



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Health & Wellbeing Strategy 2023-2027

Delivery Progress Report
September 2025

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
- 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, [CORE20PLUS5](#) programme.
- 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.

Closing the Gap – overview of inequalities focus across HWB Strategy

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 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>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	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	<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>

T&W HWB Strategy highlights that tackling inequalities and closing the gap requires comprehensive action across our priority programmes, through a strong targeted, intelligence-led approach. 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, [CORE20PLUS5](#) programme. 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

Progress / Key Highlights

- **Action plan:** To enhance support for residents with learning disabilities and carers, involving Healthy Lifestyles, Adult Social Care, and NHS LD services. Staff training opportunities identified
- Schools Health & Wellbeing Programme to include **Eatwell training for staff in 2025/26**
- Early Years nutrition guidance supported with tailored checklists for settings and childminders
- Physical activity pilots launched for priority groups including: **Move to Thrive (dementia), Breakfast Yoga (peri-/menopause), Wellbeing, Belonging and Moving for Serious Mental Health and illness.**

Risks

- Nearly **40%** of children leave primary school overweight; adult overweight and obesity nearing **70%**
- Lack of Secondary schools with the **Schools Health & Wellbeing Programme**
- Challenges implementing 'Healthy Weight' Training to frontline staff, primarily due to competing organisational priorities (i.e. Options appraisal completion to deadline)

Performance Issues

- Healthy Families Programme supported 123 families in 2024/25
- This year's reduced engagement, combined with insight of challenges will inform future service development.
- Opportunities for group education sessions combined with physical activity are being explored.

Alcohol, drugs & Domestic abuse

Domestic Abuse & VAWG (Violence Against Women and Girls)

Progress / Key Highlights

- Significant increase in SPOC contacts:
 - **417** this quarter vs 306 last quarter.
- Specialist Support Service referrals stable:
 - **114** new referrals (vs 113).
- Open cases consistent: ~87 per month since April 2024.
- Children & Young People's Service referrals steady
 - **44** this quarter (vs 50).
- Average monthly caseloads remain around 31.

Risks

- No ring-fenced funding for VAWG prevention.
- Current programmes rely on mixed funding sources (DA Grant, Community Safety Partnership, PCC).
- Lack of central government funding limits programme expansion.

Drug & Alcohol Treatment

Progress / Key Highlights

- Recovery month range of activities including the launch of the Recovery Charter, with keynote by Dame Carol Black and pledges given by a wide range of partnership organisations

Risks

- PRH Alcohol Care Team disbanded, increasing pressure on Drug & Alcohol Liaison Team (DALT).
- DALT prioritising high-risk cases; limited capacity to see individuals before hospital discharge.
- Elevated overdose risk due to rising availability of synthetic opioids nationally.

Performance

- **434** new treatment presentations (year to May 2025), above May 2022 baseline of 363
- **Adults in treatment: 835**, compared to 820 at baseline
- **75%** continue treatment post-prison release (vs 53% baseline, 57% national)
- **52%** show positive progress (drug-free or sustained reduction), above national rate of 47%
- **Young people in treatment: 39** (vs 28 in May 2022)
- Naloxone issued to 81% of opiate-dependent individuals (above 80% national rate)

Mental Health & Wellbeing

Progress / Key Highlights

- Review of specialist mental health support framework underway; new provider engagement planned.
- TWIPP funding secured to expand **Calm Cafés** with dedicated support for 18–25 year olds; launch expected end of October.
- Strong partnership working evident across rehabilitation and inpatient care transformation programmes.

Risks

- **Mental Health Bill** progression presents system-wide implications.
 - A high-level briefing paper is being developed for senior social care officers. This sets recommendation for a system-wide readiness group, ideally led by the ICB.
- Safeguarding Board engaged with MH Act Lead from MPFT for further insight.

