



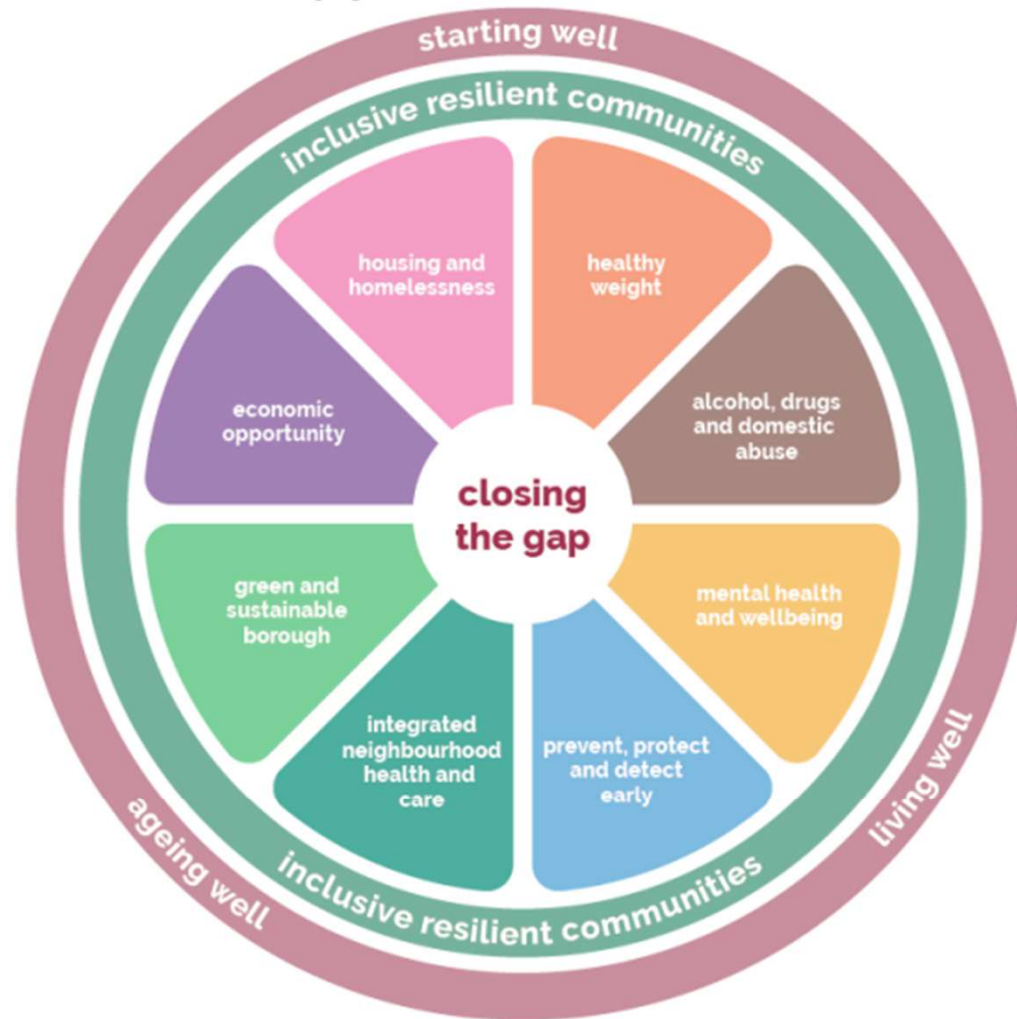
Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Health & Wellbeing Strategy 2023-2027

Delivery Progress Report
September 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	- 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

- Early years settings have been targeted using data on deprivation and child weight prevalence. Targeted settings receive tailored support, including a health and wellbeing self-assessment and guidance on promoting healthier eating and increased physical activity.
- Joint working between the Health Improvement Team, Family Hubs and the Council's catering team has resulted in the development of bespoke training to increase practitioner knowledge of healthy diets, physical activity recommendations and effective healthy lifestyle conversations.
- Development of the Healthy Telford Partner initiative is progressing, with a communications toolkit and self-assessment audit completed. The programme is due to launch next quarter and will engage workplaces, schools, community centres, faith groups and other partner organisations.
- Development of a Healthy Conversations training programme has commenced, with key frontline workforce groups currently being identified.
- An Events and Outreach Working Group has been established to strengthen the local health improvement offer including mini health checks and BMI measurements. Since 1 April, the team has attended 113 events and delivered 877 blood pressure or mini health checks.
- Resources promoting the benefits of free school meal auto-enrolment have been developed to encourage uptake, including guidance highlighting both health and financial benefits for families.

