

Best Start in Life
Implementation Plan 2023-2025 (Amended)
 (This is a working document) 24 February 2025- last update

This draft implementation plan has been developed through engagement with the Early Years Group and Children and Young People Partnership, Health & wellbeing board partners, and the voluntary sector. The plan will continue to evolve and develop throughout its life course

Cross-cutting, collaborative actions, required to underpin all transformational developments:

Actions	Target/review date	Responsible Service(s) and reporting lead(s)	Indicators/measurements	Resource	Action Targets	Risk/Comment
A. Work to establish an integrated approach across teams that include practice nurses and staff from the new 0-19 service	December 2024	WVT/ICB/ Herefordshire General Practice /PCNs Hannah Banister white	Progress report from ICB/ICP Impact on families	Existing resource	The 0-19 service are represented at each PCN partnership board and established in PCN areas representing children & families (agreed by Hannah B.W) 0-19 service have established links with all GP practices and a named nurse for each GP practice (agreed by Hannah B.W)	The national Fuller Review & recommendations on primary care neighbourhood teams
B. Ensure cross partner communications plans to promote healthy living messages	April 2024	Hfds/WVT/ICB/PCNs/CP & CVS/One Herefordshire Communications Group Sophie Hay Public Health Comms Lead	Immunisation data; A&E admissions for 0-5s; Increased role of pharmacies	Existing resource	Healthy living Comms messages where appropriate are joined up with partners	Consistent and effective communications process across and within partner agencies

Actions	Target/review date	Responsible Service(s) and reporting lead(s)	Indicators/measurements	Resource	Action Targets	Risk/Comment
C. Develop a cross-sector dashboard covering health services, social care, CVS and early years data	March 2024	Hfds council/WVT/IC B/ CVS	Dashboard with health and social care data	Existing resources	To be developed through our strategic partners in the Children and Young people partnership board.	Key data to reflect priority outcomes
D. Ensure that the voices of families and children are incorporated across actions and plans (Wording confirmed by Lindsay).	June 2024	CVS/all partners (Nicola Turvey, Della Pascoe and Arwen Nixon)	Measure activity against the HSCP Voice of the Child Participation Toolkit		100% of EH assessment of families of 0-5 have the voice of child embedded (agreed by Nicola Turvey). 100% of children centres services have the voice of child embedded (agreed by Nicola Turvey). To add – see comment	

Ambition 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING**Outcome 1.1: Reduction in tooth decay**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	Resource	Action targets	Risk/Comment
1.1.1 Continue roll-out of tooth brushing programme to include: SEND/MOD pre-schools and reception classes Establish brush packs in Health Visitor 2-year review & new pre-school review	June 2024	Public Health/WVT Victoria Major/ Hannah B. W	Oral health data % of 5-year-olds with dental decay, missing or filled teeth. Link with Oral Health Improvement Board data. Increase in children who at receiving oral health pack 2-year review.	PHRFG	40 Schools/EY settings (Target agreed by Victoria Major) 100% OF 2 YEAR OLDS (Mandated check) (Target Agreed by Hannah B.W) 85% of 3 years Olds (non-mandated check) (Target agreed by Hannah B.W)	
1.1.2 Roll-out of the 4-6 month oral health & weaning contact (community offer) (agreed by Hannah B.W)	October 2024	WVT Hannah B. W	Reach and accessibility measures	Existing resources	50% of all parents attend the 4-6 months community workshop for weaning and oral health (Target agreed by Hannah B.W)	Alternative models to be explored eg face to face, digital, group offer
1.1.3 Work to secure more NHS dentists, so that pre-school children can have regular dental check-ups	December 2024	ICB/ORAL; Health Improvement Board Harpal Aujla	Increased access to dental services/qualitative report from ICB/PH	ICB	2 New NHS dental practices established in herefordshire	Inadequate numbers of NHS dentists On-going work with NHS dental providers to increase provision &

Ambition 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING Outcome 1.1: Reduction in tooth decay						
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	Resource	Action targets	Risk/Comment
						prioritise children
1.1.4 Establish Healthy Tots programme & toolkits, including healthy eating and physical activity policy in Early Years settings, including SEND/MOD children	December 2024	Public Health Victoria Major/ Suzanne Clarke	Excess weight at reception age (National Child Measurement Programme data) Number of schools & early years providers signed up to Healthy Tots; Impact data on targeted, vulnerable groups	PHRFG	40 Early years settings /childminders sign up to the framework in the first year (Target agreed by Victoria Major) 60 of Early Years settings/childminders signup to the framework in year 2. (Target agreed by Victoria Major)	Potential pilot settings identified

Ambition 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING**Outcome 1.2: Reduction in obesity of all children**

Actions	Target/review date	Responsible Service(s)	Indicators/measurements	Resource	Action targets	Risk/Comment
1.2.1 Expand B/F friendly accreditation: In the community eg children's centre services and Community Hubs (Agreed by Dawn Knight) Maternity: Complete process for Baby Friendly status/accreditation Progress the Infant Feeding Strategy towards implementation	December 2024 June 2024 March 2024	Midwifery WVT Arwen Nixon WVT- Hannah.B.W Children Centres – Dawn Knight	Breast feeding rates at 6-8 weeks County-wide implementation	PHRFG WVT Existing resources	Align Children centre services with the baby friendly accreditation criteria (Target agreed by Dawn Knight) Work towards achieving re-accreditation of the B/F status. (Target agreed by Hannah B.W)	Currently 55% of babies are still breast fed at 6-8 weeks

AMBITION 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING						
Outcome 1.3: Increased mental wellbeing and resilience of parents & children						
Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
1.3.1 Strengthen and expand community-based access to information and support by developing well-trained staff and accessible resources across a range of settings, to enhance signposting and guidance for families. Launch virtual offer providing information & support for families through Talk Community. Develop Virtual Family Hub	December 2024 June 2024	Talk Community EMILY LOWE Nicola Turvey		Talk Community	80% of Hubs undertaking training needs analysis. Talk Community directory offer comprehensive info on 0-5 offer Healthy lifestyle coaches work in the Hub Develop One Virtual Family Hub.	

