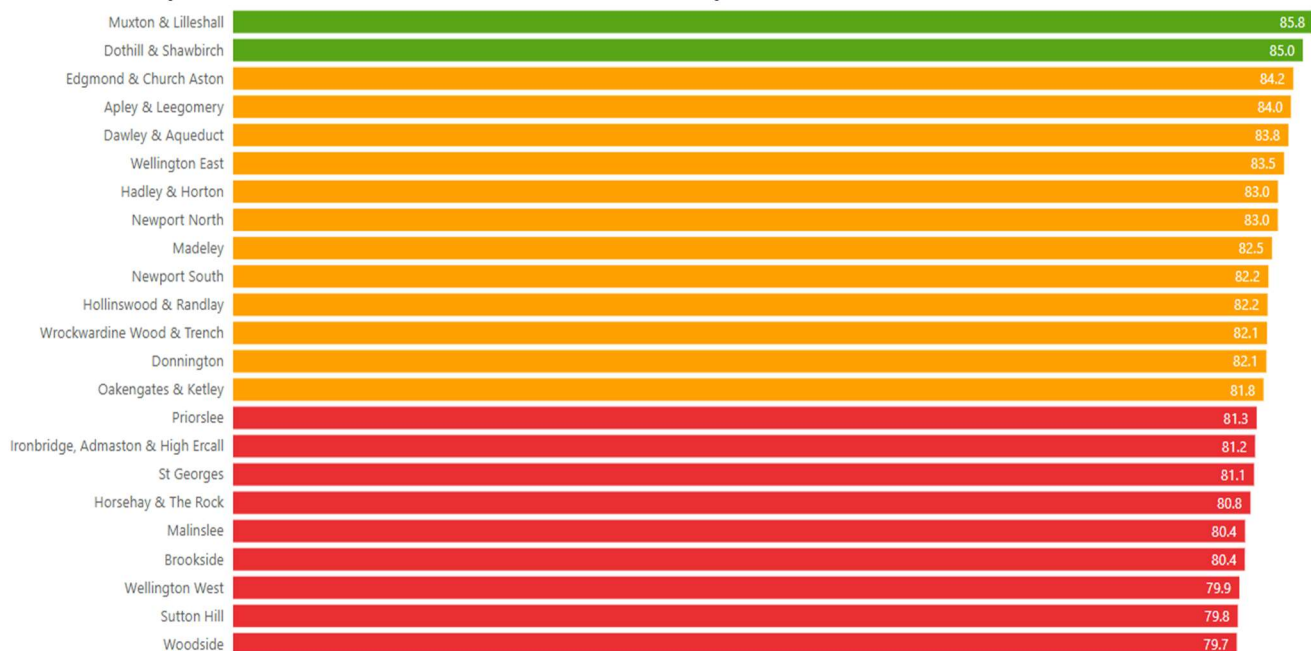
- Life expectancy at birth for men in the Borough shows notable variation between different communities (latest data period 2016-20). At a Middle Super Output Area (MSOA) geography, life expectancy ranges from 82.8 years in Muxton & Lilleshall to 74.0 years in Woodside, a difference of 8.2 years:

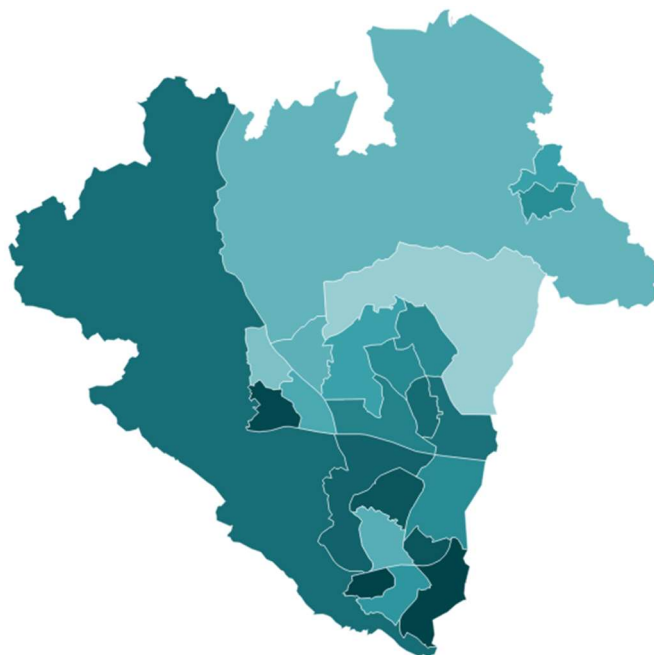




Map: Life expectancy at birth for men (2016-20), darker shades represent lower life expectancy

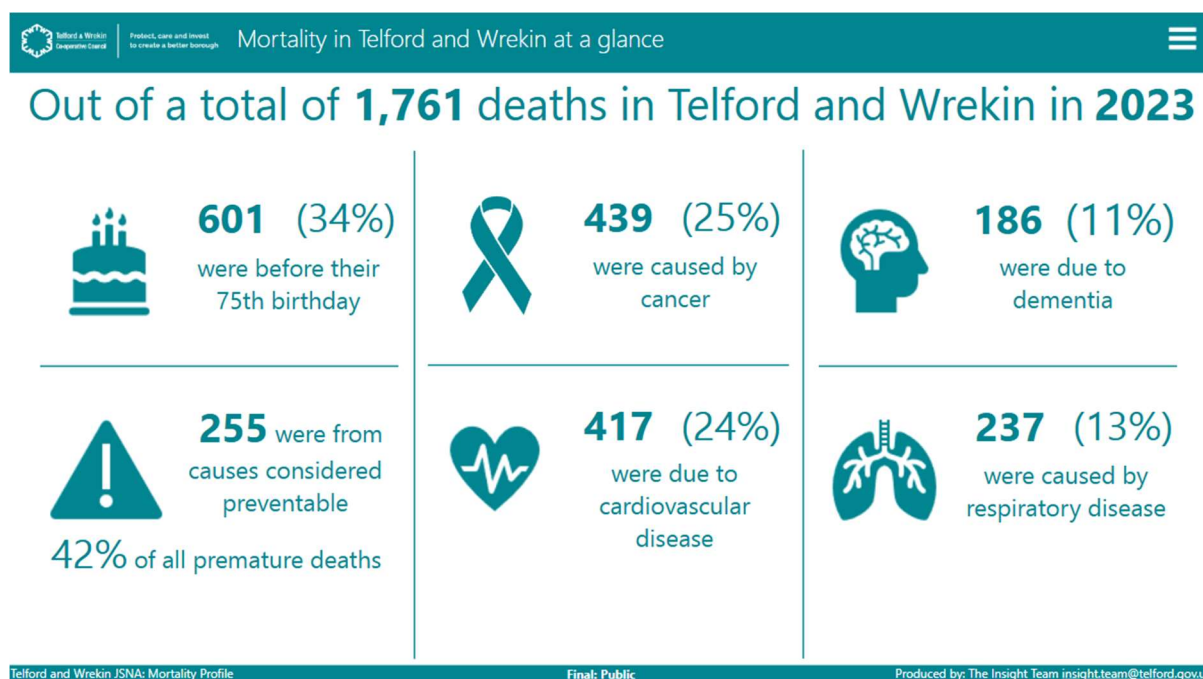
- Life expectancy at birth for women in the borough shows notable variation between different communities (latest data period 2016-20). At an MSOA geography, life expectancy ranges from 85.8 years in Muxton & Lilleshall to 79.7 years in Woodside, a difference of 6.1 years:





Map: Life expectancy at birth for women (2016-20), darker shades represent lower life expectancy

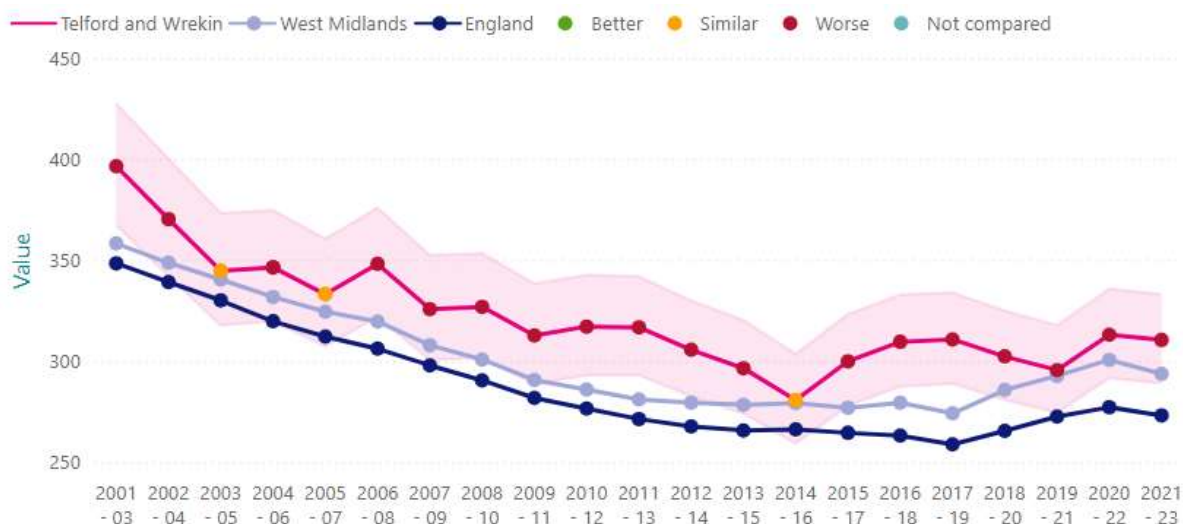
4.1.2 JSNA Population Headlines: Mortality



Premature Mortality

Indicator	Time Period	Telford and Wrekin rate	England rate	Compared to England
Under 75 mortality rate, all causes, all persons	2021-23	385.3	349.1	●
Under 75 mortality rate, all causes, male	2021-23	463.6	429.2	●
Under 75 mortality rate, all causes, female	2021-23	310.6	273.3	●

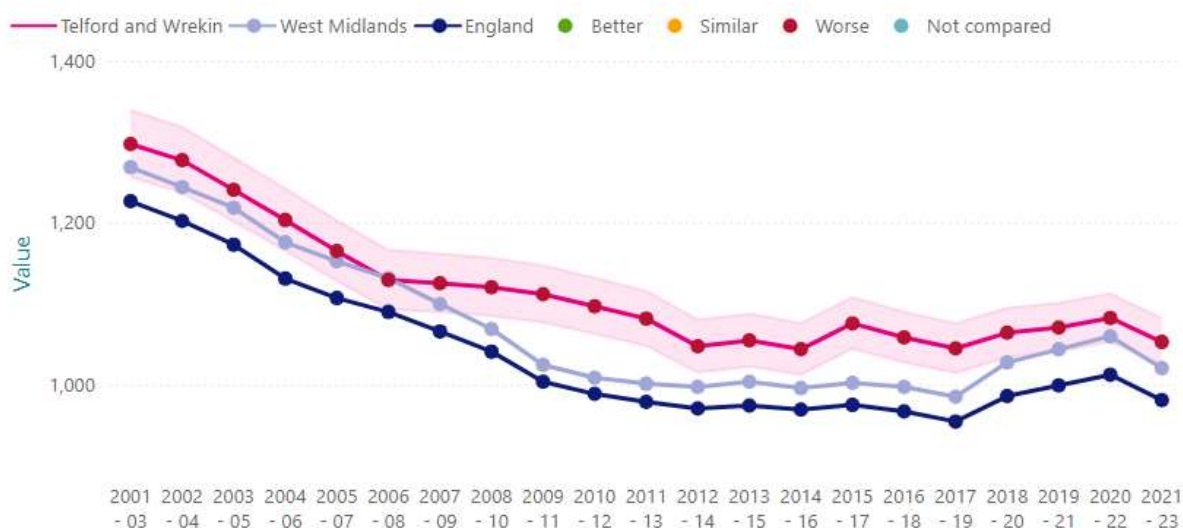
- A total of 601 people aged under 75 died in Telford and Wrekin in 2023. The rate of premature mortality (people aged under 75) from all causes in the borough in 2021-23, at 385.3 per 100,000 was worse than the England average for all persons (349.1).
- Rates of premature mortality for all causes for men (463.6 per 100,000) and for women (310.6 per 100,000) were both worse than the England rates (429.2 and 273.3 respectively) in 2021-23.
- The rate of premature mortality from all causes in the borough has been worse than the England average almost every year since 2006-08:



Mortality from all causes:

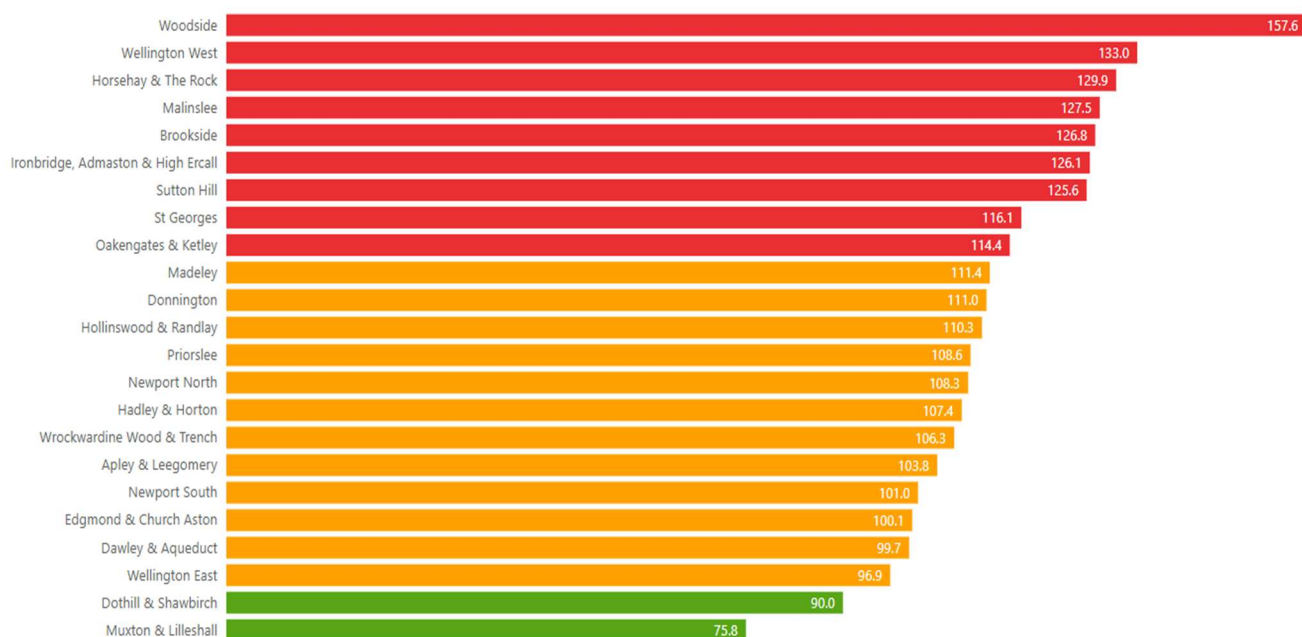
Indicator	Time Period	Telford and Wrekin rate	England rate	Compared to England
Mortality rate, all causes, all persons	2021-23	1,053	981	●
Mortality rate, all causes, male	2021-23	1,227	1,155	●
Mortality rate, all causes, female	2021-23	909	840	●

- There were 1,761 deaths from all causes in Telford and Wrekin in 2023. For 2021-23, the rate of mortality from all causes continued to be worse than the England average, at 1,053 per 100,000 compared to 981.0.
- The mortality rate for men in 2021-23 (1,227 per 100,000) was greater than for women (909 per 100,000), with both rates remaining worse than the England rates (1,155 and 840 respectively).
- The mortality rate from all causes in the borough has remained worse than the England rate for the past 20 years. The rate for 2021-23 dropped after increasing during the pandemic, following a national trend:



- The standardised mortality ratio for deaths from all causes and all ages shows notable variation between different communities (latest data period 2016-20).

At an MSOA geography the mortality ratio is highest in Woodside (157.6) and lowest in Muxton & Lilleshall (75.8):

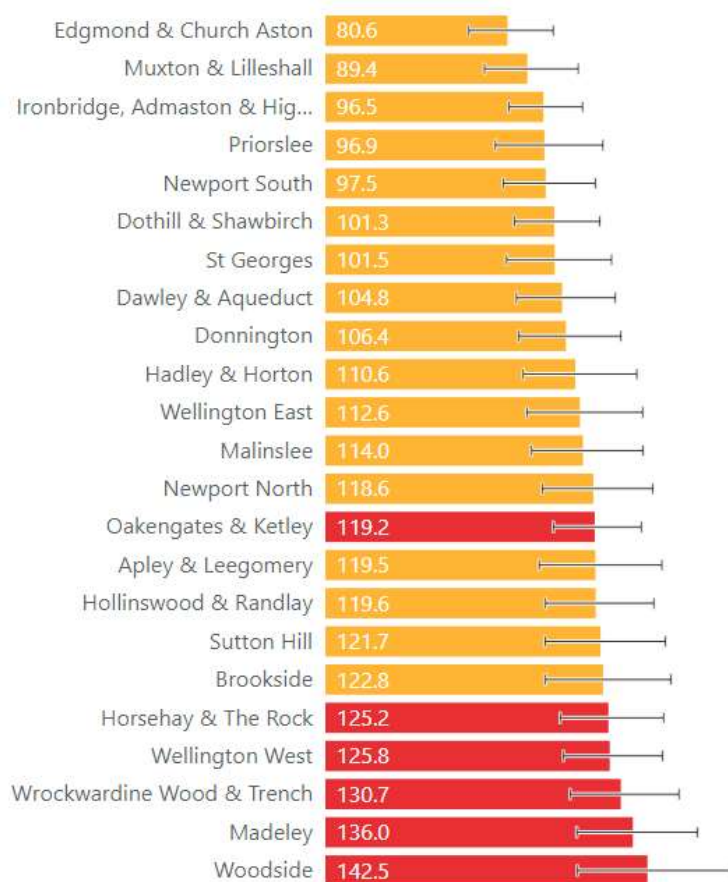


Main Causes of Death:

- There were 439 deaths from all **cancers** in the borough in 2023, decreasing from 512 in 2022, accounting for a quarter (25%) of deaths of residents in the borough. The mortality rate from cancer in the borough for 2021-23, at 270.9 per 100,000, was worse than the England rate of 248.5. The mortality rate from cancer for men is worse than the England rate, whilst for women is similar.

Indicator	Time Period	Telford and Wrekin Number	Telford and Wrekin rate	England rate	Compared to England
Mortality rate from cancer, all ages, all persons	2021-23	1,402	270.9	248.5	●
Mortality rate from lung cancer, all ages, all persons	2021-23	271	51.8	47.5	●
Mortality rate from breast cancer, all ages, all persons	2021-23	98	35	30.5	●
Mortality rate from prostate cancer, all ages, all persons	2021-23	100	46.8	43.7	●
Mortality rate from lukaemia and lymphoma, all ages, all persons	2021-23	95	18.4	20.2	●
Mortality rate from colorectal cancer, all ages, all persons	2021-23	140	26.9	25.6	●
Mortality rate from oesophagael cancer, all ages, all persons	2021-23	67	12.7	11.6	●
Mortality rate from bladder cancer, all ages, all persons	2021-23	53	10.8	8.6	●
Mortality rate from stomach cancer, all ages, all persons	2021-23	36	6.9	5.4	●

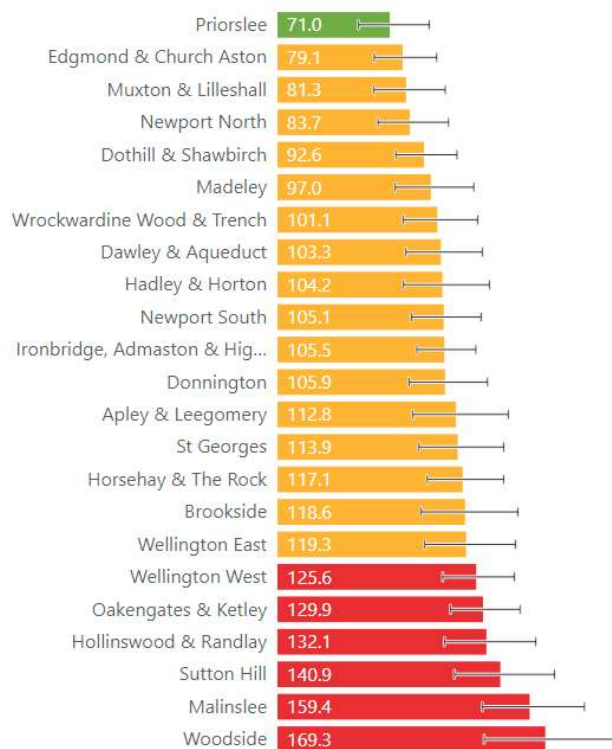
- Six of the Borough’s 23 MSOAs had a mortality rate from cancer for all ages that were worse than the England average in 2016-20:



- **Cardiovascular diseases** accounted for 417 deaths (24% of all deaths) in the borough in 2023. The rate of mortality from cardiovascular disease in the borough in 2021-23, at 240.8, was similar to the England rate of 233.0 after being worse since 2018-20:

Indicator	Time Period	Telford and Wrekin Number	Telford and Wrekin rate	England rate	Compared to England
Mortality rate from cardiovascular disease, all ages, all persons	2021-23	1,199	240.8	233	●
Mortality rate from ischaemic heart disease, all ages, all persons	2021-23	533	104.5	97.2	●
Mortality rate from stroke, all ages, all persons	2021-23	246	50.7	46.3	●
Mortality rate from deaths involving diabetes, all ages, all persons	2021-23	669	132.2	118.2	●
Mortality rate from hypertensive disease, all ages, all persons	2021-23	522	106.1	133.2	●

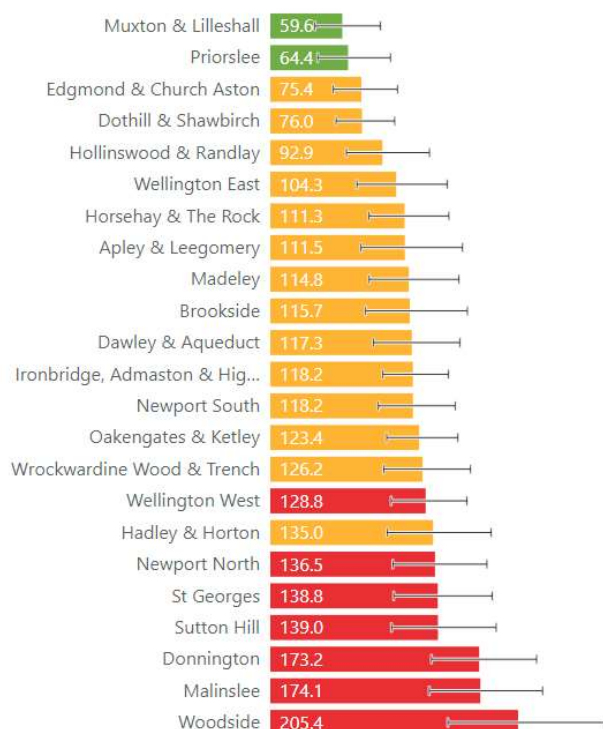
- Six of the Borough’s 23 MSOAs had mortality rates from circulatory disease for all ages that were worse than the England average for 2016-20:



- There were 237 deaths from **respiratory disease** in the borough in 2023, accounting for 13% of all deaths, and an increase from the 186 deaths in 2022. The rate of deaths from respiratory disease in the borough in 2021-23, at 122.8 per 100,000 was worse than the England rate of 106.3.

Indicator	Time Period	Telford and Wrekin Number	Telford and Wrekin rate	England rate	Compared to England
Mortality rate from respiratory disease, all ages, all persons	2021-23	611	122.8	106.3	●
Mortality rate from influenza and pneumonia, all ages, all persons	2021-23	177	37.1	34.2	●
Mortality rate from lower respiratory disease, all ages, all persons	2021-23	303	58.9	49	●
Mortality rate from COPD, all ages, all persons	2021-23	272	52.7	43.9	●

- Seven of the Borough's 23 MSOAs had mortality rates from respiratory diseases for all ages that were worse than the England average for 2016-20:



- There were 186 deaths from **dementia and Alzheimer's** disease in the borough in 2023, accounting for 11% of all deaths. The rate of deaths from dementia and Alzheimer's disease in the borough in 2021-23 was similar to the England average and has been since 2016/18.
- There were 27 deaths due to **Covid-19** in the borough in 2023. The rate of mortality due to COVID-19 for 2021-23 was better than the England average.

Preventable mortality

- In 2023 there were 255 premature deaths of Telford and Wrekin residents from causes considered preventable. These deaths accounted for 42% of premature mortality in the borough.
- In 2021-23 the rate of overall preventable early deaths decreased to 178.1 per 100,000, from 188.4 in 2020-22. Compared with the England average, the borough rate remained worse.

Indicator	Time Period	Telford and Wrekin Number	Telford and Wrekin rate	England rate	Compared to England
Under 75 mortality rate from causes considered preventable, all ages, all persons	2021-23	872	178.1	163.7	●
Under 75 mortality rate from cancer considered preventable, all ages, all persons	2021-23	260	53.2	49.5	●
Under 75 mortality rate from cardiovascular disease considered preventable, all ages, all persons	2021-23	173	35.4	30.5	●
Under 75 mortality rate from liver disease considered preventable, all ages, all persons	2021-23	95	19.4	19.2	●
Under 75 mortality rate from respiratory disease considered preventable, all ages, all persons	2021-23	108	22.1	18	●

Other mortality

- There were 38 infant deaths in the borough between 2021 and 2023. This was an increase from 31 deaths between 2020 and 2022. The rate of infant mortality in the borough is worse than the England average, having previously been similar to it since 2014-16.

