



# JOINT LOCAL HEALTH AND WELLBEING STRATEGY UPDATE

2025

As we reflect on another year of delivering Worcestershire’s Joint Local Health and Wellbeing Strategy, our shared ambition remains clear: to support every resident in achieving good mental wellbeing, both as individuals and as part of resilient, connected communities.

This year’s update highlights how local partners are continuing to work with communities to address health inequalities and improve health outcomes for everyone in Worcestershire. For example, falls admissions to hospital for over 65s have **fallen by over 10%** since 2019/20, unemployment rate has been falling too at **3.1%** in May 2025, and we’ve seen a **10% increase to 60%** in successful outcomes for ex-prisoners since 2022/23. What’s more, residents continue to feel they ‘fairly or very strongly’ belong to their local area – *we agree, we love Worcestershire*.

Every initiative demonstrates the power of communities and partnerships to improve our health, from an award-winning community development programme putting residents at the centre of health improvement, the Your Health outreach prevention service identifying over **1,100 patients** with Cardio Vascular Disease risks, to the Healthy Worcestershire service which has helped **99% of participants** lead healthier lifestyles and the newly launched Workwell programme that’s already **supported over 300 residents** with 1:1 coaching.



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Health and Wellbeing Board partners continue to engage with residents across Worcestershire, with ongoing community engagement and research showing that 'good mental health and wellbeing' is still a priority for our communities.

- Worcestershire's young people voted '**mental health**' as a priority for the Worcestershire County Council's Youth Cabinet Manifesto for 2025.
- Our six district collaboratives' priorities work towards good **mental health and wellbeing** by bringing partners together and driving local action.
- District councils carry out **annual residents' surveys**, including questions on health, wellbeing and community that help shape local strategies and service delivery.
- Worcestershire County Council has appointed **two new SEND co-production officers** to put young voices at the centre of decisions that affect them. They've been asking young people what "good" looks like in their lives, and what they need to feel happy, fulfilled, and supported.
- **Over 100 partners** were involved at a Voluntary, Community and Social Enterprise (VCSE) Alliance engagement event in November 2024. Alongside presentations from the local NHS, participants discussed a range of health and wellbeing themes and generated ideas on how to improve services.
- The local NHS continue to collate engagement from across the system, check out the reports: [hwics.org.uk/get-involved](https://hwics.org.uk/get-involved)
- The University of Worcester has been awarded more than **£2.2 million** for THRIVE, a new Rural Mental Health Research Unit, that will deliver a programme of research investigating mental health inequalities across Herefordshire and Worcestershire.
- A joint Research and Engagement Network (REN) initiative, 'REACH', between the VCSE Alliance, local NHS partners, and the University of Worcester has secured further funding to deliver **community-led mental health engagement** with a focus on homeless services.
- Across the Integrated Care System (ICS), **25 volunteer Health Inequalities Ambassadors** are driving a variety of actions, including reducing inequalities in maternity and neonatal care, elective cancer care and diagnostic care, and across GP surgeries.



# Healthy living at all ages

## Supporting every family

Worcestershire's Family Hubs have been refreshed to make it simpler for families to access the support they need, all in one place.

### WORCESTERSHIRE FAMILY HUBS

With nine main hubs and several outreach sites across the county, families with children up to age 19 years, or 25 years for those with SEND, can now find an expanded offer of services like maternity care, infant feeding advice, parenting support and baby groups under one roof.

New district-based Family Hub Networks are also being launched to tailor support to local needs. Thanks to strong partnerships with Action for Children, Barnardo's, Redditch Borough Council and NHS teams, the hubs are more

joined-up, accessible and responsive than ever. It's a big step forward in making family life easier and healthier across Worcestershire.

Alongside the growing Public Health grant programme, additional investment of £200,000 over two years will strengthen the reach and impact of Family Hubs, ensuring more families can access crucial support during the early years.

Public Health are also investing an extra £850,000 in Health Visitor Services over the next five years to enhance support for children with special educational needs and disabilities, and expand breastfeeding support.

