



Telford & Wrekin  
Co-operative Council

Protect, care and invest  
to create a better borough

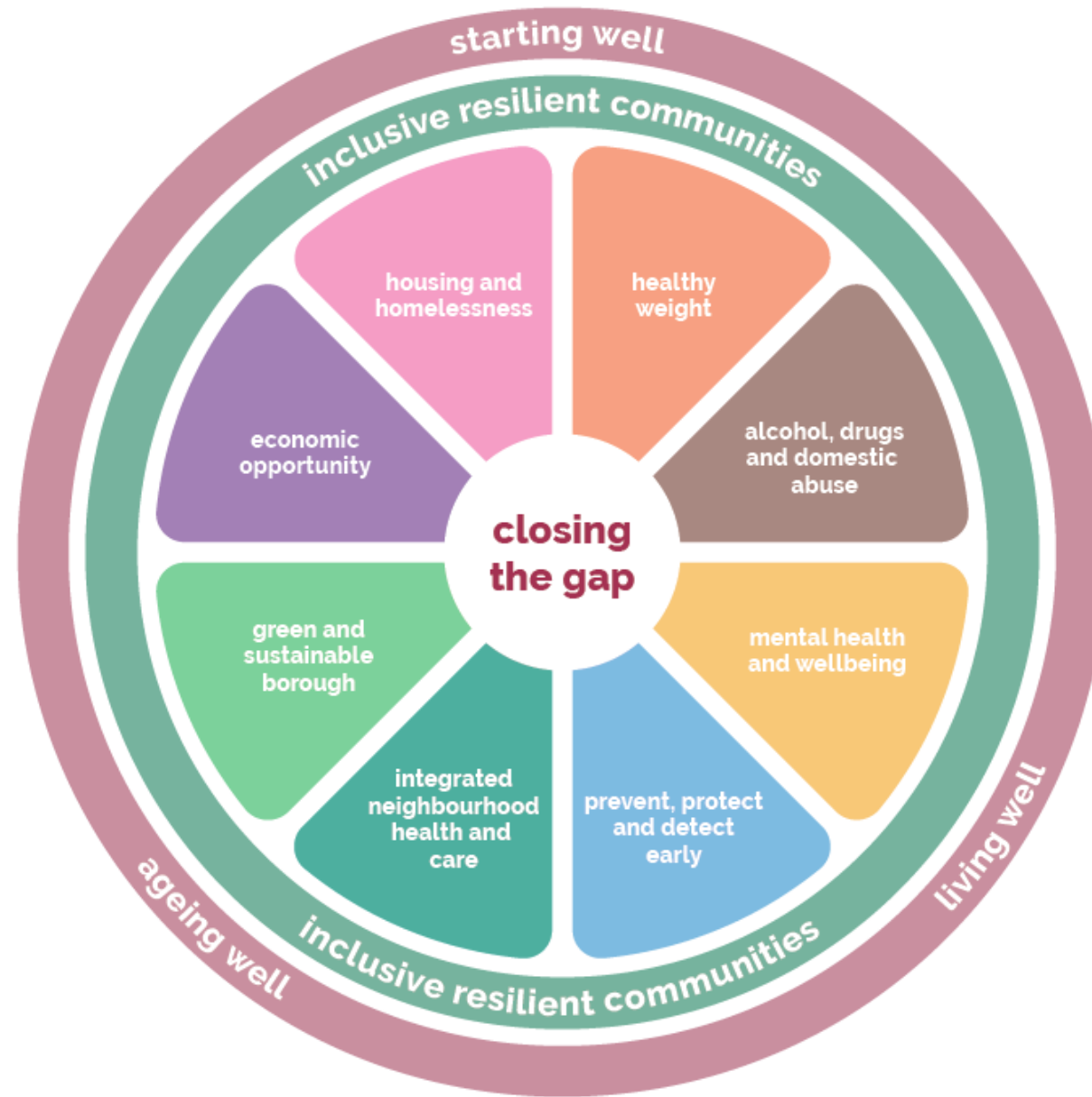
# Health & Wellbeing Strategy 2023-2027

## Delivery Progress Report June 2025

# Strategy Delivery Progress Report June 2025

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# 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.