Performance

Positive outcomes in specialist supported accommodation

Increased physical activity
engagement

Reduced Isolation

Improved self-care

Community

Protection, Prevent and Detect

Progress / Key Highlights

- **Community Blood Pressure:** Project funding secured until March 2026; strong engagement with TACT, Armed Forces Day, and homeless community via KIP
- **Community NHS Health Checks** (planning underway): via the 'Healthy Hearts' project, launching 3rd September in partnership with SET PCN
- **Community Falls classes:** Increases seen in attendance
- **Live Well Community Hubs:** In Wellington and Donnington set to launch in October
- Lingen Davies Sunflower Appeal launched to raise £5M for expanded cancer services at PRH; Cancer Champions supporting rollout of NHS Lung Cancer Screening in South East Telford
- **HPV/MMR Vaccination Uptake project:** Exploring extension of MoU to focus on MMR
- **Cancer Bus Tour** visiting key locations; 3 out of 5 days secured for Telford
- **Health Champions programme:** Growing, with volunteers trained in MECC and Feed the Birds
- Healthy Lifestyles Stop Smoking Advisors recruitment

Risks

- **HPV/MMR vaccine uptake project:** is time-limited; further investment required.
- **No risks for Cancer Champions:** Now fully funded by Lingen Davies following the end of NHS Core20 and WM Cancer Alliance funding.
- **Physical activity projects:** All funding-dependent; however these are either designed to be self-sustainability over the long-term with public interest, or alternative funding are being explored.

Integrated Health and Care: Neighbourhood Health

Progress / Key Highlights: TWIPP

- **Leadership transition:** Louise Mills appointed as Place Lead, ensuring continuity through existing relationships
- **Neighbourhood Health Implementation Programme:** Expression of Interest submitted to join national cohort of 42 areas; potential access to coaching and peer learning
- **Positive national recognition:** Dr Claire Fuller (NHSE) praised TWIPP's resident-focused partnership approach
- **Funding:** £333,000 prevention budget allocated for 2025/26; continuation of Community Blood Pressure Project secured until March 2026
- **Strategic alignment:** TWIPP's work supports Telford & Wrekin Vision 2032 for inclusive, healthy, independent lives
- **Expanded collaboration:** Now includes Telford College, DWP, and Shropshire Fire & Rescue
- **Neighbourhood progress:** MDTs active in TELDOC, Newport & Central, and South East Telford; Live Well Hubs expanding to Wellington and Donnington
- **Healthy Conversations Campaign** launched in August, aligned with flu/COVID clinics; runs until December

Progress / Key Highlights: Family Hubs

- Damson Family Hub launched at Donnington Community Hub and Silver Threads.
- Term-time drop-in sessions continue across communities, Monday to Friday.
- Parenting courses now open access via the website; 73 registrations to date.
- Government announced expansion of Best Start Family Hubs; awaiting final grant decisions.
- Renewed national focus on **75%** of children reaching a Good Level of Development by 2028.
- Telford & Wrekin currently at **67%**, with a target of **78%**.

Risks

- Potential reduction in future funding linked to Best Start Family Hub rollout.
- Venue identification still required for Newport and Wellington hubs.

Green & Sustainable Borough

Progress / Key Highlights

- **Green Flag Awards:** 8 sites recognised, including Telford Town Park (10th consecutive year) and Victoria Park (first-time award).
- **Wildflower Expansion:** Borough-wide shift to meadow-cut grass in selected areas to support pollinators and biodiversity. Autumn sowing planned across parks and nature reserves.
- **Water Quality Initiatives:** Blue-green algae detected in several pools due to prolonged warm weather. Council working with anglers and volunteers on reed planting to improve filtration and restore habitats
- **Nature Reserve Improvements:**
 - Beeches & Lodge Fields:** New bench, pathway, and step upgrades.
 - Granville LNR:** Path and natural play area completed.
 - Horsehay Pool:** Floating reed rafts and updated fishing pegs installed.
 - Dawley Hamlets:** Path and step improvements; signage/tree works underway.
- **Green Pledge Scheme:** Approved by Cabinet to encourage landowners, businesses, and community groups to collaborate in protecting and enhancing green spaces.
- **Play & Pitch Strategy:** Under consultation; developed using Sport England methodology to ensure adequate and inclusive pitch provision across the borough.
- **Local Nature Recovery Strategy (LNRS):** Regional collaboration with Shropshire Council to map and deliver nature recovery actions. Public consultation open; Telford & Wrekin supporting via comms and social media.
- **Tree Canopy Study:** Commissioned from Treeconomics to assess urban forest cover, species diversity, and environmental benefits including flood mitigation, carbon capture, and air pollution reduction.