- There were 662 smoking attributable deaths between 2017 and 2019. The rate of smoking attributable mortality in the borough for 2017-19 (246.1 per 100,000) was worse than the England average (202.2)
- The rate of deaths from drug misuse in the borough was similar to the England average in 2021-23 and has been for a number of years. The rate for persons was 5.5 per 100,000 (England 5.5)
- The rate of early mortality in adults with severe mental illness of 116.4 per 100,000 in 2021-23 in the borough is similar to the England average of 110.8, having previously been worse than the England average since 2015-16.
- There were 57 deaths from suicide between 2021 and 2023. The suicide rate in the borough for has been consistently similar to the England average, and in 2021-23 was 11.1 per 100,000 (England 10.7).
- 54 people were killed or seriously injured on the roads in Telford and Wrekin in 2023. The rate of people killed or seriously injured in the borough remains better than the England average.

5.0 Alternative Options

- 5.1 The alternative of not updating and publishing the JSNA is not recommended due to the legal requirement imposed on local authorities to publish a needs assessment that informs the Health & Wellbeing Board.

6.0 Key Risks

- 6.1 There are no key risks identified

7.0 Council Priorities

- 7.1 The JSNA provides insight into needs of communities across the borough, informing all council priorities.

8.0 Financial Implications

- 8.1 There are no direct financial implications foreseen from accepting the recommendations of this report.
- 8.2 Information and intelligence from population statistics is used by Finance to inform financial modelling and forecasting of potential demand for care services in both Adult Social Care and Children's Safeguarding Services. Data identified and developed as part of this work will be helpful in refining the future financial models necessary to inform the immediate budget strategy and medium-term financial forecasting of the expenditure on care. It will also help to identify the financial impact on the Council of changes and demands elsewhere informing the potential growth in demand for preventative and Public Health services.

9.0 Legal and HR Implications

- 9.1 Section 116 of the Local Government and Public Involvement in Health Act 2007 (as amended) places a duty upon the Council and each of its Integrated Care Systems to produce and publish joint strategic needs assessments (JSNAs) through the Health and Wellbeing Board.
- 9.2 The JSNA must be produced in co-operation; with regard to any statutory guidance issued by the Secretary of State; involve the Local Healthwatch organisation for the area and involve people who live or work in the area. The aim is to develop local evidence-based priorities for commissioning which will improve the public's health and reduce inequalities.

10.0 Ward Implications

- 10.1 The JSNA highlights variations in levels of need in different communities across the borough.

11.0 Health, Social and Economic Implications

- 11.1 The JSNA provides insight into health, social and economic needs of our population, to inform evidence-based decision making, including the development and implementation of the Health & Wellbeing Strategy and the TWIPP priority programme. Telford & Wrekin JSNA intelligence has informed (and should continue to shape) the development of the Shropshire, Telford & Wrekin Integrated Care Strategy and Joint Forward Plan. Intelligence on life expectancy and preventable mortality has clear reference to the Government and NHS ambitions to shift from illness to prevention, which is expected to strongly feature in the forthcoming NHS 10 year plan.

12.0 Equality and Diversity Implications

- 12.1 The JSNA demonstrates inequalities in Telford & Wrekin, including variations in need due to population characteristics, geographical factors and social circumstances, thus informing the tackling health inequalities agenda.

13.0 Climate Change and Environmental Implications

- 13.1 There are no direct climate change or environmental implications identified within this report.

14.0 Background Papers

JSNA Update – November 2024: Health & Wellbeing Board Paper
JSNA Update – June 2023: Health & Wellbeing Board Paper
JSNA Update – September 2022: Health & Wellbeing Board Paper

15.0 Appendices

none

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Director	07/03/2025	12/03/2025	HO
Legal	07/03/2025	11/03/2025	SH
Finance	09/03/2025	11/03/2025	RP



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Borough of Telford and Wrekin

Health & Wellbeing Board

Thursday 20 March 2025

Annual Public Health Report 2024 – Review of Recommendations

Cabinet Member:	Cllr Kelly Middleton - Cabinet Member: Public Health and Healthier Communities
Lead Director:	Helen Onions - Director of Public Health
Service Area:	Health & Wellbeing
Report Author:	Helen Onions - Director of Public Health
Officer Contact Details:	Tel: 01952 381366 Email: helen.onions@telford.gov.uk
Wards Affected:	All Wards
Key Decision:	Key Decision
Forward Plan:	
Report considered by:	

1.0 Recommendations for decision/noting:

The Health & Wellbeing Board is requested to:

- 1.1 Review and note the implementation progress of the Director of Public Health's Annual Report 2024 eight recommendations, which aimed to improve the emotional health and wellbeing of children and young people in the Borough, in line with the HWB strategy priorities.
- 1.2 Note that the key recommendation areas which still need to be progressed at pace across the ICS, are as follows:
 - The ICB led re-commissioning of child and adolescent mental health services (CaMHS) should include strong collaboration across the ICS to develop the local thrive model offer of services and support, which adequately and holistically meets the emotional and mental health needs of our local children & young people. This should range from lower level community and school-

based support, including youth social prescribing, brought together more intensive CaHMS support and interventions.

2.0 Purpose of Report

2.1 The 2024 Annual Report of the Director of Public Health featured insight on the thoughts and feelings of local young people and made a series of recommendations aimed at: enhancing support to ensure all our children feel valued, visible and included and emotionally well, providing them opportunities to achieve their aspirations and lead happy and fulfilling lives. This update report summarises the implementation progress of the recommendations set out in the 2024 report one year on.

3.0 Background

3.1 The resilience and mental wellbeing of children and young people continues to be a significant cause for concern. The detrimental impact of the pandemic on our children and young people is well recognised, and alongside this the cost of living crisis and wider global events have clearly impacted on emotional resilience and the young people's demand mental health services and support.

3.2 In terms of alignment of priorities, children and young people's mental health was agreed as a Health & Wellbeing Strategy priority in 2022. Since the publication of the annual public health report in March 2024, the Telford & Wrekin Integrated Place Partnership (TWIPP) and the newly approved Children & Young People's Strategy have both established improving the emotional and mental health of children and young people as a top priority.

3.3 The 2024 annual public health report drew on insight from a series of focus groups with young people and an online survey for secondary school pupils. The four themes of the report were: Friends and Family, Feelings, Fit and Healthy and Future Hopes and Dreams. A series of local projects and initiatives in place to support and develop young people's emotional health and wellbeing were showcased in the report, alongside case studies and stories to demonstrate how our local targeted, community-based approach is making a difference.

4.0 Summary of main proposals

4.1 The eight annual report recommendations have been reviewed in terms of local authority and partner delivery progress in the past 12 months, which is summarised in the sections below.

4.2 The Council should continue to work with partners through the new Youth Partnership Board to evolve our Youth Offer, ensuring that a range of accessible,

inclusive activities, groups and opportunities for children & young people to socialise are widely promoted and publicised.

- 4.2.1 The Telford & Wrekin Youth Partnership Board has been established in line with the national guidance for local authorities on services to improve young people's health and wellbeing. The Board is working with youth partners and organisations to evolve the [local youth offer](#) in order to help to ensure there is a range of accessible, inclusive activities, groups and opportunities for children and young people to socialise. The local youth needs assessment is being finalised shaped by provider and youth engagement, and resident survey information which will inform the development of Telford & Wrekin Youth Strategy. (see Appendix for further information)
- 4.2.2 Youth Development Officer has developed a youth voice network, that will include youth representation from across the three locality areas of the borough to provide ongoing youth voice to lead a youth offer shaped by youth voice.
- 4.3 The Council should launch a grant-giving process to enhance the local Youth Offer – using the contents of this young person's survey and with a focus on improving emotional wellbeing.
- 4.3.1 The Council have continued to offer grants through the [Make a Change Project](#) which was recently launched again in 2025. Young people aged 11-18 are offered the chance to turn their passion into a reality through the project. One of the key criteria for projects is that the incentive improves mental health. The Make a Change vision is to leave a legacy of projects that make positive changes, inspiring others, and ensuring far-reaching impacts which extend beyond our their own young lives. The website features videos of past winners, showcasing stories of how the grants have boosted the confidence boost and a sense of accomplishment of those participating. (see Appendix for further information)
- 4.4 The ICB should, as part of the re-commissioning of child and adolescent mental health services (currently BeeU service), ensure that future investment in the service adequately reflects the rising local need and demand for CYP mental health services.
- 4.4.1 The ICB has increased funding into the BeeU service and there has been some increase in capacity. The BeeU service is facing performance challenges in delivering the agreed access targets and waiting times, and there continues to be an increase in demand for elements of the services. However robust improvement plans have been developed with the provider with anticipated recovery of this position during 25/26. (see related HWB agenda item for further information).

- 4.4.2 The ICB are leading the re-commissioning of the child and adolescent mental health service, the procurement start date has been deferred to May 2025, and the current BeeU contract with Midlands Partnership NHS Foundation Trust has been extended until September 2025. transparent and collaborative approach has been adopted with the new proposed model, service specification, outcomes and reporting metrics all being developed closely with local authority and public health colleagues. It also makes effective use of extensive engagement with a wide range of stakeholders and communities. (see related HWB agenda item for further information.)
- 4.5 The ICB with Telford & Wrekin Primary Care Networks, should expand and enhance the provision of youth social prescribing.
- 4.5.1 It is expected that the provision of youth social prescribing support will be reviewed as part of the thrive model development which will be undertaken by the ICS as part of the re-commissioning of CaMHS (see section 4.4 above).
- 4.6 Building on the YYoW campaign, a toolkit of information, advice and guidance should be co-produced with CYP and widely shared and promoted, this should include support for feelings of loneliness, inequality and self efficacy and promote the safe use of social media and gaming platforms.
- 4.6.1 The Young Persons Year of Wellbeing 12-week email programme initially launched in 2023, provided information and support about emotional and physical wellbeing to young people. By mid Feb 2025 there were 950+ subscribers, with a social media reach of 122.7k. Recognising the recommendation to expand resources and based on the preferences of young people to have something readily available whenever they need, this initiative has now transitioned into an exciting new website called SUPER—Supporting Your Pathway to Emotional Resilience. This development will ensure that young people have an immediate resource at their fingertips that is there for them 24 hours a day, 7 days a week. Increasing accessibility to information in a more engaging resource format will ultimately help young people to navigate emotional challenges and gain skills to further their resilience.
- 4.6.2 The creation of the SUPER website has been a collaborative effort, with significant input from the Young Persons Forum. This co-production approach has resulted in a platform designed by and for the use of its audience so feels more appropriate for the target demographic. With the feedback that it resonates with its audience, the Council are confident that the structured age-appropriate categories and characters are relevant to align with the developmental stages and concerns of its users. (see Appendix for further information)

- 4.6.3 Additionally, the website includes a section for partners, allowing local organisations to share contact details, events, and offers directly with the Council, enriching the resources available to young people. As SUPER continues to evolve, Telford & Wrekin Council envision the website becoming a cornerstone of support for young people across the Borough. The platform's adaptability ensures that it can grow and change over time to remain relevant for young people, no matter what challenges they might face.
- 4.7 Schools and education settings are encouraged to strengthen their approach to supporting young people improve their emotional wellbeing and resilience.
- 4.7.1 Wellbeing Charter Mark pilot initiative has offered a cohort of schools a systemic structure to engage in a cycle of assess-plan-do-review, focusing on the wellbeing of the entire school community. The Charter Mark emphasises local provision and early identification, exploring mental health and wellbeing holistically through a whole-school approach. It fosters a collaborative and supportive process, recognising each setting's commitment to improving the emotional wellbeing and resilience of the wider community.
- 4.7.2 Eleven schools (2 specialist, 2 secondary and 7 primary) were identified to participate in the pilot. Six settings completed their first cycle and co-constructed bespoke action plans, while the remaining five also completed their first cycle and developed their own action plans. Two settings have successfully completed their second cycle and achieved the Charter Mark Award.
- 4.7.3 The Council's Emotional Literacy Support Assistants (ELSAs) have strengthened its network with 95% of local primary, secondary, and specialist settings having at least one ELSA in place to support the emotional health and wellbeing of all children and young people. The ELSA Quality Mark 2025 was recently awarded to T&W EPS in recognition of the high standards of professional development and supervision provided to ELSAs.
- 4.7.4 Professional development for Mental Health leads in schools was offered through Future In Mind (Severn Teaching Alliance CPD) and EPS collaboration, focusing on understanding neurodiversity and supporting inclusion, working to support the wellbeing and resilience of neurodivergent children & young people.
- 4.7.5 Telford & Wrekin Virtual School have been leading the implementation of Attachment Research Community accreditation, which focusses on strengthening attachment and trauma awareness across all schools in the Borough. By July 2024, 88% of T&W schools had become ARC Accredited, six schools had achieved gold Accreditation, 4 schools will become learning hubs and 100% sign up across all schools is expected in 2025. The accreditation involves an audit of attachment and trauma informed practice in the setting, whole-school training and

identification of lead practitioners to further embed practice. Feedback from schools and pupils has also shown increased understanding and awareness of attachment and trauma informed practice. The rates of suspension for Telford & Wrekin have fallen compared to England position as more schools have worked with the Virtual School to embed attachment and trauma informed practice.

