



Health & Wellbeing Strategy 2023-2027

Delivery Progress Report
November 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	- 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	Start for Life Family Hubs: "core20" population, younger parents, black & minority ethnic group families 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.
Alcohol, drugs & domestic abuse	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 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	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.

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

- Launch of school webinar series to upskill staff with knowledge of topics including Eatwell, NCMP, talking to children about weight. Interest shown from community organisations to expand reach.
- Staff training delivered to healthy lifestyles and community learning disabilities teams to upskill staff to better support residents with a learning disability or autism and healthy eating.
- Increased engagement with healthcare professionals to better understand local services to support healthy weight, as well as terminology to reduce weight stigma – including primary care practice nurses and healthcare assistants as well as new staff inductions at Telford College.
- Recruitment of advisors to expand reach of Healthy Lifestyles service, as well as Health Improvement Officer within TWC Healthy Weight team to deliver healthy weight strategy projects.
- System partners contributed to Obesity Pathway Innovation Programme bid for Shropshire, Telford and Wrekin.

Risks

- Challenges implementing 'Healthy Weight' Training to frontline staff, primarily due to competing organisational priorities (i.e. Options appraisal completion to deadline). MECC communications campaign is live but no enhanced training offer to frontline professionals.

Performance Issues

- National Child Measurement Programme (NCMP) data for 2024/25 year published on Fingertips in November 2025. Telford and Wrekin has seen an increase in number of reception aged children who are overweight (increase from 24.6% to 25.3%), and in number of year six aged children (increase from 37.3% to 37.4%)

Domestic Abuse

Key Progress – against strategy / work plans (Q2)

- West Mercia Police have established a T&W Prevention Hub which includes two VAWG Officers, which oversee the DVDS (Claire's Law) and CSODS (Sarah's Law) applications and disclosures for the borough
- The number of local DA survivors supported through court proceedings and civil remedies continue to increase
- Current contract for Specialist Support Services ends in May 2026 and a retendering has commenced
- Work has commenced to implement the recommendations of the Independent review of local MARAC arrangements
- Local Perpetrator Behaviour Change Programme for standard to medium risk perpetrators achieving very positive outcomes

Issues / Challenges for the HWBB

- Retendering of Specialist Support Services
- Funding for Perpetrator Behaviour Change Programme for standard to medium risk perpetrators beyond March 2028

Performance (Q2)

- SPOC contacts increased from 392 to 470
- SPOC referrals to the Specialist Support Service increased from 55 to 83
- Number of young people affected by DA waiting for Specialist Support reduced from 24 in June to 3 in September
- 43% of survivors completed an exit survey on care planned exit from the Specialist Support Service reported feeling safer upon exiting DAS.

Improving outcomes - Case Study

In previous years, a White Ribbon event to increase awareness of Violence Against Women and Girls has been held in November during the 16 Days of Action Campaign. This year, between 25/11 and 10/12, rather than host a single event, the council and partners have organised a series of community “pop-up” events to take the White Ribbon message into our communities across the borough. This 16 Days of Action campaign will be supported with a strong social media campaign throughout the 16 days.

Alcohol and drugs

Key Progress – against strategy / work plans (Q1)

Prevention - The Young People's Team is increasing prevention work through targeted outreach, engaging young people in A&E at Princess Royal Hospital, and building connections in local youth clubs and cafés. Working closely with police, the team is improving reach to vulnerable young people to support safer choices.

Harm Reduction - The proportion of individuals in treatment for opioid dependency issued with Naloxone continues to increase, with a 6.2% year-on-year rise to June 2025, taking Telford & Wrekin just above the national rate (81% vs 80% respectively).

Treatment - The number of adults successfully completing treatment for alcohol dependency and not representing to treatment within 6 months is significantly higher than the national rate (55.38% vs 34.55%).

Recovery Support – The 12th Annual Telford & Wrekin Recovery Conference, held in September, was the first to be organised entirely by local Recovery Community Organisations. The event was a resounding success, highlighting both the strength and connectedness of the local recovery community and its growing leadership role in shaping recovery support.

Improving outcomes - Case Study

The Telford & Wrekin Recovery Charter, a landmark initiative aimed at strengthening support for individuals recovering from addiction, was officially launched on Friday 5 September 2025. The event, held in the Council Chambers, brought together civic leaders, representatives from public and voluntary sector organisations, and members of the local business community. The Charter invites local organisations to pledge practical support—such as education, training, and employment opportunities—to help people in early recovery rebuild their lives. Businesses pledging support include VHM Charity Consultancy, The Business Company, Triangle HR, and McPhillips (Wellington) Ltd.

