Telford & Wrekin Health and Wellbeing Strategy 2023-2027 Progress Delivery Report March 2025 To be received at the May 2025 HWBB

Healthy Weight		
Delivery commitments for the next 12 months	 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	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:	
	Adults living with a learning disability	
	 Development of a tailored healthy lifestyle package of support Delivery of physical activity initiatives inclusive to adults with a learning disability 	
	Adult social care	
	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	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.	
	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.	

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 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
Delivery commitments for the next 12 months	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
Inequality focus	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

Delivery commitments for the next 12 months

- 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.

Inequality focus

The Equality Impact Assessment identified several key groups that there will continue to be a focus on:

- 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		
Delivery commitments for the next 12 months	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	
Inequality focus	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.	
	There will be a particular focus on:	
	 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

Delivery commitments for the next 12 months

 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

All age mental health strategy development:

- 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.

Mental Health Partnership Board:

- 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

Inequality focus

- 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
Delivery commitments for the next 12 months	Continue delivery of the HPV and MMR Vaccine Inequalities Project with the following commitments:
	 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
Inequality focus	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: Secondary Schools with lowest vaccination uptake
	 Development of a tailored vaccination working to ensure inclusive package of support Delivery of educative assemblies to relevant Year Groups and pastoral support

Rollout of training to frontline public health and health care staff to support vaccination conversations using a MECC approach and signposting to local

Understanding barriers to uptake

services

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

Delivery commitments for the next 12 months

- 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.

Inequality focus

- 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

 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!!

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.

Thanks again for coming into the store, look forward to working together again soon!"

Integrated neighbourhood health and care: Best start in life

Delivery commitments for the next 12 months

- 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:

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.

Inequality focus

The targeting of Family Hubs remains to promote take up of services by:

Fathers

- 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)

Delivery commitments for the next 12 months

Neighbourhood Working Approach

- 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.

• Family Hubs:

- Open the Donnington Family Hub
- o 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.

• Live Well Hubs

- 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.

Integrated Neighbourhood Team approaches

- 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.

Inequality focus

The development of further multi-disciplinary, proactive preventative pilots will be targeting areas of inequality within neighbourhoods using a population health management approach.

In addition, the neighbourhood working approach will be inclusive of:

• Health literacy and education programmes to enhance public understanding

- 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

Delivery commitments for the next 12 months

- 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

Inequality focus

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:

Specifically listed eligible groups for this programme are:

- 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.

The specified disadvantaged groups are as follows:

- 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.

	 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.
Inequality focus	 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.