

Slough Health & Wellbeing Board Annual Report 2024-2025

Foreword

The Slough Health and Wellbeing Board has made great progress over the past year in helping to make Slough a healthier and safer place to live. I feel privileged to have helped play a part in some great advances over this last year, working with so many dedicated individuals both within the council and within our diverse community on this quest.

Since we began focusing on the significant health and public safety inequalities in Slough last year, I'm pleased to report that our early intervention efforts - particularly around obesity - are showing promising improvements, especially among pre-school children, bucking the national trend.

The Board has supported the redesign and recommissioning of the new Integrated Health and Wellbeing service model. This model is designed to specifically reach vulnerable groups across Slough, providing targeted support to help residents live healthier lives. It includes programmes for falls prevention, smoking cessation, weight management, and general health assessments to promote long-term wellbeing.

On the public safety front, our efforts have also made a notable impact. Since the launch of the Safer Langley initiative last year - part of Thames Valley Police's "Clear, Hold, Build" pilot - we've seen a 20% reduction in knife crime and youth violence, thanks to strong collaboration with local community partners.

Recognising the deep-seated nature of Slough's health inequalities, we have now developed a longer term timeframe over which we will measure our impact against, a new now ten-year Health and Wellbeing Strategy for Slough (2026-36), and I am really proud of the fact that all of our new strategies and initiatives are being co-produced with partner organisations and key stakeholders, to ensure a holistic, all-encompassing view of health and wellbeing challenges in this unique and diverse town.



Cllr Dexter Smith
Chair of the Slough Health & Wellbeing Board

Our Health & Wellbeing Board

The Health & Wellbeing Board is formally hosted by the council and operates as a genuine partnership. It reflects a shared statutory responsibility between the local authority and the Integrated Care Board (ICB), with both entities working collaboratively to improve the health and wellbeing of the community of Slough.

Slough's H&WB has been reinvigorated this year with new Terms of Reference, membership, meeting formats and schedules. The Membership has been widened to reflect the Board's view that action on the wider determinants of health is essential for health improvement.

Membership

| Name | Role |
|------------------------------------|---|
| Councillor Dexter J. Smith (Chair) | Leader of the Council |
| Dr Jim O'Donnell (Vice-Chair) | GP and Clinical Lead for the Slough Place Frimley ICB |
| Councillor Ishrat Shah | Public Health and Equalities |
| Will Tuckley | Chief Executive, SBC |
| Sue Butcher | Executive Director People (Children), SBC |
| David Coleman-Groom | Director of Adult Social Care, SBC |
| Adrian Davies | Department for Work and Pensions |
| Martha Earley | Associate Director of Places and Communities, NHS Frimley |
| Supt. Helen Kenny | Thames Valley Police Representative |
| Matthew Lewis | Everyone Active |
| Tessa Lindfield | Director of Public Health and Public Protection |
| Nicola Smith | Royal Berkshire Fire and Rescue Service |
| Asma Aziz | CEO of Slough CVS |
| Healthwatch Rep | Healthwatch - Berkshire East |

Meetings

Four formal Board meetings have been held in public this year, all meetings were live streamed with all papers published online one week in advance of the board meeting. Each meeting reviews the action plan for delivery of the Joint Health & Wellbeing Strategy and debates papers on emerging issues, work plan items and topics of interest. The following areas have been covered:

| | | | |
|----------------|---|--|--------------------------|
| June 2024 | Additional Investment in Smoking Cessation | Prevention of Whooping Cough in Babies | Better Care Fund 2024-25 |
| | Domestic Abuse Strategy | Sport England Place Based Investment | |
| | Frimley ICB Restructure | | |
| | JLHWB Strategy Progress | | |
| | Integrated Wellness Service - Recommissioning | Health Protection Board Update | |
| September 2024 | Whole systems approach to Healthy Weight | Gambling | |
| | Slough Safeguarding Partnership | Slough Tobacco Control Partnership | |
| | JSNA Progress | | |
| | Better Care Fund 2025-26 | | |
| December 2024 | One Million Step Challenge | Prevention of Youth Violence | |
| | | | |
| March 2025 | | | |
| | | | |

A new development has been the Information Bulletin, which contains notices for information on events, consultations and developments across the Slough Health & Social Care system. The Bulletin is published along with the Board papers.