AMBITION 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING**Outcome 1.4: Improvement in health outcomes for all children and seek parity in health for the most disadvantaged children**

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
1.4.1 Develop and roll out training for all 0-5s workers in oral health, healthy weight issues, Solihull and Early trauma. Offer to be promoted to social prescribers, family support workers, Homestart, community development workers, Foster carers, Talk Community volunteers.	April 2025	Public Health Victoria Major for oral health and Healthy weight Lieke Blondeel for Solihull approach	Numbers/type of staff trained Health & wellbeing surveys Numbers using CHAT line Link with GMH Implementation Plan and CYP Emotional Health & Wellbeing Delivery Plan	Children's Services / PHRFG	300 of 0-5 yrs workers trained in oral health in year 1 (Action target agreed by Victoria Major) 75 of 0-5 yrs workers trained in healthy weight issues in year 1 (Action target agreed by Victoria Major). 50 0-5 yrs workers trained in Solihull approach and Early trauma in year 1 (Action target agreed by Lieke Blondeel).	
1.4.2 Strengthen reach to families that do not engage with statutory services/who do	December 2024	Children Centres- Dawn Knight	Qualitative report Link with Health Inequalities Strategy 2023-2026		CC services & 0-19 service identify and use innovative approaches to engage hard to reach communities (target	Joint working with CVS must be progressed

not seek support eg Gypsy/Roma families and refugees families (agreed by Dawn)		WVT Hannah B.W			agreed by Dawn Knight) 100% of all refugees families with 0-5 children will be seen by a HV and offered a suitable service (target agreed by Hannah B.W) 100% of Gypsy/Roma/Traveller families with 0-5 children that are registered with a GP will be seen by a HV (target agreed by Hannah B.W)	
1.4.3 Sustain support for the poorest families across the county, including holiday activities fund (HAF)	December 2024	Herefordshire council – County Plan, Big Economic Plan/CVS Nicola Stroud/ Emily Lowe	Data on benefit claims, free school meals; Numbers of children living in poverty	Government Funding	Aim towards 25% of eligible children to attend and engage with HAF program. (Target agreed by Nicola Stroud) Increase engagement with SEND in the HAF program and maintain engagement with secondary aged children.	Lack of funding, economic plan failure. Currently funding for HAF runs till March 2025.

AMBITION 2: CHILDREN ARE PROTECTED FROM HARM AT HOME AND IN THE COMMUNITY
Outcome 2.1: Reduction in number of children experiencing neglect & unintentional injuries

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
2.1.1 Note the progress/link with Children's Services improvement plan	Ongoing	Herefordshire council & stakeholders	Progress reports Data from A & E re NAIs Performance data from Children & families service eg numbers for those in care Qualitative measures – the voice of children and families Link with Corporate Parenting Strategy 2022-2024	CYPP Board/Public Health	To link with the Children's Services improvement plan	Improvement plan in progress

AMBITION 2: CHILDREN ARE PROTECTED FROM HARM AT HOME AND IN THE COMMUNITY
Outcome 2.2: Reduction in number of children with experience of trauma / ACEs

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
2.2.1 Pilot the PH Wales Adverse Childhood Events (ACEs) Enquiry Questionnaire. (agreed by Hannah B.W)	June 2024	WVT- Health Visiting service Hannah B.W	Qualitative report	Existing resources	The roll out of the questionnaire to begin in September 2024 as a pilot (target agreed by Hannah B.W)	Funding/capacity to progress the pilot

2.2.2 Broaden 'First Steps' programme to include domestic violence, previous child removal (The Pause approach is removed).	January 2025	Children Centres – Dawn knight	Number of staff trained and impact measures	Expansion of existing program	100% of young parents accessing the first steps programme who have been affected by DV or previous child removal are signposted to Womens Aid (Target agreed by Dawn Knight)	There is no PAUSE program in Herefordshire as there is no money, capacity to deliver the program. It is removed from the action now
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AMBITION 2: CHILDREN ARE PROTECTED FROM HARM AT HOME AND IN THE COMMUNITY
Outcome 2.3: Reduction in number of children taken into care

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
2.3.1 'Broaden' the early help/Start for Life offer within the community to involve more community hubs, community groups, CVS etc – so that early help is everyone's responsibility	September 2024	Talk Community & CVS partners/community stakeholders	Data from hub staff numbers/training Link with 'Early Help & Prevention' Plan	Talk Community	Promote early help and wider engagement with the CVS through media, newsletters and events.	