Performance

- 386 adults and 22 families have so far accessed the Healthy Lifestyles and Healthy Families programmes in 2026/27
- 75% of clients accessing the Healthy Lifestyles Service achieved their primary goals within their 12-week programme, many of those focussing on weight loss
- There has been a 17% increase on referrals into the Healthy Lifestyle Service within the last quarter compared to the same quarter in 2025/26 (349 referrals up from 298)

Risks/ Challenges

- Data from the National Child Measurement Programme (NCMP) continues to identify a substantial number of children who could benefit from Healthy Families support. Converting eligibility into programme participation remains an area for further development. The service is reviewing engagement methods and using targeted communications, including text messaging, to increase awareness of support, alongside continued work with partners to promote referrals and encourage family participation.

Case Study

- Following a referral from her GP, a client enrolled on the Healthy Lifestyles 12-week weight management programme with the primary goal of losing weight. Working with an advisor, she set realistic goals, tracked her eating habits through a food diary, and made sustainable changes to her diet and physical activity levels. Despite previous challenges with weight management, including gluten and dairy intolerances and medication-related barriers, she successfully developed healthier long-term habits through dietary improvements and a home-based exercise programme. At follow-up, the client reported that the support had been instrumental in helping her achieve lasting behaviour change. She has continued these healthy lifestyle habits since completing the programme and has reached her personal goal weight of 10 stone, reducing from 11 stone 13 pounds, a total weight loss of 1 stone 13 pounds.

Domestic Abuse

Key Progress – against strategy / work plans (Q1)

- A new contract was awarded from June 2026 for Specialist Support for survivors, children and young people affected by domestic, SPOC and a behaviour change programme for DA perpetrators
- A new combined DA & VAWG strategy for 2026-2028 has been approved by T&W Council
- T&W Council has made additional investment for targeted VAWG prevention work with young people most at risk of causing serious sexual harms

Issues / Challenges for the HWBB

- Delivering the 16 commitments in the new DA & VAWG strategy
- Planning for the 2026 White Ribbon Campaign is due to start in Q2
- Increasing referrals for the DA perpetrators behaviour change programme

Performance (Q2)

- SPOC decreased by 25% in Q1, in line with seasonal trends and are at a similar level to Q1 2025/26
- Referrals for specialist support for DA survivors fell slightly to 94 in Q1, but there was an increase in the number of self referrals
- The number of young people affected by DA waiting for Specialist Support reduced significantly over the summer as a result of additional groupwork programmes
- The number of referrals for the DA perpetrators behaviour change programme increased slightly to 9 in Q1 but remains low
- Performance monitoring dashboards for the DA service have been reviewed and refreshed and now outcomes for survivors and children and young people impacted by DA will be able to be monitored

Alcohol and drugs

Key Progress – against strategy / work plans

Prevention – The number of young people in treatment at the end of Q1 was 51, significantly above the March 2022 baseline (28). In addition, seven PSHE sessions and school drop-ins were delivered, engaging 325 attendees across schools and education settings.

Harm Reduction – Uptake of Hepatitis C testing increased substantially during Q1, rising from 54.6% in the same period of 2025-26 to 72.3% in 2026-27. Alongside this, 184 blood-borne virus screenings were completed, representing a 24% increase compared with the previous year.

Treatment – 874 adults engaged with structured treatment during the rolling 12 months to Q1 compared with 860 during the same period in 2025-26. Treatment outcomes also remained positive, with approximately 54% of service users demonstrating substantial progress in treatment, above the national rate of 47%.

