



Borough of Telford and Wrekin

Health & Wellbeing Board Report

Thursday 19 March 2026

Telford and Wrekin Pharmaceutical Needs Assessment 2026/27– 2028/29

Cabinet Member:	Cllr Kelly Middleton - Cabinet Member: Public Health & Healthier Communities Cllr Paul Watling – Cabinet Member: Adult Social Care and Health
Lead Director:	Helen Onions - Director of Public Health
Service Area:	Health & Wellbeing
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Wards Affected:	All Wards
Key Decision:	Not Key Decision
Forward Plan:	Not Applicable
Report considered by:	Health & Wellbeing Board – 19 March 2026

1.0 Recommendations for decision/noting:

Health & Wellbeing Board is asked to:

- 1.1 Review and approve the Telford and Wrekin Pharmaceutical Needs Assessment for 2026/27-2028/29 for publication, paying due regard to the findings and recommendations of the PNA which should inform integrated strategic planning, commissioning and service improvement across HWB Board partners. This should include referencing and responding to the PNA where relevant in the: HWB Strategy, ICB 5 year Strategic Commissioning Plan, Neighbourhood Health Plans and NHS and local authority commissioning arrangements.

2.0 Purpose of Report

2.1 This report introduces the draft Telford and Wrekin Pharmaceutical Needs Assessment for 2026/27-2028/29.

3.0 Background

- 3.1 From April 2013 health and wellbeing boards have had responsibilities for undertaking pharmaceutical needs assessment (PNA) - the statement of community pharmacy service needs for their population. The PNA should look at the current provision of pharmacy services across the local area, assessing whether this meets current and future population needs and identify any potential gaps. PNAs also inform market entry applications to the NHS for opening new pharmacy services or changes to existing pharmacy services provision.
- 3.2 PNAs are updated on a rolling three year cycle. This PNA for 2026/27-2028/29 updates the PNA for 2022/23-2025/26 approved by the Health & Wellbeing Board in March 2023.
- 3.3 The 2026/27-2028/29 PNA was developed by a steering group including representatives from Telford & Wrekin Council, Shropshire, Telford and Wrekin Integrated Care Board (ICB), the Local Pharmaceutical Committee (LPC) and Healthwatch Telford & Wrekin. Colleagues from the Local Medical Committee (LMC), Shropshire Council and NHS England also supported the process.

4.0 Summary of main proposals

- 4.1 The location of pharmacies as the heart of local communities makes them a vital primary care service, given that they provide patient care, services, support and advice which people clearly value. As a key provider of health services in the community, the community pharmacy sector is becoming an integral partner in the formation and delivery of the new Neighbourhood Health Service.
- 4.2 Community pharmacies are expected to provide essential services, such as the dispensing and management of medicines and appliances. In addition they can provide enhanced and advanced services, which manage NHS demand e.g. care for minor ailments and focus on prevention e.g. vaccinations, smoking cessation and hypertension case finding.
- 4.3 The guiding principles used previously for the PNA process, which align to the national expectations and advice, have remained in place for this PNA cycle:
- The PNA is integrated into the Joint Strategic Needs Assessment process

- Engagement takes place with residents and key local stakeholders: community pharmacy providers, the Local Pharmaceutical Committee (LPC), GPs/Primary Care Networks and Healthwatch
- Mapping of service provision as commissioned by NHS England, NHS Shropshire, Telford and Wrekin, Telford & Wrekin Council and the LPC
- Commitment to involve as many partners as possible during the PNA refresh and consultation process
- Consultation on the draft PNA with official consultees, professionals and residents is delivered in line with national requirements
- Equalities Impact Assessment is embedded into the process and underpins the key findings and PNA recommendations
- The PNA and consultation responses are formally reviewed by the HWB.

4.5 A wide range of data and intelligence sources have been used as part of the PNA, including the following:

- Telford & Wrekin Council Joint Strategic Needs Assessment (JSNA)
- Department of Health & Social Care Fingertips Public Health Profiles
- Department of Health & Social Care SHAPE tool
- Office for National Statistics Census 2021
- Ministry of Housing, Communities and Local Government English Indices of Deprivation 2025
- NHS Business Services Authority Dispensing Contractors' Data
- PNA Resident Survey
- PNA Pharmacy Contractors Survey
- Healthwatch Pharmacy Report 2025.

4.6 The following recommendations are being proposed based on the PNA process findings and consultation responses:

Pharmacy First

- ICB should work with integrated healthcare system partners to encourage other providers such as 111 and GPs to increase referral rates into the service.
- The LA, LPC and ICB should work together on coordinated comms and messaging to promote the Pharmacy First Service to drive public acceptability to be the service of choice for minor ailments and common conditions.

New Medicine Service (NMS)

- The universal offer of the New Medicine Service across all Telford and Wrekin pharmacies should be maintained given the key role this service has in supporting better health outcomes for residents and managing demand in General Practice.

Hypertension Case-finding

- Community pharmacies should continue to develop close collaboration with GPs, PCNs, Healthy Lifestyles Service, through new neighbourhood health integrated care models.

Smoking Cessation Service (SCS)

- The SCS is offered to patients following initiation of smoking cessation services in secondary care so is limited in scope. Beyond the SCS, Community pharmacies are encouraged to collaborate with public health colleagues NHS Tobacco Dependency Programmes and wider partners as part of local smoke free generation ambitions, through the evolving neighbourhood health model and in line with the 2025 Annual Report of the Director of Public Health recommendations.

