



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

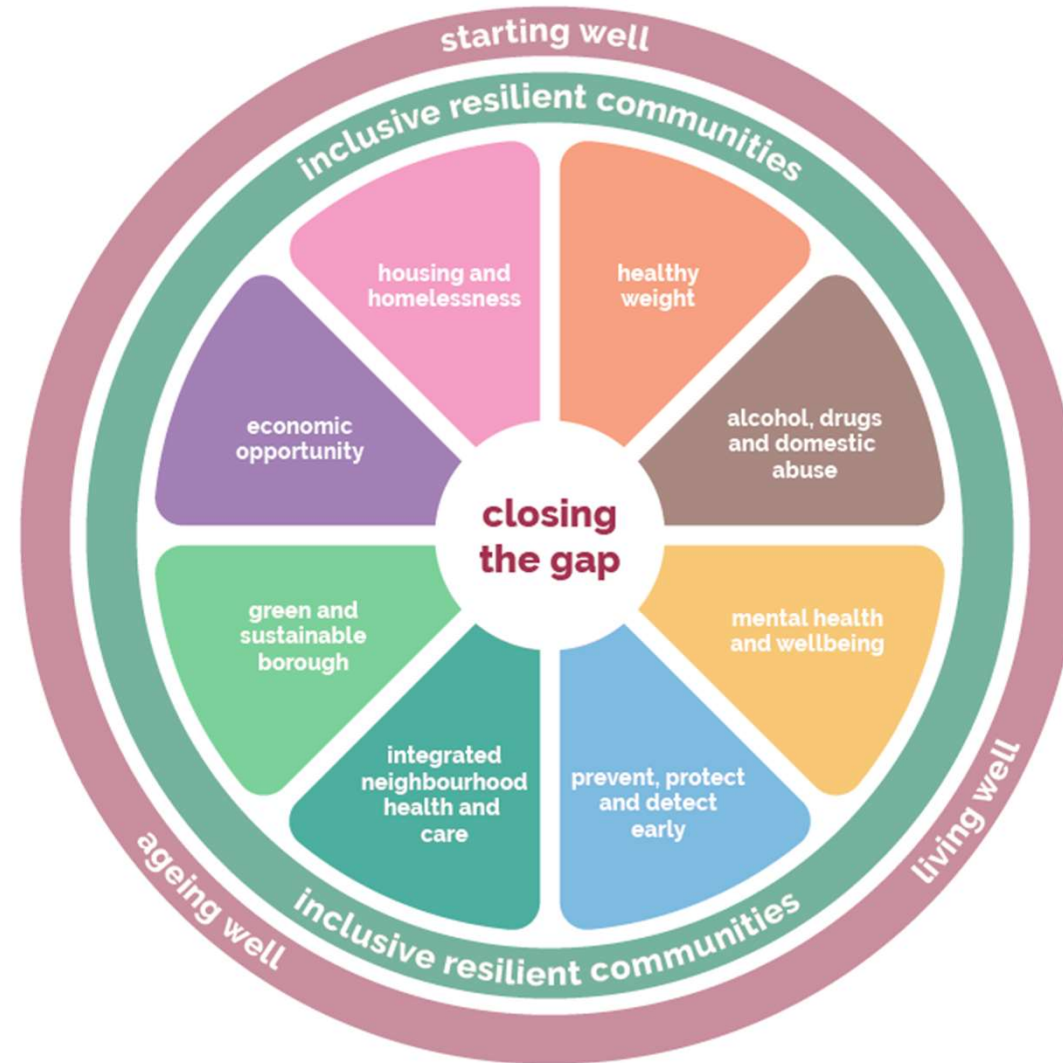
Health & Wellbeing Strategy 2023-2027

Delivery Progress Report March 2024

Strategy Delivery Progress Report March 2024

➤	Contents	2
➤	Vision & Priorities	3
➤	Closing the Gap	4
➤	Healthy Weight	5
➤	Alcohol, Drugs & Domestic Abuse	6 - 7
➤	Mental Health & Wellbeing	8 - 9
➤	Protect, Prevent & Detect	10
➤	Integrated health & care	
	• Start for Life Family Hubs	11
	• Primary care	12
	• Local care programme/proactive care	13
➤	Green & Sustainable Borough	14
➤	Economic Opportunity	15
➤	Housing & Homelessness	16