AMBITION 2: CHILDREN ARE PROTECTED FROM HARM AT HOME AND IN THE COMMUNITY

Outcome 2.4: Greater numbers of parents are successfully supported to develop healthy parenting routines & behaviours

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action Targets	Risk/comment
2.4.1 Healthy schools/tots programme to include training around Early Trauma Which include settings having established pathways to make referrals to West Mercia Women's Aid, Drug & alcohol service and sexual health identified in their policies supporting Childrens with ACES.	December 2024 June 2024	Public Health Victoria Major/ Suzanne Clark / Leike Blondeel	Link with 'Early Help & Prevention' Plan Number of staff trained Numbers of staff accessing Solihull training Impact on practice	Existing resource PHRFG	40 primary schools & EY settings have a ACEs policy which includes referral links to Herefordshire West Merica Womens Aid, Drug & Alcohol Service & Sexual health services (Action Target agreed by Victoria Major)	Training commissioned for assessment & emotional coaching for ACEs in early years

AMBITION 3: CHILDREN ARE ABLE TO ACHIEVE THEIR EARLY DEVELOPMENTAL MILESTONES**Outcome 3.1: Increase in number of children achieving the appropriate level of development at 2-2½ yrs**

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action Targets	Risk/comment
3.1.1 Work towards a consistent universal offer that incorporates joint working between HV & Early Years. Eg expand the integrated development reviews (agreed by Hannah B.W)	December 2024	WVT Hannah B. White	0-19 performance data	WVT	30% of 2-year-old reviews are integrated (agreed by Hannah B.W)	Some joint reviews happen, but are inconsistent
3.1.2 Work towards fulfilling the statutory duty for providing early years education as set out by DfE.	December 2024	Herefordshire Council/CVS partners/education/ community stakeholders Emily Garner	Number of children taking up EY places across the county. Information from Childcare Sufficiency Strategy (annual assessment) Number of those taking up training Number of settings/venues available across the county	Existing resource	The quality of Early years education is good or outstanding (Herefordshire children will achieve Good Level of Development in line or above national statistics): - Average number of early learning goals at expected level per child. - Percentage of children at expected level across all early learning goals.	Currently sufficient places exist but there is a need to understand the impact of the national offer of increased hours from April 2024 Dependent on recruitment and retention of Early Years staff in future.

					- Percentage of children at expected level in communication and language and literacy areas of learning: - Percentage of children with a good level of development:	
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AMBITION 3: CHILDREN ARE ABLE TO ACHIEVE THEIR EARLY DEVELOPMENTAL MILESTONES

Outcome 3.2: Identification of those children that don't achieve their milestones and the offer of support

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
3.2.1 Establish SEND champions from the 0-5 service in each PCN area (agreed by Hannah B.W)	June 2024	WVT HV service Hannah B.W	Link with SEND Strategic Assurance Board	WVT	By July 2024 there will be champions from the 0-5 service in each PCN area (target agreed by Hannah B.W)	Recruitment to post in progress
3.2.2 Co-produce a community offer that will extend children's social experiences and support their communication skills Work with CVS to reach and gain the voice of children and families from underrepresented groups, such as Roma/Gypsy/other minority ethnic groups	December 2024	Herefordshire council /Talk Community /CVS / health partners	Number of children requiring specialist speech and language therapy. Qualitative reporting		XXXXXXXXXX TBC	Lack of interest and cultural change is a risk

AMBITION 3: CHILDREN ARE ABLE TO ACHIEVE THEIR EARLY DEVELOPMENTAL MILESTONES
Outcome 3.3: Children who are experiencing disadvantage have a clear pathway of support

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
3.3.1 Expand joint HV clinic with physio/speech therapy for early discussions on potential signs of delay (agreed by Hannah B.W)	June 2024	WVT/Public Health/ICB Hannah B.W	0-19 service performance data – developmental assessments	WVT	To roll out an additional joint clinic with HV, speech and physio in a rural market town (action target agreed by Hannah B.W)	
3.3.2 Roll out 'Dingley's Promise' (SEND) training to early years professionals.	June 2024	Herefordshire council Della Pascoe	Numbers of staff trained		75% of EY providers are trained in Dingley's Promise (agreed by Della Pascoe).	
3.3.3 All parents of SEND children age take up their Early Education Funding (EEF) Entitlement.	March 2024	Herefordshire council Della Pascoe	Numbers of families that access the programme	Existing resource	100% EY Children with SEND take up their EEF entitlement (agreed by Della Pascoe).	

AMBITION 4: PARENTS ARE WELL SUPPORTED DURING PREGNANCY AND POST BIRTH
Outcome 4.1: Increase in numbers of women experiencing a healthy pregnancy

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
4.1.1 Encourage the take up of pre conceptual education through the Solihull parenting programme (<u>A modification suggested by Julia</u>)	September 2024	Public Health /Education partners.	Infant mortality data Low birth weight data Smoking in pregnancy data	PHRFG	Reach 580 parents as a total to date target (target agreed by Lieke Blondel)	Access to pre-conceptual advice

AMBITION 4: PARENTS ARE WELL SUPPORTED DURING PREGNANCY AND POST BIRTH
Outcome 4.2: Reduction in infant mortality rate

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
4.2.1 Continue to roll-out of 'challenging conversations' training for midwives around healthy lifestyles and expand to health visiting services.	December 2024	WVT – Arwen Nixon	Number of staff trained Qualitative feedback and impact	Existing resource	TBC	As of March 24, it is only for Midwives.
4.2.2 Develop community action network meetings within the Community	December 2024	Public Health/CVS/Talk Community	Engagement, PCN areas, meetings	Existing resource	One meeting in each PCN area to be held monthly	Future of Hub development

AMBITION 4: PARENTS ARE WELL SUPPORTED DURING PREGNANCY AND POST BIRTH
Outcome 4.3: Improvement in antenatal and post-natal mental wellbeing