I feel more ready to welcome our baby girl to the world after the past four weeks. Thank you for the sessions

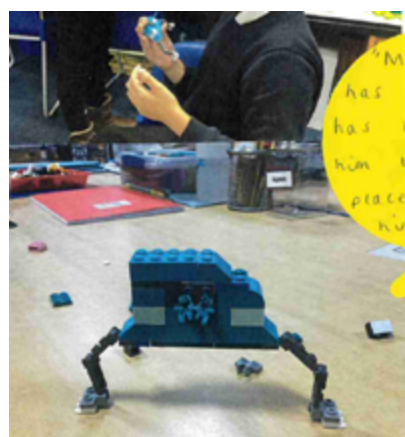
**Parent who attended a Birth and Beyond antenatal group at a Family Hub**



## Youth and School Grants: Meeting young people where they are

Public Health's grant programme continues to go from strength to strength with the amount of grants awarded to youth, school and education settings doubling in the last 12 months.

From sensory rooms, therapy guinea pigs, accessible gardening areas and trim trails to self-defence, drug and alcohol training, knife crime talks and training around healthy relationships and masculinity, The grant programme is having a real impact on the physical and mental health and wellbeing of children of all ages.



## Mood monsters: Building resilience!

With a small Public Health grant, Beacon Pupil Referral Unit in Redditch, trained staff and equipped children with Lego-based Mood Busters sessions. Pupils built "Mood Monsters" to identify feelings, share coping strategies, and develop resilience. Using bricks and elements, pupils express themselves, work together, and learn about problem-solving.

Mood Busters provides a very engaging tool to support our pupils and reduce their barriers – enabling them to connect and engage more safely in the world around them.

**Julie Wynne, Deputy Head**

## Healthy Worcestershire: Helping people to feel their best

Healthy Worcestershire is a free service that helps people thrive: 99% of participants reported leading healthier lifestyles, 70% saw improvements in strength, balance, and flexibility, and many noted reduced reliance on emergency and hospital services.



Watch a video to hear Jenny's experience: <https://youtu.be/r-k257UwRBk?si=pQ4eUj-2Dxrp6px>

The weekly sessions have expanded and now run at 30 venues county-wide. They include gentle exercises such as strength and balance activities, helpful health talks on topics such as community safety, and offer practical advice about staying safe and well.

It's also a space to discover other local activities, have a chat, make friends, and enjoy quality time with others. Healthy Worcestershire is open to adults of all ages who are registered with a Worcestershire GP. To find out more and sign up to Healthy Worcestershire: [healthyworcestershire.org.uk](https://healthyworcestershire.org.uk)

## Nutrition and lifestyle – Healthy Worcestershire

Healthy Worcestershire has recently launched a **free 12-week nutrition and lifestyle programme**.

The programme focuses on changing behaviours, increasing activity levels, and making educated choices to help people lose weight. Individuals have the option of tracking weigh-ins each week and are encouraged to work towards a 5 per cent weight loss goal at week 12.

The virtual-based sessions run on a Monday between 1-2 pm. Courses are interactive, practical and discussion-based. Each 1-hour weekly session consists of a 30 to 45 minute nutrition workshop covering topics such as snacking, portion sizes, fats and sugar, followed by a discussion and question period.

Community-based nutrition support plays a vital role in helping people feel healthier, more informed and more in control of their wellbeing.

Sign up now at:  
[healthyworcestershire.org.uk/nutrition-and-lifestyle](https://healthyworcestershire.org.uk/nutrition-and-lifestyle)

# READY TO QUIT SMOKING?

WE'RE HERE TO HELP



[WORCESTERSHIRE.GOV.UK/STOPSMOKING](http://WORCESTERSHIRE.GOV.UK/STOPSMOKING)

WITH THE RIGHT SUPPORT,  
QUITTING CAN BE EASIER  
THAN YOU THINK.

Get free support from  
Worcestershire's stop smoking service.



**CALL 0800 772 0307  
or 01905 928185**



SCAN HERE

Need help signing up?  
Any Worcestershire  
library can help.



## Support to stop smoking – Healthy Worcestershire

Healthy Worcestershire also offers a free stop smoking service. The service is well used with over 600 referrals in the last 12 months. Participants have an initial consultation with a trained stop smoking advisor, weekly telephone support meetings, a free vape starter kit, and follow-up contact four weeks after their quitting date.

E-cigarettes, or vapes, are now the most popular stop-smoking aid. Many smokers have quit by switching from cigarettes to vaping. Smokers are five times more likely to successfully stop smoking for good using our service.

Community-based group exercise programs that offer people the opportunity to interact with others are also more likely to increase adherence rates and see improvements associated with being more physically active

Visit the website for more information:  
[worcestershire.gov.uk/stopsmoking](http://worcestershire.gov.uk/stopsmoking)



## Physical activity is for everybody

We're making sure everyone has the opportunity to be active and support their mental health and wellbeing.