Our vision - happier, healthier, fulfilled lives



Borough Vision 2023 ambition – inclusive, healthy, independent lives

Closing the gap

- Our HWB Strategy highlights that tackling inequalities and closing the gap requires comprehensive action across our priority programmes, through a strong targeted, intelligence-led approach. Addressing wider determinants of health is crucial and the NHS has a particular focus on reducing health inequalities through its [CORE20PLUS5](#) programme (see page ? for updates on the prevent, detect and protect priority). The gaps in health and wellbeing experience are most repeatedly seen in our most deprived communities, compared to the most affluent communities - the 20% most deprived communities –“the core 20”. Particular and specific inequalities are also faced by different groups of people, often referred to as **inclusion groups** and these are closely related to characteristics which are protected in the Equalities Act.
- The HWB received an update on the inequalities programme in September 2022. A detailed review of activity and progress on closing the gap ambitions is being undertaken and an update will be presented the HWB in September 2024. The HWB Strategy leads have provided progress updates for their programmes which are included in this report, including reference to the relevant inequalities focus for their programme. The table below summarises the groups which are most important inequalities context for each priority.

Healthy Weight	<ul style="list-style-type: none"> Strategy engagement focus groups with at-risk groups including people with learning disabilities, mental health disorders, males, ages 55+, ethnic minority groups, people living within our most deprived communities Key priority for Healthy Weight Strategy is to create opportunities to support groups facing inequalities including: children and adults with a learning disability, physical disability or long-term health condition, as well as those with a common mental health problem or serious mental illness. Schools health & wellbeing programme selects schools to take part with the highest rates of excess weight and those in our most deprived communities 	Integrated health and care	<p>Start for Life Family Hubs: “core20” population, younger parents, black & minority ethnic group families</p> <p>Primary Care: All 8 PCNs have nominated inequalities leads and specific health inequality related projects in place for 2023/24. Health inequalities is one the prioritisation criteria the ICB Primary Care Team use to target practices requiring improvement support.</p>
Alcohol, drugs & domestic abuse	<p>Alcohol & drugs : Equality Impact Assessment completed alongside the Needs Assessment. Equality Action Plan to be integrated into annual strategy Action Plan, Ethnicity data now included in quarterly treatment monitoring data</p> <p>Domestic Abuse: focus on families with complex and multiple needs. The DA Forum assessing disproportionate impact of domestic abuse and lower service uptake rates among under-served groups, improving joint working with faith groups and BAME communities</p>	Green & sustainable borough	<p>Air quality focus: children, older people, those with pre-existing cardio-respiratory illnesses, lower socioeconomic groups often exposed to higher concentrations of air pollution</p> <p>Green Space are Go targeted towards people from lower socio-economic groups, diverse communities, those with disabilities/additional needs.</p> <p>“Active SMiles” seeks employers with high percentages of manual workers and use job title in selection criteria if scheme is over-subscribed</p>
Mental health & wellbeing	<p>Children & Young People who: have SEND, looked after/care leavers, those who are NEET, and suffer multiple disadvantage and trauma</p> <p>adults who experience poor mental health alongside other vulnerabilities such as alcohol and drug use and housing needs</p>	Economic opportunity	<p>The Cost-of-living strategy is aimed at those residents in the Borough on the lowest incomes, be they working age or pensioners.</p> <p>Targeted support for young people who are Not in Education, Employment or Training</p>
Prevent, detect & protect	<p>People living in the most deprived 20% of communities in England – the core 20 are a key focus given the gaps in life expectancy the most deprived and most affluent communities.</p> <p>Cancer screening: narrowing the gap in uptake of screening programmes across GP practices, linked to deprivation</p> <p>Cancer Champions & Health Champions representative of diverse communities</p>	Housing & homelessness	<p>People affected by trauma and poor mental health</p> <p>Ongoing focus on homeless clients who present with complex and multiple needs.</p>

Healthy weight

Key Progress – against strategy / work plans

- A final draft of the Healthy Weight Strategy for 2024-2029 is being presented to HWB at March meeting (see HWB papers for further detail). The strategy has been co-produced with members of the public and professionals and four emerging priorities have been identified:
 - Supporting our children to grow into a healthy weight
 - Promoting a healthier food environment including healthy settings
 - Creating opportunities for all
 - Empowering system partners
- Successful recruitment of a Health Improvement Practitioner to support the implementation of the Healthy Weight Strategy – with a key focus on food environments
- “Weigh n Go” pilots have commenced with two workplaces targeting general practice staff groups and school staff
- Healthy Families has supported 51 families to achieve healthier lifestyles (September-December 2023)
- Healthy Lifestyles Service has supported 1153 adults to lose weight (since April 2023)
- Targeted work has started with Adult Social Care and the care sector to increase weight management referrals along with piloting new approaches to provide weight management support for adults with a learning disability

