



Telford & Wrekin  
Co-operative Council

Protect, care and invest  
to create a better borough

# Health & Wellbeing Strategy 2023-2027

Delivery Progress Report  
March 2026

# 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"> <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.

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<sup>4</sup>

# Healthy Weight

## Progress / Key Highlights

- 7 schools engaged with the Schools Health and Wellbeing Programme and pilot project commenced with Healthy Families practitioners – a number of pupils from years 5 and 6 are being trained to be a “peer champion” and supporting their peers to promote healthy eating and physical activity.
- Five topics have been delivered through the schools webinar series, with 6 further topics planned for the remainder of the school year. Upcoming sessions will equip school staff with the knowledge of setting up cooking clubs/ activities, and supporting the physical activity levels of pupils
- Group lifestyle clinic pilot has commenced with Newport and Central PCN – A multi-disciplinary team are leading a 4-week programme, being delivered to 10 groups of high-risk patients identified through primary care records.
- Continuation of working action plan to improve healthy lifestyle outcomes for residents living with a learning disability – resources are being created, in conjunction with people with lived experience, to support any residents accessing the Healthy Lifestyles service

## Risks/ Challenges

- STW unsuccessful in bid for Obesity Pathway Innovation Programme (OPIP) funding
- Public campaign “Do it For” experienced technical faults resulting in a small number of residents signed up to the campaign unable to access resources
- Low Healthy Families uptake through proactive follow ups of National Child Measurement Programme – text messaging to parents is now being explored.

## Performance

- 718 clients have signed up to a Healthy Lifestyles plan and 51 families within Healthy Families (YTD 2025/26)

## Case Study

- A family was referred to the Healthy Families programme by the Family Hubs service, and joint home visits were undertaken. The focus of the intervention was to support the family to develop healthier eating habits and increase physical activity. Across six sessions, two children and their parent engaged with the programme. Positive behaviour changes were observed, including a reduction in the purchase of unhealthy snacks and an increase in physical activity for the younger child, who began visiting the local park more frequently. The parent was also signposted to Learn Telford for support with reading. There were challenges in sustaining engagement with the older child. The Healthy Families team will contribute to work in partnership with the Family Hubs practitioner to offer further support should the family require it in the future.

# Domestic Abuse

## Key Progress – against strategy / work plans (Q3/4)

- New three-year contract to Cranstoun and West Mercia Women's Aid for local Domestic Abuse Service, following the Council's tender process, ensuring that services will continue without interruption
- Local DA survivor involved with tender evaluation
- 16 commitments for refreshed DA/VAWG Strategy 2026-28 agreed by DALP and partners
- Work commenced on multi-media DA campaign during the football world cup

## Issues / Challenges for the HWBB

- No additional funding provided to local authorities to implement national VAWG Strategy
- Funding for Perpetrator Behaviour Change Programme for standard to medium risk perpetrators beyond March 2028

## Performance (Q3)

- The number of contacts received by the SPOC increased from 470 in Q2 to 529 in Q3
- The number of referrals which were sent to Cranstoun for more in-depth work with clients increased from 83 in Q2 to 92 in Q3
- The number who were referred into the Voice programme increased from 57 in Q2 to 67 in Q3
- Referral levels for children and young people for specialist support increased from 42 in Q2 to 56 in Q3

## Improving outcomes - Case Study

The T&W Council Target Hardening Project has enabled 22 families, including 31 children, to remain safely in their own homes through modifications to improve safety and security in 2025/26

## Alcohol and drugs

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

**Prevention** – Telford STaRS CYP Team attended 6 promotional events during Q3, with 1355 young people and 34 professional having contact with the service as a result of these events.

**Harm Reduction** – The rate of deaths due to drug misuse in Telford & Wrekin reported via NDTMS fell during the latest available period (2022-2024) to 5.3 per 100,000. This is below the national rate for the same period (5.8 per 100,000), and continuing a shallow downward trend from a high of 5.9 per 100,000 during the 2020-2022 period.

**Treatment** – The number of individuals engaged with the Mental Health and Well-being Practitioner increased to 44 during Q3, 6 Mental Health and Well-being Groups were also facilitated with 27 individuals (adults) attending.

