



Borough of Telford and Wrekin

Cabinet

13 July 2023

Health & Wellbeing Strategy Refresh 2023 - 2027

Cabinet Member:	Cllr Kelly Middleton - Cabinet Member: Healthy, Safer & Stronger Communities and Partnerships
Lead Director:	Liz Noakes - Director: Health & Wellbeing
Service Area:	Health & Wellbeing
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Wards Affected:	All Wards
Key Decision:	Key Decision
Forward Plan:	Yes – 26/04/2023
Report considered by:	SMT – 05/06/2023 Health and Wellbeing Board - 22/06/2023 Business Briefing - 22/06/2023 Cabinet - 13/07/2023

1.0 Recommendations for decision:

Cabinet is asked to:

- 1.1 Comment on the draft Health & Wellbeing Strategy for 2023-2027 and approve for publication;
- 1.2 Agree to receive annual progress updates on the implementation and impact of the Health & Wellbeing Strategy.

2.0 Purpose of Report

- 2.1 This report introduces the refreshed Health & Wellbeing Strategy for Telford & Wrekin 2023-2027.

3.0 Background

3.1 The Council and health and wellbeing partners have faced unprecedented challenges in the three years since our last Health and Wellbeing Strategy was launched. Despite the impact of the pandemic, there have been many improvements and innovations in the way people are offered support to improve their health and wellbeing, and the collaborative work to deliver health and care services more seamlessly has been strengthened.

3.2 We face clear challenges in the next 5 years, such as the ongoing recovery from the pandemic and the impact of the cost of living crisis. However, refreshing the health and wellbeing strategy provides an opportunity to re-frame the way we work together through HWB partners to improve the lives of everyone in Telford and Wrekin, with a particular focus on people who face the greatest risks of poor health and disadvantage.

4.0 Summary of main proposals

4.1 The priority themes and specific priorities in the refreshed Strategy, agreed by the HWB in September 2022, have been defined and shaped through a wide range of plans, data and intelligence from the Joint Strategic Needs Assessment (JSNA) and crucially through insight and engagement with our residents, communities and partners.

Our vision - happier, healthier, fulfilled lives



Borough Vision 2023 ambition – inclusive, healthy, independent lives

4.2 The refreshed Strategy brings together several other strategies and plans, that contribute to health and wellbeing, and which have recently been approved by the HWB and Cabinet, for example: the cost of living strategy, the homelessness strategy and the domestic abuse strategy. Following agreement of the HWB, the refreshed priorities have been incorporated into the development of the Shropshire Telford & Wrekin's Integrated Care Partnership (ICP) Strategy and the ICS Joint Forward Plan.

4.3 The Strategy includes a summary of key achievements and progress on our 2020 priorities and commitments. For each refreshed priority it describes: why it is important, the local picture, what engagement tells us and how the priority will be delivered. A high level outcomes framework for monitoring impact of the strategy delivery is proposed. Closing the gap and a strong inequalities focus is a major theme throughout the Strategy.

4.4 The Strategy re-commits to use the approaches, agreed in the previous health and wellbeing strategy and the inequalities plan approved in 2021, these approaches are:

- **Population health** – improving health by being community centred and recognising the role wider determinants of health, healthy lifestyles and an integrated health and care system play
- **Closing the gap** - tackling inequalities by being intelligence-led, system-wide and place-based as appropriate, by targeting those most in need and through co-production
- **Strong focus on prevention** - offering advice and support universally, with a more targeted approach for those who need more support
- **Person-centred care and support** - keeping people at the heart of everything, offering tailored and personal support, in the right place and at the right time

4.5 Hearing from and listening to our residents has been a key part of the development of this refreshed HWB Strategy. Engagement and co-production work contributing to the development of the priorities includes the following:

- Telford & Wrekin Council's Residents Insight Interviews
- Telford & Wrekin Council Residents Survey
- Ageing Well Partnership Survey
- Domestic Abuse Strategy Engagement Workshop
- Alcohol & Drug Strategy - Deep Dive Focus Groups & Engagement Workshop
- Autism Strategy Engagement
- Dandelion's Parents Group facilitation
- Telford & Wrekin Integrated Place Partnership (TWIPP) Co-production Conference

In addition, the new Healthwatch Telford & Wrekin team are conducting three focus groups at Meeting Point House, and in Newport and Sutton Hill. At these events, conversations with residents will explore the proposed strategy proposals

to sense check the balance of priorities in the context of what is important for people to improve their health and wellbeing.