Issues / challenges for HWB

- Sign up and commitment from schools to look at health and wellbeing programme as a whole systems/ whole schools approach
- Commissioned services commitment to healthy weight
- ‘Food for reward’ culture across system partners

Inequalities Focus:

- A key priority for the Healthy Weight Strategy is to create opportunities to support groups facing inequalities. A number of priority population groups have been identified through the development of the strategy, and we will ensure that the commitments delivered are fully inclusive of these groups.

Plans for next quarter – what we are hoping to achieve

- Launch of the Healthy Weight Strategy 2024-2029
- Progression of priority commitments outlined in the Healthy Weight Strategy
- Healthy Families targeted programme for children recognised through NCMP measurements will have progressed to year 6 children. – over 500 families will be contacted.
- Increased schools engagement in the Health & Wellbeing Programme
- On going work with adult social care to develop weight management support for adults with a learning disability

Improving outcomes - data or brief case study/ story etc.

A series of school food standards webinars have been promoted to primary, secondary and special schools across the borough, as well as holiday activity providers. The Healthy Weight team in partnership with the Health Protection team have delivered these webinars to over 30 schools and 16 holiday activity providers. The aim of the webinars was to improve knowledge of the mandated school food standards and to provide resources and top tips to help support compliance. The webinars have been well received and a number of schools and providers have since received tailored support to adapt their menus and food provision, creating healthier options for children.

Domestic abuse

Key Progress – against strategy / work plans

- Telford Drive Panel operational, identifying high risk perpetrators for behavioural change programme
- Four units of move on safe accommodation identified by local provider and details of management agreement being finalised with Cranstoun
- Focus group held with local survivors to agree key messages for DA Communications Plan
- Local stakeholder interviews for DHLUC evaluation research completed
- T&W DA Service presence at community events across the borough resulting in a number of DA disclosures

Plans for next quarter – what we are hoping to achieve

- Complete commissioned review of local MARAC arrangements
- Finalise and publish DALP Annual Report
- Ongoing discussions between Cranstoun and local Registered Social Landlords to expand supply of safe accommodation
- Commence implementation of DA Communications Plan
- Establish mechanisms to ensure the voice of local survivors is heard in strategic planning and decision making

Improving outcomes - data or brief case study/ story etc.

- 377 helpline calls and 350 online referrals received since June 2023, with 100% of high risk victims contacted within 24 hours
- 62 young people referred with 98% engaged in 1 to 1 support since June 2023
- 50 referrals into Voice and Freedom programmes since June 2023
- Since June 2023, 27 perpetrators commenced behaviour change groupwork programme

Issues / challenges for HWB

- Shortage of appropriate dispersed and move-on accommodation continues to present a challenge to developing a supply chain of Safe Accommodation
- Recruiting local professionals and community members to complete DA Champions training and become local DA Ambassadors

Inequalities Focus:

Ongoing priority focus on families with complex and multiple needs. Domestic Abuse Equality, Diversity and Inclusion mapping exercise completed and actionable recommendations being developed.

Alcohol and drugs

Key Progress – against strategy / work plans

- Alcohol and Drugs Strategy ratified by Cabinet member on the 4th January 2024. The Alcohol and Drugs Forum will work to coordinate operational activity through the Strategy Action Plan to achieve the goals of the strategy
- Increased number of Naloxone doses available in the community, 267 doses distributed to a range of professionals during the first 3 quarters of the year, more than during the whole of 2022-23 (261)
- Drug and Alcohol Related Death Review Panel setup with a trial review to take place in April with partners
- Multi-Agency Intelligence Meeting to monitor changing drug trends continues to meet monthly
- Communications plan agreed for 2024/25 to increase numbers accessing treatment services

Improving outcomes - data or brief case study/ story etc.