- 4.8 The Corporate Parenting Strategic Group should continue to review the care experiences of our looked after children, offering appropriate education, awareness or safeguarding activities to address challenges.
- 4.8.1 Telford & Wrekin Virtual School team, Principal Social Worker and Leaving Care Team continue to develop the [Young Persons Panel](#), where members of the Corporate Parenting Strategic Group engage with a group of young volunteers with care experience. The Young Person's Panel shapes the support offered to cared for children, with reference back to the corporate parenting Promise.
- 4.8.2 The Young Persons Panel have reviewed information support available in 2024 on the following key areas: building strong relationships, listening and hearing your voice and being safe and healthy. As part of this [co-production](#) work, young people have contributed views around these themes in terms of what is going well and what could be better, what messages need to be shared and what further actions need to be taken. (see Appendix for further information)
- 4.9 The availability and accessibility of life skills training which prepares young people for adulthood, focussing the practical things such as money management, cooking, paying bills and opening bank accounts should be reviewed.
- 4.9.1 Further work is required to review the progress of this recommendation across the Education Strategic Partnership.

5.0 Alternative Options

- 5.1 Producing an independent annual report is a statutory duty for the Director of Public Health and the local authority must publish the report, so not publishing a report would mean this duty is not complied with.

6.0 Key Risks

- 6.1 See finance comment regarding funding.

7.0 Council Priorities

- 7.1 Every child, young person and adult lives well in their community.

8.0 Financial Implications

8.1 The actions and recommendations the 2024 report required the input of multiple partners and funding sources. For the Council, the recommendations were delivered from existing budgets and other sources of funding where available i.e. grant awards. Where there is cause to source additional funding for initiatives this will be proposed through the appropriate governance route for each organisation.

9.0 Legal and HR Implications

9.1 The Director of Public Health has a statutory duty to prepare an annual report on the health of the people in the area of the local authority under Section 73B (5) of the National Health Service Act 2006 (as amended). The report has to be published by the local authority under Section 73B (6). The attached report is produced by the Director of Public Health in order to meet these statutory responsibilities.

10.0 Ward Implications

10.1 Borough-wide impact, but particularly wards with highest levels socioeconomic deprivation.

11.0 Health, Social and Economic Implications

11.1 Positive experiences in early life are closely associated with a range of long-term outcomes - better performance at school, better social and emotional development, improved work outcomes, higher income and better life-long health.

12.0 Equality and Diversity Implications

12.1 Exposure to Adverse Childhood Experiences (ACEs) during childhood, such as: neglect, abuse, bereavement or separation from parents, domestic abuse, or parental substance misuse, can significantly impair children's brain development having long term consequences. Often the experience of trauma and ACEs are more prevalent in our most disadvantaged communities and families. ACEs can be particularly damaging if children repeatedly experience several of them while growing up and this can often be a feature for people with Equality Act protected characteristics..

13.0 Climate Change and Environmental Implications

13.1 The climate emergency and environmental issues were raised as a concern by young people through the focus groups, so this is clearly an agenda which is important to our younger generation.

14.0 Background Papers

HWB 21st March 2024 Annual Public Health Report 2024

15.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Director	12/03/2025	12/03/2025	HO
Legal	06/03/2024	07/03/2024	KF
Finance	23/01/2024	08/03/2024	RP

Annual Public Health Report 2024 recommendation progress - Further information

Youth Offer



news

Find out more about what is going on in Telford and Wrekin for young people!

Keep up to date with the latest information about the Telford and Wrekin Youth Offer by visiting our news page and subscribe to our monthly newsletters...

[Telford & Wrekin Youth Offer website](#)

Make a Change



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£2,000 up for grabs for community projects

A project that offers young people aged 11-18 the chance to turn a passion into a reality, is now inviting submissions.


Published on: 4 March 2025




Councillor Raj Mehta with winning project
'Flavour Town'

[Make a change - a chance for young people to shine - Telford & Wrekin Council](#)

Young Person's Year of Wellbeing




SUPER STRENGTHENING UR PATHWAY TO EMOTIONAL RESILIENCE




Pippin

11-14 YEARS




Kodie

14-16 YEARS



Rowan


16+ YEARS



Super Suits!

PARTNERS

Young Person's Panel



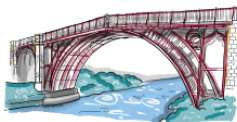
Protect, care and invest to create a better borough

Corporate Parenting Young Persons' Panel

4. Building Strong Relationships 13th June 2024

We Will

- Make sure that you are routinely engaged, consulted and have a real say in your own lives;
- Ensure that you are included in decision making;
- Host regular participation activities and events through forums including VOICE and Leavers Come First;
- Ensure that a participation offer is available, to enable you to develop networks and to provide opportunities to discuss worries and concerns with others with lived experience of being in care;
- Ensure that you, our own children and young people, are represented and have direct input into our Corporate Parenting Strategic Group;
- Include you in recruitment and selection panels for Senior Staff within children's services;
- Work closely with our virtual school team to support stability in your school placements when there is a care placement move. We will encourage you to be a part of this decision making.



How we will know we have made a difference:

- Consultation activities will show input from a wide range of our children and young people;
- More young people will engage in VOICE and Leavers Come First forums;
- More young people will engage in participation events and activities;
- Young peoples' voices will be central at the Corporate Parenting Strategic Group;
- Young people will be involved in recruitment and selection for senior roles;

What is Going Well?

- Support for Care Leavers from PAs, there is a high level of trust and I am listened to;
- We really appreciate the Leavers' Lounge and the chance to talk to people;
- SmashLife have always been there for me and helped me through a dark time;
- The Virtual School has been a consistency and always listens;
- The Virtual School came to visit me in school when I was having a wobble and supported me to manage my emotions;
- My foster carers are great at listening to me and supporting my views;
- I know who to go to if I need help;
- The IRO has been the 'narrator of my life', I can talk to my IRO and I have had the same one for years;
- Using my IRO as my voice when I don't want to go to meeting myself;
- My IRO has always visited me on my birthday and at Christmas;
- My IRO took time to get to know me and listen to me;
- When I told people I was in care, they supported me more;
- The advocate helped me through a difficult time and used to visit me to check I was OK;
- Being involved in interviews for social workers, especially when they can't answer my question.



What Could be Even Better If ...?

- Fewer changes of Social Worker;
- People properly listen rather than just tick a box;
- People focus on what you can do rather than what you can't;
- Seeing IRO outside of school not just in school;
- Feeling like I am able to attend meetings that are about me;
- Not being taken out of lessons for meetings in school, it makes me feel different to other kids in school.



What Messages Do You Want to Pass on to Other Young People?

- Believe in yourself, but know there are people out there to help if you need help;
- Ask for help if you need it, people won't judge you if you ask for help.



What Actions need to be added to the Action Plan?

- Ensure the guide for young people includes details of the different social work teams and the changes they can expect in the people supporting them through on the journey through the care system;
- Ensure that the guide also explains the purpose of meetings, why we have to hold these, the questions which will be asked and what will be happen with the answers to these;
- Ask young people where they want meetings to be held and who they want to attend (IRO);
- Ensure that the young person has a voice in meeting about them, either directly by them attending the meeting or through an advocate where they don't feel like they are able to attend.



What are the Key Messages for The Corporate Parenting Strategic Group?

Please ensure that you listen to my views and help me to understand the meetings about me so that I can either attend or share my views in other ways, such as through an advocate.

Building Strong Relationships Poster



**Integrated
Care System**
Shropshire, Telford and Wrekin

NHS

**Shropshire, Telford
and Wrekin**

Children and Young Persons Mental Health Update

Page 57

20th March 2025

Current Position

- BeeU service until 30/9/25
- Challenged performance against access targets and waiting times
- Continued increase in demand for services – assessment and treatment
- Some increase in capacity with increased funding

Locally includes:

- 24/7 crisis and home treatment team
- Eating disorder team to expand to offer ARFID
- Single point of access for CAMHS
- Medic team
- 5 x Mental Health in Schools Teams (MHST) approximately 50% of CYP population
- Physical health check team
- Core BeeU- mental health practitioner, CBT, SLT, OT, multi skilled work force



In-Year Performance

- Operational national priorities include CYP access to NHS funded Mental Health services. (0-25); MH Crisis provision 24/7, Eating Disorders standards for referral to treatment, roll out of MH support offer in schools.
- Progress against access target hampered due to challenges in recruitment to new posts & issues with activity data capture in the main MH provider, as well as in VCSE/other sub-contracts. Current performance around 78% of plan and expecting to miss the current year target (March 2025) but on track to improve to meet target during 2025/26.
- Adverse impact on waiting times for children for assessment and treatment, in particularly for Neuro developmental referrals. Improvements are expected in this area as recruitment progresses. Main provider also undertaking a large scale validation of waiting lists.
- An improvement plan is in place to track recruitment of staff, reduce the impact of staff turnover & staff sickness and identify and record “missed” activity in clinical systems, and capturing all relevant activity from VSCE. Alongside this, ensuring training & robust processes are put in place to prevent a re-occurrence. Led by ICB, with NHSE oversight.



Recommissioning

- Building on previous development and engagement work. Wider public engagement & communications strategy
- Collaborative approach with system partners to design and development
- Service specification drafted and out for further comments from partners including both T&W & Shropshire Local authorities
- Extensive additional engagement
- Procurement start date deferred to May 2025 to allow for Shropshire re-election period and additional time for review and sign off





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Borough of Telford and Wrekin

Health & Wellbeing Board

Thursday 20 March 2025

Children and Young People's Strategy 2025-2028

Cabinet Member:	Cllr Shirley Reynolds - Cabinet Member for Children, Young People, Education, Employment & Skills, Cllr Kelly Middleton - Cabinet Member for Public Health & Healthier Communities
Lead Director:	Jo Britton – Executive Director Children Services & Public Health, Helen Onions - Director: Health & Wellbeing, Darren Knibbs - Director: Children's Safeguarding & Family Support, Simon Wellman – Director: Education & Skills
Service Area:	Children Services & Public Health
Report Author:	Helen Onions - Director: Health & Wellbeing
Officer Contact Details:	Tel: 01952 381366 Email: helen.onions@telford.gov.uk
Wards Affected:	All Wards
Key Decision:	Key Decision
Forward Plan:	14 October 2024
Report considered by:	SMT – 3 December 2024, 14 January 2025 Business Brief – 23 January 2025 Cabinet – 13 February 2025 Health & Wellbeing Board – 20 March 2025

1.0 Recommendations for decision/noting:

It is recommended that the Health & Wellbeing Board:

- 1.1 Approve and support the commitments and proposals in the Telford & Wrekin Children & Young People's Strategy 2025-2028.

2.0 Purpose of Report

2.1 This report summarises the proposals of the draft Telford & Wrekin Children & Young People's Plan for 2025 – 2028.

3.0 Background

3.1 Strong local partnership working between; children, young people and their families, the Council, the Police, the NHS and community and voluntary organisations, is vital to improving the life chances and outcomes for all our children and young people.

3.2 In recent years, a variety of local strategies aimed at improving the lives of our children and young people have been in place across a range of partnerships, for example the Safeguarding Children's Partnership and the Health & Wellbeing Board.

3.3 The Government is currently in the process of developing and launching a new set of national policies and reforms, such as the Children's Social Care reforms, the Children's Wellbeing and Schools Bill and the NHS 10 year plan.

3.4 A new Children & Young People's Strategy for Telford & Wrekin is now being proposed to streamline and more effectively deliver our strategic commitments across the range of children and young people's agendas and partnerships, alongside the rapidly changing national policy landscape.