### National Walking Month: Celebrating our health walk leaders!

Active Herefordshire and Worcestershire, Herefordshire Council and Worcestershire County Council came together to honour over 80 health walk leaders at a celebration event held on Friday 30th May.



Stephen Brewster of Active Herefordshire and Worcestershire said: "The walk leaders are doing some truly amazing things for the benefit of communities across our counties. The physical health benefits of walking are so impactful, but also the social and wellbeing benefits of these walks are also so important."

### New opportunities at Nunnery Wood FC United for women's football

Two new women's teams, an under-18s and open age, at Nunnery Wood Football Club are enabling young footballers to continue their sporting journeys.

It's improved my fitness levels and my health and wellbeing, being able to continue playing football, it's been great for the younger players too.

**Becky Evans,  
Captain, Nunnery Wood FC United  
Women's Team**





## Wythall Fun Run: Bigger and better than ever!

**More than 750 runners and their families** gathered at Wythall Park this Summer for the return of our beloved Wythall and Hollywood Fun Run.

The Public Health team helped support local gym Rush Active to run a Couch to 5K programme at Woodrush Sports Centre, with several graduates from 2024 returning to take part in this year's race. The Wythall and Hollywood Fun Run continues to build a strong legacy of fitness, fun, and fundraising, a testament to the strength and warmth of the local community.

I thought the day/race was so much fun and so well organised! It made me very proud to be a part of the local community! Hats off to all those who played a part in arranging the coordinating.

**Luke Scarr,  
third place male in 5K race**





## Worcestershire Rugby Football Club Mixed Abilities Team

This summer, Worcester RFC Mixed Ability Rugby represented Worcestershire at the Mixed Ability Rugby World Cup (IMART 2025) in Pamplona, Spain. With support from Worcestershire County Council's Public Health team, the club was able to invest in kit and resources that enabled international participation.

Both the men's and women's teams progressed impressively, with the women reaching the semi-finals and the men advancing to the Gold Cup quarterfinals.

Players reported increased confidence, a renewed sense of purpose, and strengthened social connections. Since returning, the club has seen a rise in local interest and new player enquiries.



## Sensory Matters: Physical activity for people with visual impairments

Sensory Matters' new Physical Activity Coordinator has been working hard to create new active opportunities for visually impaired Worcester residents.

They have already run adapted fitness sessions and supported visually impaired runners at the Hollywood and Wythall Fun Run.

Work has also begun with local leisure provider Freedom Leisure to ensure inclusive access throughout the community.



## 'Do you see me moving' events encourage people to get active

A series of 'Do you see me moving' events, including the Olympics and Zumba, were organised by Worcestershire County Council's Learning Disabilities Adult Social Care Team to encourage people with learning disabilities, and their social workers and carers, to get more involved in physical activity.

Events were supported by Our Way Self Advocacy, Disability Rights UK, Bromsgrove's Everyone Active and Healthy Worcestershire.

Being physically active improves mental health, reduces stress, and boosts overall quality of life



## Freedom Leisure supports community wellbeing in Malvern

Working with Malvern Hills District Council, Freedom Leisure has transformed their leisure facilities into community wellbeing hubs. The shift from traditional centres has seen fantastic uptake in community provision, including:

- **2,440** visits to health-targeted projects like Good Boost and seated exercise;
- **76** referrals from the MSK physiotherapy team at Malvern Community Hospital;
- **1,430** participants in positive activities for young people;
- **902** concession hub memberships for low-income households

Significant investment is also seeing improvements taking place at Malvern Rugby Club, Malvern Town Football Club, Sport Dyson Perrins, Upton Hill Community Centre, Malvern Vale Community Centre, and Sport Martley Leisure Centre.



## Inclusive health and wellbeing

We're shining a spotlight on some of the brilliant public health grant-funded projects that are providing opportunities for all our residents to improve their mental health and wellbeing.

### Active Minds, Our Way

In Kidderminster, Our Way's Active Minds project has made a big difference in the lives of young people with disabilities and learning needs by helping them get active, feel included, and build confidence through peer support. Over six months, the project offered a mix of sports, creative play, and wellbeing sessions that were specially adapted to suit different abilities and interests.



By combining physical activity with creativity and peer support, Active Minds created a space where young people with disabilities and learning needs could thrive, growing in confidence, trying new things, and feeling part of a community that celebrates their strengths.