Healthy Weight	<ul style="list-style-type: none"> <li>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</li> <li>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.</li> <li>Schools health &amp; wellbeing programme selects schools to take part with the highest rates of excess weight and those in our most deprived communities</li> </ul>	Integrated health and care	<p><b>Start for Life Family Hubs:</b> “core20” population, younger parents, black &amp; minority ethnic group families</p> <p><b>Primary Care:</b> All PCNs have nominated inequalities leads and specific health inequality related projects in place for 24/25. 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><b>Alcohol &amp; drugs :</b> 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><b>Domestic Abuse:</b> 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	Initiatives targeted towards under-represented groups - people from lower socio-economic groups, people from ethnically diverse communities and people with disabilities/additional needs.
Mental health & wellbeing	Children & Young People who: have SEND, looked after/care leavers, those who are NEET, and suffer multiple disadvantage and trauma adults who experience poor mental health alongside other vulnerabilities such as alcohol and drug use and housing needs	Economic opportunity	The Cost-of-living strategy is aimed at those residents in the Borough on the lowest incomes, be they working age or pensioners.
Prevent, detect & protect	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. Cancer screening: narrowing the gap in uptake of screening programmes across GP practices, linked to deprivation Cancer Champions & Health Champions representative of diverse communities	Housing & homelessness	People affected by trauma and poor mental health  Ongoing focus on homeless clients who present with complex and multiple needs.

# Healthy weight

## Key Progress – against strategy / work plans (Q1)

- Reached over 1000 sign ups to the Do it For campaign since the launch in July 2024 – encouraging individuals to find their motivation to create healthier lifestyle habits
- Stakeholder webinar held with key partners involved in the whole systems approach to tackle levels of obesity, which included the launch of “Healthy Telford” partner branding
- A training options appraisal was produced in partnership with Shropshire Council and SaTH colleagues to determine how priority frontline health and social care staff can be best equipped with the knowledge and confidence to support healthy weight
- Action plan developed to ensure new NICE guidance on overweight and obesity management is developed within the Healthy Lifestyles and Healthy Families services
- Delivery of audits and staff workshops within targeted schools to help shape tailored action plans for schools to improve health and wellbeing within the school environment – with a focus on food, activity and ethos
- Scoping activity to look at improving support for residents living with a learning disability, and their carers, to create healthier lifestyles

## Issues / challenges for the HWB

- Training of frontline health and care professionals to have the knowledge and confidence to promote healthy weight and reducing weight stigma was determined as a key priority within Telford and Wrekin and Shropshire’s Healthy Weight strategies. Task and Finish Group established with one partner organisation, but challenges faced to implement options appraisal within timeframes due to other organisational priorities and changes
- Whole systems approach to reducing “food for reward” culture – partners are encouraged to reduce amount of unhealthy foods available in public settings including in meetings and events

## Performance

Telford and Wrekin have seen an increase in numbers of adults that are overweight or living with obesity for the data year 2023/24.

‘Healthy Weight’ and tackling the above average levels of obesity across Telford and Wrekin is being prioritised through the delivery of the five-year Healthy Weight Strategy. Programmes of work have commenced including Place Expansion Partnership work to support the needs of communities and optimise opportunities for children and adults to get active.

Priority population groups are identified within the strategy and work is underway to look at how healthy lifestyle support can be strengthened for adults living with a learning disability or autism.

## Improving outcomes - Case study

### Healthy Families Programme

A reception aged child was identified through NCMP and the family took part in the Healthy Families Programme within the child’s school as a setting. The child had an older sibling at the school who also took part in the sessions and a whole family approach was used. A number of positive outcomes were recognised – the two children and the mum reduced their BMI. Amongst the other healthy changes that the family made, they were also comfortably saving £20 per weekly shop just by buying healthier swaps/options, discussed during the sessions.

# Domestic abuse

## Key Progress – against strategy / work plans (Q1)

**Partnerships** – the Safe Accommodation Needs Assessment has been completed and presented at the DALP on 10/07/2025

**Prevention** – the VAWG prevention workshop in March 2025 was a great success and an action plan will be incorporated into the wider DALP DA Strategy action plan

**Provision** – demand for the commissioned DA support service continues to grow

**Pursue & Protect** – the Telford & MARAC review has been completed, and an action plan will be developed to implement the recommendations

## Improving outcomes - Case Study

A new pilot Target Hardening programme to enable low to medium risk DA victims and their families to remain in their own homes commenced in 2024/25 Q4. During the Q, 5 victims/families were able to stay in their own homes following low level building modifications and 17 families were given video doorbells. During April 2025, a further 7 victims/families received building modifications and remained in their own homes. The pilot will continue throughout 2025/26 and will be evaluated towards the end of the year.