Recovery Support – During Q1, A Better Tomorrow supported 128 live clients through 33 supported houses and delivering over 200 volunteer hours each week.

Improving outcomes - Case Study

A 14-year-old young person was referred to Recharge by her foster carer due to concerns about vaping, which had begun at the age of nine and was impacting her respiratory health. Through a series of tailored one-to-one mentoring sessions, she explored the harms associated with vaping, increased her understanding of the impact on her health, and set goals to reduce her use.

With support from her mentor and family network, she successfully reduced her vaping before making the decision to stop completely. Following a sustained period of abstinence, she reported noticeable improvements in her breathing and fitness, reduced breathlessness during everyday activities, financial savings, and an increased sense of confidence and achievement from reaching her goal.

Performance

Numbers entering treatment increased during Q1, with 119 individuals commencing structured treatment compared with 102 during the same period in 2025-26, representing a 17% increase year-on-year.

Hospital-based interventions continued to increase, with referrals to the Drug and Alcohol Liaison Team increasing from 67 during Q1 2025-26 to 89 during Q1 2026-27, while brief interventions increased from 64 to 75 over the same period.

Detoxification commencements via the Drug and Alcohol Liaison Team increased significantly, rising from one individual during Q1 2025-26 to fourteen during Q1 2026-27.

Treatment outcomes remain strong, with approximately 54% of individuals in treatment demonstrating substantial progress, remaining above the national rate of 47%, whilst continuity of care following release from custody remains above the national average (67% compared with 55%).

Issues / Challenges for the HWBB

- The profile of people requiring support continues to evolve, with treatment demand remaining highest amongst individuals presenting with alcohol and non-opiate substance use, whilst unmet need for opiate users remains above the March 2022 baseline despite recent improvements.
- The continuing availability of synthetic opioids nationally presents an ongoing risk of overdose and drug-related harm, requiring continued vigilance, intelligence sharing, naloxone distribution and partnership working across the system.

Mental Health & Wellbeing

Progress / Key Highlights since last report

- Completed phase 2 of the specialist care framework – evaluated over 100 applications. There were 89 successful applicants. Planning has now begun for the redevelopment of care frameworks to align 2 frameworks to one.
- CQC Inspection of Adult Social Care included operational teams, commissioners, people with lived experience, voluntary sector partners, providers and public health.
- Mental health neighbourhood centre planning meetings are underway. Input from the voluntary sector and adult social care in Telford are vital in seeking Telford & Wrekin solutions.
- Developing contact management process across mental health, learning disability and autism services with increased capacity to support this.
- Continue to attend V-Care Panel with children's services to develop understanding of those coming through transition.
- Supporting Impower colleagues with their projects including introducing Valuing Good Lives tools.
- Two new subcontracts have been awarded by the new CAMHS service; Xyla will provide additional assessment support for CYP and families awaiting a neurodiverse assessment and Luminova Tales of Courage app to support CYP aged 7-12 with mild to moderate fears, worries and anxiety.
- The CAMHS service have also recently enhanced the mental health group offer, named CAMHSGO. A range of courses and groups including sleep hygiene, emotional regulation, outdoor creative CBT support for low mood and psychoeducation for parents has been developed for younger and older children and young people. Referrals are managed internally via CAMHS at present.
- Significant workforce challenges experienced within CAMHS leading to an impact on access, assessment and support. Demand for core CAMHS and ND continue, further exacerbated by an increase in workforce challenges on capacity and waiting times.
- Enhancing mental health support at place, aligned to the ambitions of FFP are underway.
- Additional investment has been awarded to MPFT by the WM CAMHS Provider Collaborative Toucan, to develop mental health support for children in care living in residential care. Work is progressing and discussions underway to develop proposals planned for 2026/27 implementation and mobilisation.