December 2024

Information Bulletin

| | |
|--|---|
| Sport England Award for Britwell Place Expansion | 2 |
| Domestic Abuse Service..... | 2 |
| Slough Health & Social Care Partnership Update | 2 |
| Stopober Highlight Report | 2 |
| 0-19s Recommissioning | 3 |
| Integrated Health & Wellness Service | 3 |
| HENRY | 4 |
| East Berkshire Combating Drugs Partnership | 4 |
| Safer Slough Partnership..... | 5 |
| Clear Hold Build – Langley | 5 |
| Targetting Knife Crime | 6 |
| Healthwatch | 6 |
| NHS Frimley ICB – Primary Care Update..... | 6 |
| Slough CVS | 7 |

Oral Health

Tandeep Badesha, Slough Borough Council Public Health Officer Children & Young People

Community Dental Services have been commissioned by the Slough Public Health Team to deliver three oral health improvement programmes aimed at promoting good oral health in early years settings, and care homes for adults. The service offers three key programmes:

- Train the Trainer: Equips staff and professionals with skills to promote oral health, toothbrushing techniques, diet and dental visits.
- Healthy Smiles Accreditation: Supports schools in implement tooth-friendly practices.
- Supervised Toothbrushing: Targeted training and resources to implement daily fluoride toothbrushing in schools.



Community Dental Services achievements so far:

- Five settings successfully completed the Healthy Smiles accreditation.
- 12 oral health champions trained and active in Slough.
- Engaged with 50 individuals at face-to-face events, reaching approximately 260 end users.
- Delivered a parent session at BE Happy Preschool, reaching 16 parents.

Public Health Comms & Social Media Highlights

Charlotte Littlemore, Slough Borough Council Public Health Programme Manager & Gemma Leary, Slough Borough Council Communications Business Partner

The Slough Borough Council Public Health team and Communication team have worked in partnership to develop a refreshed strategic approach to communications and campaigns across the Public Health & Public Protection directorate to increase strategic and proactive communications in line with the corporate plan priorities. This includes having a dedicated theme each month for communications and campaigns.



January – Alcohol Awareness
Internal & External Campaign - Signposting residents to Turning Point for support with excess alcohol use by putting these posters in 95 bus shelters across Slough, in addition to libraries, leisure centres and other community hubs.

February – Heart Health
Internal & External Campaign – An online campaign promoting essential lifestyle behaviours for heart health and raising awareness about CPR.

Be part of the sober revolution

Responsible alcohol use can have a positive impact on your health and well-being. If you're looking to reduce your alcohol intake, there are lots of resources available to help you.

For more information, visit www.turningpointuk.org or call 0800 917 8268.

Or, speak to your GP or pharmacist for advice.

Remember, it's important to drink responsibly and look after your health.

For more information, visit www.turningpointuk.org or call 0800 917 8268.

Or, speak to your GP or pharmacist for advice.

Time for an alcohol reset?

Responsible alcohol use can have a positive impact on your health and well-being. If you're looking to reduce your alcohol intake, there are lots of resources available to help you.

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Or, speak to your GP or pharmacist for advice.

HEART MONTH
Monitor your Body Mass Index (BMI)

Track and keep your weight and BMI healthy range.

Public Health Slough

Slough

HEART MONTH
Stay active!

Get active for 150 mins of exercise per week, as advised by the NHS.

Public Health Slough

Slough



Although the meeting follows a formal structure, it actively welcomes contributions from attendees and visitors who are not official Board members. To help maintain focus and promote wellbeing, a short exercise break is included midway through each session, giving participants an opportunity to re-energise and incorporate movement into their day and demonstrate our commitment to the importance of maintaining our health.