4.0 Summary of main proposals

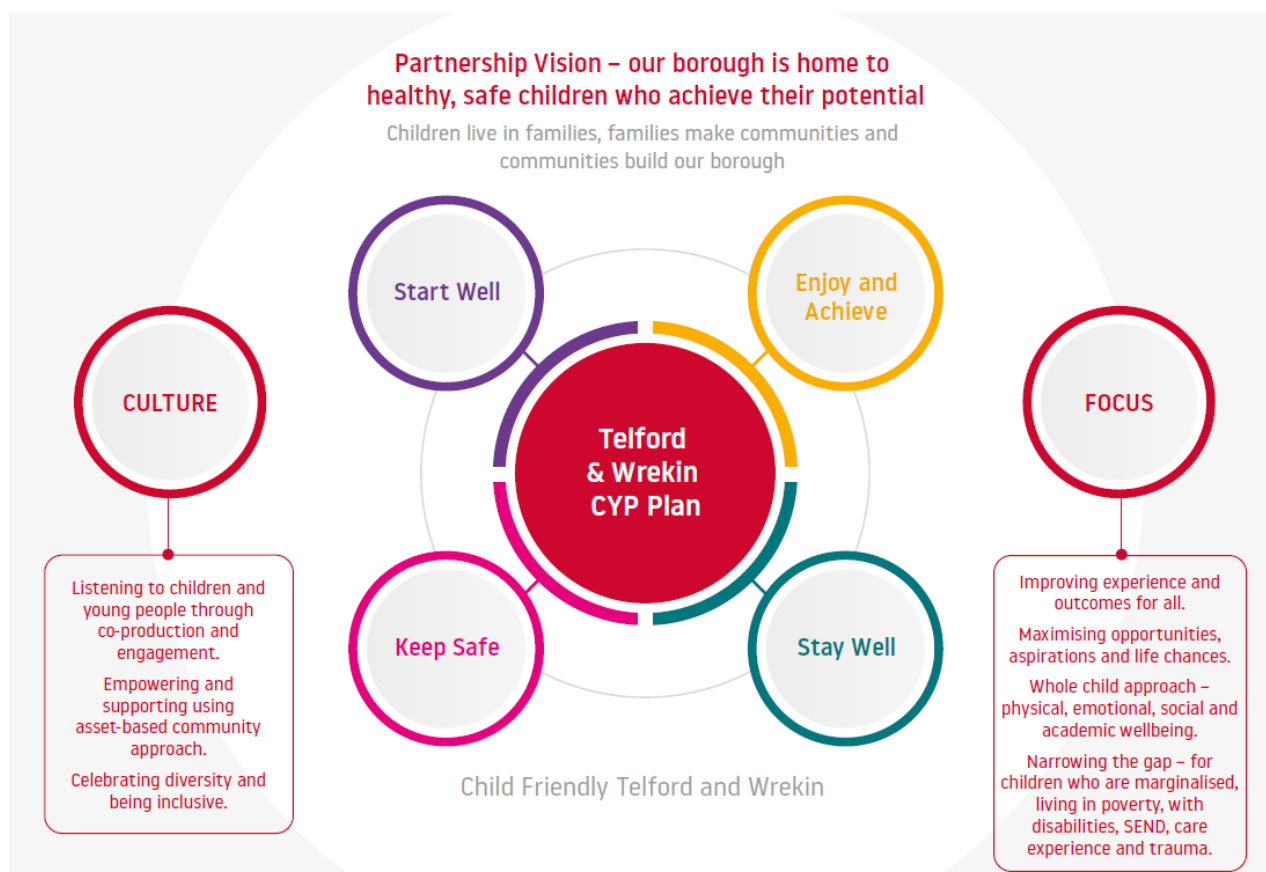
4.1 The Telford & Wrekin Children & Young People's Strategy 2025-2028 is an overarching plan which will act as an umbrella for a range of supporting partnership strategies and transformation programmes. The vision of the strategy is that our borough is home to *healthy, safe children who achieve their potential*, with the four aims that all our children and young people: *start well, stay well, keep safe and enjoy and achieve*.

4.2 The proposals draw on engagement, consultation and co-production work undertaken as part of the development of the supporting strategies, such as the 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.

4.3 The Strategy adopts a whole-child approach to maximise outcomes for all children and young people, with a focus on narrowing the gap for those who are marginalised or in need, for whatever reason. The national Child Poverty Strategy

expected in Spring 2025, will provide further context to improve outcomes for some of our most challenged local families.

- 4.4 The commitment to listen to, empower and support children, young people, parents and carers through community-centered approaches, is at the heart of the Strategy. Celebrating diversity and being inclusive will need to be a clear part of our partnership culture.
- 4.5 Child Friendly communities and cities aim to ensure all children have a meaningful say in, and truly benefit from, the local decisions, services and spaces that shape their lives. Adopting a child friendly Telford & Wrekin approach fits strongly with the commitments in this Strategy as it will mean - the voices, needs, priorities and rights of children become an integral part of our local policies, programmes and decision-making.



- 4.6 A series of objectives are proposed under the four strategy aims, and these map to existing supporting strategy commitments. A set of high level delivery programme priorities for 2025/26 have been proposed. The strategy performance framework includes outcomes indicators aligned to the aims, objectives and priorities.

4.7 The Strategy includes draft proposals for governance relevant at the time of writing. In the context of the Children's Social Care Reforms and other expected national policy changes, further discussions with key strategic partners are needed to firm up the most effective governance arrangements.

5.0 Alternative Options

5.1 An overarching Children & Young People's Strategy is needed to join up various agendas which are currently fragmented across partnerships, to ensure that the Council with partners take a whole-child approach to maximising aspirations, life chances and outcomes.

6.0 Key Risks

6.1 Without an overarching Children & Young People's Strategy and shared set of commitments across Council teams, the Police, the NHS and community and voluntary sector there may be silo working which makes it more challenging to effectively take a whole-child approach and improve outcomes for all children.

7.0 Council Priorities

7.1 The Children & Young People's Strategy 2025-2028 will predominately to support delivery of the Council priority:

- Every child, young person and adult lives well in their community.

However, children and young people and their families build our communities and borough and therefore the Strategy will also contribute to, and will benefit from, work programmes aligning to the other Council priorities:

- Everyone feels the benefit from a thriving economy.
- All neighbourhoods are a great place to live.
- Our natural environment is protected.
- A community focused innovative council providing effective, efficient and quality services.

8.0 Financial Implications

8.1 The net 2024/25 budget for Children & Young people (excluding DSG) in 2024/25 is over £62m, made up of £49.6m for Children's Safeguarding & Family Support and £12.8m for Education & Skills. These two directorates represent approximately 40% of the Council's net 2024/25 budget.

8.2 All actions within the strategy for forthcoming years are intended to be met from within existing or planned resources. However, should additional resources be required, this will be considered in accordance with the Council's Governance process.

9.0 Legal and HR Implications

9.1 The Children and Young People Strategy has been prepared in line with the council priorities, the priorities of the Local Safeguarding Partnership and in accordance with Working Together 2023. As the report eludes to, there are proposals for a number of national reforms that will impact on the strategy throughout the timeframe of this strategy and therefore the strategy will need to continue to be reviewed in line with these reforms as they take effect.

10.0 Ward Implications

10.1 This Strategy affects all Wards, however children and young people in certain Wards are more impacted by poverty or more marginalised for a variety of reasons.

11.0 Health, Social and Economic Implications

11.1 The four aims of this Strategy encompass a wide range of health, social and economic implications. The start well and stay well aims include health commitments to ensure the best start in life, the reduction of health inequalities and healthy lifestyles. The keep safe aim covers range social care and child protection agendas. The enjoy and achieve aim covers education and skills, aspirations and life chances, which all impact on the future economic prosperity in the Borough.

12.0 Equality and Diversity Implications

12.1 The Strategy commits to a partnership culture which is inclusive and celebrates diversity. There is a focus on narrowing the gap for those who are marginalised, for example children living in poverty, with disabilities, SEND, care experience and trauma.

13.0 Climate Change and Environmental Implications

13.1 No specific implications.

14.0 Background Papers

None

15.0 Appendices

A Telford & Wrekin Children and Young People's Strategy 2025 - 2028

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Director	03/01/2025	09/01/2025	HO
Legal	03/01/2025	20/01/2025	DTW
Finance	03/01/2025	09/01/2025	TD



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Telford and Wrekin Children and Young People's Strategy

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2025-2028




Ofsted
Outstanding
Provider

Child Friendly Telford and Wrekin

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Foreword

We are delighted to introduce this Telford and Wrekin Children and People’s Strategy for 2025-2028, to support the delivery of the: Council Plan priorities, Health and Wellbeing Board commitments and Safeguarding Children Partnership responsibilities.

Children, young people and families living in Telford and Wrekin build our communities and are the foundations and heart of our borough. This partnership Strategy bridges families and communities, and many organisations alongside the Council, such as the: NHS, community and voluntary sector, specialist providers, the Police, early years settings, schools and other education partners.

This is an overarching strategy which acts as an umbrella for a range of partnerships strategies, plans and transformation programmes. Building on from our excellent Ofsted children’s services rating, our strategy vision is that **our borough is home to healthy, safe children who achieve their potential**, with the aims that all our children and young people start well, stay well, keep safe, and enjoy and achieve.

We have listened to local children and young people to understand what outcomes they want. A whole-child approach should maximise aspirations, life chances and outcomes for all children and young people. Alongside this is a focus on narrowing the gap for those who are marginalised or in need, for whatever reason.

Our partnership is committed to listening to, empowering and supporting children and young people, parents and carers, through asset-based community approaches. Celebrating diversity and being inclusive needs to be a clear part of our partnership culture.

Our Family Hubs offer is clearly making an impact on local children and young people. Going forward, as part of the national Homes Built on Love Children’s Social Care Reforms, family help with its strong prevention focus will be a key vehicle for change. Family Help is a crucial element of this Strategy’s keep safe aim, but it will also contribute significantly to the other three aims.

The Children’s Wellbeing Bill, announced in the Kings Speech 2024 will put children and their wellbeing at the centre of the education and children’s social care systems, to ensure children are safe, healthy, happy and treated fairly, removing barriers to opportunity. Tackling child poverty is also at the heart of the new Government’s mission to improve the life chances of every child. A Ministerial Taskforce is leading the development of a national child poverty strategy due to be published in the Spring 2025. There is clear context for urgent action on child poverty in Telford and Wrekin given our local picture, and this should support the delivery of all the strategy’s aims and objectives. Working towards being a child friendly borough will support successful delivery of our aspirations.

A set of delivery priorities for 2025/26 and a performance framework sits alongside the strategy aims and objectives. The implementation and impact of the strategy over the next three years will be steered and overseen by a newly established Children and Young People’s Board star chamber.



Jo Britton
Executive Director,
Children’s Services
and Public Health



Councillor Shirley Reynolds
Cabinet Member for Children,
Young People, Education,
Employment and Skills



Councillor Kelly Middleton
Cabinet Member for Public
Health and Healthier
Communities



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Children and young people matter in Telford and Wrekin

Children and Young People are front and centre of the refreshed **Telford & Wrekin Council Plan**, with tackling poverty and inequalities in communities at the heart of the plan.

Getting the best start in life is an overarching theme in our **Health and Wellbeing Strategy**. Across healthy pregnancies, support for families in the early years, improving development and education outcomes – there is focus on children affected by poverty, poor mental health, domestic abuse, alcohol and drugs and special educational needs and disabilities.

Telford Vision 2032 partnership ambitions support all children in getting the best possible start in life, from the day they're born, commits to no child being invisible to key services.



Partnership Vision – our borough is home to healthy, safe children who achieve their potential

Children live in families, families make communities and communities build our borough



FOCUS

Improving experience and outcomes for all.
Maximising opportunities, aspirations and life chances.
Whole child approach – physical, emotional, social and academic wellbeing.
Narrowing the gap – for children who are marginalised, living in poverty, with disabilities, SEND, care experience and trauma.

CULTURE

Listening to children and young people through co-production and engagement.
Empowering and supporting using asset-based community approach.
Celebrating diversity and being inclusive.

Child Friendly Telford and Wrekin

Telford and Wrekin Children and Young People's Strategy

Partnership Vision – our borough is home to healthy, safe children who achieve their potential

Start Well

Enabling children to get the best start in life through universal prenatal, antenatal, postnatal and health visiting services and early/family help services.

Empowering parents and carers to care for and nurture their children, with early/family help to avoid issues escalating.

Supporting all children to be ready for school, achieving a good level of development on their language and communication, problem solving and personal-social skills, at home and in early years and community settings.

Stay Well

Encouraging families to be active, with healthy diet and lifestyles.

Improving children and young people's mental health and emotional and wellbeing.

Reducing health inequalities focussing on mental health, asthma, diabetes, oral health, epilepsy and immunisations.

Enjoy and Achieve

Promoting access to a quality education offer for all young people across the borough, with holistic wrap around support for families who need it most.

Encouraging aspirations in all children and young people, enabling them to gain skills they need to fulfil their potential, preparing them for independent, successful adulthood.

Offering all young people opportunities to engage in stimulating activity which improves their sense of wellbeing.

Keep Safe

Creating conditions so every child is safe and feels they belong in their home and educational setting.

Ensuring an environment in our communities where child exploitation is prevented, identified and challenged, resulting in disruption.

Working together to tackle the impact of adverse childhood experiences, such as neglect, alcohol, drugs and domestic abuse – using a whole family approach to empower families and support communities to be resilient.

Culture

Listening to children and young people through co-production and engagement.

Empowering and supporting using asset-based community approach.

Celebrating diversity and being inclusive.

Focus

Improving experience and outcomes for all.

Maximising opportunities, aspirations and life chances.

Whole child approach – physical, emotional, social and academic wellbeing.

Narrowing the gap – for children who are marginalised, living in poverty, with disabilities, SEND, care experience and trauma.