- Latest continuity of care data highlights a significant rise in the number continuing treatment following release from custody, currently 74%, a rise of 30% from the baseline figure, and significantly above the national rate (52%)
- The number of individuals in treatment for alcohol dependency has risen significantly, currently 270 compared to the baseline of 204 (March 2022).
- Unmet need for alcohol treatment is reducing, currently 81.8%, down from 88.7% in 2020, although still above the national rate (78.4%)

Plans for next quarter – what we are hoping to achieve

- Commence implementation of SSMTR delivery plan
- Implement multi-agency Standard Operating Procedure with partners for responding to multiple overdose incidents
- Support West Mercia Police to implement and monitor Naloxone pilot scheme
- Support partners to deliver targeted interventions to address the rise in alcohol and drug related acquisitive crime

Issues / challenges for HWB

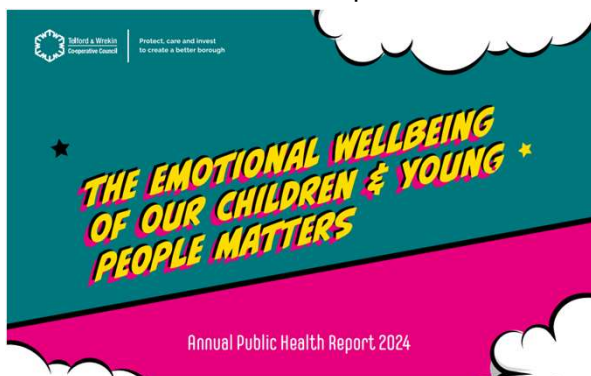
- Increasing the number of opiate dependent individuals accessing structured treatment
- Continuing elevated potential risk of fatal overdoses from synthetic opioids nationally

Inequalities Focus: Ethnicity and gender data incorporated into quarterly treatment contract monitoring data and to be tracked over time.

Mental health and wellbeing: children and young people

Key Progress – against strategy / work plans

- Publication of the 2024 annual public health report - The Emotional Health & Wellbeing of Children & Young People Matters, including a series of recommendations for HWB partners



- Young Person's Year of Wellbeing campaign engagement continues to grow - now at 433 sign ups
- Youth Offer website published [New Youth Offer website aims to help young people to get out and about](#)
- **BeeU –**
 - Interim contract agreed between MPFT and ICB
 - Service Specifications for core mental health and neurodiversity are being developed.
 - Development of a pilot post between BeeU and the Children in Care (CiC) Team to explore more effective ways to work together and improve outcomes.

Plans for next quarter – what we are hoping to achieve

- Publicity on annual public health report publication from April 2024 – including feedback to young people who contributed to the survey
- Further development of the Youth Offer
- **BeeU**
 - ICB to lead coproduction of the new model for CAMHS, through an outcome-based contract starting March 2026
 - Start to develop a suite of service specifications in readiness for the 2025/26 contract
 - Implement new joint BeeU and CiC post and review impact
 - Review options to expand the scope and impact of the New Beginnings service (based within the parenting assessment team).

Improving outcomes

Series of initiatives launched, contributing to the emotional health and wellbeing agenda:

- [Coaching for life – new sports programme for young people launched](#)
- [Youngsters could win £2,000 for ideas that make a change](#)

Issues / challenges for HWB

- ICS CYP Mental Health governance arrangements still not in place
- BeeU service demand and waiting times remain a pressure - demand for Autism and ADHD assessments continues to be very high. The team are working to maximise capacity

Inequalities Focus: children & young people who: have SEND, are looked after or care leavers, NEET, and those who suffer multiple disadvantage and trauma

Mental health and wellbeing: adults

Key Progress – against strategy / work plans

Inclusive Communities Fund

Telford Mind have applied for £300K from the Inclusive Communities Fund. Successful Applicants notified 14 March 24. In an increasingly digital world, more and more older people are entering a vicious circle of social isolation and declining health placing greater demand on the health economy and social care. By bringing people together, the project will reduce health inequalities, improve quality of life and reduce social isolation. Bringing people together – who would otherwise be alone – is at the heart of this project. Taking a community hub model, a wide range of partners will better serve under-represented communities. The local authority collects population-focused data, using this alongside personalised data produced by the Primary Care Network Digital and Transformation Leads, the project will be able to give support to those individuals currently on the periphery of their community. In addition, through the wide range of activities on offer, as well as co-produced activities identified as part of this project, the aim is to reduce the risk of long-term conditions. The strength of the community hub is in its connection with local health and social care practitioners, the local authority and a wide range of partners.

