



## SHROPSHIRE HEALTH AND WELLBEING BOARD

### Report

Meeting Date	18 <sup>th</sup> September 2025					
Title of report	Director of Public Health Shropshire, Annual Report 2024/2025					
This report is for (You will have been advised which applies)	Discussion and agreement of recommendations		Approval of recommendations (With discussion by exception)	Y	Information only (No recommendations)	
Reporting Officer & email	Rachel Robinson, Executive Director of Public Health <a href="mailto:Rachel.robison@shropshire.gov.uk">Rachel.robison@shropshire.gov.uk</a>					
Which Joint Health & Wellbeing Strategy priorities does this report address? Please tick all that apply	Children & Young People	Y	Joined up working	Y		
	Mental Health	Y	Improving Population Health	Y		
	Healthy Weight & Physical Activity	Y	Working with and building strong and vibrant communities	Y		
	Workforce		Reduce inequalities (see below)	Y		
What inequalities does this report address?	Inequalities in PublicHealth					

### 1. Executive Summary

This report provides a summary of the latest Director of Public Health Annual Report for Shropshire. Directors of Public Health have a statutory duty to write an annual report on the health of their population and the Local Authority a requirement to publish it. The Director of Public Health Annual Report is an evidence-based vehicle for informing local people about the health of their community, as well as providing necessary information for decision makers in local health services, authorities and communities on health gaps and priorities that need to be addressed

The Annual Report 2024/2025 provides a comprehensive overview of the health and wellbeing of Shropshire's communities. The report highlights the current patterns of health and wellbeing, the priorities for 2025 and beyond, and the progress made on previous recommendations. It emphasizes the importance of collaborative efforts to address health gaps and priorities and reflects on the improvements that can be made when working together.

The report is structured into sections that describe the health and wellbeing patterns across Shropshire, the reasons for shorter life expectancy in different stages of life

The role of communities/neighbourhoods in improving health is receiving increasing, and long-overdue, attention in health policy and practice. As part of this shift in focus, as a health and care system, we need to take the role communities can play in improving and sustaining good health seriously, working at the neighbourhood and community level where the link to communities is strongest. This report summarises all the information gathered around our communities in Shropshire through the place based JSNAs, the opportunities, engagement and actions agreed to improve outcomes and signposts to further information to inform our work with communities moving forward. It highlights the similarities and differences in our diverse County and opportunities to improve healthy life expectancy for our residents.

## 2. Recommendations

The report includes several key recommendations aimed at improving health and wellbeing in Shropshire:

- **Place Based/Neighbourhood/Community Working:** Renewing the commitment to local place plan/neighbourhood-based working to improve health and wellbeing. Recognizing the essential role communities play in delivering improved outcomes and shifting investment into services that support communities, including the voluntary and community sector.
- **Alignment:** Assessing and aligning with the government's neighbourhood guidance and the current development within Shropshire around community hubs and JSNA intelligence to align future services and directives.
- **Intelligence Led:** Improving the evidence base to understand and monitor rural outcomes, engaging with communities in developing and delivering community-led action plans.
- **One Shropshire:** Continuing to work together as one community of partners to serve Shropshire residents, enabling communities and the voluntary sector to take a central role in service development.

## 3. Report

The report is divided into several sections that provide detailed insights into the health and wellbeing of Shropshire's communities:

- **Patterns of Health & Wellbeing across Shropshire:** This section includes tables and figures that inform about the health and wellbeing of communities, highlighting areas of priority action for public health, the Health and Wellbeing Board, and the Integrated Care Partnership.
- **Patterns of Health in our Populations:** This section discusses the factors that contribute to shorter life expectancy and the importance of focusing on preventative interventions targeting the wider determinants of health.
- **Patterns of Wellbeing across Shropshire Communities:** This section summarizes the health and wellbeing in Shropshire's communities, providing a summary of the actions agreed with those communities to improve outcomes.
- **Previous Recommendations Progress Review:** This section provides an update on the progress made on the previous recommendations, highlighting the continued efforts to address health and wellbeing concerns collectively.
- **Conclusions and Recommendations:** This section provides the context to understand the issues impacting life expectancy and health and wellbeing in Shropshire, the inequalities these can generate, and the actions needed to address them.

<b>Risk assessment and opportunities appraisal</b> <i>(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)</i>	The Annual Report seeks to address inequalities and rural inequalities in our communities and neighbourhoods across Shropshire. It challenges all our partners to take a Person-Centred approach when working with Shropshire people and highlights the need to come together and work collaboratively to reduce inequalities and improve outcomes for local people.	
<b>Financial implications</b> <i>(Any financial implications of note)</i>	None directly associated with this paper.	
<b>Climate Change Appraisal as applicable</b>	None directly associated with this paper.	
	System Partnership Boards	

<b>Where else has the paper been presented?</b>	Voluntary Sector	
	Other	
<b>Cabinet Member (Portfolio Holder) or your organisational lead e.g., Exec lead or Non-Exec/Clinical Lead</b> Cllr Bernie Bentick, Portfolio Holder for Health and Public Protection, Shropshire Council		
<b>Appendices</b> Appendix A - DPH Annual Report 2024 -25		