



SHROPSHIRE HEALTH AND WELLBEING BOARD

Report

Meeting Date	20 th November 2025		
Title of report	Vaccination Update Report		
This report is for (You will have been advised which applies)	Discussion and agreement of recommendations	Approval of recommendations (With discussion by exception)	x 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 vaccination uptake.

STW Vaccination Improvement Plan

The system winter plan has been submitted to NHSE to provide assurance on winter preparedness plan. As part of this a vaccination improvement plan (see appendix 1) has been developed to increase seasonal vaccination uptake across all eligible groups but with an additional focus on inequalities.

The aim of the plan is to provide 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

To support addressing inequalities, STW have been successful in bidding for additional funding through NHSE to develop an inequalities project to increase uptake in these population groups.

The project plan focuses on 3 elements.

- Data – obtaining up to date accurate data of vaccination uptake that is broken down by demographics to support a targeted approach to population groups with lowest uptake.

- Educator role- dedicated educator role hours in both Shropshire and Telford & Wrekin Local Authority. The educator roles will be utilised to provide training and awareness for vulnerable population groups with low uptake. The proposal also includes education for LA, NHS and voluntary sector staff to enable enhanced reach and sustainability.
- Pop up clinics- the provision of pop-up community clinics where access is seen to be a barrier to access.

In addition, Shropshire Community Health Trust have received project funding through NHSE to pilot codelivery of Covid and Flu vaccinations for designated groups.

A comprehensive communication plan is in place with resources to support the uptake of seasonal vaccinations see appendix 2

The communication plan focuses on key groups:

- Children and young people
- Adults over 65
- Pregnant women
- Individuals with long term health conditions
- Individual who are immunocompromised
- Health and social care staff

Current vaccination uptake

The NHS flu vaccination commenced on 1st September 2025 for pregnant women and children and young people with the rest of the eligible population being able to book from 1st October.

Flu vaccination eligibility

From 1 September 2025:

- pregnant women
- all children aged 2 or 3 years on 31 August 2025
- primary school aged children (from Reception to Year 6)
- secondary school aged children (from Year 7 to Year 11)
- all children in clinical risk groups aged from 6 months to less than 18 years

From October 2025, exact start date to be confirmed by NHS England in due course:

- those aged 65 years and over
- those aged 18 years to under 65 years in clinical risk groups (as defined by the [Green Book, Influenza chapter 19](#))
- those in long-stay residential care homes
- carers in receipt of carer's allowance, or those who are the main carer of an elderly or disabled person
- close contacts of immunocompromised individuals
- frontline workers in a social care setting without an employer led occupational health scheme including those working for a registered residential care or nursing home, registered domiciliary care providers, voluntary managed hospice providers and those that are employed by those who receive direct payments (personal budgets) or Personal Health budgets, such as Personal Assistants

Covid Eligibility

The announced and authorised cohorts eligible for a COVID-19 vaccine in AW 2025/26 are:

- residents in a care home for older adults
- all adults aged 75 years and over
- persons aged 6 months and over who are immunosuppressed, as defined in tables 3 and 4 of the COVID-19 chapter of the [Green Book](#).

RSV Eligibility

- you're 28 weeks pregnant or more – the vaccine is recommended during every pregnancy to help protect your baby after they're born
- you're aged 75 to 79
- you turned 80 years old after 1 September 2024

Data

(See appendix C)

2. Recommendations

- The Board are asked to take the opportunity to comment on the vaccination project plan
- All partners promote vaccinations to maximise uptake of seasonal vaccinations
- All partners share communication resources.

3. Report

Please see appendices for reports

Risk assessment and opportunities appraisal N/A

Financial implications N/A
(Any financial implications of note)

Climate Change N/A

Appraisal as applicable

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

Rachel Robinson, Executive Director – Public Health (DPH), Shropshire Council

Cllr. Bernie Bentick, Portfolio Holder for Health & Public Protection, Shropshire Council

Appendices

Appendix A. Vaccination Project Plan

Appendix B. Vaccination communication plan

Appendix C. Vaccination data (detailed below)