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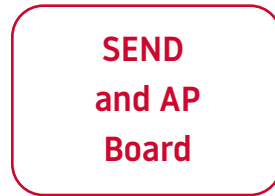
Partnership and strategy context

AIMS



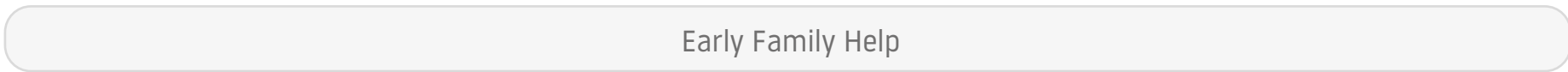
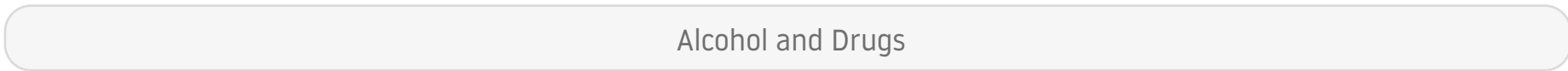
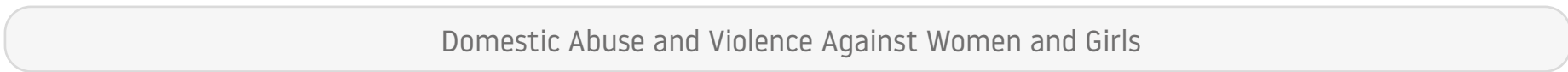
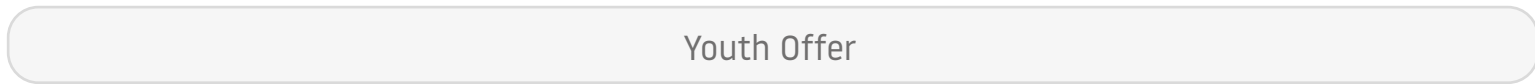
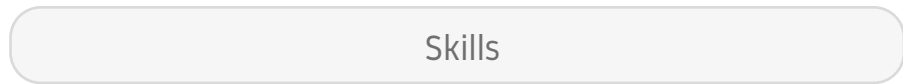
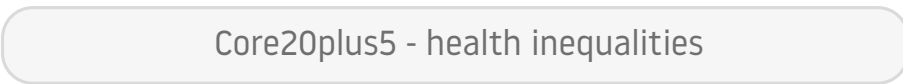
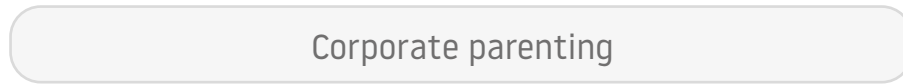
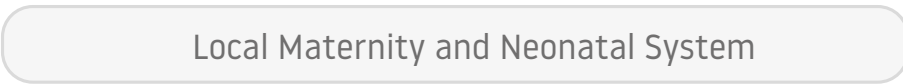
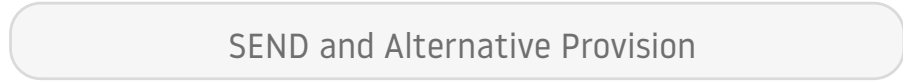
AIMS

PARTNERSHIPS



PARTNERSHIPS

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STRATEGIES

Listening to children, young people, parents and carers

The voices from a wide range of groups shape our commitments

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Local schools and youth councils

Leavers Come First

Young Carers

Youth Parliament

Black and Minority Ethnic
Groups engagement

Emotional Health and Wellbeing
focus groups and survey

Young People's Forum

Maternity and Neonatal Voices
Partnership

Dandelion Parents

VOICE
(Children in Care Forum)

Family Hubs

Parents Opening Doors (PODs)

SEND Youth Forum

Autism Hub

Shout Out for SEND

Our local picture

Population



60,300

children and young people aged 0-25. 1 in 3 people in T&W (ONS 2023)



6.1%

increase in 0-25 population since 2013, compared to 2.2% nationally (ONS 2023)



22.1%

of young people from a minority ethnic background (Census 2021)



5%

of the younger population's main language is not English (Census 2021)



Higher proportion of children eligible for **Free School Meals** than England (27.6% primary, 25.6% secondary) DfE 2023/24



25.4%

(9,570) children live in low income families, compared to 19.8% nationally (OHID 2022/23)



30%

of households with dependent children, compared to 28.5% nationally (Census 2021)



7.8%

(5,973) lone parent households, compared to 6.9% nationally (Census 2021)

Our local picture

Start well



29.3
YEARS OLD

Mothers are younger on average (30.9) ONS 2021



36.3%

of children are breastfed at 6-8 weeks, lower than England (52.7%)



45.1%

of pregnant women access maternity care early, lower than national average (63.5%)



9.7%

5,493 younger people disabled under the Equality Act. Census 2021



50.8%

of children are physically active, higher than the national rate (47.8%) Sport England 2024



63.9% of children achieve a **good level of development** at 2-2½, lower than national (80.4) OHID 2023/24



9.9%

A **higher proportion of mothers smoke at time of delivery** than nationally (7.4%) OHID 2023/24



24.6%

of children in Reception are overweight (including obese) – higher than national (22.1%) OHID 2023/24



The number of CYP accessing mental health services across Shropshire, Telford and Wrekin continues to increase. NHSE



37.3%

of children in year 6 are overweight (including obese) – rate is improving and similar to the England rate (35.8%) OHID 2023/24

Our local picture

Enjoy and Achieve

Keep Safe



69%

of children achieve a **good level of development** at the end of Reception, compared to 68% nationally OHID 2023/24



61% meet expected levels in **reading, writing and maths** at end of primary school compared to 60% nationally



43.3% achieving **Attainment 8** at end of secondary school compared to 46.1% nationally DfE 2024



35.3%

Lower rates of children on child protection plan per 10,000 than national (41.6) DfE 2023/24



96

A higher rate of Looked After Children per 10,000 than national (70) DfE 2023/24

5,017

WITH SEN SUPPORT AND 1435 EHC PLAN higher rates than national DfE 2023/24



Lower rate of permanent exclusions from school than national but higher rate of suspensions.



3.1%

of 16 to 17 year olds **not in education, employment or training**, better than national (5.2%) OHID 2022/23



Rates of hospital admissions caused by unintentional and deliberate injuries in children similar to national rates



Lower rates than national for hospital admissions as a result of self harm

Performance and outcomes we want to achieve

Our best start in life, social care and education outcomes are linked to Council priorities and a range of national frameworks.

Start Well

- Early access to maternity
- Infant vaccination rates
- Infant mortality rates
- Proportion of mothers smoking in pregnancy
- Prevalence of breastfeeding at 6-8 weeks
- Health Visitor: Proportion of New Birth Visits completed in 14 days, infants receiving 6-8 week review and children receiving 12 month review
- Teenage pregnancy rates
- Child development – proportion of children achieving good level of development at age 2-2½

Stay Well

- Childhood vaccination rates
- Prevalence of overweight and obesity – reception and Y6
- Proportion of physically active children and young people
- Hospital admissions for mental health conditions
- CaMHS waiting times
- Percentage of school pupils with social, emotional and mental health needs
- Hospital admissions for asthma, diabetes, epilepsy
- Dental decay experience

Enjoy and Achieve

- School attendance rates
- School readiness – children achieving a good level of development at end of reception
- Attainment – proportion of children achieving 5-9 in Maths and English
- Attainment – progress 8 scores
- Rate of children suspended or excluded from school
- Proportion of children not in education, employment or training
- Proportion of children on education, health and care plans
- proportion of children eligible taking up free school meals
- Proportion of 16 and 17 year olds not in education employment or training

Keep Safe

- Rate of Looked after children
- Rate of Child protection plans
- Repeat referrals to children’s safeguarding within 12 months
- Stability of children in care placements
- Proportion of Children and Families Assessments with Domestic Abuse as a factor
- Hospital admissions caused by unintentional and deliberate injuries – children and young people
- Hospital admissions as a result of self harm
- Number of missing children
- Proportion of care leavers in suitable accommodation and in education, employment or training

Our children and young people have told us what is important to them:



Tackling Poverty

- Children in relative low income families
- Households with dependent children presenting as homeless

Transforming family help



Our Early Help offer is clearly being transformed by Family Hubs. Going forward the Home Built on Love Children's Social Care Reforms, will support a new evidence-based approach called family help, bringing together targeted early help and children in need into a single system.

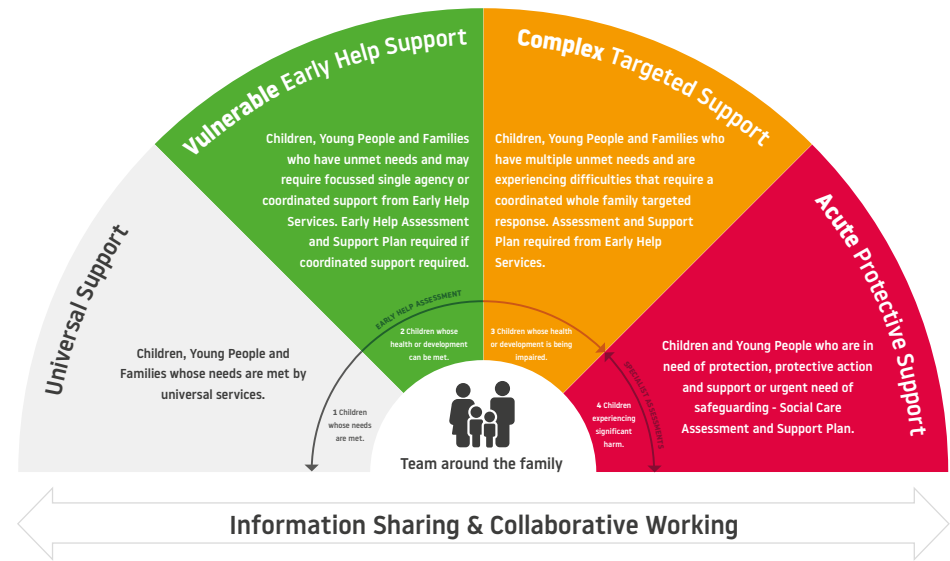
The transformation will create a Family Help service bring together Family Hubs, our enhanced Strengthening Families Service and our developing youth offer. While Family Help is a key element of this strategy's keep safe aim, it will also contribute significantly to the other three aims – start, well, stay well and enjoy and achieve.

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The **Telford and Wrekin Family Hub Locality Service** will provide the following:

- Intense Family Help
- Brief Intervention Support
- Youth and Community Targeted Group Support
- Community Support – Here to help and Telephone support.
- Strengthened participation and engagement with children, young people and parents and will increase peer support and family ambassador roles
- Early Help Coordination support for Partner agencies
- Early Help Training

Family Help has a strong prevention approach and will be led by the Council, but community-based support from local voluntary, sector organisations such as: HomeStart, Families First and MIND are a vital part of the offer. Integration of the healthcare system, part of the Government's Health Mission, should also provide opportunities to offer health services closer to home for families.



We will improve our Early Help System by:

Leaders	Developing and communicating a clear Early Help offer with shared values, language and pathways.
Data	Data and intelligence led services with all partners to include shared Early Help Assessment case management system.
Workforce	Produce a shared workforce training offer to support the implementation of shared values, language and pathways.
Communities	Develop place-based knowledge, communication and sharing across workforce and communities.
Parental Experience	To understand and co-produce an Early Help system which supports the families Early Help journey.

Child Friendly Telford and Wrekin

Child Friendly communities aim to ensure all children are able to have a meaningful say in, and truly benefit from, the local decisions, services and spaces that shape their lives.

These communities are those where the voices, needs, priorities and rights of children are an integral part of policies, programmes and decisions so that children:

- have a good start in life and grow up healthy and cared for;
- are protected from exploitation, violence and abuse;
- have access to quality social services;
- experience quality, inclusive and participatory education and skills development;
- express their opinions and influence decisions that affect them;
- participate in family, cultural, city/community and social life;
- live in a safe secure and clean environment with access to green spaces;
- meet friends and have places to play and enjoy themselves; and
- have a fair chance in life regardless of their ethnic origin, religion, income, gender or ability.

Engaging with children and young people is fundamental moving forward with a Child Friendly Telford and Wrekin. Their voice will help to identify their own priorities to help understand how a Child Friendly borough should look and feel.

Across the Borough we want everyone to think about ‘what is it like to be a child growing up in Telford and Wrekin and how can we make it better’

Child Friendly Telford & Wrekin priority programme 2025/26

Adopting Child Friendly status will require a robust implementation plan, including the following elements:

- introduce the Child Friendly Telford and Wrekin descriptor within the council;
- understand current Child Friendly initiatives or ideas across the council;
- identify children and young people priorities;
- strengthen the voice of children and young people in all areas of local decision making;
- identify levels of need across the borough to target activities effectively;
- promote Child Friendly Telford and Wrekin with partners; and
- identifying how partners, community and voluntary sector organisations, businesses and communities can get involved.

Local businesses, partners, and community and voluntary organisations could get involved by:

- offering young people, the chance to be part of an interview panel;
- holding an open day to showcase their organisation and invite schools;
- donating prizes to local events or sponsoring a team;
- becoming a mentor;
- offering apprenticeships;
- offering volunteering opportunities;
- engaging children when making decisions;
- offering discounts;
- creating safe places for children to play close to their homes;
- creating sport and physical activity opportunities; and
- creating Child Friendly places and environments for children to visit.

Tackling poverty

Over a quarter of families in Telford and Wrekin, 9,570 children live in poverty, which contributes to a wide range of poorer outcomes throughout childhood, and which then persist into adulthood.

The cost of living crisis has made it harder for families to afford the everyday essentials, forcing many more children into poverty. Worrying about money affects young people's development, mood, and their ability to focus.