## Performance

**Single point of contact** - the number of contacts received by the SPOC in 2024-25 Q4 increased slightly to 421 from 417 in Q4, following a significant increase during Q3

**Specialist support for victims and families** - the number of new referrals into the service has remained constant, with 110 new referrals in Q4, and the total of current open cases increasing slightly to 95 from 87

**Children and young people** - referrals increased to 54 in Q4, as compared to 44 in Q3 and average monthly caseloads have remained constant at around 31 in Q4

**Safe accommodation** - Cranstoun have secured the provision of 4 premises for safe accommodation with a local provider, including one with 3 2-bedroom units for mother and children

**Perpetrator behaviour change programme** – new referrals fell from 30 in Q3 to 21 in Q4

## Issues / Challenges for the HWBB

- Reviewing and implementing the MARAC review recommendations
- Reviewing and implementing the Safe Accommodation Needs Assessment recommendations
- Reviewing and implementing the recommendations from the recent DA Commissioners report on the impact of DA on CYP

# Alcohol and drugs

## Key Progress – against strategy / work plans (Q1)

**Prevention** - The first alcohol and drug awareness sessions have now been delivered to school staff. A further two will be delivered to both primary and secondary staff across the borough.

**Treatment** - National continuity of care data for those leaving prison now reflects local monitoring and for the 3 months to March 2025 Telford & Wrekin has achieved a minimum of 85%, 10% above the national ambition.

**Treatment** - Additional Children and Young Persons worker now in post, this will provide additional caseload capacity, link with Youth Justice Services and deliver additional prevention work capacity.

**Recovery Support** - Meetings have taken place with stakeholders to discuss the development of the Telford & Wrekin Recovery Charter. A Charter document is currently in development for launch on Friday 5th September 2025.

## Improving outcomes - Case Study

Telford & Wrekin Alcohol and Drugs Forum, which brings together all local stakeholders that contribute to addressing alcohol and drugs issues locally, is now entering its second year. Co-production of a strategy action plan has seen significant progress made towards strategy commitments including the broader distribution of Naloxone via connections made within the group, implementation of drug and alcohol related death review recommendations across organisations and expansion of early intervention supported housing bed spaces from 32 to 40. The Forum has ensured that members are aware of each other's work and have opportunities to promote best practice via presentations at each meeting covering a variety of topics such as how to improve the facilitation of mutual aid. Work will continue ensuring that local prevention, harm reduction, treatment and recovery support services operate as a single system

## Performance

**Number of adults in treatment** during Q1 rose to 860 (rolling 12 months) from 847 for the previous quarter, remaining significantly above the March 2022 baseline of 820.

**New presentations** to the service remained the same 459, also significantly above the March 2022 baseline of 363.

**Hospital admissions** for both alcohol and opiate poisonings continue to fall, 5.06 per 100,000 for alcohol (down from 11.39 per 100,000 for the same period in the previous year) and 8.10 per 100,000 for opiates (down from 24.11). Both indicators remain significantly below the national rates of 22.80 per 100,00 for alcohol and 25.11 for opiates.

**Individuals continuing treatment** on release from prison continues to remain above the national ambition of 75% with 89% of individuals engaging with treatment following release during the period. This remains significantly above the national rate (58%) and the March 2022 baseline (58%).

## Issues / Challenges for the HWBB

- Hospital admissions for alcohol related conditions continues to remain above the national rate, this is of particular concern given the uncertainties over ongoing funding for the Alcohol Care Team.
- Estimated unmet need for those using opiates only continues to rise (upward trend since June 2019), currently 62.7% vs 59.9% at the same point in 2024.
- Continuing elevated potential risk of fatal overdoses from increasing availability/use of synthetic opioids nationally.