Appendix C Data

Flu 25/26

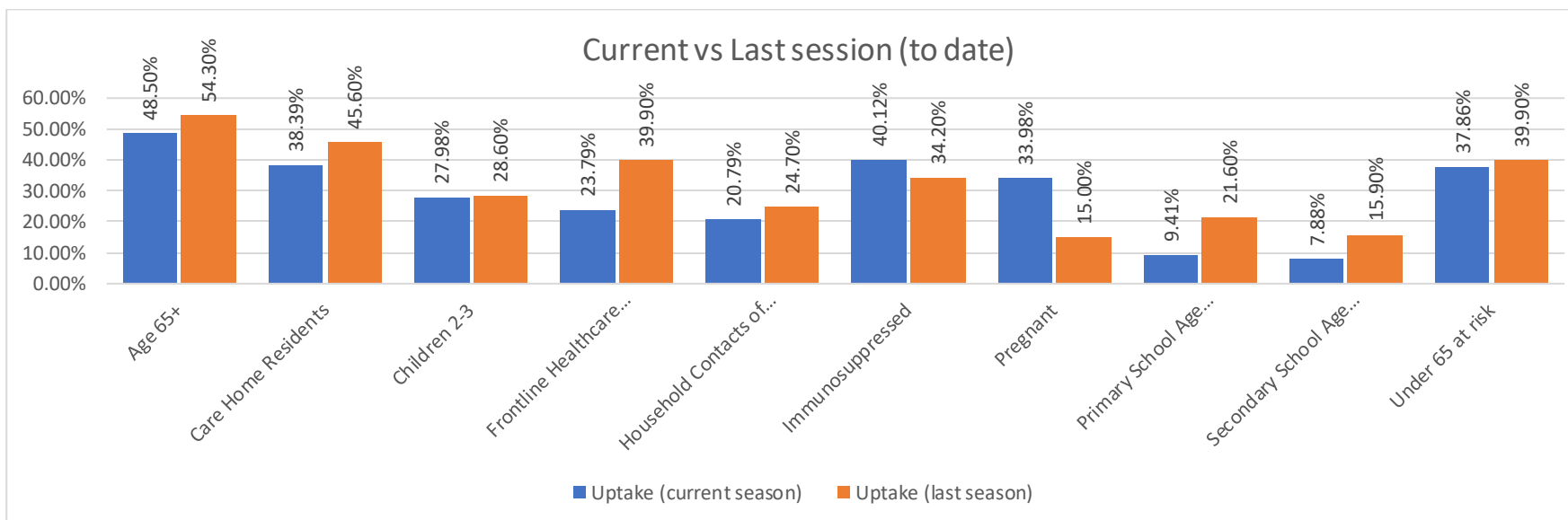
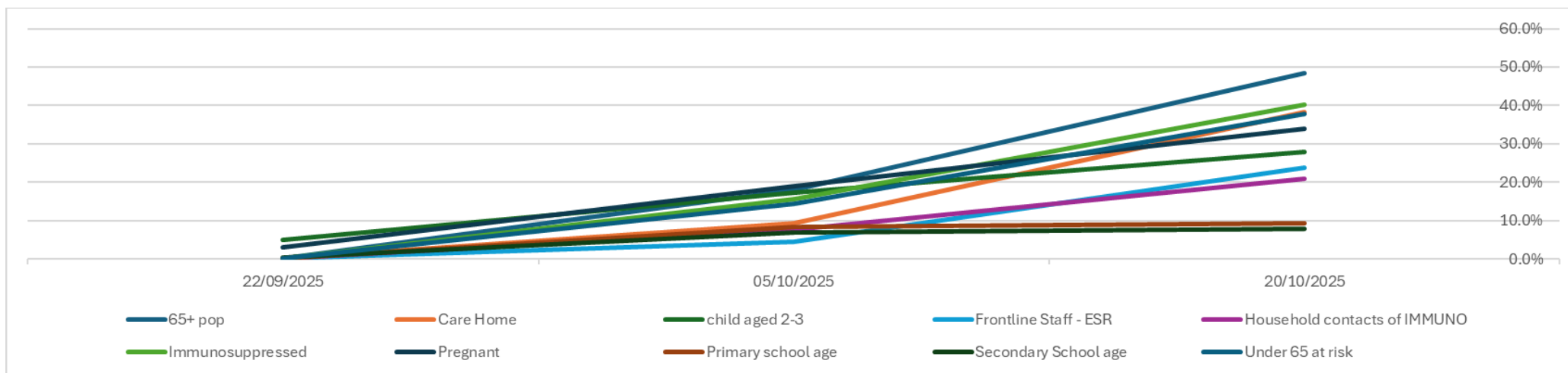
Latest position