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
4.3.1 Continue to deliver Healthy Lifestyle support to identified families as part of the pilot family coaching model in line with the ICB funding (Currently funding until Sept 24) Wording changed and suggested by Philippa Ellis. Continue with stop smoking specialist service for pregnant smokers.	March 2024 December 2024	Public Health/WVT (Philippa Ellis)	Healthy lifestyles data eg maternal obesity; postnatal smoking data; Healthy Start vitamins and food vouchers uptake. Smoking in pregnancy and smoking at time of delivery rates.	Options being explored to extend existing resource Options being explored with ICB	All Pregnant women identified at booking by a midwife with a BMI ≥ 30 will be referred to the Healthy lifestyle services for support with healthy lifestyle during their pregnancy with signposting into Healthy Family group sessions post pregnancy if required	Funding a risk: additional funding being sought by ICB Midwifery leads for smoking currently on fixed term basis – March 2025

AMBITION 4: PARENTS ARE WELL SUPPORTED DURING PREGNANCY AND POST BIRTH
Outcome 4.4: Parents are able to make a confident transition to parenthood

Actions	Review date	Responsible services	Indicators/measurements	Resource	Action targets	Risk/comment
4.4.1 Monitor progress of perinatal Mental Health worker programme – severe Mental Health	June 2024	H & W MH collaborative	Number of women accessing the service; partner support	ICB	For info and to cross reference to good mental health plan	
4.4.2 Expand the 'First Steps' programme (currently for under 21s) to include all 1st time parents who are vulnerable. see Ambition 2 (agreed by Dawn Knight)	December 2024	Herefordshire council/ WVT/CVS Dawn Knight & Hannah B. W	Under-21s data: Women returning to education, training or work; breastfeeding at 6-8 weeks; smoking cessation uptake. Postnatal contraception	Existing resource currently	See action 2.2.2	There are potential capacity issues that could limit expansion
4.4.3 Expand promotion and uptake of Solihull approach online courses for parents (see ambitions 1,2 & 3) and training for 0-5s workers (agreed by Lieke)	June 2024	Public Health Leike Blondeel	Numbers of parents/carers accessing programme. Number of schools, foster carers trained Impact on professional practice	PHRFG	An increased uptake of 20% compared to last years figures of parents accessing the Solihull online programme for 0-5 (agreed by Lieke)	

Best Start in Life Outcomes Dashboard
Herefordshire Health and Wellbeing Strategy (2023-2033)

Ambition 1: Children enjoy good health and wellbeing

AMBITION 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING				
Outcomes	1.1 Reduction in tooth decay	1.2 Reduction in obesity of all children	1.3 Increased mental wellbeing and resilience of parents & children	1.4 Improvement in health outcomes for all children and seek parity in health for the most disadvantaged children
Indicators	1.1 % 5-year-olds with dental decay	1.2a % overweight (including obesity) at 4-5 years 1.2b % overweight (including obesity) at 4-5 years – absolute deprivation gap 1.2c % overweight (including obesity) at 10-11 years 1.2d % overweight (including obesity) at 10-11 years - absolute deprivation gap	1.3a Number of mothers reporting a low mood or high anxiety score within the first year after birth 1.3b % Primary school pupils with high resilience score 1.3c % Primary school pupils with high mental wellbeing scores	1.4a % Vaccination coverage: MMR for two doses (5 years old) 1.4b % Vaccination coverage: DTaP and IPV booster (5 years) 1.4c % Children in care immunisations

Outcome Indicator (s)	Indicator Source	Herefordshire Baseline	Herefordshire Baseline – Year	Next release of data	Region	England	Nearest Neighbour High**	Nearest Neighbour Low	Target year 2 (2025)	Target year 5 (2028)	Target year 10 (2033)
1.1 % 5-year-olds with dental decay	Fingertips	38.7 %	2021-2022	2025 (May)	23.8	23.7	38.7	14.6	37%	32%	27%
1.2a % overweight (including obesity) at 4-5 years	Fingertips	19.4%	2022-2023	2024	22.2	21.3	25.6	17.0	18%	15%	12%

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1.2b % overweight (including obesity) at 4-5 years – absolute deprivation gap	NCMP - calculated	5.0%	2020-2023	2024	NA	NA	NA	NA	5%	4%	3%
1.2c % overweight (including obesity) at 10-11 years	Fingertips	35.4%	2022-2023	2024	39.3	36.6	38.3	28.1	35%	32.5%	30%
1.2d % overweight (including obesity) at 10-11 years - absolute deprivation gap	NCMP - calculated	19.0%	2020-2023	2024	NA	NA	NA	NA	19%	17%	15%
1.3a Number of mothers reporting a low mood or high anxiety score within the first year after birth	Health Visiting Service	422	2022-2023	2024 (Apr)	NA	NA	NA	NA	400	300	200
1.3b % Primary school pupils with high resilience score	Local Quality of Life Survey	24%	2021	2024	NA	NA	NA	NA	24%	30%	36%
1.3c % Primary school pupils with high mental wellbeing scores	Local Quality of Life Survey	27%	2021	2024	NA	NA	NA	NA	32%	35%	38%
1.4a % Vaccination coverage: MMR for two doses (5 years old)	Fingertips	88.1%	2022-2023	2024 (Nov)	83.7	84.5	94.4	85.5	95%	95%	95%
1.4b % Vaccination coverage: DTaP and IPV booster (5 years)	Fingertips	86.7%	2022-2023	2024 (Nov)	82.8	83.3	94.6	84.2	95%	95%	95%
1.4c % Children in care immunisations	Fingertips	80.0%	2022	2024	83.0	85.0	98.8	72.0	87%	95%	95%