# Mental health and wellbeing: children and young people

## Key Progress – against strategy / work plans (Q1)

- ICB are leading on the re-commissioning of the CYP Mental Health Service in collaboration with both Shropshire and Telford & Wrekin Local Authorities (see Health and Wellbeing Board CYP Mental Health update presented on 21.05.25)
- An evidence-based specification has been developed informed by extensive engagement undertaken from January to March 2025 seeking the views of children, young people, families and professionals to inform the strategic development and priorities of the recommissioned service.
- The procurement has been deferred to May 2025 and current Bee U service extended until 31<sup>st</sup> March 2026.
- An all-age Mental Health Strategy is in development, utilising existing engagement analysis and undertaking further targeted engagement with seldom groups.
- Building on the success of the Young Person's Year of Wellbeing, a Supporting Your Pathway to Emotional Resilience (SUPER) website offering online self-help information and resources has been developed. The website offers age-appropriate resources for children, young people and professionals planned to launch in September.
- Shropshire Community Health NHS Trust refreshed service specification has been agreed, incorporating Health Visiting, School Nursing and Family Nursing services which support mental health and emotional wellbeing throughout childhood and adolescence
- A mental health celebration event is being planned for 2026 similar to that of the Recovery Conference.

## Performance

- Over 950 subscribers to the Young Persons Year of Wellbeing 12-week email programme as of mid February 2025 with a social media reach of 122.7k
- Current performance around 78% of plan and expecting to miss the current targets set for March 2025 – please see Health and Wellbeing Board update from 21.05.25). On track to improve and meet targets during 2025/26.
- Continued increase in demand for services – assessment and treatment

## Issues / Challenges for the HWBB

- The Bee U service is facing performance challenges in delivering the agreed access targets and waiting times as there continues to be an increase in demand for elements of the services. Improvement recovery plans have been developed with the Provider and ICB.
- Mental Health is one of the main cited reasons for children and young people opting for home elected education

## Improving outcomes - Case Study

- Support received from Social Prescribing Service – Child X suffered from social anxiety, sleep difficulties and diagnosed with ADHD. Sessions between Child X and her Social Prescriber provided support to help Child X understand more about ADHD and sleep patterns too. Feedback from Child X “ *My Social Prescriber has been giving me good support, speaking about my emotional state and health looking after me*...” “*I was completely antisocial and suffered with social anxiety however now I am able to talk to anyone and everyone without a care in the world*”.



# Mental health and wellbeing: adults

## Key Progress – against strategy / work plans (Q1)

Scrutiny review commenced in April with a session to “set the scene” in terms of the breadth of the local offer and existing workstreams. Included social care, public health, ICB and the provider. Scrutiny intends to consider the presentation and select areas for a deep dive.

Mental Health Partnership Board:

Strategy development – work is ongoing. Comms pack is drafted for the engagement period. Videos and photos are being prepared for inclusion.

Experts by experience have been recruited to support the board – establishing a sub group in addition to the opportunity for people to attend the Board.

Mental Health Celebration Event being planned for May 2026 – similar to that of the Recovery Conference

Developing a “Knowing where to go” guide for mental health.

Reviewing the current framework which specialist MH support is commissioned from. New framework will include opportunities for VCSE providers to apply and will include unmet needs such as Acquired Brain Injury.

Reviews of the crisis pathway and the quality of inpatient care have commenced, but with an ICB lead and LA contribution.

Funding secured for physical activity projects: Wellbeing, Belonging and Moving for Mental Health project, providing tailored physical activity for people living with Serious Mental Illness and the Move to Thrive sessions for people with dementia and their carers. Also, this quarter saw Telford Big Walk Week which provides all residents with the opportunity to be a little more active, get outdoors and connect.

## Performance

Independent Mental Health Advocates have seen an increasing number of eligible patients accessing their service in this quarter.

Branches supported 415 individuals in Q4 of 2024/2025. Q1 report is pending.

Circa 25 people attend each calm café – in addition to this support is provided on an outreach basis. Café's take place 6 days a week.

## Issues / challenges for the HWBB

MH Bill could have considerable impact on local services. Discussions ongoing with Director of ASC & ADASS. Local workshop being planned to consider changes to s135/136.

## Improving Outcomes: - Case Study

Mr A has complex needs including poor physical health. He has spent many years as an inpatient (including secure services) and in out of area placements. These placements restricted his ability to follow his interests and really use his skills to look after himself. In the last year he was supported to move to local supported accommodation where he has his own front door and private space. He has resumed many of his old interests: he is a keen cook with a love of music. He has made connections with others as a result of shared interests in music. More recently he has been supported to adopt a dog. He is taking this additional responsibility seriously – he budgets accordingly to ensure there is money for the dogs needs and walks the dog daily which is helping his own physical health. The presence of the dog at the scheme is helping many of his neighbours as well!