Risks / Challenges

1. ICB structural changes – there is limited ICB involvement in CYP and adult mental health workstreams. There is also uncertainty on where CAMHS will sit and who will lead, pending outcome of the ICB structural changes.
2. Rehab phase 3 funding is still pending – this would make the vacant social work rehab worker post a full-time role. We are unable to recruit to this post without confirmation of funding. This impacts team capacity in ASC and the wider multi disciplinary team.
3. Funding for 18-25 calm café beyond October is still unclear. Discussions with the ICB have been ongoing options are being scoped for alternative options. It is likely that the service will cease if funding has not been secured by the end of August.
4. CAMHS workforce challenges and impact on access, assessment, waiting times and support poses significant risks.

Protection, Prevent and Detect 1/2

Progress / Key Highlights

CVD Prevent Delivered 789 mini health checks since Apr 26 across events, LWCHs, community & workplaces. Focus on strengthening relationships and building capacity through volunteers on a neighbourhood/community footprint i.e. North Telford and Muslim community.

Frailty Community Falls class attendance increased compared to same period last year (May – Aug) despite heatwave. Awareness sessions held with health & care staff. Supported falls Prevention & Improvement referral chart based on CFS and OPGA. Delivery of online care Home and extra care setting sessions continue alongside training for new staff supporting. Online classes now reach 9 care and extra care settings, with 73 participants (mostly living with dementia), aged 80-90; 8 staff have been trained to support delivery.

Attended the ICB comms task and finish group to develop the forthcoming Live Well Age Well campaign.

Cancer Jun - Aug 26, Stop Smoking Service received 326 referrals and created 217 quit plans, increases of 181% & 197% respectively compared with the same period last year. Four-week quit rates averaged 52.3%, peaking at 62.6% in July, demonstrating strong engagement.

Data / Case Studies

CVD Prevent Ted was supported to undertake 7-day monitoring through the community BP project. This enabled him to complete GP-requested home monitoring without incurring any cost. This improved his confidence in managing his health, increased his understanding of blood pressure monitoring, and motivated positive lifestyle changes including healthier eating and increased physical activity.

Challenge / Risks

CVD Prevent community organisations limited capacity to undertaken BP checks. NHS Health check uptake low compared nationally. Frai

Frailty need to understand and join up Falls preventative pilots and programmes to ensure maximise opportunities and ascertain gaps. Increase referrals from health & care partners (as currently majority through word of mouth)

Plans for next quarter

CVD Prevent Launch new drop-in services, deliver Know Your Numbers Week activities, expand Blood Pressure Checker training, and enhance promotion through refreshed communications and employer engagement.

Frailty support development of Falls Prevention pathway and referral raising awareness of all programmes and pilots. Explore development On demand at home classes for Moving On participants currently being piloted through the F4A Falls Prevention Service.

Promote the Live Well Age Well campaign

Protection, Prevent and Detect 2/2

Progress / Key Highlights

Live Well Community Hubs: 237 residents supported at 24 sessions across 8 locations, strong resident and partner feedback demonstrating the value of joined-up community support. Focus on gaining feedback and establishment of final hub at Malinsee general practice.

Healthy Lifestyle Service period Jun to Aug 26, the service received 349 referrals, representing a 17% increase compared with the same period in 2025/26 (298 referrals). A total of 256 Healthy Lifestyles plans were created, an increase of 13% compared with 2025/26 (227 plans). The service continues to demonstrate strong outcomes, with 75.9% of clients achieving their primary goal.

Health Champions programme There are now a total of 144 volunteers. Development of champions through Cancer Champion and MECC training. Volunteers provided 33 blood pressure checking attendances, including support at 23 Live Well Community Hubs, while also promoting health and wellbeing through community events, outreach activities and Walk Week engagement.

Data / Case Studies

LWCH An older resident accessed the Live Well Community Hub to receive specialist support from Veterans Support and Citizens Advice, resulting in advice on benefits and entitlements, support to apply for a Veterans Card, and signposting to local veterans' networks. Ongoing support, including a follow-up home visit, helped connect both the resident and spouse to services that could improve financial wellbeing, social connectedness and access to support.