Independent Mental Health Advocacy (IMHA) for people detained under the MH Act

IMHA providers have been appointed following a competitive tendering exercise for the IMHA Services (Voiceability) and for Orchard Place and Queens Road (Creative Support). The FCA for specialist care and support is being evaluated again now.

Issues / challenges for HWB

Demand across services continues to rise. Some of the current voluntary sector provision is on short term funding. A business case is being developed in order to explore scope for further funding and prevent a gap in the local offer appearing.

Inequalities Focus: adults who experience poor mental health alongside other vulnerabilities such as alcohol and drug use and housing needs

Plans for next quarter – what we are hoping to achieve

Community Health & Wellbeing Hub

A project steering group has been established between Telford & Wrekin Council (Health Improvement and ASC), Madeley Town Council, Telford Mind and Social Prescribing to establish a weekly Community Health Hub called Let's Talk - Live Well. They will be writing out to providers to express their interest in being part of the hub which will start off in Madeley at The Anstice with a soft launch on 10 April.

Mental Health Strategy Development

An all age MH Strategy is being drafted in Q2 of 2024/25. Recruitment of experts by experience to be part of the MH Partnership Board, the aim is to improve the quality of commissioning information held about young people transitioning to adult services to inform future commissioning intentions.

Improving Outcomes:

Telford Mind has been awarded the Mind Quality Mark 2021-24. The Mind Quality Mark is a rigorous quality assurance standard. It sets the bar of good practice and legal compliance for all organisations in the Mind Federation. Once every three years, local Minds are reviewed against the Mind Quality Mark standards. The reviews are led by people with lived experience of mental health problems and senior leaders from other local Minds. They are based on a robust assessment of documentary evidence as well as interviews with and survey responses from trustees, staff, volunteers, and people who use services. To achieve the Mind Quality Mark, local Minds must be well-run organisations delivering safe, life-changing support for people with mental health problems.

Prevent, protect and detect early

Key Progress – against strategy / work plans

- **NHS Health Checks** – Number of Health Checks in Quarter 3 increased by 48.9%.
- **NHS Health Check Market segmentation report** shared and discussed with Practice Managers to tailor invites in order to increase engagement of patients to attend for a Health Check
- **InHIP Innovation for Health Inequalities Community Hypertension Case-finding**
- Total number of blood checks delivered since July 2023 is 764. Of which there have been 62 Abnormal readings, 55 people have or will undertake 7-day monitoring. 52 people have been referred to their GP.
- **Cancer champion Core Connectors**
 - Over 73 volunteers have now been trained in Telford as Cancer Champions. Whilst NHS funding ceases for this project in March 2024 Lingen Davies have made a commitment to continue to fund this important programme of work.
 - Lingen Davies has developed a range of multi-lingual videos <https://www.cancerchampions.co.uk/resources/resource-videos/>
- **Continued Implementation of NHS Tobacco Dependency Teams** and treatment offer to all Acute, Maternity and Mental Health Inpatients (integration with Community Pharmacy and Local Authority Smoking Cessation Services)

Improving outcomes - data or brief case study/ story etc.

- **NHS Health Checks** – Quarterly reports shared with all Practices, which has increased delivery and Practices have used the data to share good practice

Inequalities Focus: Cancer screening: narrowing the gap in uptake of screening programmes across GP practices, linked to deprivation, Cancer Champions recruited from range of diverse backgrounds including Ukrainian, Bulgarian, Hong Kong, Chinese, Iranian, Jordanian, Polish and Sikh communities and adults with learning disabilities, Health Champions representative of diverse communities, new NHS smoking treatment services for mental health inpatients

Plans for next quarter – what we are hoping to achieve

• Smoking Cessation

- Healthy Lifestyle Service to develop plans for the expansion of smoking cessation services following notification of additional grant funding for local authorities from April 2024
- Work with Community Pharmacies to review referral numbers into stop smoking service & encourage more pharmacies to sign up to deliver the service
- **NHS Health Check** Contract with GPs to be extended into 2024-2025. Discussion with Practice Managers to embed NHS Health Checks into wider CVD prevention and Health Inequality work happening across the ICS
- Targeted campaign to reduce **bowel cancer screening** inequalities in most deprived and ethnically deprived communities as part of Bowel Cancer Awareness Month in April.
- **Falls Prevention** - Fit4All commissioned from April 2024 to deliver two projects a 12-week pilot classes delivered via digital platform, streamed live to 12 - 15 care homes with the highest number of fallers, plus training for new 'Falls Champions' recruited care home staff and volunteers. The second is Community Falls Prevention classes (10 per week x 48 weeks) called 'Moving On' classes.