Performance

Number of young people in treatment during Q2 rose by 30.8% to 51 (rolling 12 months) from 39 for the previous quarter, significantly above the March 2022 baseline of 28.

New presentations to the service increased by 4.2% to 451 (rolling 12 months to Aug 25) this remains significantly above the March 2022 baseline of 363.

Treatment progress has shown a reducing trend from April 2025, with 53% of individuals in Telford & Wrekin achieving substantial progress in the year to Aug 25. This is below the March 2022 local baseline of 60%, but remains above the current national rate of 46%, which has also fallen below its March 2022 baseline of 49%.

Individuals continuing treatment on release from prison continues to remain above the national ambition of 75% with 88% of individuals engaging with treatment following release during the 3 months to Aug 25. This remains significantly above the national rate which fell slightly to 54% during the period and the March 2022 baseline (58%).

Issues / Challenges for the HWBB

- Ongoing engagement with the local business community is essential to the success of the Telford & Wrekin Recovery Charter, ensuring individuals in recovery can access real opportunities enabling them to achieve sustained recovery.
- Overall numbers in treatment and new presentations to treatment, whilst above the March 2022 baseline, continue to follow a downward trend.
- Continuing elevated potential risk of fatal overdoses from increasing availability/use of synthetic opioids nationally.

Mental Health & Wellbeing (1)

Progress / Key Highlights since last report

- Redesign of specialist mental health support framework complete. Market event held. Launching Nov 2025. Will help address current gaps around support for people with acquired brain injury & opportunities for the vol sector to deliver bespoke packages of support for people.
- New Calm Café for 18-25 yr olds in MH crisis. Delivered by Telford Mind, Telford & Wrekin Council, A Better Tomorrow will be solution focused to equip people with the skills to develop their independence.
- Presentation to Scrutiny on key themes emerging from work on mental health strategy. Further workshops planned. Meeting scheduled with partners from ICB and public health to ensure the strategy covers the broadest spectrum of need from a whole population approach upwards.
- Partnership working is the norm & is evident in everyday work. For example:
 - Barriers to discharge form has been developed in partnership with the LA to help evidence need for accommodation* amongst other things.
 - LA have been invited to attend a range of patient focused meetings to ensure purposeful admissions & smooth discharges
 - ICB & LA commissioner strategic and quality catch ups are in place and are valued space – for example NHSE quality concerns relating to a secure hospital where a T&W resident is placed were shared. The Social Work team and commissioner arranged a visit to the site to support the quality improvement process and external assurance. Our findings are being fed into the wider improvement programme for this provider.
- In terms of CYP MH 'Midlands Partnership University NHS Foundation Trust have been awarded the contract to deliver the new child and adolescent mental health service across Shropshire, Telford and Wrekin from 1st April 2026'.
- The service continues to see an increase in demand for CYP MH services, which is impacting on waiting times. MPFT are working closely with NHS England and the ICB in relation to the access targets, with a recovery plan in place - refreshed waiting time trajectory to be agreed.

Risks / Challenges

1. Mental Health Bill progression presents system-wide implications
2. System wide improvement needed to map / monitor placements & what their needs might be moving forward. To inform social care & housing commissioning intentions.

Case Study: Miss A is living in supported accommodation. Her MH has declined, she is consuming lots of alcohol impacting her physical health – its impacting those who live with her too. Her housing provider (vol sector) is struggling to meet her needs & alongside the needs of others. She was discussed at the Alliance. During the discussion it became apparent that she is supported by lots of agencies but shares different information with all of them. Following a discussion at the Alliance it was agreed to set up a multi agency meeting to ensure consistent boundaries are put in place, to ensure each agency knows which part of support they are leading on and that her support is coordinated. The aim is to reduce her alcohol intake and increase her engagement with the ILS team.

Mental Health & Wellbeing (2)

Performance

The alliance has discussed 117 people so far this year – typically people who find it hard to engage with support & lead quite chaotic lives. The partnership offers peer support to the teams trying to support the individual by sharing information, suggestions for new ways of working or scope for a joint approach to build on previous relationships.

Calm Café's had 685 interactions in Quarter 1 for the general calm café & 231 for the café for people in crisis who also use substances. The majority of attendees are male which is positive given the risks around men and suicide. A focus for the next few months is ensuring move on so the capacity is protected for people in crisis.