Healthy Lifestyles 2 case studies demonstrate significant improvements in physical and mental wellbeing. One highlights sustained behaviour change, with a client maintaining a 17.6kg weight loss and reducing their BMI from 31.7 to a healthy 24.5 over 12 months, while the other demonstrates the importance of engaging individuals when they are ready to make positive lifestyle changes.

Challenge / Risks

Live Well Community Hubs need to look at alternative ways of promoting offer alongside of social media. Referral from Health & Care.

Plans for next quarter

Live Well Community Hubs launch final hub at Malinslee general practice. Work with Shropshire Community Health to maximise support using Here to Help as an example. Strengthen communications, outreach and partner engagement to increase reach and impact. Think about evaluation in order to secure funding for 27/28

Health Champions identify champions from neighbourhood areas with low uptake and recruit clients who have received and benefitted from support from the Healthy Lifestyles Service.

Integrated Health and Care: Start for Life/Family Hubs (1/2)

Progress made

- Family Hubs continue to provide a broad community early help offer, with 415 parent and child contacts recorded across drop-ins, Playing Together, school-based activity, SEND parenting support, weekend events and targeted programmes in Q1.
- Reducing Parental Conflict Campaign Successfully ran through a March–May media campaign, digital screen promotion and sponsored social media, increasing website page views for this area from 89 in 2025 to 1,671 in 2026 Q2.
- The Citizens Advice offer for separated families is now live through Family Information Service / Family Connect, with 12 referrals made since launch in May.

Impact for children and families

- Families are accessing support earlier through community routes, drop-ins and Family Connect, helping to identify practical, emotional and parenting needs before escalation.
- Audit evidence confirms children's voices are visible across practice, with direct work contributing to improved confidence, emotional wellbeing, school attendance and successful reunification in audited cases.
- The Reducing Parental Conflict campaign generated significant reach, including 365,300 combined digital screen impressions and increased web engagement, supporting wider awareness and access to help.

Integrated Health and Care: Start for Life/Family Hubs (2/2)

Case Study

A family of five, newly rehoused in Donnington with very few possessions, accessed support through a Family Hub drop-in after being signposted by Family Connect. The Family Hubs practitioner responded quickly by arranging food support, a SIM card, benefits and employment advice, a welfare referral and practical household items including bedding, curtains, furniture, toys and books. The support helped stabilise the family, enabled children to start school and helped the family feel settled and hopeful in their new community. The family described the support as giving them “hope” and reported feeling happier, safer and more connected.

Risks and Mitigations

Funding and delivery uncertainty: the Year 5–7 Delivery Plan has been submitted, but confirmation of new strands is awaited, creating pressure on recruitment for school readiness and multidisciplinary development.

Workforce development

The Best Start in Life workforce has been strengthened through 5.6 Best Start Inclusion Practitioners being written into the Family Hub Delivery Plan. Practitioners will spend 75% of their time delivering direct support to families at home or in community settings. Proposals also include 1.2 Early Years Consultant posts and 0.8 posts across Health Visiting, Speech and Language Therapy and Occupational Therapy. Working with existing specialists, these roles will address emerging SEND needs and school readiness, aiming to increase the proportion of children achieving a good level of development. This BSIL team will be part of the wider SEND reforms and Experts at Hand

Telford & Wrekin Integrated Place Partnership (TWIPP) 1/3

Progress / Key Highlights

- In July, the TWIPP Committee reviewed the proposed vision, purpose, principles and enablers underpinning STW Healthy Neighbourhoods Programme.
- Neighbourhood health initiatives continue to be delivered successfully across the borough, including Live Well Hubs and the Healthy Conversations Campaign, supporting improved wellbeing and community resilience.
- The Malinslee and Dawley Live Well Hub was successfully launched, further strengthening local access to community-based support and services.
- The Committee endorsed the Place Expansion Full Award application to Sport England, seeking £1.2 million investment for 2027/28 to support increased physical activity and improve health outcomes across the borough.
- In September members participated in a workshop facilitated by the VCSE Alliance, exploring the strategic role of the voluntary, community and social enterprise sector in improving population health and reducing inequalities through stronger partnership working.
- Plans continue to progress for the new purpose-built community hub in Sutton Hill, which will incorporate a Neighbourhood Health Hub to improve access to health and wellbeing services for local residents.
- The Integrated Care Board (ICB) has published the Neighbourhood Health Outcomes Framework for Shropshire, Telford and Wrekin. Shropshire Community Health NHS Trust has been designated to work with partners as the lead provider and delivery integrator. The focus for Year One is the development of Integrated Neighbourhood Team infrastructure and the implementation of case management approaches for individuals at highest risk, particularly those living with frailty and cardiovascular, renal and metabolic conditions.