### Worcester Talking News



The Worcester Talking News project is helping visually impaired and neurodiverse residents stay informed and connected. The initiative provides accessible audio news and information services. The organisation is expanding its reach across the county, improving volunteer facilities, enhancing its digital presence, providing volunteer training to better support diverse accessibility needs and strengthen community partnerships.

### Inclusive cycling

There are new inclusive cycling opportunities for people with disabilities of all ages, thanks to a new initiative by PAL Fitness & Education CIC, also known as "Purposeful, Active, Living,". The sessions are taking place at the new cycling facility at Evesham Football Club, using a range of adapted and specialised bikes to ensure everyone can participate, regardless of their physical, cognitive, or social abilities.

Feedback from participants: "I've rediscovered my passion for cycling and my family haven't got to worry as I am safe", "It helps burn off my energy so I can sleep earlier."



## Wellbeing in our communities

### Art competition kicks off new 'Care Opinion' pilot



Herefordshire and Worcestershire's Health and Care Trust's Wellbeing and Emotional Support Team (WEST) are delivering a new 'Care Opinion' pilot.

The 'Care Opinion' will be more than just gaining feedback from service users and families. It is about developing a narrative between communities and health services to make positive changes for the future.

In May 2025, a competition was held for a young person to design a picture to feature on our Care Opinion leaflets. Here are the fantastic winning designs.

### Slipper swap prevents falls

The Worcester Slipper Swap is helping older residents stay safe and well at home. Hosted by Worcester City Primary Care Network, the event offered free, professionally fitted slippers to people aged over 65 years.

Poor footwear is a key factor in falls, which are a leading cause of injury and hospital admissions in older adults. This initiative tackles that risk directly, supporting safer movement, reducing the strain on healthcare services, and promoting wellbeing across the community.

The event successfully engaged over 100 patients, with 60 pairs of slippers exchanged. Each patient who participated was offered a free health check, fire assessment, and an occupational therapy home visit.



### VCSE continues to deliver mental health projects

The VCSE Mental Health Steering Group partners continue to deliver work supporting the mental health and wellbeing of residents, including the provision of Managing Emotions Groups, a Peer Support Programme and Mental Health Link Workers. The steering group is now applying for funding to widen the provision of the Five Ways to Wellbeing as well as targeted support for people with complex mental health needs.

## Wellbeing in Wychavon



A new community-driven scheme is aimed at improving mental health and wellbeing across Wychavon, particularly in its rural areas.

Participants will be equipped to identify mental health concerns, signpost to appropriate support, and refer safeguarding issues. Priority groups include men in isolated rural roles, pregnant women and new mothers, informal carers, and those with long-term physical health conditions.

Through tailored training sessions and mentoring frameworks, the initiative aims to foster early intervention, reduce stigma, and embed mental health support within everyday community interactions, with a goal to reach full implementation by 31 March 2026.

Building relationships  
with local groups helps  
tackle loneliness  
and isolation

## Malvern's Being Well Service: Supporting resilient communities

The Being Well service, jointly funded by public health and MHDC and delivered in partnership by SWCA and Age UK Wyvern, aims to enhance capacity and connectivity in non-medical mental health support across the Malvern Hills district using a strengths-based, community-led approach.

- **80%** of the towns and villages within Malvern Hills District visited;
- The Being Well coordinators attended **80 groups** in the last quarter alone;
- **60** individuals have received ongoing 1:1 support through the Being Well project;
- **110 people at 11 groups** attended informal group presentations promoting self-care for mental health and the 5 Ways to Wellbeing.



The service is supporting people like Dennis, 93 and a widower, who's now attending two community meals and a social group; he feels that his days are fuller and that he is becoming less lonely.

## Quality local jobs and opportunities

Having access to quality and fulfilling local jobs and opportunities and feeling supported into employment, is vital for our community mental health and wellbeing.

### Marvellous Me

The Worcestershire County Council Learning Services team has won a national 'family learning' award for their work within Worcestershire primary schools.

They run a course called 'Marvellous Me' which encourages parents, carers and guardians to learn in their child's school alongside them about family wellbeing. The Campaign for Learning singled them out for their imaginative and innovative approach to family learning.



### Cranstoun's volunteering service is giving people hope and purpose



Cranstoun Worcestershire has been helping people recover from drug and alcohol issues since 2015, with thousands supported on the journey to healthier lives. Volunteers are central to this success.

They assist with clinical tasks and connect with people in the community, often bringing their own lived experience to the role. Gavin, once a service user himself, now hands out Naloxone every Friday with the team.