Issues / challenges for HWB

- Engagement with GP Practices on NHS health check remains a challenge due to their competing priorities and capacity. Potential upcoming (external) changes with Quality Control checks with point of care testing machines may require more staff resource and may further impact on delivery.

Integrated neighbourhood health and care: Start for Life Family Hubs focus

Key Progress – against strategy / work plans

- Family Hubs transformation is progressing with the opening of the Oak Family Hub in January in Oakengates, alongside the Silver Birch Hub in Sutton Hill and Walnut Hub in Woodside, which opened in August.
- The key elements of the Family Hubs offer have been established in partnership with the voluntary and community sector, early years and the NHS. These requirements are defined by the Department of Education and include a range of in person and online support activities. Our service offer is developing in all of these expected areas:
 - Parenting
 - Perinatal Mental Health
 - Parent Infant Relationships
 - Home Learning Environment
 - Infant Feeding
 - Parent Carer Panel
- The Early Help strategy development has also progressed and a partnership engagement workshop is taking place on 14th March. Our approach to early help developed through this strategy will underpin how our Family Hubs offer is delivered.
- Dandelion Parents two year celebration event is being held on 15th March and three new members have joined

Issues / challenges for HWB

Government grant funding for the start for life programme ends in March 2025

Inequalities focus: Start for Life Family Hubs transformation prioritised based on areas with worst levels of socio-economic deprivation

Plans for next quarter – what we are hoping to achieve

- Phase two of implementation will continue with Hadley Children Centre based at HLC, and Dawley Children Centre based at Dawley Town Hall becoming our 4th and 5th Hubs. Phase 3 transformation will focus on hubs in Wellington, Donnington and Newport.
- A data collection process for the Family Hubs implementation is being developed in line with the DfE requirements. The aim is to start demonstrating the impact of the Family Hub offer during 2024-2025. A data Family Hub dashboard will be created to run alongside the Early Help Strategy.

Improving outcomes

Family Hubs website is in development and being coproduced with the Dandelions and community groups



Integrated neighbourhood health and care:

Primary care focus

Key Progress – against strategy / work plans

- The STW ICB System-level Primary Care Access Improvement Plan is being implemented

Plans for next quarter – what we are hoping to achieve

In summary STW ICB System-level Primary Care Access Improvement Plan, has 4 national pillars:

- **Empowering Patients**
 - Continue to increase all patient self referral activity by 50%
 - Pharmacy First will report initial data (2 month lag)
- **Implementing Modern General Practice**
 - Due to digital provider capacity final 6 practices will have digital telephony by mid April and improved online requests for patients
- **Building Capacity**
 - Increase Healthcare Professional workforce across STW
 - Improve GP Retention
 - Work with Practices and PCNs to level of Practice Nurses
 - STW Estates Strategy to be published in April, ensure primary care priority in new housing developments
- **Cutting Bureaucracy**
 - Primary Care/Secondary Care interface board meets monthly
 - Improve onward referrals of patients across the system
 - 10 Practices have chosen to take part in the National GP Improvement Plan
 - Clear points of contact for patients across the system
 - Ensure complete care for patients when being seen in Primary Care

Year end reviews of Primary Care Access Review Plans with all PCNs will be undertaken and results published in June 24.

New Contract has been published and work underway to implement.

Inequalities focus: All 8 PCNs have nominated health inequalities leads and specific health inequality related projects are in place for 2023/24. Health inequalities is one the priority criteria the Primary Care Team use to target practices requiring improvement support.

Improving outcomes - data or brief case study/ story etc

- On track to achieve roll out of NHS App functionality to 90% GPs by end of March 24.
- Self Referral pathways are in development
- Pharmacy first scheme implemented 31st Jan, and all pharmacies signed up to the scheme.
- There are continued increases in GP appointments in Shropshire, Telford & Wrekin with 2.94M in the latest rolling 12 month period
- The percentage of GP appointments within 2wks in January is 85% vs national target of 88%
- The percentage of same day of next day appointments in January is 54.9% vs 54% target.
- There is variation across STW which needs to be addressed, with Telford & Wrekin Practices showing lower patient satisfaction than Shropshire practices – targeted practice visits planned to address this.