Telford & Wrekin Integrated Place Partnership (TWIPP) 2/3

Case Study

Sport England Place Expansion Development Award Case Study

The Development Award has enabled partners to strengthen relationships, test new approaches, and build a shared understanding of how physical activity can contribute to improved health and wellbeing outcomes.

- System Leadership: Strengthening partnerships, shared understanding, and collective leadership.
- Shared Roles: Creating capacity to connect organisations, communities, and programmes of work.
- VCSE Resilience: Supporting the role and sustainability of the voluntary and community sector.
- Get Yourself Active (Adult Social Care): Embedding physical activity and movement within Adult Social Care services.
- Hyperlocal Approaches in Donnington: Working with communities to understand local needs, build on strengths, and test place-based solutions.

The programme has demonstrated the value of collaborative, community-centred approaches and has created strong foundations for longer-term system change. Learning from this phase will inform a **Full Award application in November 2026**, seeking investment to continue and expand this work from **April 2027**.

Telford & Wrekin Integrated Place Partnership (TWIPP) 3/3

Risks

Securing sustainable, long-term funding for prevention initiatives that support the delivery of the Healthy Neighbourhoods Programme, aligning this work with the development and implementation of the Neighbourhood Health Outcomes Framework recently issued by the ICB.

Agreement of neighbourhood footprints remains outstanding. A collaborative session will be convened with TWIPP Health and Wellbeing Board members to support discussion and reach consensus.

Performance

The STW Neighbourhood Health Programme Outcomes Framework has been agreed and is currently being shared across a range of forums to support engagement and understanding. Roles and responsibilities are still being clarified and are yet to be formally agreed.

Green & Sustainable Borough

Progress / Key Highlights

- Green Flag Awards: 10 sites recognised in 2026, including two new sites that are Ketley Paddock Mound Local Nature Reserve (LNR) and Beeches and Lodge Fields LNR. .

Nature Reserve and Park Improvements:

- Apley Woods LNR -The duck pond decking has been replaced with recycled plastic material. Steps down to the meadow have been replaced and work to improve the footpaths on site has been completed. The second phase of the duck pond improvements will commence in the autumn.
- Newport Canal – bank stabilising works have been completed.
- Haybridge Avenue & Millfields Way play areas – money has been made available to upgrade the play areas in these two areas with more of a focus on meeting the needs of a wider range of the nearby residents. Consultation with the public has been completed for this stage and the tender process will begin shortly.
- Granville LNR – Seven digital guided walk nature trails are being developed as part of the Telford and Wrekin Place Expansion project in partnership with Energize.
- 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, the TGSP butterfly and moth conservation project is now nearing completion with over 1000 records of butterflies and moths recorded. As part of this project the Six-belted Clearwing moth was recorded at Rough Park Local Nature Reserve, the first-ever record of this in Telford. 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 Strategy - Consultation with the public will begin the week commencing 14th September. The Play Strategy will be presented to cabinet in February 27.
- Food Resilience Project – A project is underway aimed at strengthening the borough's food system so that residents have reliable access to affordable, healthy, and sustainable food. This project will look at supporting peoples access to food banks and community grow spaces.