It's a drug that reverses opioid overdoses, and it's already saved at least ten lives in Worcester. Cranstoun's impact stretches beyond recovery. It's about rebuilding community, sharing knowledge, and making streets safer.

Watch a video about the service: [youtube.com/watch?v=L4J81yCVz7A](https://youtube.com/watch?v=L4J81yCVz7A)

## WorkWell Programme launches

Autumn 2024 saw the launch of the NHS WorkWell scheme in Worcestershire delivered by Herefordshire and Worcestershire ICB. The programme is designed to support residents at risk of leaving employment due to health challenges and help them to take positive steps through health coaching to retain their employment. Since its inception, the programme has seen over 350 residents for 1:1 coaching.

Find out more at **WorkWell: Herefordshire and Worcestershire Integrated Care System**



Watch the video here:  
[youtu.be/SqQYwRQleeQ](https://youtu.be/SqQYwRQleeQ)

Staying connected to others helps to create feelings of belonging and being loved, cared for, and valued



## WorkWell Empowers Women Through Menopause and Career Transitions

Worcestershire women have transformed their lives with the support of the WorkWell programme, which offers tailored coaching to help individuals navigate health-related work challenges for all.

One participant, a former kitchen porter battling labyrinthitis and perimenopausal symptoms, found herself overwhelmed and unsupported at work. "I was burnt out and lost," she shared. With coaching, she retrained as a Qi-Gong practitioner, secured a part-time job, and launched her own wellness business. "WorkWell gave me the confidence and structure I needed to start again."

Another, a 45-year-old occupational therapy assistant and part-time master's student, faced the dual challenge of late-diagnosed menopause and autism. With her coach's help, she negotiated workplace adjustments and academic flexibility. "Having someone in my corner each week made all the difference," she said. "I'm still doing what I love, just with the right support."

Both stories highlight the power of personalised, compassionate support in helping women stay in work and thrive.

## Employment Support for Drug Recovery

Individual Placement Support is a new, innovative service for Worcestershire. Skilled employment specialists support clients who are in treatment with Cranstoun, Worcestershire's Drug and Alcohol treatment provider, to get paid work.

For one client, the past rejections, drug use, and criminal history had severely impacted their confidence and self-belief. This new service has now enabled them to achieve their dream role, helping with each step of the process from writing a CV through to securing and preparing for a job interview.

The Cranstoun employment specialist reflected, "Anyone has the potential to succeed. Sometimes, all someone needs is a bit of belief."



## INclusive Worcestershire Leaders network

INclusive Worcestershire Leaders collaborates with local businesses to improve workplace inclusivity across the county. In 2024/25, the programme has signed up over 50 businesses achieving INclusive Worcestershire Leader status for exemplary EDI practices.



This initiative promotes healthy, supportive work environments, fostering employment opportunities for individuals from diverse backgrounds and those with disabilities, thus enriching the local community.

"Since joining the INclusive Worcestershire leaders programme, it has given us the continued emphasis and focus on assuring our practices and processes within our company but also given us the tools and confidence to build on practices. A great practical network that is helping us to make positive change in our company"

Network member

## Worcester Royal Hospital's new staff wellbeing and relaxation room

Worcestershire Acute Hospitals Charity has officially opened the final Staff Wellbeing and Relaxation Room at Worcestershire Royal Hospital, completing a trio of dedicated spaces across the county. Funded by NHS Charities Together and the Trust charity, these rooms, also located at Alexandra and Kidderminster Hospitals, offer staff a quiet place to pause, recharge and feel appreciated.

Designed with input from the 2023 Wellbeing Matters Day, the spaces reflect what colleagues said they needed most. The recent opening event brought together senior leaders and staff to celebrate this milestone in supporting NHS workers' mental health and resilience.

## You Turn: Dress to express!



You Turn in Evesham is helping young people tackle mental health challenges through creativity, launching a multi-media arts project that blends design, wellbeing and enterprise.

Funded by the Public Health Youth Grant programme, the initiative gives participants hands-on experience in graphic design, photography, printing and more, with the aim of producing clothing and media that share positive mental health messages.

The project has already led to the launch of Mankey Clothing, a youth-led brand that's boosting confidence, emotional expression and problem-solving skills.

## Skills Bootcamp

# SKILLS FOR LIFE

## SKILLS BOOTCAMPS WORCESTERSHIRE

Skills Bootcamps are helping Worcestershire residents gain the confidence, skills, and support needed to achieve their career goals, including in high-demand sectors such as health and social care.