# Prevent, protect and detect early

## Key Progress – against strategy / work plans (Q1)

The HPV & MMR Vaccine Inequalities Project has continued at pace with targeted education in lowest uptake schools linked to multiple deprivation; Joint working with Lingen Davies to reach those not in mainstream school through Youth Clubs; Attendance at Telford Gurdwara celebration event, links with Afghan ladies, Polish school and provision at Telford College for young people missed during COVID.

Q1 funding secured for Community BP delivery - targeting of priority groups/areas. 8 of the 14 community groups funded still undertaking checks. This will cease at the end of June. Successful Yr 2 Project Celebration held. Contribution to South East Telford Neighbourhood Health working.

16 CVD Workplace Health Check sessions delivered. Pilot ended in May 2025. Businesses still coming forward with requests for offer.

Continue to build capacity and health conversations through Lingen Davies Cancer Champions and Council Health Champions. Recruitment ongoing.

Cancer Screening Awareness through videos, newsletters and steering group.

## Issues / challenges for the HWBB

- ICB funding for the Vaccine Educator post ends June 25 consideration to be given for opportunities to deliver future interventions to maintain momentum. Full evaluation not due till Autumn 25 when data for the Yr 8 cohort is available.
- No additional funding for community groups to undertake BP checks (proven successful). Whilst training will be provided new groups may require funding and support with volunteer recruitment/supervision to add this to their offer.
- Still awaiting decision from the ICB to fund the BP project for an additional 9 months.

## Performance

Continued to focus on CORE20PLUS populations - emphasis on community engagement, reducing barriers/increasing awareness, improving uptake.

- HPV & MMR Vaccine Inequalities Project has reached 1030 pupils and 20 staff; 55 vaccinations delivered -15 HPV at 3 school clinics and 12 DTP, 12 MenACWY, 12 HPV and 4 MMR at the community clinic. 4417 social media post views
- Just under 500 BP checks completed. 10.3% had NOT been treated for high BP. Approx 50% from areas of high deprivation. 13% were BAME. 45 checks were for people who are homeless or sleeping rough.
- CVD Workplace Health Checks – completed 214 full & 128 lifestyle checks in May. 10% QRISK greater than 10.
- 27 Cancer and 4 Health Champions recruited

## Improving outcomes - Case study

Telford Langley school: *"Thank you for engaging and expertly presented assemblies. We really valued your enthusiasm and expertise in this area. There were 240 Year 8 students in attendance. One of our Assistant Heads was talking about the assembly and students were able to recall exactly what it was about!"*

*Avara Foods really supported and ensured all staff could get a health check by reprinting our promotional materials and providing 'Champions' that acted as interpreters for the majority of staff as English is a second or third language. This was important as many were fearful of receiving bad results which would affect their ability to continue to work.*

Telford Gurdwara were keen to support the Blood Pressure project because it aligns with the Sikh principle of seva—selfless service to the community. Health and wellbeing are essential to living a good life, and we saw this as a meaningful way to give back and support our sangat (community). Many of our members are at risk for high blood pressure due to age or diets, so this project was perfect.

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

### Key Progress – against strategy / work plans (Q1)

New Family Hubs model to widen offer to 0-19 (25 SEND) launched 1<sup>st</sup> April.

New community offer of 6 drop-ins a week now available for any parent or carer to seek support in Wellington, Donnington, Newport, Dawley, Sutton Hill alongside our existing Southwater drop in (see case study for impact).

New Early Help coordination support now in place for health and education professionals.

New Domestic Abuse Practitioner sitting in Family Hubs localities to mirror the Family Safeguarding model

Start for Life offer booklets are handed out at Midwifery booking and Birth Registration (280 per month are handed out)

Damson Family Hub for Donnington opening July 2025

New Early Help Assessment (Family Help) leaflet designed in partnership with Dandelions has been launched.

16 Fatherhood Champions trained, and Father Inclusive network established

Multi-agency group reviewing translation of materials for the 0-2 age range to include work with BME communities to sense check literature for culture and suitability of language

Community Grant launching for small groups to bid for £500-£2,000 to develop local Start for Life offers, launches July 2025.

Triple P training for Teens, SEND and separated families commences for 12 Family Hubs practitioners in September 2025.

### Issues / challenges for the HWBB

Sustainability of Start for Life offer beyond the current Year 4 for the 75 identified LAs.