Economic opportunity

Progress / Key Highlights

Skills Bootcamps - The council will be gaining some funding from April 2027 to establish this provision in the borough. Skills bootcamps have been running in other parts of the country since 2022, but have never been offered in Telford & Wrekin before. Skills Bootcamps are free, flexible courses of up to 16 weeks, giving adults (19+) the chance to build sector-specific skills with an offer of a job interview at the end, giving learners direct line of sight into a job. Training must be designed and delivered in partnership with employers to ensure it delivers the skills needed. Development is in the early stages, but the available funding will provide capacity for around 400 adults to engage in bootcamps each year, across a range of sectors including construction, early years and childcare, digital skills, adult social care, and leadership and management.

Learn Telford - Following the end of the 25/26 academic year, Learn Telford has provided over 2600 adult learning opportunities through over 300 courses in 35 different venues across the borough. Of those 80% of learners were unemployed and 78% did not have GCSE level qualifications, with 13% having no qualifications at all. 48% of learners were from black or minority ethnic communities. Following their learning 80% of learners progressed onto further learning, with a further 5% moving into employment. The data continues to demonstrate the effectiveness of the service in reaching the sections of our community that need learning the most, and the impact of learning is that the large of majority of those adults progress into further learning or work. Learners also report a high degree of satisfaction with their course, their learning, and the support they receive. English and maths continue to be the largest element of the Learn Telford curriculum, which supports our residents to improve these essential skills for life and work.

Connect to Work - Is now halfway through year 2 of the programme. Staff recruitment is the key priority now to continue to build capacity towards full staffing by year 3 (Apr '27). Delivery continues to achieve 100% of the programme start target, with employment outcomes currently over 300% against target. DWP will be undertaking fidelity assessments over the next few months, but a recent audit found no issues.

Economic opportunity (Good and Fair Employment Alliance Jan-July 2026) 1/3

Overview

The Good and Fair Employment Programme recognises employment as both a key determinant of health and an important contributor to wellbeing, financial resilience and inclusion. Over the last six months, work has been structured around three interconnected priorities: Job Seeker Accreditation (ICAN-informed employment support model), Inclusive Recruitment and Workplaces and the Health of People of Working Age. Collectively, these priorities are supported through a growing alliance that currently engages 58 organisations and individuals, alongside resident and employment representation, reflecting increasing recognition that improving health, wellbeing and economic participation requires a coordinated system response

The work is also beginning to attract wider interest beyond the borough. We are already connected to wider stakeholders within the Good and Fair Employment Movement across the Midlands and in October, Ann Johnson Telford Local Systems lead (a role funded by Lloyds Bank Foundation) on behalf of the Alliance has been invited to present its Good & Fair Employment at Health Equity learning at the National Health Equity Network within a workshop at their annual Conference in Newcastle upon Tyne. This provides an opportunity both to showcase the system leadership and partnership development taking place locally and to learn from emerging practice and innovation being developed by national partners.

Job Seeker Accreditation (ICAN-Informed System informed Approach)

Over the last six months, a significant system-change opportunity has emerged through exploration of how the successful Birmingham ICAN supported into work system model could be adapted for Telford & Wrekin. Two Cross-sector workshops and planning sessions have already happened this has brought together local health partners, employers, education providers, DWP, the voluntary and community sector and employment support organisations to consider how existing assets can be aligned into a more coordinated employment, health and inclusion system informed by the ICAN Model, whose founders have visited Telford to provide insight and offer continued support.

- A key achievement has been the transition from exploration into early system design. The work is currently being shaped by a dedicated planning process involving 10 cross-sector partners, including health, local authority, employment, education and community organisations, with discussions also underway regarding NHS and social care test-and-learn opportunities.
- Alongside system model development, relationships are being strengthened with a range of funding and system-development opportunities including WorkWell, the DWP Innovation Fund, Pride in Place and Lloyds Bank Foundation. These discussions are helping ensure that local learning is connected to wider health, employment and place-based developments.

Inclusive Recruitment and Workplaces

The primary focus has been on building a stronger understanding of the relationship between recruitment, workforce wellbeing, inclusion and health. A borough-wide employer survey has been undertaken alongside lived-experience engagement, providing new evidence about the barriers people face in accessing, sustaining and progressing in employment. 27 local employers responded.