Protection, Prevent and Detect

Progress / Key Highlights

- **Community Blood Pressure:** Checks completed on target. Offered at Cancer Bus Tour, Together As One CVD Awareness Event, World Suicide Day and LWCH (Pharmacy supporting checks at Wellington)
- **Community NHS Health Checks** Healthy Hearts project off to a good start. More checks completed at Supermarkets, Leisure Centre and Fun Day. Reaching target population/patients through varied comms
- **Community Falls classes:** Increases seen in attendance. Working on promo reels
- **Live Well Community Hubs:** Successful launch at Wellington library and Donnington Community Hub. Silver Threads Hall launch 18 Nov. Madeley LWCH to be extended to Park Lane Centre & Hub on the Hill
- **HPV/MMR Vaccination Uptake project:** Extension approved till Dec 25. Vaccine Educator Visiting early years settings with communications and resources
- **Cancer** - Bus Tour visits complete, successful Breast Cancer campaign, Lingen Davies Sunflower Appeal ongoing, recruitment of Cancer Champions still focus. Emma Cowen recognised at LiveLife Awards
- **Health Champions programme:** Nos of active volunteers increasing, More Feed the Birds conversations
- **Healthy Lifestyles Stop Smoking Advisors** Successful recruitment, induction of new team members
- **Physical activity projects** all progressing and require continual promotion to ensure engagement

Risks

- **Community NHS Health Checks** nos of checks full/mini reducing. Weather an issue and difficulty with Afinion machines (new ones purchased). Start to move indoors, need to identify events and new venues
- **Prevention programmes** Need to consider how main projects will be funded after March 2026.
- **MMR Vaccination Uptake project** time limited. Investment will be needed post December 2025.

Integrated Health and Care: Neighbourhood Health

Progress / Key Highlights

- **Neighbourhood Health Prevention & Inequalities (ICB Grant 2025/26)** - Delivery plans in place for borough-wide and targeted interventions in deprived areas.
- **Live Well Hub:** Additional hubs launched in Wellington & Donnington – CVS and Citizens Advice providing co-ordination support
- **Healthy Conversations Campaign:** Flu vaccination focus; reached 14,500 people, demonstrating good engagement
- **Calm Cafés:** Expanded to 18–25-year-olds for mental health support - successful launch held mid November
- **Care Navigators:** Recruitment complete; systems and partnerships established for Learning Disabilities & Autism support.
- **Healthy Hearts Bus Roadshow:** Started Sept; 165 full NHS Health Checks and 110 mini checks delivered.
- **Sport England Funding** - £400k secured for 18-month pilot to increase physical activity. Focus on systemic barriers, inequalities, and community co-production
- **Strategic Review** - TWIPP reviewing national guidance and system maturity assessments. Refreshing Neighbourhood Health Plan to align with national priorities and local needs.
- **The Accelerator Group and Neighbourhood Steering Groups** have continued to meet regularly, maintaining momentum on local health improvement initiatives. MDTs have now been established for TELDOC, Newport & Central, and SET PCNs, supporting more integrated and collaborative care.

Risks

- ICB remodeling and change management may impact on capacity, strategic oversight and delivery of neighbourhood health plans

Integrated Health and Care: Neighbourhood Health

Progress / Key Highlights: Family Hubs

- Parenting courses now open access via the website; 100 registrations in September.
- Family Hubs Website have had 9,336 hits April to August 2025, most popular is parenting and money advice.
- 12 drop-ins are available to support families, including evening online and at Women and Children's center at PRH.
- Government announced expansion of Best Start Family Hubs; and we have been awarded a further three years to 2029.
- Renewed National focus on 75% of children reaching a Good Level of Development by 2028. Telford and Wrekin currently at 67%, with a target of 78%. The work is being developed and overseen by directors.

Risks

- Venue identification still required for Newport and Wellington hubs.