Issues / challenges for HWB

- Like many parts of the NHS, General Practice is under intense pressure. Where demand is greater than capacity, it means General Practice can't always be effective and patient experience and access is negatively impacted.
- The core purpose of the STW General Practice Access Plan is to demonstrate how we can mitigate the crisis facing primary care through a shared vision for improving access and quality of care
- NHS STW are receiving support as part of the national Recovery Support Programme which provides focused and integrated support to work through local complex challenges with a key focus on financial recovery

Integrated neighbourhood health and care: Local care transformation

Key Progress - Local Care Transformation (LCP) Programme

Discussions held with 11 services/ organisations:

- Community Support, TWC
- VCSE
- Public Health, TWC
- SCHAT (adults)
- Community Safety / Safer Stronger Communities, TWC
- MPFT
- Commissioning and Provider Quality Leads, TWC
- SaTH
- Learning Disability and Autism Commissioner, TWC
- Insight Lead, TWC

Other linked discussions:

- STW Proactive Care Programme
- Local Care Transformation Programme
- TW Health and Wellbeing Board
- STW Integrated Care Board

Emerging Themes

- Build on already existing and developing integrated approaches – e.g. SE Telford PCN, Community Support response during Covid, Newport Hub.
- Improve use of technology to support delivery but not the only method
- Importance of a neighbourhood coordinator to support hyperlocal
- Key interdependencies both locally but also at system level
- See future being more services currently delivered in one area being pushed out into the community in the places of most need.
- Good for professionals to align the same so they get to know each other and share learning

Improving outcomes - data or brief case study/ story etc.

Engagement identified being intelligence led is important, need to learn from best practice, evaluation will be key to supporting investment and sustainability.

Plans for next quarter – what we are hoping to achieve

High Level Key Milestones – TW

- Agreement of neighbourhood boundaries building on already existing integrated working - by April 2024
- JSNA of neighbourhoods to support developments and commissioning - from April 2024
- Networks for all neighbourhoods developed and shared -from April 2024
- Neighbourhood Network /Stakeholder events to support integrated working within the area (including co-production of next steps) - from June 2024
- Further development of MDTs, Proactive Care and other population health management approaches within the agreed neighbourhoods from June 2024

Issues / challenges for HWB (N/B this is being driven and overseen through TWIPP)

Emerging risks:

- Workforce – capacity challenges
- Culture – working together
- Estate Strategy development
- Digital / Shared Care Record / Information Governance
- Programme support and capacity

Some of the above risks have mitigations but this will continued to be developed through this work.

Inequalities Focus: Inequalities is one of the focuses of the proactive care approach as defined by the Core20PLUS

Green sustainable borough

Key Progress – against strategy / work plans

- **The Building Safer, Stronger & Healthier Communities Through Better Air Quality Strategy** was approved by Cabinet in February 2024. The Strategy set out ambitions across the following aims:
 - Maintain and improve air quality in the context of area wide growth In recent years, concentrations of air pollutants in Telford & Wrekin have been below national
 - Tackle air quality inequalities by prioritising action to benefit vulnerable groups and communities Communities and vulnerable groups (children, pregnant women, the elderly and those with disabilities
 - Link air quality to the climate agenda with a focus on emission reductions, for carbon as well as air pollutants: a Low Emission Strategy
- [Programme to support business become carbon neutral - Business sustainability webinars launched to support Telford businesses](#)

Plans for next quarter – what we are hoping to achieve

- The Air Quality Strategy will be presented to the HWB on the June 2024 agenda

Improving outcomes - data or brief case study/ story etc

- [Extra funding boost to Telford and Wrekin businesses to go green](#)
- Businesses in Telford and Wrekin and the Marches will receive an additional £2.3 million in funding to support their efforts in reducing carbon emissions and transitioning towards Net Zero. Extra funding boost to Telford and Wrekin businesses to go green. This boost in funding, allocated to Telford and Wrekin Council through the pilot Business Energy Advice Service (BEAS), will complement existing funding channels such as the UK Shared Prosperity Fund. These initiatives aim to drive the Net Zero Telford and Wrekin and the Marches Energy Grant programs.
- Offering complimentary energy assessments and grant opportunities, these programs target small and medium-sized enterprises across the West Midlands. The pilot Business Energy Advice Service is financially supported by the Department for Energy Security and Department for Levelling Up, Housing and Communities.

