



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
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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

Annual Public Health Report 2024 – review of recommendations

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



Telford & Wrekin
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Home > £2,000 up for grabs for community projects

£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

Telford & Wrekin Co-operative Council

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

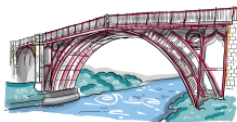
Telford & Wrekin Co-operative Council | Protect, care and invest to create a better borough

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 listen;
- 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