In addition to the formal Board meetings, a development session was convened in early January 2025 for Board members to discuss the emerging priorities to start the development of the new Joint Local Health & Wellbeing Strategy 2026-2036.

Associated Groups

Two groups were formed to support the work of the Health & Wellbeing Board:

1. The Health & Care Partnership evolved to become the Slough Place Board, reporting jointly to the Board of the ICB and the Health & Wellbeing Board. This development is intended to more closely knit the work of the ICB partnerships into delivery of the Joint Local Health & Wellbeing Strategy.
2. The Children & Young People Partnership was developed to deliver to the Starting Well priority included in the action plan for the current Health & Wellbeing Strategy 2021-2026. The partnership meets on a bi-monthly basis, and are currently developing an over-arching, strategic children and young people plan.



Partnerships

Improvements in communication and collaboration between the Health & Wellbeing Board and other partnerships have been made this year. The following partnerships have provided regular updates or papers to the Board this year:

- Children & Young People Partnership - quarterly update on the progress of the development of the new Children & Young People Partnership plan, which is due to launch in early autumn 2025
- Slough Place Board - quarterly update provided in the information bulletin or verbally by Martha Earley
- Safer Slough Partnership - quarterly update provided in the information bulletin, in addition to a paper outlining the council's approach to Prevention of Youth violence in March 2025 and Domestic Abuse Strategy in June 2024
- Safe in Slough Partnership - quarterly update provided in the information bulletin, as well as a paper in December 2024 updating the board on the strategy for safeguarding children and young adults from exploitation and the multi-agency approach to tackling Street homelessness.
- Combatting Drugs Partnership - quarterly update provided in the information bulletin.
- East Berkshire Health Protection Partnership - annual reported provided in September 2024 providing an update on the overview of health protection issues presenting a risk or affecting the local community.

Health and Wellbeing Board members have embraced the introduction of 'Active 5 Minutes' in formal meetings, where time is set aside for simple physical activity. At the March session, members enjoyed this initiative by taking a refreshing walk around Observatory House.

Action Plans

The Joint Health and Wellbeing Strategy was reviewed in 2024 and the Board agreed to retain the 2021-26 strategy and its priorities and to refresh the action plans. The strategy launched just as the pandemic struck, meant that many of the delivery plans had been disrupted. However, the Board agreed to new action plans that reflected current needs and opportunities available to make progress against the priorities, and each action was assigned to a member of the Board or partnership reporting into the board to deliver the action. Progress against each action is reviewed at each formal meeting.

The Board agreed that each action in the plan would be assigned a specific oversight role to clarify the Board's responsibility in delivering that action and to ensure progress could be effectively tracked.

These oversight roles define the level and type of involvement the Board has, and include:

- **Horizon Scanning** - Monitoring for emerging threats and opportunities that may require future action.
- **Watching** - Observing developments without direct involvement, to stay informed.
- **Influencing** - Shaping the direction or content of a programme through strategic input.
- **Developing** - Investigating key issues and designing appropriate action plans.
- **Monitoring** - Tracking progress and risks, providing support or intervention where needed.
- **Driving** - Taking a leadership role in promoting and championing high-profile, Health and Wellbeing Board (HWB) - branded programmes.

Each action in the plan is marked with a corresponding symbol to indicate the oversight role the Board holds, making responsibilities and expectations clear at a glance.

Board oversight roles

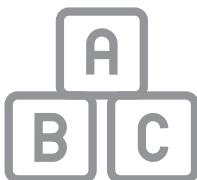


| Horizon scanning | Watching | Influencing | Developing | Monitoring | Driving |
|---|---|---|--|---|---|
| Surveillance for emerging threats and opportunities | Checking in on what is happening, not directly involved | Influencing the content and focus of a work programme | Investigating an area of concern and developing a plan of action | Reporting progress, risks to support or unblock as needed | High profile sponsorship of HWB branded programme |