30.58%

Total Vaccs rate	22/09/2025	05/10/2025	20/10/2025
Eligible Population	289,515	290794	290394
Doses given	627	36358	88803
Vaccine rate	0.22%	12.50%	30.58%

Rate	Eligible Population	22/09/2025	05/10/2025	20/10/2025
65+ pop	128297	0.0%	18.0%	48.5%
Care Home	4136	0.0%	9.3%	38.4%
child aged 2-3	9601	4.9%	17.2%	28.0%
Frontline Staff - ESR	10208	0.0%	4.5%	23.8%
Household contacts of IMMUNO	23928	0.1%	7.6%	20.8%
Immunosuppressed	14106	0.0%	15.5%	40.1%
Pregnant	2101	3.0%	19.0%	34.0%
Primary school age	38812	0.2%	8.3%	9.4%
Secondary School age	31939	0.3%	6.8%	7.9%
Under 65 at risk	129,732	0.1%	14.3%	37.9%

Vaccines Given Cumulative	Eligible Population	22/09/2025	05/10/2025	20/10/2025
65+ pop	128297	6	23112	62218
Care Home	4136	0	385	1588
child aged 2-3	9601	472	1650	2686
Frontline Staff - ESR	10208	5	457	2428
Household contacts of IMMUNO	23928	33	1822	4975
Immunosuppressed	14106	5	2187	5660
Pregnant	2101	64	400	714
Primary school age	38812	88	3213	3652
Secondary School age	31939	80	2187	2517
Under 65 at risk	129732	85	18507	49111



Latest Extract	Vaccinations (current season)	Population (current season)	Uptake (current season)	Uptake (last season)	National Target	STW Target
Age 65+	62218	128,297	48.50%	54.30%	82.30%	82%
Care Home Residents	1588	4,136	38.39%	45.60%		81%
Children 2-3	2686	9,601	27.98%	28.60%	51.40%	74%
Frontline Healthcare Worker (ESR)	2428	10,208	23.79%	39.90%	70.00%	76%
Household Contacts of Immunosuppressed	4975	23,928	20.79%	24.70%		50%
Immunosuppressed	5660	14,106	40.12%	34.20%		100%
Pregnant	714	2,101	33.98%	15.00%	37.90%	50%
Primary School Age Children	3652	38,812	9.41%	21.60%	57.20%	62%
Secondary School Age Children	2517	31,939	7.88%	15.90%	43.30%	60%
Under 65 at risk	49111	129,732	37.86%	39.90%	52.90%	90%

derived from
data

Total COVID Vaccine Doses Administered					Latest Date			
31,057		+1,713		+1,206		2025-10-20		
Source: DPS		Submitted on latest day		Vaccinated on latest day		Latest date (based on date filters chosen) for which vaccination events are present		

Total LVS Vaccination Events			Total VC Vaccination Events			Total HH (including SAIS) Vaccination Events		
28,781	+1,713	+1,206	2,276	+0	+0	0	+0	+0
Source: DPS	Submitted on latest day	Vaccinated on latest day	Source: DPS	Submitted on latest day	Vaccinated on latest day	Source: DPS	Submitted on latest day	Vaccinated on latest day

Total LVS - PCN Vaccination Events			Total LVS - Pharmacy Vaccination Events			Total LVS - Military and Detained Estates Vaccination Events		
12,924	+886	+380	15,857	+827	+826	0	+0	+0
Source: DPS	Submitted on latest day	Vaccinated on latest day	Source: DPS	Submitted on latest day	Vaccinated on latest day	Source: DPS	Submitted on latest day	Vaccinated on latest day

RSV

2526 RSV

Total	Current Eligible Population	Vaccinations received	Uptake
Catch-up Cohort Population	26694	18005	67.4%
Routine Cohort Population	5373	2190	40.8%
Maternity	1037	500	48.2%

TOTAL	33104	20695	62.5%
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Vaccines given since 1st September 25

1053

	01/09/2025	08/09/2025	15/09/2025	22/09/2025	29/09/2025	06/10/2025	13/10/2025
Vaccinations Received	241	163	170	152	127	82	118
Older Adults catch up	79	60	35	46	32	14	22
Older Adults Routine	88	54	56	46	29	22	27
Maternity U55	68	46	76	58	65	43	68
Other	6	3	3	2	1	3	1

All RSV Vaccinations by date and Cohort Chart

2 parameters

