



SHROPSHIRE HEALTH AND WELLBEING BOARD

Report

Meeting Date	18th September 2025				
Title of report	Winter Preparedness & Wellbeing Overview				
This report is for (You will have been advised which applies)	Discussion and agreement of recommendations	x	Approval of recommendations (With discussion by exception)		Information only (No recommendations)
Reporting Officer & email	Rachel.robinson@shropshire.gov.uk				
Which Joint Health & Wellbeing Strategy priorities does this report address? Please tick all that apply	Children & Young People	x	Joined up working		x
	Mental Health	x	Improving Population Health		x
	Healthy Weight & Physical Activity		Working with and building strong and vibrant communities		x
	Workforce		Reduce inequalities (see below)		x
What inequalities does this report address?	Income, disability, age, health, rurality				

1. Executive Summary

This item combines updates from across the system regarding winter preparedness and wellbeing.

Winter Preparedness & Wellbeing Overview

STW Winter Plan

The system winter plan will be presented to the ICB Public Board on 24 Sep 25; requesting approval of the plan, and agreement to submit a statement of Board assurance to NHS England by 30 Sep, which is a national requirement for all ICBs and NHS Trusts this year. The draft ICB report is available as Appendix A. The opportunity is being taken to give HWBB sight of the ICB report out of sequence, rather than delaying to the next meeting on 20th Nov 2025. In turn, there will be the opportunity for any HWBB comments to be taken into the ICB Board discussion.

The key points are as follows, which will be summarised in a presentation to HWBB at this meeting:

- National direction received from NHS England, which frames our approach this year.
- Progress on our UEC pathway Improvement journey and performance against our operational plan objectives, which indicates where focus is required.
- Our Learning from Winter 2024/25, which underpins what we are doing differently this year.
- Why we will be better placed to respond as we enter winter, with enduring high impact change schemes in place.
- Our Winter Plan, by time period, effects to be achieved, with specific interventions to reduce the onset of pressures, our provider key roles in the plan, risks to delivery and maintaining the quality of care we require.
- The basis of providing assurance to the ICB Board and subsequently to NHS England.

Vaccination Improvement Plan

Part of the STW Winter Plan this includes plans to maximise uptake of seasonal vaccinations, information will be discussed to highlight the proposed winter vaccination campaign to support local residents to make informed decisions about vaccination by providing clear, consistent and accessible information, reinforcing confidence, and signposting to services at the point of need. With the strategic focus areas:

- Maximise uptake of seasonal vaccinations (flu, Covid booster, RSV, MMR etc)
- Maintain and build public confidence in the safety and importance of vaccines
- Promote convenience and accessibility – vaccination as simple, quick and local
- Address barriers to uptake through targeted communications and engagement
- Improve reach and impact by engaging diverse communities, including those harder to access
- Utilise NHS England resources to reinforce and amplify local communications – Ensure easy read and translated material for all vaccines, consider use of videos
- Align vaccination messaging with wider system campaigns (Think Which Service, Pharmacy First, NHS App) to ensure consistency and joined-up communications
- Use of data to target resources to greatest areas of need and impact taking an evidence based approach building on best practice in terms of what works

Winter wellbeing support from Shropshire Council and VCSE partners

There are three key messages we want everyone to share:

- If you or someone you know is worried about money or is struggling right now, you are not alone
- There may be simple steps you can take to cut costs or maximise your income
- If you are getting into debt or your mental health is suffering, don't wait to get help

Cost of Living support is available to Shropshire residents:

- VCSE organisations offer general and specific advice and support, online, via telephone and in person.
- The Council hosts Cost of Living web pages, created with the VCSE and other partners, offers information and contacts. [Cost of living help | Shropshire Council](#)
- The Household Support Fund (6) that runs from 1st April 2025 until 31st March 2026 offers a range of support including crisis support, free school meals for eligible children, direct council tax account payments to those in arrears and direct support to care leavers. [Household Support Fund | Shropshire Council](#)

Further in-person support and signposting is available:

- Shropshire Council's Community Wellbeing Outreach team [Community Wellbeing Outreach team | Shropshire Council](#)
- Social Prescribing [Social prescribing | Shropshire Council](#)
- Community and Family hubs can support and signpost in person. [Community hubs | Shropshire Council](#).

2. Recommendations

- The Board are asked to take the opportunity to comment on the draft SWT Winter plan in advance of approval by the ICB Public Board
- All partners promote vaccinations to Maximise uptake of seasonal vaccinations
- All partners share key cost of living communications when and where possible.
- All partners consider creating a cost of living section on their website. Could link to Shropshire and Telford and Wrekin webpage or to other cost of living webpages above (i.e. Citizens Advice Shropshire).

3. Report

Please see appendices for reports

Risk assessment and opportunities appraisal <i>(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)</i>	N/A	
Financial implications <i>(Any financial implications of note)</i>	N/A	
Climate Change Appraisal as applicable	N/A	
Where else has the paper been presented?	System Partnership Boards	
	Voluntary Sector	
	Other	
List of Background Papers		
Cabinet Member (Portfolio Holder) or your organisational lead e.g., Exec lead or Non-Exec/Clinical Lead Ian Bett, Chief Delivery Officer, NHS Shropshire, Telford & Wrekin Vanessa Whatley, Chief Nurse, NHS Shropshire, Telford & Wrekin Rachel Robinson, Executive Director – Public Health (DPH), Shropshire Council Cllr. Bernie Bentick, Portfolio Holder for Health & Public Protection, Shropshire Council		
Appendices Appendix A. STW Winter Plan – Draft Appendix B. Vaccination Improvement Plan – Draft – <i>to follow</i>		