Ambition 2: Children are protected from harm at home and in the community

AMBITION 2 : CHILDREN ARE PROTECTED FROM HARM AT HOME AND IN THE COMMUNITY				
Outcomes	2.1 Reduction in number of children experiencing neglect & unintentional injuries	2.2 Reduction in number of children with experience of trauma / ACEs	2.3 Reduction in number of children taken into care	2.4 Greater numbers of parents are successfully supported to develop healthy parenting routines & behaviours
Indicators	2.1a Hospital admissions caused by unintentional and deliberate injuries in children (aged 0 to 4 years) crude rate per 10,000 2.1b Children in need at 31 March number and rate per 10,000 under 18s 2.1c Children in need at 31 March with a primary need of 'abuse or neglect', number	2.2 Number of children experiencing ACEs from Health Visitor Questionnaire	2.3 Children in care crude rate per 10,000	2.4a Learners who've started understanding pregnancy, labour, birth and your baby parenting course (Solihull approach) 2.4b Number/% of young parents aged 21 and under supported through First Steps programme (teenage pregnancy support)

Outcome Indicator (s)	Data Source	Herefordshire Baseline	Herefordshire Baseline- year	Next release of data	Region	England	Nearest Neighbour High	Nearest Neighbour Low	Target year 2 (2025)	Target year 5 (2028)	Target year 10 (2033)
2.1a Hospital admissions caused by unintentional and deliberate injuries in children (aged 0 to 4 years) crude rate per 10,000	Fingertips	83.7	2021-2022	2024/25	100.0	103.6	179.5	81.7	83	77	70
2.1b Children in need at 31 March number and (rate per 10,000) under 18s	Children in Need Census	1,895 (560.7)	2023	2024 (Oct)	47,670 (369.0)	403,090 (342.7)	1,364 (576.9)	157 (196.0)	1500	1200	1000
2.1c Children in need at 31 March with a primary need of 'abuse or neglect', number	Children in Need Census	1,166	2023	2024 (Oct)	28,070	231,500	1,764	89	900	700	500

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2.2 Number of children experiencing ACEs from Health Visitor Questionnaire	New service function-Health visiting	NA	NA	2025	NA	NA	NA	NA			
2.3 Children in care crude rate per 10,000	Fingertips	121	2024	2025	88	70	175	69	121	110	90
2.4a Learners who've started understanding pregnancy, labour, birth and your child parenting course (Solihull approach)	Service data	504 (Total to date)	2018-2023	2024	NA	NA	NA	NA	580	680	750
2.4b Number of young parents aged 21 and under supported through First Steps programme (teenage pregnancy support)	Service data	170	2020-2023	2024	NA	NA	NA	NA	TBC	TBC	TBC

Ambition 3: Children are able to achieve their early developmental milestones

AMBITION 3: CHILDREN ARE ABLE TO ACHIEVE THEIR EARLY DEVELOPMENTAL MILESTONES				
Outcomes	3.1 Increase in number of children achieving the appropriate level of development at 2-2½ yrs.	3.2 Identification of those children that don't achieve their milestones and the offer of support	3.3 Children who are experiencing disadvantage have a clear pathway of support	3.4 All children are ready for school/ schools are ready for children of all abilities
Indicators	3.1 % Children achieving a good level of development at 2 to 2 and a half years	3.2a Number not achieving a good level of development at 2 to 2 and a half years 3.2b Narrative of support available to this group.	3.3a Children in absolute low-income families (under 16s) number and % 3.3b Children in relative low-income families (under 16s) number and % 3.3c Children and young people with special educational needs, number and % 3.3d % of disadvantaged 2-year-olds accessing funded nursery places	3.4a School readiness. % with good level of development at the end of Reception 3.4b School readiness. % with good level of development at the end of reception – those on free school meals 3.4c School readiness. % good level of development inequalities gap between those on free school meals and all children 3.4d Narrative feedback from schools of children being “school ready”.

Outcome Indicator (s)	Data Source	Herefordshire Baseline	Herefordshire Baseline-year	Next release of data	Region	England	Nearest Neighbour High	Nearest Neighbour Low	Target year 2 (2025)	Target year 5 (2028)	Target year 10 (2033)
3.1 number and % of Children achieving a good level of development at 2 to 2 and a half years	Fingertips	1134 (79.6%)	2022-2023	2024	76.3	79.2	87.6	53.8	80%	85%	90%
3.2a Number not achieving a good level of development at 2 to 2 and a half years	Calculated from 3.1	291	2022-2023	2024	NA	NA	NA	NA	290	270	240

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3.3a Children in absolute low income families (under 16s) number and %	Fingertips	4,230 (14.2%)	2021-2022	2024	21.4	15.3	17.6	7.8	14%	12%	10%
3.3b Children in relative low income families (under 16s) number and %	Fingertips	5,554 (18.6%)	2021-2022	2024	27.0	19.9	24.4	10.8	18.6%	16%	14%
3.3c Children and young people with special educational needs, number and %	Fingertips	4,903 (19.4%)	2022-2023	2024	17.7	17.3	22.4	14.6	19.4%	18%	16%
3.3d % of disadvantaged 2-year-olds accessing funded nursery places	Service data	76.5%	2023	2024	NA	72	NA	NA			
3.4a School readiness. % with good level of development at the end of Reception	Fingertips	70.4%	2022-2023	2025	66.0	67.2	67.6	67.4	Sitting above the national average	Sitting above the national average	Sitting above the national average
3.4b School readiness. % with good level of development at the end of Reception - those on free school meals and all children	Fingertips	55.1%	2022-2023	2025	53.4	51.6	48.6	46.2	Sitting above the national average	Sitting above the national average	Sitting above the national average
3.4c % School readiness inequalities gap	Calculated 3.4a -3.4b	15.3%	2022-2023	2025	12.6	15.6	NA	NA	15.5%	15%	14%