Delivered with local training providers, these flexible programmes prepare people aged 19+ years for real job opportunities while supporting employers to meet critical workforce needs.

As more individuals progress into meaningful work, the positive impact extends beyond employment, boosting personal wellbeing and building stronger, more resilient health and care services that benefit communities across the county.

# Safe, thriving and healthy homes, communities and places

So many fantastic services and projects are working to improve mental health and wellbeing by creating safe, healthy homes, communities and places for our residents.

## New Community-Based Domestic Abuse Service (CB DAS)

Worcestershire is strengthening its response to domestic abuse with the launch of the Community-Based Domestic Abuse Service (CB DAS), funded by the Ministry of Housing, Communities and Local Government for 2025/26. This new countywide initiative will deliver trauma-informed support and advocacy where it's needed most, focusing on areas with the highest prevalence.

By embedding staff in trusted community spaces like Family Hubs, schools and GP practices, CB DAS will offer flexible, accessible help that meets people where they are. The service will work closely with local partners to build a joined-up network of care, ensuring victim-survivors receive timely, tailored support. Community-rooted services like this can be life-changing, helping individuals rebuild safety, confidence and connection.

## Co-produced artwork at the Youth Justice Centre

Severn Arts has commissioned artist Dermot Clarke to co-create indoor and outdoor wall artworks with young people at Tolladine Road Youth Justice Centre.

Delivered in partnership with West Mercia Youth Justice Service, this project is all about turning the space into something welcoming, expressive and shaped by the ideas of those who use it. The project has allowed young people to explore creativity on their own terms.

I did not think I would be any good at art but I have surprised myself.

- Youth participant

## Worcestershire Library Service at Home



Worcestershire's Library Service at Home is more than a book delivery service; it's a vital lifeline. In 2024, 269 volunteers made over 1,800 visits, reaching 178 residents across the county.

For Nina, who is housebound with long-term health conditions, the large print books and audiobooks she receives help her manage pain, ease stress and stay connected to the world.

For someone who has loved books all her life, losing access to that world would have been devastating. Thanks to the Library Service at Home and its dedicated volunteers, Nina says her life feels bearable again.

## Connecting through libraries

Library Connect Groups are creating meaningful social spaces across Worcestershire, with around 200 meetings held each month and over 20,000 annual attendances.

These volunteer-led gatherings bring people together around shared interests, from language cafes and writing groups to sign language and LGBTQ+ book clubs.



For Chris, who attends the Out2gether book group at The Hive, the experience has been transformative. He describes feeling calmer, more connected and emotionally uplifted, thanks to the friendships and welcoming atmosphere.

## A celebration of partnership: Worcester Safe Space wins national award

Worcester Safe Space has received national recognition for its outstanding impact on community wellbeing, winning the Best Social and Community Contribution Scheme award at the Association of Town and City Management Awards. Launched in December 2023, the initiative has supported over **2,600** medical incidents across **104** operational nights.

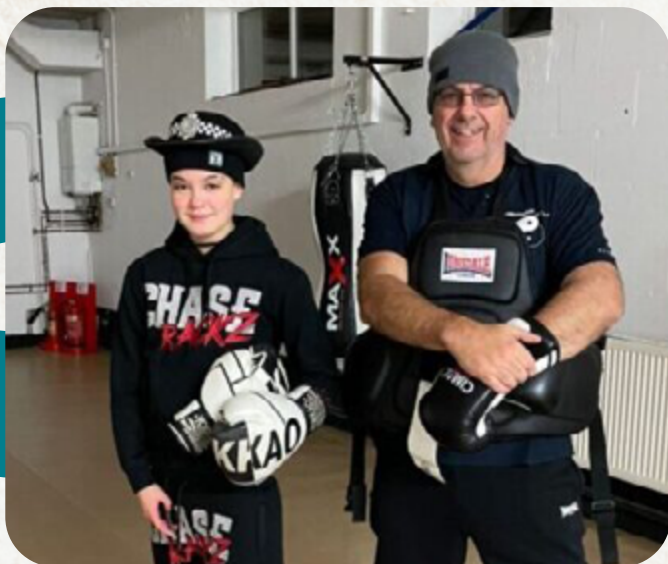
This equates to an average of **25** people helped per night, significantly easing pressure on emergency services and



providing fast, compassionate care exactly where and when it's needed most. Led by Worcester Business Improvement District and backed by partners including West Mercia Police, local councils, health teams, and volunteers, the initiative is reshaping how safety and support are delivered in Worcester's city centre.