Flu Vaccination

- All Telford and Wrekin community pharmacies are encouraged to sign up and to deliver flu vaccinations to ensure there is a strong offer across localities, with particular reference to low take up groups from previous campaigns.
- Collaboration across the integrated care system with the local authority and NHS to tackle inequalities in take up is encouraged.
- Community pharmacies were able to offer flu vaccination to 2-3 year olds for the first time in the 2025/26 season and this offer should be widely promoted to parents and carers to improve access and uptake of vaccination in this key group.

Pharmacy Contraception Service (PCS)

- Community pharmacies are encouraged to continue to deliver the PCS and enhance their activity, especially in the Central South locality where there is a younger population profile, higher general fertility rates and teenage conceptions.

Needle exchange programme & Naloxone provision

- Increase pharmacy participation in Needle Exchange and Naloxone schemes, prioritising TF3, TF1, and TF7, and address any Naloxone uptake gap.

Supervised consumption

- Expand the number of community pharmacies actively providing Supervised Consumption services in TF1, TF2, TF3, TF4, and TF7, with specific focus on TF3 and TF1.

4.7 During the 60 day consultation period, which ran between 9 January and 10 March 2026, a total of four feedback responses were received on the draft PNA from the following statutory consultees:

- Shropshire Telford & Wrekin Integrated Care Board
- Community Pharmacy Shropshire (Local Pharmacy Committee)
- Telford & Wrekin Council Health Scrutiny Committee
- Shropshire Local Medical Committee.

4.8 The draft PNA findings and recommendations were formally presented at the following meetings during the consultation period:

- Community Pharmacy Shropshire - LPC (6 January 2026)
- Telford & Wrekin Health Scrutiny Committee (30 January 2026)
- ICB Primary Care Commissioning Group (6 February 2026)

5.0 Alternative Options

5.1 The alternative option of not updating and publishing a PNA is not recommended as it would be a failure of the HWB to comply with its statutory obligations. It would also be a missed opportunity to ensure that pharmacy provision across the borough is suitable and further evolves to meet the needs of our residents in the context of increasing demand on the NHS and challenges across Health and Wellbeing Board partners.

6.0 Key Risks

6.1 Whilst there are no high risks associated with not publishing a PNA, the HWB would be failing to comply with its statutory obligations and also the HWB and partners would lose the opportunity to shape the future of local community pharmacy provision.

7.0 Council Priorities

7.1 The PNA supports the priority 'Every child, young person and adult lives well in their community'. The PNA provides insight into the health needs of communities across the borough to support the evidence-based commissioning of service provision, supporting the strategic partnership Vision 2032 and Child Friendly Telford & Wrekin.

8.0 Financial Implications

8.1 There are no direct financial consequences to the Council of adopting the recommendations included in this report.

9.0 Legal and HR Implications

- 9.1 From 1st April 2013, Health and Wellbeing Boards (HWB) in England assumed responsibility to publish and keep up-to-date a statement of the needs for pharmaceutical services of the population in its area, through Pharmaceutical Needs Assessment (PNA). Section 128A of the NHS Act 2006 (as amended by Health Act 2009 and Health and Social Care Act 2012) sets out this requirement. The specific considerations which must be taken into account are set out in The National Health Service (Pharmaceutical and Local Pharmaceutical Services) Regulations 2013.

10.0 Ward Implications

- 10.1 The PNA highlights variations in levels of need in different communities and covers all wards across the borough.

11.0 Health, Social and Economic Implications

- 11.1 Community pharmacy is a key NHS primary care service and more effective use of pharmacy services can reduce demand on both general practice and the wider NHS. Recommendations have been proposed in the PNA to ensure pharmacy services are comprehensively and equitably offered and more systematically used to reduce the demand in the NHS and improve the health and wellbeing outcomes and reduce health inequalities in Telford and Wrekin.

The PNA forms part of the Telford and Wrekin JSNA, which provides insight into health, social and economic needs of our population to inform evidence-based decision making, including the development and implementation of the Health & Wellbeing Strategy and the TWIPP priority programme. Telford & Wrekin JSNA intelligence has informed (and will continue to shape) the development of the Shropshire, Telford & Wrekin Integrated Care Strategy and Joint Forward Plan.

As a key provider of health services in the community, the community pharmacy sector will be an integral partner in the formation and delivery of the new Neighbourhood Health Service.

12.0 Equality and Diversity Implications

- 12.1 The PNA takes account of our requirements under s149 of the Equality Act 2010 by integrating equality analysis into its development. This is demonstrated by the available equality data and through engagement to build relevant demographic profiles within the PNA and outline the specific needs of different communities.
- 12.2 The PNA takes account of the needs of our Armed Forces community in line with the Armed Forces Covenant. The demographic profile includes analysis of the armed forces veteran population, highlighting particular health needs of this community which may need to be considered within delivery of pharmaceutical services.

13.0 Climate Change, Biodiversity and Environmental Implications

13.1 There are no direct climate change or environmental implications identified within this report.

14.0 Background Papers

- 1 JSNA Update - November 2025 Health & Wellbeing Board Paper
- 2 Pharmaceutical Needs Assessment 2022/23 – 2025/26 – March 2023 Health & Wellbeing Board Report

15.0 Appendices

- A The Telford and Wrekin Pharmaceutical Needs Assessment 2026/27 - 2028/29.

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Director	05/03/2026	12/03/2026	HO
Legal	05/03/2026	09/03/2026	RP
Finance	05/03/2026	11/03/2026	RP