### Performance

Over 12,000 attendees at a commissioned Family Hubs session or intervention 2024-2025

October 2024-Jan 2025 Family Hubs website has received almost 10,000 page views and has an average engagement rate of 83%

2024-2025 Citizen Advice Baby steps project for families in the maternity and first year have had 5000 recorded users on their website and provided 64 in person complex casework consultations.

Eatwell have successfully supported 805 parents with weaning, healthy cooking for babies and toddlers, sugar awareness and fruit and veg tasting across 24 venues in 2024.

Breastfeeding Network has supported in 2024-2025:

105 parents through antenatal courses

728 parents on the postnatal ward

544 parents in a community setting

### Improving outcomes - Case study

Parent attended new drop-in at Arleston after being signposted from Family Connect. Her child, who had an ADHD diagnoses, did not sleep which was affecting family life and mum felt she had hit a brick wall.

Listening support and signposting was offered, alongside immediate access to the new Parenting Together course. She has now seen the GP and got extra/complimentary medication to go with her child's melatonin and has had 2 nights full sleep.

Mum said that within 1 week she had been shown a door in the brick wall that she hit on Monday.

She felt so positive about the drop-in, she asked about other drop-in sessions so her friend can have advice and support.

# Integrated neighbourhood health and care:

## Key Progress – against strategy / work plans (Q1)

- Increased focus on prevention and the shift from acute to community within the TWIPP priorities. Place Prevention funding for 2025/26 identified and grants awarded for start in July 2025.
- The Telford and Wrekin neighbourhoods are currently aligned to the Primary Care Networks – there are 4 in the area:
  - Newport & Central
  - South East Telford
  - TELDOC
  - Wrekin
- Newport & Central Neighbourhood Multi-Disciplinary Team Meetings relaunched in May 2025. South-East Telford Neighbourhood MDT is looking to launch in July 2025. Both areas focusing on people with complex health challenges - circulatory and respiratory diseases, and depression and anxiety.
- TELDOC Neighbourhood focusing on young people transitioning to adulthood, mental health and women's health, in particular in Malinslee.
- South East Telford Neighbourhood Networking approach concluded with a successful face to face webinar with 71 people from a wide range of organisations (public sector, VCFSE and NHS). The outputs of this workshop will help to shape the integration work in the neighbourhood to improve outcomes for residents, along with sharing the learning and considering the system wide challenges.
- Newport & Central Neighbourhood Family Hub (Damson) launches in July, with a view to it being expanded swiftly into a Live Well Hub as well based on the needs of the area.
- Proposal for Sport England Place Expansion work in Telford and Wrekin submitted by Energize Telford and Wrekin with full support of the Telford & Wrekin Integrated Place Partnership (TWIPP).
- Focus on Making Every Contact Count and a themed approach – Communications and Engagement Plan for the first theme, vaccinations, approved by TWIPP. Launching in Quarter 2.
- Launch of new Community Optometry First Service (system wide programme) providing support for residents closer to home scheduled for 1<sup>st</sup> July.
- Pharmacy First continues to reduce demand on GP practices.

## Improving outcomes - Case study

"I was working in the Live Well Community Hub in Madeley and Alex came to see me to get his blood pressure checked. It was high but he disclosed to me that he was really struggling with paying bills and about his benefits reducing.

Alex was really anxious so I helped him as getting him to phone or write to the services would have increased his anxiety. I ensured that Alex got a home visit from the benefits team and also linked him in with Adult Social Care.

Alex continued to come and see me, have a chat and share his worries.

Alex's blood pressure has now reduced, he has got support from the benefits team that is right for him, and he has got the right support from Adult Social Care so he can remain independent in his own home."

## Issues / challenges for the HWBB

- NHS England devolution and ICB re-modelling could potentially impact on TWIPP being able to deliver its priority programmes. Whilst a risk, the focus from government is on neighbourhood health, care closer to home and prevention, all of which are integral parts of integrating neighbourhood health and care.