Inequalities Focus:

- Groups that are more vulnerable to air quality include children, older people, and those with pre-existing cardio-respiratory illnesses. It is also clear that lower socioeconomic groups are often exposed to higher concentrations of air pollution as a result of where they live and/or work^{34,35}. In identifying key target areas, the Council will review data sources including: locations of schools and nurseries, care homes, health care facilities; and Lower Super Output Areas (LSOA) Indices of Multiple Deprivation.

Economic opportunity

Key Progress – against strategy / work plans

- As part of the Council's **Cost of Living Strategy**:
 - the household support fund scheme will continue until the end of March 2024, which includes vouchers for low-income families in school holidays. No decision has been made yet by the Government on if the scheme will be extended beyond March
 - Further additional funding to has also been granted to the local food banks
- Launch of the **Invest Telford Strategy** setting out priorities for delivering fair and inclusive economic growth that benefits all communities, residents and businesses
- Series of initiatives launched aimed at improving employment opportunities:
 - [Job Box celebrates National Careers Week 2024](#)
 - [Telford event to help businesses make the perfect start](#)
 - [Job Box celebrates National Apprenticeship Week 2024](#)
 - [Council launches scheme to help 550 residents into education and work](#)

Plans for next quarter – what we are hoping to achieve

- Funding levels have been maintained for the various permanent discretionary welfare schemes that are operated across the Council, including Emergency Welfare Assistance and Discretionary Housing Payments.
- Skills Show to be held at Telford International Centre on 14th March

Improving outcomes - data or brief case study/ story etc.

The council has linked up with local Training providers Shropshire Youth Support Trust, Landau, Involved Social Impact Project, Anta Education and School of Coding to deliver this vital service to help address the barriers people face when trying to get back into the workplace.

The aim is to help 550 of local people to secure jobs and/or move closer to employment. With a particular focus on supporting young people the project seeks to increase engagement and participation levels in education, employment or training.

Issues / challenges for HWB

- .

Inequalities Focus: the Cost-of-living strategy is aimed at those residents in the Borough on the lowest incomes, be they working age or pensioners.

Targeted support for young people who are Not in Education, Employment or Training

Housing and homelessness

Key Progress – against strategy / work plans

- Opened a new refuge for those presenting as homeless due to domestic abuse offering 8 beds for women and their children.
- Opened a new 5 bed unit of temporary accommodation for singles and adults who we owe a housing duty.
- Dedicated Housing Solutions Officer to work alongside clients with criminal history to help them find accommodation
- Increased the supply of temporary accommodation to reduce the use of B&B which is not suitable for families.
- Continue to work with partners to provide support to clients presenting as homeless
- Delivering a Landlord and Tenant support programme
- Continue to work with Housing Associations to increase successful nominations into social housing
- 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, extracare and provision for care leavers
- Maintaining daily multi-agency Rough Sleeping Task Force
- Continue to work with MPFT via dedicated Mental Health Nurse to provide rapid mental health support for rough sleepers.
- Developing work with children's services to ensure young people at risk of homelessness are identified and supported as early as possible.

Improving outcomes - data or brief case study/ story etc.

- Since April we have prevented 365 applicants from becoming homeless
- Since April we have relieved 632 applicants from becoming homeless.
- Successfully housed over 900 homeless families/individuals into social housing in the last 12 months

Plans for next quarter – what we are hoping to achieve

- Development of our website regarding homelessness advice and support
- Establish a Homelessness Forum with shared responsibility for delivering the Homelessness Strategy.
- Continue to work with partners to manage customer expectations about the type, size and location of housing they may be offered
- Continue to work with developers and housing association partners to ensure that new properties reflect all housing needs.
- Opening up a new accommodation provision for children in care.
- Welcoming the opening of a new extra care scheme in Arlestone via Housing 21

Issues / challenges for HWB

- Increasing numbers of clients including families presenting to services
- More complex clients with challenging behaviours who require multi agency response and support and impact on communities
- More complex clients not willing to engage with services to support them which will support their homelessness.
- Shortage of affordable larger accommodation reflecting increase in larger families presenting as homeless
- Shortage of one bedroom self contained affordable properties for single clients
- Demand for more specialist supported accommodation to house those with mental health and substance misuse.

Inequalities Focus: Ongoing focus on homeless clients who present with complex and multiple needs.