Food poverty is all too common with on average one in ten families using food banks in 2024. Ensuring children whose families are struggling to make ends meet can access to healthy and nutritious free school meals is crucial.

Poor housing conditions and homelessness add further layers of uncertainty and stress, disrupting young people's lives in ways which can have serious long-term consequences. Ensuring our most vulnerable local young people have a safe, comfortable and healthy home to grow is paramount.

The national child poverty strategy expected in early 2025 will address systemic drivers of poverty, including employment and housing. Building on the Government's wider reform plans, child poverty is being brought together around four key themes:

- 1 Increasing incomes**
- 2 Reducing essential costs**
- 3 Increasing financial resilience**
- 4 Better local support**

A key commitment for this strategy, focussing especially on the early years, high quality early education and health care. Our community and public sector partners should work together with families to improve access, co-ordination and the quality of services and wider opportunities, for those children of all ages that need them, recognising the particular benefits that early years interventions can have.

Tackling poverty priority programme 2025/26:

Introducing Poverty Aware Practice to support families, by adopting approaches being taken in Leeds and elsewhere through:

Language: guidance on having sensitive discussions with families about poverty

Community Practice: drawing on community support to reduce poverty

Advocacy: ensuring voices are heard

Improving Material Circumstances

Case Studies: best practice for working with poverty

Resources for families experiencing poverty: highlighting where families experiencing poverty can access support

Start Well

Objectives:

Enabling children to get the best start in life through universal prenatal, antenatal, postnatal and health visiting services and early/family help services.

Empowering parents and carers to care for and nurture their children, with early/family help to avoid issues escalating.

Supporting all children to be ready for school, achieving a good level of development on their language and communication, problem solving and personal-social skills, at home and in early years and community settings.

Start Well priority programmes 2025/26:

- Early/Family Help strategy and extension of Family Hubs programme offer;
- refreshed Healthy Child Programme offer; and
- Local Maternity and Neonatal System to reduce maternal and infant health inequalities.

The Family Hubs/Family Help offer now provides a wide range of information, advice and support for parents to promote healthy development of their little ones. This is delivered in partnership with the community and voluntary sector, the NHS and early years setting and includes:

- Healthy Child Programme – health visiting and family nurse partnership (targeted interventions to vulnerable young parents);
- Antenatal education and Baby First Aid;
- Breastfeeding Network Peer Support;
- Social Prescribing – mental health support for mums;
- Families in Telford and HomeStart community groups;
- 0-2s booklet;
- Talking with your little one – for babies and toddlers;
- Early Years Talk Boost: primary schools and early years setting; and
- Dandelion Parents and Father Champions.

The NHS and councils work together with families through the “local maternity and neonatal system” to make maternity and neonatal services personalised, safe, accessible and fair. Reducing health inequalities is a key focus, especially for people from Black, Asian and Mixed Ethnic backgrounds and deprived areas.



Stay Well

Objectives:

Encouraging families to be active, with healthy diet and lifestyles.

Improving children and young people’s mental health and emotional and wellbeing.

Reducing health inequalities focussing on mental health, asthma, diabetes, oral health, epilepsy and immunisations.

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Stay Well priority programmes 2025/26:

- Healthy weight partnership strategy actions for children, young people and families;
- Integrated Care System development of thrive model offer for social, emotional and mental health; and
- Integrated Care System core20plus5 programme expectations to reduce CYP health inequalities.

Adopting healthy lifestyles in childhood supports health throughout life, and vaping and smoking has become an important issue again in the past decade. Healthy lifestyles is a priority area given our local picture. The Council’s healthy lifestyles team, leisure services, School Nurses and our community food work offers longstanding support to families, and now the wider work with partners through the whole systems approach to excess weight is starting to have a real impact.

The NHS healthcare inequalities programme (core20plus5) is an approach which target the 20% most deprived residents (the “core20”), which aligns closely to the child poverty agenda. The plus element covers children and young people who are at increased risk such as asylum seekers or those with SEND. The 5 clinical areas are those requiring accelerated improvement in medical treatment.

Mental health can impact on all aspects of children and young people’s lives, including their physical wellbeing, relationships and educational attainment. It is widely acknowledged that mental health issue in children and young people has been increasing and access to mental health services is a challenge. The national i-THRIVE Programme, is an evidence-based framework being used across the country to improve outcomes for children and young people’s mental health and wellbeing.



Enjoy and Achieve

Objectives:

Promoting access to a quality education offer for all young people across the borough, with holistic wrap around support for families who need it most.

Encouraging aspirations in all children and young people, enabling them to gain skills they need to fulfil their potential, preparing them for independent, successful adulthood.

Offering all young people opportunities to engage in stimulating activity which improves their sense of wellbeing.



Enjoy and Achieve priority programmes 2025/26:

- boost the achievement of all children across Telford and Wrekin, through continual improvement activity across settings;
- raise aspirations with a focus on those from a disadvantaged background, through Raising the Attainment of Disadvantaged Youngsters programme;
- provide an inclusive educational offer that meets the needs of children with SEND in mainstream settings; and
- prepare young people for life after school, through youth offer and skills strategy.

Recognising the mixed economy of provision (i.e. maintained, academies, private, independent) that now exists within the national and local educational landscape our approach to achieving our key priority outcomes above is via partnership. Our work is driven through the Education Strategic Partnership Board who have oversight of improvement activity across our place and is made up of our local education leaders.

The Board believes that by collaborating, sharing and developing great practice in our organisations all our children can achieve their potential, at each stage in their education and development, to becoming successful young adults who have a real sense of belonging in Telford.

The Board is made up of education leaders from the early years sector, primary, secondary and special schools (maintained and academies), post 16 providers, diocese and the Local Authority. The partnership provides and opportunity for discussion and consultation between leaders of Telford and Wrekin, focused on education and promoting opportunity for all children and young people.

In addition the Council will further develop its holistic offer promoting best start in life, via the 5by5 and 10by10, expand and promote a community youth offer and develop a skills strategy to create a future fit workforce that will support an inclusive economy.



Keep Safe

Objectives:

Creating conditions so every child is safe and feels they belong in their home and educational setting.

Ensuring an environment in our communities where child exploitation is prevented, identified and challenged, resulting in disruption.

Working together to tackle the impact of adverse childhood experiences, such as neglect, alcohol, drugs and domestic abuse – using a whole family approach to empower families and support communities to be resilient.

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Keep Safe priority programmes 2025/26:

- delivery of Government’s Stable Homes Built on Love, Keeping Children Safe, Helping Families Thrive and Children’s Wellbeing and Schools Bill expectations;
- ongoing development of child exploitation prevention programme;
- tackling youth violence; and
- enhancing offer for children and young people affected by domestic abuse.

The Department of Education Children’s Social Care Reforms **Stable Homes Built on Love** published in February 2023, is organised under six pillars:

- 1 Family help that provides the right support at the right time so that children can thrive with their families.
- 2 A decisive multi-agency child protection system.
- 3 Unlocking the potential of family network.
- 4 Putting love, relationships and a stable home at the heart of being a child in care.
- 5 A valued, supported and highly skilled social worker for every child who needs one.
- 6 A system that continuously learns and improves, and makes better use of evidence and data.

Across the Council’s Childrens Safeguarding, Education and Skills and Public Health teams, we continue to drive the recommendations of the Government publications and hold ourselves accountable for the implementation of the reforms both from a local and national context.

Our housing strategy aim to provide suitable high quality housing in the borough, with extra support for those most vulnerable children and families to ensure our young people have a safe environment to live and grow.

We continue to measure our progress in accordance with the legislative context and local delivery to achieve the best possible outcomes for children and their families. We actively engage at a national level with policy and practice change and ensure the implementation of this at a local level, in addition to recognising our strengths and areas of development.

Proposed governance

Children and Young People's Star Chamber

A new CYP Star Chamber - including young people, Elected Members and Leaders from the key statutory organisations, will be put in place to provide sharper focus and critically appraise progress against the key commitments in the Strategy to demonstrate impact.

The existing boards below will continue to provide oversight, assurance and monitor outcomes across their current scope of responsibility.

Health and Wellbeing Board

Responsibilities for:

- public health, healthy lifestyles, best start in life, alcohol and drugs, domestic abuse

Early Help Operational Board

- early/family help transformation

Community Safety Partnership

- domestic abuse, youth violence

Integrated Care System

Responsibilities for:

- health services, maternity and neonatal system, mental health, child mortality, core20plus5 – health inequalities

Safeguarding Children's Board

Responsibilities for:

- children's social care reforms
- Children Wellbeing and Schools Bill
- SEND and alternative provision
- children in care and care leavers

Corporate Parenting Strategic Group

SEND Partnership Board

Responsibilities for:

- continued development of first class education system

Education Strategic Partnership

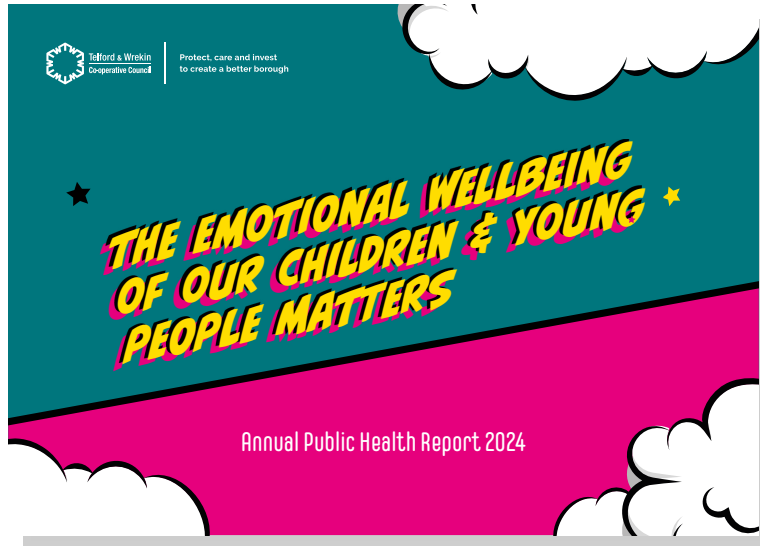
Start Well

Stay Well

Enjoy and Achieve

Keep Safe

What we hear from children and young people?



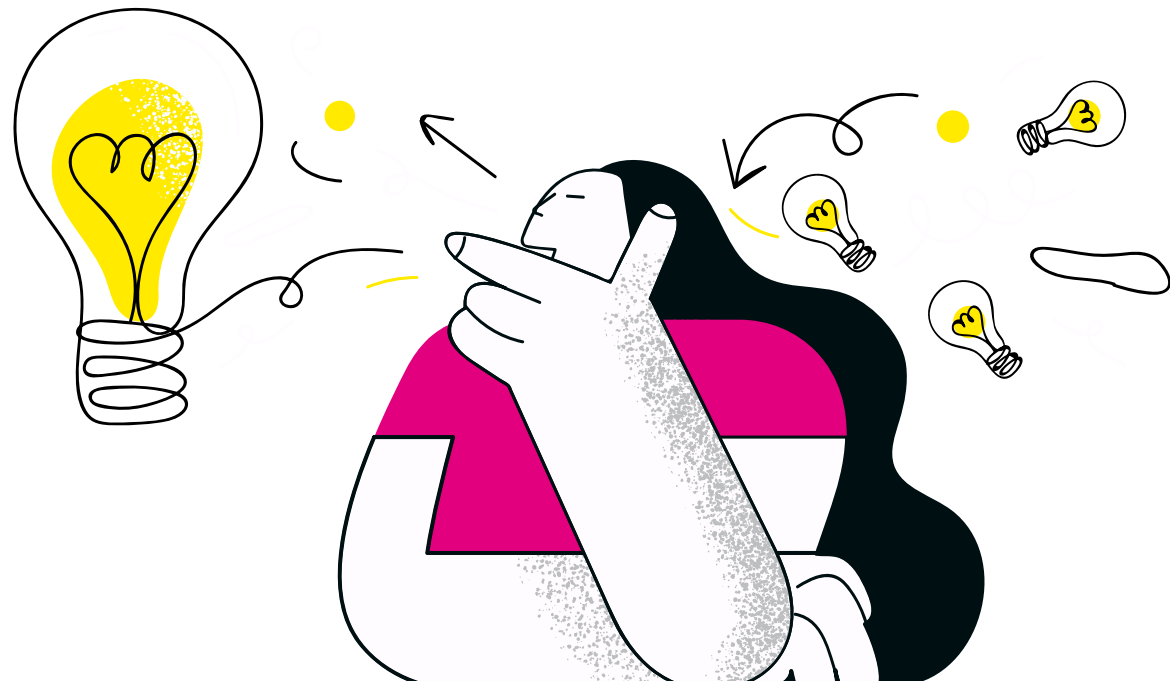
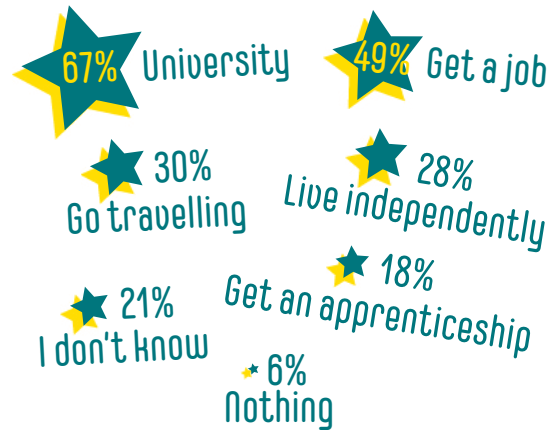
WHAT MAKES YOU SAD OR WORRIES YOU



- ...take it hard when my parents push me to do things or see people that I don't like
- ...not seeing family...
- ...being alone...basically I spend every day on my own
- ...situations you can find yourself in with family... 'family drama
- ...when my friends start acting up and isolate me for no reason
- ...anxious about going back to school after the school holidays...everyone finds school difficult at some point...school makes me sad and worried
- ...bullying and being picked on...being bullied constantly
- ...not being good enough...disappointing others... being underestimated...sometimes it motivates you
- but often it makes you feel like you don't want to try because you aren't good enough.....can have a positive or negative effect..
- ...carbon emissions, the environment and the climate
- ...Friends dying and worrying about dying...
- ...social media...the news can make me sad...
- ...worry about things that are happening now, things that you can't change but you wish you could
- ...fake news...altered images...made up stories on social media...avoid all social media...all these images have been edited, they are so fake
- ...bus times cause me anxiety...I have to get the college bus, which is always crowded and gives me anxiety

What our YPYoW survey shows:

What are your goals for when you leave school/college? Choose all that apply



What we hear from children and young people?