System-change activity has focused on strengthening relationships with employers and existing employer networks rather than creating new structures. This has included engagement with the Chartered Management Institute, Shropshire Chamber of Commerce, Telford Business Board, HR networks and the social care sector to explore how learning, employer insight and inclusive practice can be embedded through existing mechanisms.

A key achievement has been the growing recognition that workforce wellbeing, inclusive recruitment and healthy workplace practices are not solely employment issues but also important contributors to population health. The work is beginning to create stronger feedback loops between employers, health partners and wider system leaders to ensure local experiences inform future priorities and collective actions.

Health of People of Working Age

The strongest area of system development has been the Health of People of Working Age programme, which has emerged through strong alignment with the Sport England Place Partnership programme and wider health equity discussions. Public Health, employers, community organisations, employment support providers, Energize, CVS and other partners have come together around a shared ambition to improve the health, wellbeing and economic participation of working-age residents.

A substantial evidence-gathering phase has been completed, drawing together community insight, employer experience, public health intelligence, workplace case studies and wider stakeholder engagement. In parallel, a dedicated multi-agency working group has been established, creating a stronger mechanism for collaboration between health, employment and community partners.

This alignment has led to the development of an emerging proposal for a connected community employment, health and physical activity support system. The proposal seeks to strengthen existing partnerships by creating clearer referral pathways, improved support navigation, stronger community hubs and greater integration between physical activity, health, wellbeing and employment support. Rather than introducing new services, the ambition is to create a more coordinated system that improves access to support and addresses the factors that influence health and economic participation.

Next Steps

Progress the ICAN-informed model with a Planning and Steering Group workshop in late September/early October, which further the development of local test-and-learn opportunities.

Use September employer and stakeholder events to identify and prioritise future system-change opportunities within the Inclusive Recruitment and Workplace priority

Submit the Sport England Place Partnership Full Award application, informed by the Health of People of Working Age system work.

Present Telford & Wrekin's learning at the National Health Equity Network Conference in Newcastle upon Tyne in October

Continue to work with and strengthen relations with current and new place-based funders and partners and to align our work with current known health funding opportunities.

Housing

Key Progress – against strategy / work plans

- Opened a Rough Sleeper Emergency Accommodation with 24/7 staff on site, ensuring all Telford & Wrekin rough sleepers have an offer off the street.
- Opened a new refuge for those presenting as homeless due to domestic abuse offering 8 beds for women and their children.
- Opened a new 5 bed unit of temporary accommodation for singles and adults who we owe a housing duty.
- Increased the supply of temporary accommodation to reduce the use of B&B which is not suitable for families.
- Continue to work with partners to provide support to clients presenting as homeless
- Delivering a Landlord and Tenant support programme
- Continue to work with Housing Associations to increase successful nominations into social housing
- Using data on housing needs across adult and children's services shaping the development market to deliver more specialist and adapted accommodation including supported accommodation, extracare and provision for care leavers
- Maintaining daily multi-agency Rough Sleeping Task Force
- Continue to work with MPFT via dedicated Mental Health Nurse to provide rapid mental health support for rough sleepers.
- Developed the website with more homelessness advice and support
- Established a Homelessness Forum with partners

Improving outcomes - data or brief case study/ story etc.

- Since April we have prevented 104 applicants from becoming homeless
- Since April we have relieved 437 applicants from becoming homeless.
- Since April we have advised 437 applicants with housing advice.

Plans for next quarter – what we are hoping to achieve

- Continue to work with partners to manage customer expectations about the type, size and location of housing they may be offered
- Continue to work with developers and housing association partners to ensure that new properties reflect all housing needs.
- Review provision for rough sleepers during the SWEP period.

Issues / challenges for HWB

- Increasing numbers of clients including families presenting to services
- More complex clients with challenging behaviours who require multi agency response and support and impact on communities
- Shortage of affordable larger accommodation reflecting increase in larger families presenting as homeless
- Shortage of one bedroom self contained affordable properties for single clients
- Demand for more specialist supported accommodation to house those with mental health and substance misuse.