# Green sustainable borough

## Key Progress – against strategy / work plans (Q1)

- Increasing Green Flag sites from 7 to 8 – Victoria Park was judged by Green Flag judges in May. We will know if Green Flag has been awarded in July 2025.
- Victoria Park improvements – Improvement works to Victoria Park included safety works around the canal basin with the installation of a knee rail, Willow tree pollarding, pathway improvements, infrastructure maintenance, new fishing peg installations, new accessible swing seats and communication panels including BSL in the play area.
- Wildflowers – more areas have been identified within the Borough where mowing regimes can be changed to meadow cut grass. This is providing important habitats for pollinating species and for small mammals and helps increase connectivity between sites.
- Water quality – Apley Pool – in May fenced areas around Apley pool were planted with reeds to act as a natural filter of the water and help to reduce algal blooms. Reed planting in the form of floating rafts have also been provided at Horsehay Pool LNR this spring with additional reeds to be planted by the Friends of Horsehay this summer.
- Inclusive play - communication panels, Hartshill Park, Victoria Park and Bowring Park. Sensory play totem poles have been installed in Hartshill Park.
- Volunteers - Lyreco, Fujitsu and Cap Gemini have used their Corporate Social Responsibility days to assist in projects at Apley Woods, Langley Fields and Dale End Park. Projects included plug planting, pathway improvements, and bee bank restoration.
- Local Nature Reserve improvements -Beeches and Lodge Fields – Bench and new pathway installed to the bench. Step improvements are underway. Granville – Path improvements completed, and natural play area is being planned. Horsehay Improvements - improvement project includes floating island and new fishing pegs planned this summer. Dawley Hamlets - Improvements include, signage, pathways, fencing, steps.

## Performance

Access to Green Spaces within the borough remains higher than the national average.

## Issues / challenges for the HWBB

Funding and resources.

## Improving outcomes - Case study

### Apley Woods Local Nature Reserve

Telford and Wrekin Council Officers, idverde and the Friends of Apley Woods Volunteers worked together to plant phragmites (reeds) in fenced areas around the pool. This was recommended by the Environment Agency as a natural way of improving water quality. The pool has suffered from algal blooms and the the reeds will act as a natural filtration system for the pool by removing excess nutrients from the water. The reedbeds also will increase oxygenation and help to stabilise the banks, creating additional habitats for wildlife.



# Economic opportunity

## Key Progress – against strategy / work plans

- Connect to Work (support for disabled people, those with health conditions and people with complex barriers to employment) is in the planning phase and is expected to commence September 2025.
- The delivery plan and grant costings for the Marches area have been approved by the constituent local authorities (Telford and Wrekin, Shropshire, Herefordshire) and submitted to DWP by Shropshire as the lead accountable body. DWP will review and feedback and may require further clarifications and modifications
- DWP have revised and reduced the funding profile for Year 1 and 2 of the Connect to Work programme – this has been a national change. This change has delayed the start of the programme.
- A broader skills and employment support offer is available and includes council services; Learn Telford Outreach and Future Focus; 16-18 and adult provision provided by Telford College and a range of support from Department for Work and Pensions.
- Transport – council commissioned bus routes (subsidised) that connect residential areas in South of the Borough with employment sites. Evolving to meet service needs and connectivity. Work express completes an average of 4000 passenger trips a week. Recently launched demand responsive transport in areas South of the Borough improving connectivity to Town Centre and hospital with further growth planned. Feedback is affordable travel to work breaking down barriers to employment

## Issues / challenges for the HWBB

- Connect to Work funding reduction in Year 1 & 2 now means the target starts in year 1 will be only 47 people, and year 2 only 150. This is much lower (over 50%) than initially indicated or planned.
- Due to the reduction in available funding we will need manage demand and referral levels for the Connect to Work programme as we expect interest to far exceed initial capacity
- Capacity and funding for Years 3 & 4 of the programme remains as originally expected and will be able to support 300 starts per year.

# Housing and homelessness

## Key Progress – against strategy / work plans (Q1)

- Providing safe accommodation for victims fleeing domestic abuse
- Carrying out and providing target hardening measures for those fleeing domestic abuse
- Utilising and increasing units of temporary accommodation to prevent/reduce use of B&B for those presenting as homeless.
- Providing emergency accommodation during severe weather period to ensure all those rough sleeping could access accommodation.
- Continued daily Rough Sleeper Task Force
- Continued to deliver a service for those presenting as homelessness
- Dedicated officer supporting those with ex offending history.

## Issues / challenges for the HWBB

- Larger families presenting as homeless that require larger properties which are not available in the Borough.
- Increase in complex clients
- Increase in clients rough sleeping who use substances and not willing to work with providers
- Clients wanting one bed self contained properties with a high demand for properties and many clients would not financially manage in the property
- Expectations of want rather than need from some clients.

## Performance - Homelessness data:

Action	April	24/25
Advice provided	296	3151
Owed a Homelessness Duty	96	1248
Prevented from being homeless	38	377
Relieved from homelessness	62	581