## Priority Neighbourhood Development

Public Health has identified 14 priority neighbourhoods across Worcestershire. These areas face significant unmet needs and poorer health outcomes, but are often rich in community spirit and pride. Working with communities, voluntary groups and statutory services, local partnerships will co-produce health and wellbeing initiatives with the community.



### Redditch Self Defence Association: Knockout success!

The Redditch Self Defence Association provides free boxing and positive activities mentoring for all ages to improve their wellbeing, prevent them from engaging in crime and harness the power of physical activity for their self-esteem and mental health.

New free community sessions include a women's group, an over-40s group and a group for young people and their families.

Redditch Self Defence takes referrals from a wide range of partners working with young people, including the NHS, local Child and Adolescent Mental Health Services, Families First, Social Workers, School Exclusion Officers, Police, Turnaround officers and Probation.

### New citizens community advice workers for Redditch residents

Two new citizens community advice workers are supporting residents across the Redditch community to access the right information, guidance and support.



Community groups engaging young people, provide positive relationships, role models and spaces to be listened to.

For Winyates  
they we listen and learn,  
ation like long for peace  
ndness feel our hearts  
Queen of Hearts  
ge we are given is filled  
with Love,  
as us on wings of a dove  
om are built along the way,  
journey seals the days

Like a butterfly emerging we can  
come anew  
To reach our goals and then smile  
right through  
When we gain confidence our friends  
become our  
At Inspire  
Today's  
As  
may not be seen.  
Karen Smith

## Winyates Community Hub in Redditch gets creative



Supported by grants from Reimagine Redditch and Severn Arts, local residents that are supported by the Winyates Community Hub took part in a programme of creative activities.

The sessions ended in a fantastic celebration event with music performances, a fashion show, and the unveiling of a new co-created mural for the Hub. Residents continue to take part in creative activities to support their mental wellbeing.

“Really enjoyed my time at the group. I am currently off work for my mental health, and this group has given me some confidence, and I have enjoyed meeting new people, and new skills, as I have never used a sewing machine before.

**Winyates Group attendee**

Taking part in creative activities can help to reduce anxiety, depression, and stress



## LGC Awards 2025

### Public Health wins LGC Award with We are Westlands

The approach is based on the award-winning work in the Westlands Estate in Droitwich, where residents and community organisations shaped the work that's preventing health problems, providing better access to services and support, and helping people stay well.

In Redditch, which has eight priority areas, grant funding is supporting place-based community organisations to build on 'what's strong' and improve health outcomes of residents.

The impression people have of Westlands isn't always the reality. Loneliness and isolation are big issues here, a lot of people feel very cut off. The most important thing this project has done is listen to us.

**Tony Libetta, Local resident and Chairman of the Residents Association**

### New place-based partnerships support local health and wellbeing

Two new place-based partnerships have been set up with community partners in Redditch. New peer support groups and a training offer for organisations will support women who have experienced domestic abuse and trauma. A second group will be focusing on improving the health and wellbeing of residents in the Woodrow area.

## Your Health: Award-winning outreach prevention services



The award-winning Your Health outreach service supports adults facing the greatest health inequalities to access holistic prevention services like social prescribing, cardiovascular disease (CVD) and respiratory risk checks and education on topics like mental health, healthy weight, smoking, and alcohol.

The service has engaged with over 4200 people, particularly those facing barriers to healthcare services, including homeless and prison populations, rural and farming communities and different ethnic groups including the Gypsy Roma and Traveller and South Asian populations. So far:

- **2,855** NHS Health Checks delivered across underserved populations
- **1,100+** patients identified with key CVD risks

Innovations are continuing with the service, including offering cervical screening, STI testing and linking with complementary services.

## Happy to Chat Bench: Getting the Kidderminster community talking!

A 'Happy to Chat' bench has recently been installed at Kidderminster Hospital and Treatment Centre.

It is inspired by the national 'Happy to Chat' initiative, and thanks to the collaboration of local resident, Heather Prangley, Worcestershire Acute Hospitals Charity and Kidderminster Specsavers Manufacturing and Distribution Team.

The bench, which is situated outside of the Minor Injuries Unit, provides a welcoming space for the community, offering a moment for respite and, of course, a space to chat.