Ambition 4: Parents are well supported during pregnancy & post birth

AMBITION 4: PARENTS ARE WELL SUPPORTED DURING PREGNANCY AND POST BIRTH				
Outcomes	4.1 Increase in numbers of women experiencing a healthy pregnancy	4.2 Reduction in infant mortality rate	4.3 Improvement in antenatal and post-natal mental wellbeing	4.4 Parents are able to make a confident transition to parenthood
Indicators	4.1a % Low birth weight of term babies 4.1b % Smoking status at time of delivery 4.1c % Obesity in early pregnancy	4.2a Infant mortality rate crude rate per 1,000 4.2b Premature births (less than 37 weeks gestation) crude rate per 1,000	4.3a Numbers of mothers reporting low mood / high anxiety score (1.3a)	4.4a % New Birth Visits completed within 14 days 4.4b % Health Visitor visits completed at 3 months (new) 4.4c % Health Visitor visits completed at 3 years (new) 4.4b % Breastfeeding at 6 to 8 weeks

Outcome Indicator (s)	Data Source	Herefordshire Baseline	Herefordshire Baseline- year	Next release	Region	England	Nearest Neighbour High	Nearest Neighbour Low	Target year 2 (2025)	Target year 5 (2028)	Target year 10 (2033)
4.1a % Low birth weight of term babies	Fingertips	1.7%	2021	2024	3.0	2.8	2.9	1.5	1.7%	1.5%	1.2%
4.1b % Smoking status at time of delivery	Fingertips	9.0%	2022-2023	2025	9.1	8.8	15.6	7.2	8.5%	7%	5%
4.1c % Obesity in early pregnancy	Fingertips	23.6%	2018-2019	New method pending	25.4	22.1	29.2	20.1			
4.2a Infant mortality rate crude rate per 1,000	Fingertips	4.2	2020-2022	2025 (Feb)	5.8	4.0	7.5	4.2	4.1	3	2
4.2b Premature births (less than 37 weeks gestation) crude rate per 1,000	Fingertips	93.2	2019-2021	2024 (May)	85.9	77.9	101.0	68.3	90	80	70

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4.3a Number of mothers reporting a low mood or high anxiety score within the first year after birth (TBC with Hannah)	Health Visiting Service	422	2022-2023	Quarterly	NA	NA	NA	NA	400	300	200
4.4a % New Birth Visits completed within 14 days	Fingertips	80.8%	2022-2023	2024	80.7	79.9	93.9	80.8*	82%	90%	95%
4.4b % Health Visitor visits completed at 3 months	Service data	New		2025	NA	NA	NA	NA	50%	80%	90%
4.4c % Health Visitor visits completed at 3 years	Service data	New		2025	NA	NA	NA	NA	85%	90%	95%
4.4b % Breastfeeding at 6 to 8 weeks	Fingertips	54.9%	2022-2023	2024 (Dec)	NA	49.2	64.8	36.6	57%	70%	80%

Table 1 Summary Outcomes and Indicators list (A3)

AMBITION 1: CHILDREN ENJOY GOOD HEALTH AND WELLBEING				
Outcomes	1.1 Reduction in tooth decay	1.2 Reduction in obesity of all children	1.3 Increased mental wellbeing and resilience of parents & children	1.4 Improvement in health outcomes for all children and seek parity in health for the most disadvantaged children
Indicators	1.1 % 5 year olds with dental decay	1.2a % overweight (including obesity) at 4-5 years 1.2b % overweight (including obesity) at 4-5 years – absolute deprivation gap 1.2c % overweight (including obesity) at 10-11 years 1.2d % overweight (including obesity) at 10-11 years - absolute deprivation gap	1.3a Number of mothers reporting a low mood or high anxiety score within the first year after birth 1.3b % Primary school pupils with high resilience score 1.3c % Primary school pupils with high mental wellbeing scores	1.4a % Vaccination coverage: MMR for two doses (5 years old) 1.4b % Vaccination coverage: DTaP and IPV booster (5 years) 1.4c % Children in care immunisations
AMBITION 2 : CHILDREN ARE PROTECTED FROM HARM AT HOME AND IN THE COMMUNITY				
Outcomes	2.1 Reduction in number of children experiencing neglect & unintentional injuries	2.2 Reduction in number of children with experience of trauma / ACEs	2.3 Reduction in number of children taken into care	2.4 Greater numbers of parents are successfully supported to develop healthy parenting routines & behaviours

Indicators	2.1a Hospital admissions caused by unintentional and deliberate injuries in children (aged 0 to 4 years) crude rate per 10,000 2.1b Children in need at 31 March number and rate per 10,000 under 18s 2.1c Children in need at 31 March with a primary need of 'abuse or neglect' number	2.2 Number of children experiencing ACEs via Health Visitor Questionnaire	2.3 Children in care crude rate per 10,000	2.4a Learners who've started understanding pregnancy, labour, birth and your baby parenting course (Solihull approach) 2.4b Number of young parents aged 21 and under supported through First Steps programme (teenage pregnancy support)
AMBITION 3: CHILDREN ARE ABLE TO ACHIEVE THEIR EARLY DEVELOPMENTAL MILESTONES				
Outcomes	3.1 Increase in number of children achieving the appropriate level of development at 2-2½ yrs.	3.2 Identification of those children that don't achieve their milestones and the offer of support	3.3 Children who are experiencing disadvantage have a clear pathway of support	3.4 All children are ready for school/ schools are ready for children of all abilities