Progress Report: March 2025

Priority 1

Starting Well



Ambition:
Decrease the
attainment gap

Priority 2

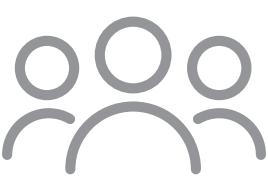
Integration



Ambition:
Increase healthy life
expectancy in Slough

Priority 3

Safe, Healthy
and Attractive
Neighbourhoods



Ambition:
Increase levels of
resident satisfaction with
local place and improve
levels of happiness

Priority 4

Work and Health



Ambition:
Reduce the gap in
employment rate for
key groups

The Workplace Health priority was renamed Work and Health to reflect the contribution of work itself to health and wellbeing.

Priority 1: Starting Well

Progress

- Decrease the attainment gap = overall good progress has been made on ensuring mandatory health visiting checks are completed, further progress is needed on increasing the number of children attending nursery by age 2 and finalising the updated Children and Young People partnership plan.
- Reduce the number of Reception and Year 6 aged children who are overweight or obese = all actions have been completed for this. Positive progress has been achieved in this area, the latest 2023/24 data on children's weight in Slough indicates some changes compared to the previous year. For Year 6 pupils, 40% are now living with excess weight, down from 42.5%, and 25.7% are living with obesity, reduced from 27.4% (Source: National Child Measurement Programme, NHS England).
- Improve immunisation rates amongst young people in Slough = all actions have been completed for this priority. The Childhood Immunisations group meet on a monthly basis, key partners include NHS England, Slough CVS, Frimley ICB, HCRG, Slough Public Health, Early Education, NHS South, Central and West Commissioning Support Unit Berkshire Healthcare and CHIS Thames Valley. While there have been good improvements in MMR vaccination uptake in Slough, coverage for the first dose at age five in Q3 2024/25 remains below 90%. As a result, NHSE is closely monitoring the situation, especially in light of upcoming schedule changes effective from 1 July 2025 and 1 January 2026.
- Improve oral health amongst children in Slough to improve dental decay = all actions have been completed for this. Community Dental Services have been commissioned by the Slough Public Health Team to deliver three oral health improvement programmes aimed at promoting good oral health in early years settings, and care homes for adults. The service offers three key programmes:
 - Train the Trainer: Equips staff and professionals with skills to promote oral health, toothbrushing techniques, diet and dental visits.
 - Healthy Smiles Accreditation: Supports schools in implement tooth-friendly practices.
 - Supervised Toothbrushing: Targeted training and resources to implement daily fluoride toothbrushing in schools.
- Support mental health and wellbeing in Slough children and young people = further progress is needed on this action, work on this action will be reflected in the updated Children and Young People partnership plan. Work is ongoing to encourage local ownership and support for the Prevention Concordat for Better Mental Health programme. This national initiative promotes coordinated local action to prevent mental health problems and foster positive mental wellbeing. A key focus of this work will be on improving outcomes for children and young people, who are identified as a priority population group.

Priority 2: Integration

Progress

- Increase healthy life expectancy in Slough = overall progress has been made on exploring the contribution of type 2 diabetes on healthy life expectancy, further work remains for the other actions listed under this priority. The topic of the ADPH report 2024-2025 is 'Healthy Life Expectancy', due to be published in Summer 2025, and will complete the actions assigned to this priority.
- Increase the proportion of people living independently at home = more progress is still needed against the

following actions associated, including implementation of the JSNA dementia prevention recommendations, this is on the work plan for the health and care partnership, Capture learning from the multigenerational pilot and apply to the JHWS action plan and Working with CYP, Housing and clinical services, HWB to sponsor a design process to develop realistic options for alternatives for residential care.

- Increase number of people managing their own physical, mental health care and support = all actions have been completed for this through the integrated neighbourhood approach work programme.

Priority 3: Safe, Healthy and Attractive Neighbourhoods

Progress

- To develop an asset based community development model throughout Slough and improve life chances of residents = good progress has been made in this area through the Britwell Place Sport England programme.
- Re-energise the SHAN programmes of work, linked to local area co-ordination approach = some progress has been made on this through the communities steering group which is co-ordinating the community

development programmes of work, this works feeds into the Slough Health & Social Care Partnership.