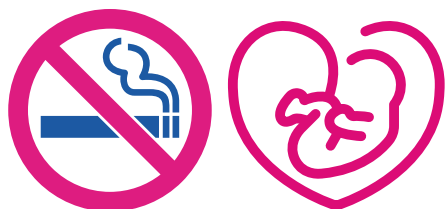
The aim of a designated 'Happy to Chat' bench is to let the community know that anyone sitting there is happy to start a conversation. May those who sit on this new bench make a connection which helps their mental wellbeing, and may it also foster community interactions.

**- Heather Prangley, holder of the British Citizen Award for her community work**

# JLHWS 3 Year Update

## 29 September 2025

Below are some of the headline statistics on progress against the Worcestershire Joint Local Health and Wellbeing Strategy 2022-2023 at the three year update.



**-30%** our smoking in pregnancy rates have reduced by **30%** in the last year (8.9% to 6.2%).

WORCESTERSHIRE  
**FAMILY HUB**

**11K+** visits to our **Family Hubs** in the first three months since our relaunch.



**4K+**

visits to the new **Best Start** single point of access web platform since launching in May 2025.



**350**

residents have received **1:1 coaching** through the NHS WorkWell scheme.

We've supported

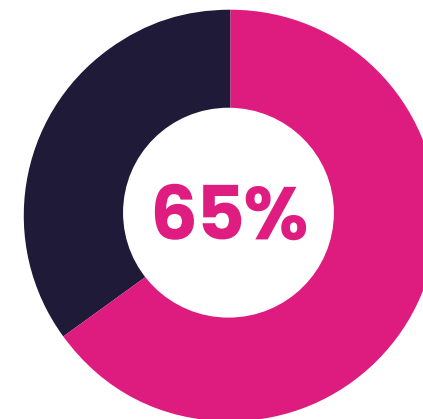
**3291**

people through our Drug and Alcohol treatment service in the last 12 months – this is an increase of 1,339 people receiving help.

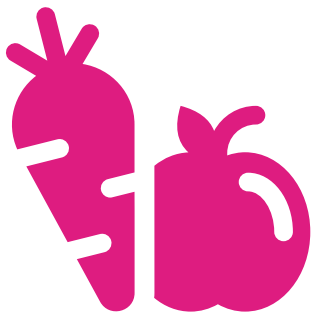


Our Continuity of Care rates are continuing to improve, up from **18%** in November 2021 to **65%** in May 2025.

**65%** of Prison Leavers with a continued treatment need in Worcestershire are being picked up in the community within 3 weeks compared to the national average of **57%**.



35%

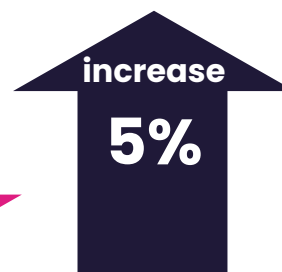


Of Worcestershire adults meet the '**5-a-day**' **fruit and vegetable consumption** recommendations.

This is much higher than the national average of **31%**.

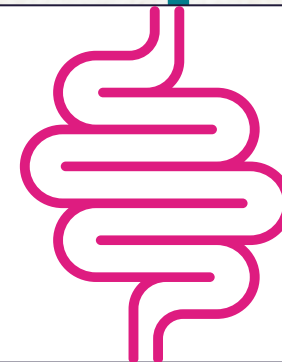
Westlands

Worcestershire



After our Priority Neighbourhood pilot: **We are Westlands** we saw a reduction in **Emergency Admissions** in the area, compared to a rise across Worcestershire.

76%



We are seeing **76%** eligible 60-74 year olds through the ICB Herefordshire and **Worcestershire's Bowel Cancer Screening programme**. This is significantly more than the national average (**72%**).



After just 3 months of attending **Healthy Worcestershire** sessions...



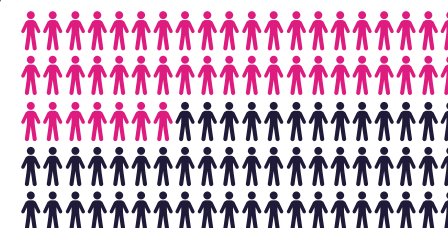
**99%** Had improved **Health and Wellbeing**



**66%** Had improved levels of **Physical Activity**



**57%** Said **Social Contact** had improved



**47%** Had improved their **Mental Wellbeing**

You can stay up to date on news,  
reports, data and community  
stories on our health and  
wellbeing Insights website:

**[insights.worcestershire.gov.uk](https://insights.worcestershire.gov.uk)**