**Recovery Support** – TACT hosted a total of 181 group sessions across Q3, with 1,253 engagements with those groups.

### Improving outcomes - Case Study

JM was referred to Recharge by his mother due to concerns about his cannabis use, THC vaping, declining school attendance, and growing conflict at home. He chose counselling and engaged well. Recharge also supported his mother with boundary-setting and signposted her to AI-Anon, which she attended.

JM participated in the 10-week recovery conference planning group, helping deliver the Recharge and Rise event. He also received mentoring and holistic therapies with Recharge.

He continues to attend Recharge weekly and now works with a male mentor, joining the recovery group to build his awareness and continue making positive changes.

### Performance

**The number of young people in treatment** to November 25 rose to 57, continuing the upward trend, and an 84% increase when compared to the same period the previous year (a rolling 12-month total of 31 to November 2024).

**Residential rehab placements** commenced to the end of Q3 totalled 9, with 2 additional commencements scheduled for Q4, which will exceed the ambition for the financial year.

**Adults in treatment for alcohol only showing substantial progress** for the rolling 12 months to November 2025, increased to 71%, the highest rate in this group since April 2021. This rate is also significantly above the national rate, 51% for the same period.

**Residential Rehab commencements** will surpass the ambition of 10, set out as part of the DATRIG planning, with 1 commencement in Q3 and a further 2 commencements due in Q4.

### 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.
- Unmet treatment need for OCU in Telford & Wrekin continues to remain above national estimates (59.3% vs 53.37%), with the local trend showing a small improvement compared with the previous reporting period (61.6%).
- The number of deaths of those in treatment for opiates only and opiates and crack remains above the March 2022 baseline (2.1% vs 1%). For the 3 months to December 2025, there has been a short but sustained reduction and Telford & Wrekin is now closer to the national rate (1.9%).

# Mental Health & Wellbeing

## Progress / Key Highlights since last report

- Redesign of specialist mental health support framework complete. Considerable interest but variable quality. Key criteria for assessing team is local management base. 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 long term.
- Held a “stock take” of the Calm Cafes – to ensure they continue to grow and development to meet local need.
- ICB and LA are in the process of signing Section 256 agreements to formally transfer the commissioning remit and associated budget to the LA. This helps safeguard key services moving forward and aligns with the LA’s focus on prevention. Additionally, it formalises an arrangement that’s been in place for some time. This includes the Calm Cafes and Branches.
- 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.
- From 1<sup>st</sup> April 2026, the new children and young people’s mental health service will be delivered by Midlands Partnership University NHS Foundation Trust (MPFT) and will replace the current Bee U service. The new model, shaped by extensive engagement with children, families and professionals responds to the changing local needs of children and young people aged 0-25 and aims to prioritise easier access, earlier support and more joined up care to ensure the right help is available at the right time.
- The new service model will continue to evolve over a three-year transformation period, placing co-production with children, families, professionals at the heart and continue to work closely with Shropshire and Telford and Wrekin Local Authorities, Schools and VCSE Partners to ensure the new service continues to reflect local priorities and lived experiences of families in Shropshire, Telford and Wrekin.
- Additional investment made by the West Midlands CAMHS Collaborative; Toucan to support children in care with complex and multiple needs has been awarded to MPFT and to the STW ICB to support the implementation of the CYP developmental service specification. This investment provides a unique opportunity to provide additional support to our most vulnerable children and young people and will enhance the mental health support offer commissioned within the new CYP mental health service, which prioritises the needs of our most vulnerable children and provide timely access and support.
- The service continues to see an increase in demand for CYP MH services, which is impacting on waiting times which will continue to be prioritised as part of the transformation programme of work.

## Risks / Challenges

1. ICB structural changes – key local contacts have secured voluntary redundancy & are leaving promptly. There is a lack of clarity about who is leading the workstreams moving forward.

## Performance

The 18-25 year old calm café is steadily growing in numbers – the team have reported that they need to do more outreach to develop trust before this cohort attend the physical café space. The team are re-focusing their efforts on ensuring referring partners and wider community are aware of the local offer.

# Protection, Prevent and Detect

## Progress / Key Highlights

**Community Blood Pressure:** Checks completed at end of Jan 26 have exceeded the year target. Mini health checks offered on Healthy Hearts bus and LWCH. Reoccurring funding granted by the ICB secured. Vision to expand to workplaces and incorporate smoking status and BMI.

