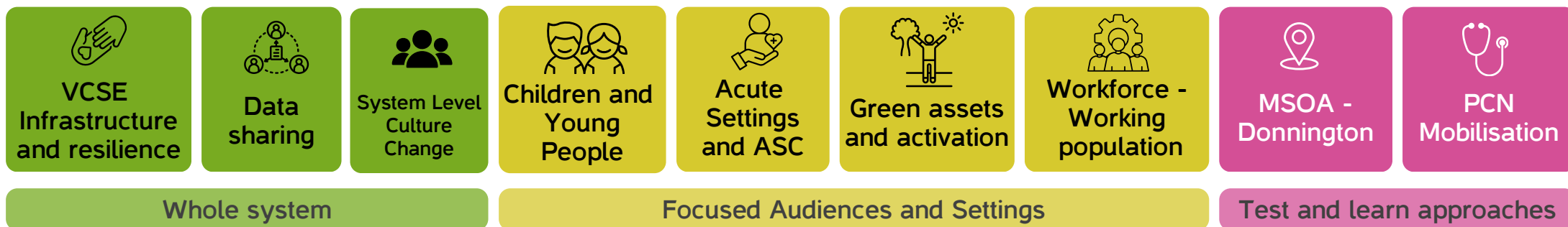


Telford and Wrekin Place Partnership - the nine themes



VCSE Infrastructure and resilience:

Strengthening VCSE voice and connection: A VCSE Enabler role hosted by Telford and Wrekin CVS to improve coordination, collaboration and system influence.

Mapping system capacity and gaps: System and skills mapping to create a shared engagement tool and identify opportunities for development, training and investment.

Building organisational resilience: Designing and testing approaches to support VCSE organisations with skills and resources to enable system engagement and deliver long-term health and activity outcomes.

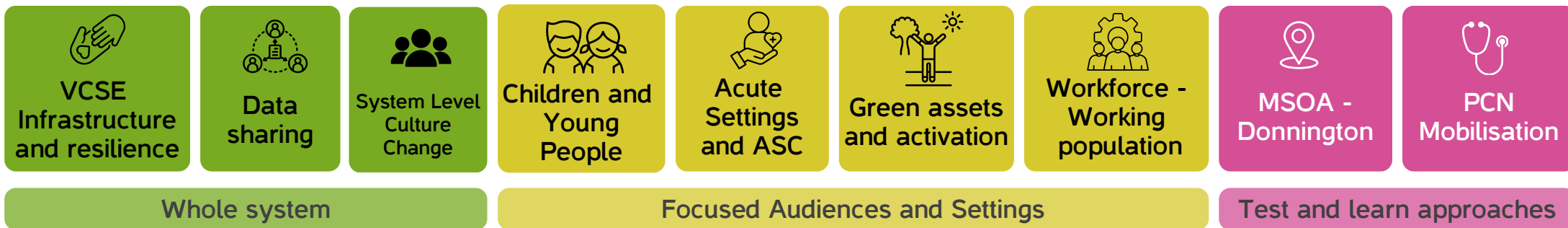
Data sharing:

Unlocking Potential: We want to increase the availability, accessibility and usage of relevant data across the T&W system around physical activity. Supporting the behaviours and structures needed to produce consistent measures of impact and a stronger advocacy for the benefits of movement and physical activity.

System Level Culture Change:

We are facilitating leadership workshops at multiple layers of the system working with people within the system with authority or influence.

We have invested into six 'shared roles' - this capacity built within the system will drive forward intelligence, sustain behaviours and learning within the system and also work as a specialist project team.



Children and Young People:

Strengthen system collaboration: We aim to create environments that enable children and young people to be more active.

We are investing in a shared role within youth services and using intelligence from schools and community providers to co-design, embed and evaluate more connected approaches, with a focus on reducing inequalities in physical activity.

Acute Settings and Adult Social Care:

Embedding physical activity in care systems: Partnership with Disability Rights UK to pilot Get Yourself Active Local, integrating physical activity into adult social care through workforce education, system leadership engagement and co-production with community providers.

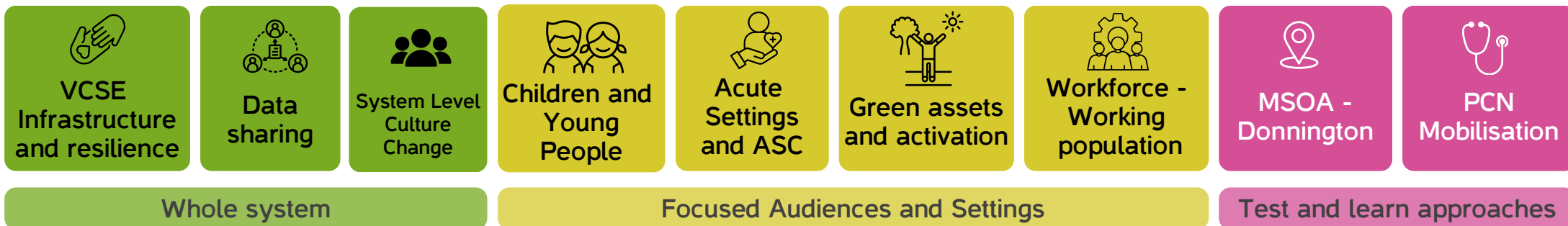
System learning and transformation: Working with acute and social care stakeholders to understand how physical activity can support service transformation and address NHS and ICS pressures.

Building the case for scale: Generating evidence to inform sustainable integration models and strengthen the case for a Full Place Award.

Green assets and activation:

Strong but underused asset: Telford and Wrekin has a higher-than-average level of green infrastructure, but much of this natural capital is not yet fully or consistently activated in ways that connect with local communities.

Testing coordinated, place-based approaches: Building on Public Health research and Green Social Prescribing outcomes, hyper-local work in Donnington will be used to test community engagement approaches, supported by shared roles across Planning and Active Travel to scale learning across wider areas and themes.



Workforce - Working population:

Understanding and addressing inactivity: Focus on the working-age population in low-paid or insecure employment, where structural and cultural barriers (time, access, workplace culture) limit physical activity and wellbeing.

Joined-up investment and capacity: Aligned with Lloyds Bank Foundation priorities on fair employment, with the LBF Local Implementation Role and additional Energize capacity connecting activity across partners.

MSOA - Donnington:

Donnington has been a key focus area for our place-based work to date, and we are now ready to accelerate progress through increased local capacity and deeper co-production.

- 1) **Investing** into a 28 hour Community Navigator post to further develop community voice and engagement into programme of work
- 2) **Continue capacity** into stakeholder working group, residents working group and children and young people (CYP) engagement in local schools.
- 3) Highlighted for **Capital investment** through Sport England additional to the development award.

PCN Mobilisation:

Prevention pathways: Invest in a Health and Wellbeing Coach role as a test-and-learn intervention within Newport and Central Primary Care Network, developing and evaluating scalable clinical-to-community prevention pathways for targeted patient cohorts.

Neighbourhood connectivity: Strengthen neighbourhood-level working through Primary Care Network's and Telford and Wrekin Integrated Place Partnership (TWIPP) Neighbourhood groups to integrate movement and physical activity into coordinated community delivery models, maximising both existing and emerging local assets.