The ICS are in the process of undertaking an engagement programme called the Big Health & Wellbeing Conversation across Shropshire, Telford & Wrekin. Insight from these events will be used to further shape the delivery of the HWB Strategy. The insight from the ICS engagement programme will be especially important to the following priorities: “integrated neighbourhood health and care”, “protect, prevent and detect” and “mental health and wellbeing”.

5.0 Alternative Options

- 5.1 A refreshed Strategy is required in order for the HWB to fulfil its duties with respect to the responsibility for developing the joint strategic needs assessment and joint local health and wellbeing strategy.

6.0 Key Risks

- 6.1 Not refreshing the Strategy to re-frame the most up-to-date intelligence in the JSNA and insight from our residents following the experience of the pandemic, will risk not improving the health and wellbeing outcomes of our communities and may exacerbate health inequalities further.

7.0 Council Priorities

- 7.1 The Health & Wellbeing Strategy contributes to the delivery of the Council Plan - Protect, Care and Invest, particularly the priority – every child and adult lives well in their communities, but also the other four priorities significantly impact on health and wellbeing as they commit to improve the wider determinants of health.
- 7.2 The Health & Wellbeing Strategy also contributes to the Borough Vision 2032 to build a more inclusive borough, which strongly aligns to the inequalities agenda, and includes the ambition - everyone is able to live a healthy and independent life. The other three Vision ambitions also contribute to improving the health and wellbeing of our residents more broadly.

8.0 Financial Implications

- 8.1 The strategy presents a wide range of findings and initiatives which, for the Council, will be delivered from resources approved either in the existing Medium Term Financial strategy or approved by separate consideration within the Council's Governance structure. RP 9.6.23

9.0 Legal and HR Implications

- 9.1 The Council has statutory obligations pursuant to the Local Government and Public Involvement in Health Act 2007 (as amended) to produce a Health and Wellbeing Strategy, following receipt of the Integrated Care Strategy setting out

how the assessed health needs in relation to the borough are to be met by the Council, the Integrated Care Board and NHS England.

- 9.2 The recommendations in this report and the strategy itself comply with the Council's statutory obligations and the strategy has been produced in consideration of the Integrated Care Partnership strategy and the Integrated Care System forward plan.

10.0 Ward Implications

- 10.1 All our residents and therefore all Wards are affected, however health inequalities are more evident in the most deprived Wards. The NHS is expected to have a particular focus on targeting inequalities the most deprived 20% of areas in England (Lower Level Super Output Areas – LSOAs), these communities are referred to as the core20.

11.0 Health, Social and Economic Implications

- 11.1 The refreshed Strategy includes as priorities: “economic opportunity”, “housing and homelessness” and “inclusive resilient communities” – these are known as the wider or social determinants of health. The priorities compliment the specific priorities which are more directly related to health, which are: “healthy weight”, “alcohol, drug and domestic abuse”, “mental health and wellbeing”, “protect, prevent and detect” and “integrated neighbourhood health and care”.

12.0 Equality and Diversity Implications

- 12.1 Closing the gap is a strong inequalities focus in the Strategy, and groups of residents most likely to face health inequalities are referenced. These so called inclusion groups strongly align to the Equalities Act Protected Characteristics.

13.0 Climate Change and Environmental Implications

- 13.1 “Green and sustainable borough” is one of the specific priorities in the Strategy, and a number of plans and initiatives are referred to including: the Green Guarantee, Carbon Neutral Plan, the Electric Vehicle Strategy and Local Cycling & Walking Infrastructure Plan and the Air Quality Strategy.

14.0 Background Papers

- 1 HWB September 2022

15.0 Appendices

- A Telford & Wrekin Health & Wellbeing Strategy 2023-2027

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Director	30/05/2023	31/05/2023	LN
Legal	30/05/2023	06/05/2023	RP
Finance	30/05/2023	09/06/2023	RP