**Community NHS Health Checks** Partnership well established with practice and health improvement teams working well together. Nos of checks dropped between Dec and Feb but hoping to increase footfall during March. Project ends March 2026

**Community Falls classes:** Increases seen in attendance (1000+ more people attending Moving On classes compared to same time last Jan. Promo reel now developed to encourage more care homes to engage in digital online sessions. <https://youtu.be/dcUbG8POO48>

**Live Well Community Hubs:** Working hard with council/community partners to raise awareness of hubs. Successful launch of Sutton Hill and Woodside LWCH. Working towards establishing Hadley/Leegomery and Malinslee/Dawley. New session at St Leonards church in Malinslee.

**HPV/MMR Vaccination Uptake project:** Awareness continues. Cancer Prevention work in sixth forms/colleges. Final month of project focus whole system approach to MMRV. Visiting lowest uptake early years settings in areas of highest deprivation.

**Cancer:** Plans submitted to Cancer Alliance for targeted outreach (areas of deprivation and where cancers diagnosed at later stages). Future focus on awareness and bus tours. Lingen Davies continue to recruitment and train Cancer Champions and promote Sunflower Appeal.

**Health Champions programme:** 136 volunteers. 14 completed Lingen Davies Cancer Champion & 10 BMI (Healthy Lifestyles) training.

**Healthy Lifestyles Stop Smoking Advisors** 5 new Stop Smoking Advisors. Lung cancer screening programme commenced. 500+ referrals for smoking cessation support with NRT through community pharmacy. 200+ residents from STW requested support through My Recovery App.

**Physical activity projects** Ongoing promotion. Boxing project (focus MH) ended, legacy created. Move to Thrive (exercise for those with Dementia) delivery ends Jun 26, no uptake of at home offer. Activity for All sessions to start soon (tasters for adults with a learning disability)

## Risks

**Community NHS Health Checks** nos of checks full/mini reducing. Weather an issue. Additional promotion required as well as GP text msg

**Prevention programmes** Need to consider how main projects (exception of BP) especially Falls classes will be funded after March 2026 – LWCHs and Move to Thrive (£15K for support workers) after June 26.

**LWCH:** Need more case studies from residents and partners to demonstrate benefits. Increase referrals and look at booked appointments

**MMR Vaccination Uptake project** time limited. Investment will be needed post March 2026. Data not forthcoming to complete HPV evaluation, MMR(V) data available to update whole system Power BI.

### Progress / Key Highlights

- Our neighbourhood health approach is shaped around local communities, with multi-agency teams collaborating on shared priorities. Prevention work shows strong partnership working, community engagement and person-centred delivery, with many services now embedded in local settings to improve access.
- Achievements include the launch of Calm Cafés, Live Well Community Hubs, Healthy Hearts mobile outreach, successful flu vaccination communications, and new roles such as All-Age Care Navigators. Early benefits are already visible, including identifying undiagnosed conditions and improved mental wellbeing.
- Integrated Neighbourhood Teams are strengthening professional relationships and supporting timely referrals.
- We have entered the 'test and learn' phase of the Sport England Place Expansion Programme to boost physical activity, and recent system leadership training was well attended.
- The March TWIPP Committee will review progress, agree 26/27 priorities and ensure alignment with wider transformation programmes, including the Better Care Fund.

### Risks

- ICB clustering may affect capacity, oversight and delivery.
- Growing demand is placing pressure on partner organisations without matching resources.
- Neighbourhood health budget is still to be agreed

### Case Study

Monthly MDT meetings at Stirchley Medical Practice bring together partners from health, social care, mental health, community services and carers' organisations. These meetings have strengthened relationships and improved access for vulnerable patients. Patients are identified based on co-morbidities and access needs, with discussions shared between planned cases and those raised by partners. Partners' insights often highlight patients needing extra support, and the clinical team has also identified individuals visiting primarily for social rather than medical reasons (Sister Laura Tyrer)

# 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). We have applied for two additional Green Flag awards this year, which would bring our total to ten sites. The locations submitted for judging are Ketley Paddock Mound Local Nature Reserve (LNR) and Beeches and Lodge Fields LNR.