Do you feel you have the right support and opportunities to succeed in your goals?

...there is more support that I am looking for but it is hard to find and I don't drive or use buses so getting there can be difficult as I walk everywhere...

...I think there is adequate support out there but it's knowing what there is...

...from secondary school schools and then colleges should start teaching us about independence...

...lots of things that you do at school can help you in the future when you are independent, but many do not...

...some subjects are not relevant to life once you leave education

...education should teach us more practical things like life skills...school and college should help you more...they should teach us about taxes and bills

...family support system, and experience in going to university affects how much support we can get from them in completing applications for university...

...'parents who have no knowledge are less able to support or advise us than parents who do have experience...

...you have to figure things out for yourself if your family can't give you advice or support...

What do you do to keep fit and healthy

Care leavers are entitled to a free leisure centre membership taking part in PE/Gym at school

Going running on the track

Running around school all day

Flip Out in Stoke

Healthy eating was taught to me

I had no guidance about diet and nutrition

Nutrition the body needs

Can join that are similar to the young carers group

Swimming keeps me focused

Running helps me to destress

What our YPYoW survey shows:

What do you do to keep fit and healthy?
Choose all that apply



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Agenda Item Number – 9.0

Report Title: STW ICB Report to Telford & Wrekin Health and Wellbeing Board (HWB) – Primary Care Access in Telford and Wrekin, March 2025

Meeting Name: Telford & Wrekin Health and Wellbeing Board (HWB)

Meeting Date: 20th March 2025

Report Presented by: Liz Walker Shropshire, Telford & Wrekin Integrated Care Board (STW ICB), Head of Primary Care and PCN Development

Report Approved by: Liz Walker, Head of Primary Care

Report Prepared by: Primary Care Team, Shropshire, Telford & Wrekin Integrated Care Board (STW ICB)

Action Required: For discussion and assurance

Primary Care Access in Telford and Wrekin – Report to Health and Wellbeing Board, Telford and Wrekin.

1.1 Purpose

Following the report to HWB on findings from the Healthwatch GP Access Survey Report (September 2024) this report outlines planning and actions taken by STW ICB, to improve primary care access across Telford & Wrekin.

1.2 Executive Summary

The Healthwatch Telford and Wrekin GP Access Survey gathered 9,200 patient responses, highlighting concerns regarding appointment access, long waiting times, difficulties in contacting surgeries, and limited non-urgent appointment availability.

In response, STW ICB has initiated several improvements, including:

- Updating the Joint Forward Plan which includes access in primary care. In 25/26 we intend to develop a comprehensive Primary care strategy in collaboration with all four pillars of primary care (general practice, community pharmacy, optometry and dentistry).
- Enhanced community engagement, including Patient Participation Groups (PPGs) and social media campaigns to promote access to services at the right place and alternatives to general practice e.g. community pharmacy 'Pharmacy First' scheme.
- Service accessibility improvements, including upgraded phone systems and expanded appointment options.
- Identification of priority practices for improvement to align GP access with patient needs.



- Direct support for practices through practice visits, quality visits, and data-driven interventions.

1.3 Recommendations

The HWB is requested to:

- Note the ongoing initiatives to improve patient access to primary care services within Telford and Wrekin.
- Endorse continued collaboration between the ICB, GP practices, and community stakeholders to enhance service efficiency and access to primary care services.
- Acknowledge that the ICB will continue to work with Healthwatch to address the concerns highlighted within their report.

1.4 Conflicts of Interest

There are no declared conflicts of interest related to this report.

1.5 Links to the System Board Assurance Framework (SBAF)

The report aligns with key SBAF risks related to primary care access, patient experience, and workforce sustainability. Actions outlined contribute to mitigating access challenges and ensuring patient-centred service delivery.

1.6 Alignment to Integrated Care Board (ICB) Goals

The report aligns with ICB priorities, including:

- Improving primary care access through operational efficiency.
- Enhancing patient engagement to shape service improvements
- Ensuring workforce sustainability by addressing staffing constraints in GP practices.
- Providing direct practice support through targeted interventions.

1.7 Key Considerations

- **Quality and Safety:** Addressing access concerns improves patient care and safety.
- **Financial Implications:** Investment in phone systems, workforce, and digital services.
- **Workforce Implications:** Additional staffing to manage appointment demand.
- **Risks and Mitigations:** Risk of patient dissatisfaction mitigated through targeted interventions.
- **Engagement:** Ongoing collaboration with PPGs, patients, and practices.
- **Supporting Data and Analysis:** Healthwatch survey data, QPC reports, and ongoing trend monitoring.
- **Legal, Regulatory, and Equality:** Compliance with NHS England primary care standards.

1.8 Impact Assessments

- Has a Data Protection Impact Assessment been undertaken? **N/A**
- Has an Integrated Impact Assessment been undertaken? **N/A**



Ambition



Cooperation



Optimism



Focus

2. Main Report - Primary Care Access in Telford and Wrekin, March 2025

2.1 Introduction

Shropshire, Telford and Wrekin ICB acknowledge the content of the published Healthwatch report based on patient feedback and continues to work collaboratively to improve primary care access within Telford and Wrekin. This report provides an update on GP access survey findings and ICB actions and plans to address patient access.

2.2 Background

The Healthwatch Telford and Wrekin GP Access Survey collected 9,200 responses, identifying:

- Difficulties securing appointments
- Long waiting times
- Challenges in contacting surgeries by phone
- Limited pre-bookable options for non-urgent care

2.3 ICB Actions in Response

2.3.1 Joint Forward Plan and Related Strategies

The Shropshire, Telford and Wrekin (STW) Integrated Care System (ICS) has developed a **Joint Forward Plan (JFP)** and several supporting strategies that influence, but do not specifically focus on, primary care. A key priority for 2025/26 is the development of a **Primary Care Strategy** to address specific challenges and opportunities in this sector. Current strategic priorities include:

- **Preventive care** to reduce avoidable demand.
- **Enhanced service accessibility** through coordinated system-wide strategies.
- **Supporting workforce sustainability** within primary care.

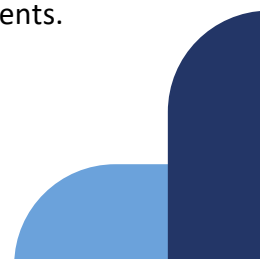
2.3.2 ICB Support for Practices

The ICB is actively supporting practices through:

- Monitoring access trends which are reported to Quality and Performance Committee to identify practices needing targeted support.
- Workforce recruitment and retention efforts, including a 100% GP recruitment rate using additional national funding via ARRS roles in all nine Primary Care Networks (PCNs) since October 2024, increasing capacity and patient access.
- Funding GP lead roles and other clinical positions to enhance support and development across the workforce.
- Practice visits and quality visits to incorporate GP access and patient feedback and provide targeted support to practices.

2.3.3 Community Engagement

- Engagement with patients, staff, and voluntary sectors to guide improvements.
- Promotion of PPGs for better patient input in service design.



- Media campaigns to promote patients accessing care at the most appropriate location including promotion of role of community pharmacy and pharmacy first.

2.3.4 Service Accessibility Improvements

- Enhancements in appointment scheduling.
- Upgraded phone systems to reduce congestion.
- Expansion of primary care roles beyond GPs.
- Streamlined triage and booking processes.
- Online booking and e-consultations
- Use of NHS app
- Adoption of MDT (multidisciplinary team) approaches to improve patient access and care.

2.3.5 Alternative Access Models and multidisciplinary primary care teams

- Utilisation of ARRS roles (Additional Roles Reimbursement Scheme) to expand patient access. This includes a variety of clinical staff including GPs, nurses, clinical pharmacists, paramedics, physiotherapists and mental health practitioners
- Pharmacy First initiatives to provide alternative care options.
- PCNs supporting patient redirection to other primary care professionals.

2.4 Primary Care Access Recovery Plan (PCARP) and Modern General Practice (2025/2026)

2.4.1 Primary Care Access Recovery Plan (PCARP)

PCARP is a national initiative designed to:

- Reduce patient waiting times and improve appointment availability.
- Increase the use of digital triage and online consultations to enhance efficiency.
- Provide targeted investment to support struggling GP practices.
- Expand multidisciplinary team roles to reduce GP workload and improve patient experience.

2.4.2 Modern General Practice Model

The modern general practice model aims to:

- Improve patient flow and triage processes, ensuring timely access to care.
- Strengthen digital healthcare services, including remote consultations and e-consult access to practices.
- Improve telephone and digital access to practices.
- Integrate primary care with wider community services for holistic patient support.
- Enhance workforce development, including new training and career pathways for clinicians.

2.4.5 NHS STW is working with general practices to improve access in line with NHSE guidance and the local STW System Access Improvement Plan.

This includes parity of access for patients via phone, online and face to face contact by improving phone functionality, managing demand and capacity and moving towards a

modern general access model. Improved care navigation is key which includes signposting patients to the most appropriate care and ensuring that patients know on the day how their request will be handled and that they receive the care they need. It can be demonstrated that there have been significant improvements made by practices across the county in both the first and second years of the PCARP program.

Appointment numbers have increased, different staff are available to patients and patients can use different ways of accessing and managing their care.

2.5 Current position in Telford and Wrekin

- Appointment data shows that there are more appointments in General Practice (GP) now than pre-pandemic - an increase of 15%.
- In December 2024, 65% of patients were seen face-to-face, 59% of patients in T&W were seen same day/next day. (Target 54%)
- In December 2022, GP provided 230,379 appointments increasing to 237,206 in December 2024, an increase of 3%
- 89% T&W patients are seen within two weeks. (Target 88%)
- All practices have enabled patients' prospective access to their GP records.
- All practices have moved to cloud-based digital telephony and offer access through online consultation and booking alongside phone and face-to-face access.
- All practices offer patient online registration.
- We continue to encourage PCN and practice sign-up to the national GP Support Offer. A local offer is also available with flexibility to meet practice needs.
- PCN estates plans have been finalised and conclusions have been fed into the system-level infrastructure plan ahead of the 2025 Spending Review. This recognises the premises constraints practices may have in offering more appointments against practice size and future expected growth and prioritises investment.
- All community pharmacies across STW are signed up to the Pharmacy First scheme . In T&W GPs referred 3,463 patients to pharmacies for Pharmacy First pathways and minor illness between April 24 and Jan 25, exceeding national targets. This demonstrates how practices are working collaboratively with community pharmacies to improve primary care access. Referrals continue to grow month on month.

2.5 Next Steps:

2.5.1 Self-Referral Pathways

This is an area for focus in 25/26. Self-referral pathways will allow patients direct access to several services without the need for GP referral. This will promote the relationship and interface between Primary and Secondary services to facilitate easier patient journeys for our population and reduce need for unnecessary GP attendance.

2.5.2 Working with Healthwatch - Individual Practice Reports

Healthwatch Telford & Wrekin will produce GP practice-specific reports detailing:

- Appointment accessibility trends.



- Practice-specific performance analysis.
- Patient feedback.

We have recently recruited a Primary Care Partnership Lead for Telford and Wrekin practices who will work with partners to address the concerns raised within the Healthwatch report

2.5.3 Practice & PPG Collaboration

- Development of action plans with GP practices and PPGs.
- Support for establishing PPGs where absent.
- Best practice sharing from high-performing surgeries.

2.5.4 ICB to ensure continued monitoring of access data at practice and PCN level, offering targeted support where practices are falling below national access targets.

2.6 Conclusion

By implementing national and local plans, STW ICB remains committed to working with our providers to improve GP and wider primary care access, supporting practices, and ensuring a fair and responsive primary care system in Telford & Wrekin.



Ambition



Compassion



Optimism



Focus