Green & Sustainable Borough

Progress / Key Highlights

- **Green Flag Awards:** 8 sites recognised in 2025, including Telford Town Park (10th consecutive year) and Victoria Park (first-time award). In 2026 we will be applying for two additional Green Flag Sites and hope to take the total to 10 Green Flag Awards.
- **Wildflower Expansion:** Borough-wide shift to meadow-cut grass in selected areas to support pollinators and biodiversity. Autumn sowing has been underway as planned with parks and nature reserves being sown with wildflowers. Fujitsu have funded additional wildflower seeds through the Telford Green Spaces Partnership and these seeds have been distributed to the volunteer friends groups for sowing. Buglife (National Insect Charity) have contributed through funding of wildflower seeds for schemes in Trench and Wombridge.
- **Nature Reserve and Park Improvements:**
 - Ketley Paddock Mound:** Vegetation and reed clearance was carried out to enhance water quality and optimise light availability within the pool.
 - Horsehay Pool:** Floating reed rafts and updated fishing pegs installed.
 - Dawley Park:** New sculpted seat and owl installed with funding from the friends group and through Councillor Pride Funding. New area of wildflowers created. Planting and wildflower seed sowing with the help from Dawley Youth club.
 - Apley Woods:** The duck pond decking is currently being replaced with recycled plastic material.
- **Play & Pitch Strategy:** The strategy will be presented to Cabinet in early December. It has been 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 is now closed and the comments are being reviewed; Telford & Wrekin supporting via comms and social media.

Economic opportunity (1)

Progress / Key Highlights

- **Connect to Work:** Programme went live in late September. As of end of October the programme has received 21 referrals (Expressions of Interest) against a target of 7 for the first month of live running. Profiled targets are small for the first few months, but start to ramp up from January
- Recruitment activity is still underway to get the necessary capacity in place
- Referral pathways are being developed with a key focus currently on the primary care networks including TelDoc
- 2 employment outcomes have already been achieved in the first month
- **Non-EHCP Supported Internships Pilot** has 15 people on this year's first cohort that started in September
- Already 2 of the work placement employers have decided to employ their intern as an apprentice, which is an excellent outcome for those individuals
- **Post-16 FE & Skills** white paper published in October. Headline changes include:
 - Introduction of V levels, to sit alongside T and A levels. V-levels to be more vocationally focussed with intention to eventually replace BTECs
 - The employers Growth and Skills Levy to allow shorter more modular learning as well as apprenticeships
 - New English and maths stepping-stone qualifications to be introduced to support those who don't achieve passes at GCSE

Economic opportunity (2)

Risks

- Key risk for Connect to Work is now around sufficient referral numbers, but this has not been an issue so far and work is underway to build further referral pathways, particularly as monthly targets start to ramp up from January
- Staff recruitment remains a risk, but only 1 FTE needed to complete year 1 staffing capacity. Interviews taking place w/c 17th Nov. Further recruitment will start in late January to support the increased need for capacity for year 2

Performance Issues

- Connect to Work has exceeded expectations and targets for its first month of live running

Housing & Loneliness (1)

Progress / Key Highlights since last report

- 1688 clients have received advice and guidance on their housing option and 606 clients were owed a Homelessness Reduction Act Duty and of these:
 - 160 clients were prevented from becoming homeless due to the advice and guidance provided
 - 302 clients were relieved from homelessness due to the advice and guidance provided.
 - 120 clients were owed a main homelessness duty
- Temporary accommodation was provided to an average of 77 clients per month with an average time within temporary accommodation of 64 days.
- Usage of emergency bed and breakfast (B&B) remains very low with only 5 clients being placed with an average length of time spent in B&B is 4 days.
- Additional units of temporary accommodation have been purchased and developed to be more flexible to allow the properties to be used to meet demand and reduce B&B usage
- Of those presenting as homeless due to Domestic Abuse:
 - 16 were prevented from becoming homeless through the support and advice/guidance provided
 - 77 clients were relieved from homelessness through the support and advice/guidance
 - 15 clients on average were provided emergency Safe Accommodation
 - 42 days was the average that a client was in Safe Accommodation.
- Target Hardening scheme aimed at providing additional security measures for those fleeing domestic abuse is proving successful. Making clients feel safer in their homes and reducing the risk of having to move accommodation.

Housing & Loneliness (2)

- Rough Sleeper Task Force that is a multi-partnership that supports those rough sleeping in the borough or faced with rough sleepers meets daily. Co-ordinating work across the partners to ensure support is offered to those rough sleeping. 23 clients have been identified as rough sleeping and supported this year.

Risks / Challenges

- Complexity of clients presenting with substance misuse issues, mental health and physical disabilities making it hard to find accommodation options.
- Clients not wanting property or accommodation offered and have different expectations
- Larger families presenting requiring 4/5/6 bedroom properties that are either not available
- Private rents are generally significantly higher than the local housing allowance, reducing the availability of affordable properties for those on benefits.