Economic opportunity (1)

Progress / Key Highlights

- **Connect to Work:** Final agreement with DWP is nearly complete; launch set for September. Recruitment and referral preparations are underway to meet early targets.
- **Supported Internships:** DfE funding renewed and increased, allowing expansion from 10 to 30 places. Telford College will run two cohorts starting in September and January. Local employer interest is strong.
- **Learn Telford:** Successfully engaged minority communities, 45% of learners are from these groups, compared to the borough average of 12%.
- **Council Skills Strategy:** Published and available online; outlines key issues and actions across various themes.
- **Get Marches Working Plan:** Led by Shropshire Council, funded by DWP. Aims to raise employment rate to 80%. Broad consultation is ongoing; final plan due in late autumn.

Risks

- **Staff Recruitment:** Challenge in hiring enough qualified staff in time for the Supported Internship Pilot and Connect to Work. Recruitment is ongoing.
- **DWP Contract Delays:** Previous delays in contract agreement affected progress, but clarity has now been achieved and work is accelerating.

Performance Issues

- **Learn Telford:** Strong performance and impact.
- **Connect to Work & SI Pilot:** Too early for performance data; will be available once programs are operational.

Economic opportunity (2)

Progress / Key Highlights

- **Unlocking Potential in Telford and Wrekin: Good and Fair Employment** - collaborative, cross-sector group led by Ann Johnson: Telford Implementation Lead for Lloyds Bank Foundation
- Mission to create equitable employment pathways, helping all residents, particularly those with complex needs, to cultivate the confidence, resilience, and self-belief required for healthier working lives, rooted in Marmot Principles
- **Two active working groups meet monthly:**
 - **Work Readiness Group:** This group comprises public, private, and community organizations, including Landau, parts of the NHS, Enable, and Serco, focused on improving opportunities that support people, especially those with complex needs, into employment. The group's work specifically targets the cultivation of confidence and resilience.
 - **Telford Employer Group:** Working alongside the Telford Business Board, group includes major employers: NHS, Shropshire Fire Services, Telford College, CVS, Severn Hospice, Muller, Wrekin Housing Group, and Serco.
- **Current work being undertaken by the groups includes:**
 - Good and Fair Survey: An ongoing survey, open until October 4th, designed to understand the barriers residents face in securing good and fair employment.
 - Cross-Sector Collaboration: Developing opportunities for healthier workplaces and influencing work readiness and skills funding in the area, focus on building relationships between employers and those who provide services
 - Process Development: Influencing funding, commissioning, and strategies within the borough to ensure that those with complex needs and those facing institutional barriers can access or retain good and fair employment.
 - Theory of Change: being planned 12th November – to crystalise the changes in support and delivery for those with complex, intersectional and institutional discrimination in current provision, setting out clear actions for change informed by lived experience input, employers, service providers, good and fair work survey, earlier Re-imaging Recruitment events and influencing group work and pre-event appreciative inquiry review.

Housing & Loneliness

Progress / Key Highlights

- Homelessness data is unchanged, covering period from April until June 2025:
 - Advice Provided: 1137
 - Homelessness Duty Owed: 404
 - Number of people prevented from homelessness: 116
 - Number of people relieved from Homelessness: 206

Risks

- More people with mobility or disability requiring specialist accommodation presenting as homeless.

Performance Issues: None