### Nature Reserve and Park Improvements:

- **Ketley Paddock Mound LNR:** Improvements include, creating wider access for mobility scooters and pushchairs, step upgrades, and painting gates and picnic table.
- **Dothill and Shawbirch LNR:** A new interpretation sign has been installed allowing the residents and site users to learn about the site's fascinating history.
- **Beeches and Lodge Fields:** New benches have been installed to replace rotting benches; watercourse has had vegetation removed to improve flow and drainage and fences and entrance gates have been fixed.
- **Apley Woods LNR:** The duck pond decking is currently being replaced with recycled plastic material. Volunteers have also been planting trees in recent weeks to increase diversity and wildlife.
- **Telford Green Spaces Partnership TGSP:** TGSP is a network that supports friends groups involved in caring for parks, Local Nature Reserves (LNRs), and other open spaces through volunteering. With funding from Fujitsu, TGSP members can take part in a butterfly and moth conservation project. Led by expert guidance, the project aims to increase local knowledge of lepidoptera and encourage volunteers to monitor and record species sightings within the open spaces they help to maintain across the Borough. Fujitsu's support has also enabled volunteer groups to deliver a variety of additional projects, including bulb planting, wildflower sowing, tool purchases, and the installation of bird boxes.
- **Play & Pitch Strategy:** The Play and Pitch Strategy has been adopted. The Play Strategy will be presented to cabinet in July. Consultation will be undertaken in April and May for six weeks.

# Economic opportunity

## Progress / Key Highlights

- **Connect to Work** – as at end of January 56 people have started Connect to Work and the team have received 101 expressions of interest. The Yr 1 programme starts target is 69 and we fully expect to achieve this. Recruitment is underway to add the necessary staffing capacity for year 2 delivery
- **Job Box** – the Job Box drop-in desk at Southwater 1 provides information, advice and guidance around employment and skills, and has been particularly busy in January with 99% of all available appointments being used. The majority of people visiting the desk wanted support with their CV, general advice on learning and work, or help with Job Searching
- Over the past 12 months the Job Box service has helped 204 people to move into employment, and 182 people to progress into learning
- **Learn Telford** – our adult learning service, continues to offer a broad range of course and learning opportunities for adults in the borough, with a key focus being around improving adult's English and maths skills. So far in this academic year (half-way through) the service has delivered over 157 courses across 31 different community based venues, with over 550 people enrolling on English and maths courses, and further 800 on other courses.

## Risks

No new risks to report this month. Being able to recruit suitable quality candidates to join the Connect to Work team remains a key focus, however there were 101 applications for 2 FTE posts this time around.

## Performance Issues

No performance issues to report. Connect to Work is performing strongly against it's Yr 1 targets, and Job Box and Learn Telford continue to demonstrate strong impact.

# Housing (1)

## Progress / Key Highlights since 1<sup>st</sup> April 2025

- 2989 clients have received advice and guidance on their housing option and 1107 clients were owed a Homelessness Reduction Act Duty and of these:
  - 299 clients were prevented from becoming homeless due to the advice and guidance provided
  - 544 clients were relieved from homelessness due to the advice and guidance provided.
  - 206 clients were owed a main homelessness duty
- Temporary accommodation was provided to an average of 72 clients per month with an average time within temporary accommodation of 67 days.
- Usage of emergency bed and breakfast (B&B) remains very low with only average of 9 clients being placed with an average length of time spent in B&B is 9 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:
  - 30 were prevented from becoming homeless through the support and advice/guidance provided
  - 123 clients were relieved from homelessness through the support and advice/guidance
  - 12 clients on average per month were provided emergency Safe Accommodation
  - 51 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 (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.
- Severe Weather Emergency Protocol (SWEP) came into action 1st November 2025 which has provided emergency accommodation for those faced with rough sleeping. This means that no-one from the Telford & Wrekin area has to rough sleep. 53 clients have accessed SWEP accommodation during the winter months.

## **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
- Unrealist expectations of clients of what they want and will only accept.
- Demand for one bed self contained at Local Housing Allowance level.
- Private rents are generally significantly higher than the local housing allowance, reducing the availability of affordable properties for those on benefits.