- Increase engagement and volunteering impact and improve community resilience = progress has been made on priority across the council and the broader partnership including the work of our Community Development officers, Strategy and Engagement colleagues and Community Safety team. Further work is planned for 25/26.

Priority 4: Work and Health

Progress

- Reduce the gap in employment rate for key groups = good progress has been made on this through the WorkWell programme and the established of the Individual Placement scheme service, which launched on 1 October 2024.

- Improve the health and wellbeing at work of people employed in the borough = further progress is still needed on the actions associated with this. Public Health are working with the Royal Society of Public Health to establish a training centre for the workplace health offer to local businesses.

Core HWB Programmes

In addition to the action plan priorities there are core Health and Wellbeing programmes to deliver the statutory duties of the board, these include:

- Joint Strategic Needs Assessment work programme - the bespoke Slough JSNA was published online in April 2025; development of thematic chapters is ongoing with regular publication.

- Joint Local Health and Wellbeing Strategy – process for the Health and Wellbeing Strategy 2021-2026 is monitored on a quarterly basis, alongside intensive collaborative work to develop the priorities for the new Joint Local Health & Wellbeing Strategy 2026-2036, which will launch in January 2026.

Emerging priorities from 2024-2025

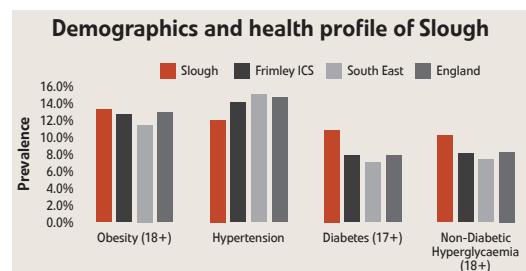
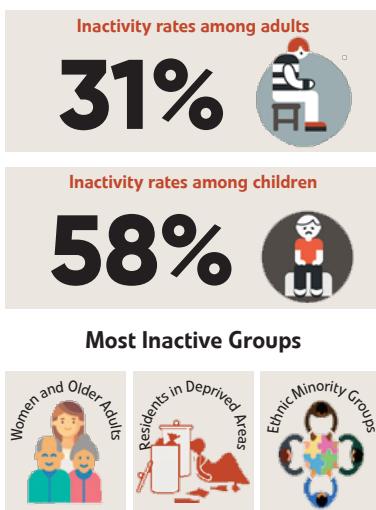
Numerous key issues were discussed and reviewed by the Health & Wellbeing board, from this a small number of emerging priorities were identified for the board to continue to discuss in 2025-2026.

These include:

- Gambling
- Physical Activity.

Slough Physical Activity Health Needs Assessment 2024.

Findings



Barries to accessing PA:

- Cultural & Language Barriers
- Safety Concerns
- Affordability
- Accessibility
- **1 in 3 unaware of recommended PA/services available**

Recommendations



Employers and schools to encourage active travel, the council to enable it by improving infrastructure, elected members and community leaders/groups to promote it and lead by example.

The LA to improve green spaces, public safety/accessibility and to integrate PA into planning; councillors to provide sustainable funding and promote policy integration, schools to invest in play areas/active design of school grounds.

Offer diverse, inclusive and affordable sports and active play options for residents/students/employee, embed PA into the curriculum/work culture.

Promote PA with culturally-sensitive, multi-lingual materials and campaigns, train volunteers as community champions; organise whole-family and/or team fitness days, support residents in co-producing initiatives.

Plans for 2025-2026

The following areas of work will be a key focus for the Health & Wellbeing board in 2025-2026:

- The development, publication and adoption of the Joint Local Health & Wellbeing Strategy 2026-2036
- The Britwell Place Sport England programme
- Further development of JSNA online tools and resources
- Establishment of support for problem gambling in Slough.

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