Indicators	3.1 % Children achieving a good level of development at 2 to 2 and a half years	3.2a Number not achieving a good level of development at 2 to 2 and a half years 3.2b Narrative of support available to this group.	3.3a Children in absolute low income families (under 16s) number and % 3.3b Children in relative low income families (under 16s) number and % 3.3c Children and young people with special educational needs, number and % 3.3d % of disadvantaged 2 year-olds accessing funded nursery places	3.4a School readiness. % with good level of development at the end of Reception 3.4b School readiness. % with good level of development at the end of reception – those on free school meals 3.4c School readiness. % good level of development inequalities gap between those on free school meals and all children 3.4d Narrative feedback from schools of children being “school ready”.
	AMBITION 4: PARENTS ARE WELL SUPPORTED DURING PREGNANCY AND POST BIRTH			
Outcomes	4.1 Increase in numbers of women experiencing a healthy pregnancy	4.2 Reduction in infant mortality rate	4.3 Improvement in antenatal and post-natal mental wellbeing	4.4 Parents are able to make a confident transition to parenthood
Indicators	4.1a % Low birth weight of term babies 4.1b % Smoking status at time of delivery 4.1c % Obesity in early pregnancy	4.2a Infant mortality rate crude rate per 1,000 4.2b Premature births (less than 37 weeks gestation) crude rate per 1,000	4.3a Numbers of mothers reporting low mood / high anxiety score (1.3a)	4.4a % New Birth Visits completed within 14 days 4.4b % Health Visitor visits completed at 3 months (new) 4.4c % Health Visitor visits completed at 3 years (new) 4.4b % Breastfeeding at 6 to 8 weeks

**Good Mental Wellbeing throughout lifetime
Implementation Plan 2023-2025**

This draft implementation plan has been developed through engagement with the Adult Better Mental Health Partnership, Health & wellbeing board partners, and the voluntary sector. In addition, the plan considers the Best Start in Life (BSiL) delivery plan, the Herefordshire children and young people's emotional health and wellbeing plan, and H&W mental health collaborative plans. The plan will continue to evolve and develop throughout its life course.

Cross-cutting, collaborative actions, required to underpin all transformational developments:

Actions	Review date	Responsible Service(s)	Indicators/measurements	RAG	Progress
A. Sign up to the National 'Prevention Concordat for Better Mental Health' initiative	June 2025	Herefordshire Council	Listed as signatory of the Concordat Action plan development Collaborative actions delivered		Application finalised Awaiting Regional team time-line for review
B. Deliver a Mental Health needs assessment	March 2025	Public health	Completed needs assessment		Full draft of NA currently under review
C. Create a collaborative 12 month localised comms plan to include Better Health-Every Mind Matters,	March 2025	Herefordshire Council	Completed comms plan/ No. of delivered comms		12 month plan developed in collaboration with internal HC comms and aligned with PA comms (WMH day & suicide prev) Comms messaging through Healthy schools

Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing Outcome 1.1: Improve individual good mental health and resilience					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
1.1.1 Increase uptake of Mental Health First Aid training in the community	July 2024	Talk Community	No. educational staff completing MHFA training Increase awareness of MH		MHFA (2 day training) – 72 people MH champion (1 day) - 168 MH awareness (½ day) – 15 Last training offered July
1.1.2 Increase uptake of Making Every Contact Count (MECC) training and Solihull offer	Dec 2024	Public Health	No. completing MECC training/ No. taking up Solihull offer Increase knowledge of healthy lifestyle information and signposting support Increase workforce and parental knowledge		MECC e-learning open to all Solihull continued to deliver training, train the trainer and across educational settings Roll out to library staff
1.1.3 Increase completion rate of Making Every Contact Count e-learning (incl. focus on 55+, MH services staff)	Dec 2024	All	No. MH services staff completing MECC e-learning No. people completing MECC e-learning		E-learning link shared across ABMHPB partners to increase reach into MH services Link to frailty plan
1.1.4 Ensure 5 ways to wellbeing is integrated primary care networks and associated care pathways (incl. Frailty focus)	Dec 2024	General practice	Comms to PCNs % residents in contact with family, friends, neighbours % patients signposted to community support		PC representation on BMHPB and discussions underway with PCN areas Link to frailty plan

Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing Outcome 1.1: Improve individual good mental health and resilience					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
1.1.5 Support the activity of the Physical activity strategy steering group to enhance wellbeing offer	March 2025	Public Health	Attendance at Physical activity strategy steering group meetings % physically active adults % physically active children		PH representation at PA strategy group and PA action plan has been refreshed (July 2024) development includes MW Comms plans coordinated
1.1.6 Support employers to develop a workplace mental wellbeing support offer	Dec 2025	Public health Stride (school settings)	No. employers/workplaces supported No. employees taking up support offers/engaging with resources		Suicide prevention officer Worcs link CVD workplace NHS Health checks commenced, holistic support offer
1.1.7 Peer mentoring in secondary schools	Dec 2024	Talk Community	No. Schools engaged No. Training sessions delivered Podcast developed Staff CPD delivered		Linked to Healthy schools roll out
1.1.8 Cultural programming work		Culture and leisure lead	5 ways to wellbeing evaluated		Our place delivery

Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing Outcome 1.2: Reduce the rates of self-harm amongst young people					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
1.2.1 Distribute Mental wellbeing PSHE resource toolkits to schools	ongoing	CLD	No. schools receiving/ accessing resource toolkits 40 schools represented at PSHE day		Toolkit developed Website launched Linked in to our Healthy tots & Healthy schools programme to continue delivery
1.2.2 Deliver targeted physical activity interventions to improve the mental wellbeing of children and young people e.g. Active Families, Climbing for confidence, school nursing support	July 2026	Stride Active, Wye Valley Trust Culture & Leisure lead	No. interventions delivered/ No. CYP participating CYP physical activity levels Qualitative feedback and impact		PH awarded contract for physical activity intervention Aug 2024-Aug 2026 Our place project delivery
1.2.3 MIND peer support pilot delivery for secondary age pupils	July 2025	MIND/Public Health	No.sessions delivered No. families engaged		1 year pilot complete PH funded further 12 months until July 2025, extend rural offer and school collaboration offer

Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing Outcome 1.3: Reduce the rates of suicide					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
1.3.1 Refresh the local suicide strategy	April 2025	Public Health	Completed strategy Stakeholder engagement		Draft strategy aim for publication spring 2025

Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing Outcome 1.3: Reduce the rates of suicide					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
1.3.2 Implement and roll-out a local Real time suicide surveillance system	ongoing	Commissioning/Public Health	Completed dashboard		RTSS in place RTSS lead identified RTSS monitoring and ongoing development underway
1.3.3 Raise awareness of the issue of suicide, its causes and sources of help to those affected by either feeling suicidal or bereaved as a result of suicide.	ongoing	H&W suicide prevention team	No. distributed resources Signposting information Rate of Suicides (PHOF)		The <u>Life Lines campaign</u> and a stand was set up at Plough Lane for World Suicide Prevention Day Successful in our application for the <u>Baton of Hope 2025</u> , which we will host on Thursday 2 nd October 2025 Regular HT article provided
1.3.4 Increase uptake of bereaved by suicide support	ongoing	All partners	No. people bereaved by suicide accessing support PH input into new spec		Attendance at BBS meetings, Development of materials for Healthy schools Close working with BBS and link from RTSS New service commissioning 2025
1.3.5 Implementation of a 'safety plan' tool	Jan 2026	Suicide prevention officer and partners	No. of services using joint 'safety plan' tool Quant & Qual user feedback		Tool created Sharing with safeguarding board early Nov Tool in place
1.3.6 Create a Suicide Audit group	Sept 2024	Public Health	No.group meetings		TofR developed & partner engagement Suicide audit group met Sept 2024 Ongoing meeting & data review

Ambition 2: Individuals and families are able to access appropriate Mental Health information and services Outcome 2.1: Improvement in access to Mental Health advice and information					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
2.1.1 Undertake a Children & Young People survey	Jan 2025	Herefordshire Council / Business Intelligence	Survey results		C&YP survey finalised C&YP survey live May, survey completed Sept, survey feedback complete
2.1.2 Undertake a Community Wellbeing survey	Survey commence Spring 2026	Public health	Survey results		Scoping underway for survey 2026
2.1.3 Complete the recommissioning of the Talk Community Directory and ensure inclusion of dedicated mental health advice and information	April 2024	Herefordshire council Dementia partnership	Updated Talk Community Directory Dementia RoadMap Dedicated mental health advice and information section		Recommissioning complete Dementia RoadMap resource created TC MH information pages under development to align with MHNA service mapping
2.1.4 Ensure all schools are aware of and consider applying for the MH lead training grant	July 2025	All	No. applications for the MH lead training grant No. people who have completed MH lead training		78% schools taken up grant Information continues to be shared through various channels
2.1.5 Raise awareness of interventions that address rural isolation and loneliness	Dec 2025	Talk Community	% residents (18+) who say they feel lonely often or always; % of residents in contact with family, friends or neighbours		Included in MW 12 month comms plan Information on Talk Community Herefordshire Together grants distributed Hereford Now article focus Dec 2024
2.1.6 Improve access to advice & information for those with LD	April 2025	Partnership	Uptake of MH services for those with LD		More work to be undertaken, initial discussions, exploring carried out Lumi-nova LD exploration

Ambition 2: Individuals and families are able to access appropriate Mental Health information and services
Outcome 2.2: Increase access to Mental Health services

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
2.2.1 Scope prevalence of Neurodivergent CYP in H&W to understand current and future needs	Dec 2024	ICB	Pathway agreed		New ND Pathway to meet demand will be agreed by ICB in December
2.2.2 Increase provision and uptake of a countywide peer support offer in collaboration with partners	Dec 2025	All	No. of peer support offers		Discussions undertaken, more work required to map offer. There has been some new peer support offers through partners e.g. Stride peer support
2.2.3 Ensure effective signposting to perinatal MH services	June 2025	ICB	No. referrals to perinatal MH services		Discussion with perinatal team, part of MHNA PH part of perinatal H&WB group
2.2.4 Implement relevant actions from C&YP emotional health and wellbeing transformation plan	April 2025	C&YP emotional health and wellbeing group	Review implementation progress of transformation plan actions		Meeting re-implemented Luma Nova implementation introduction of the 0-25 Early Intervention and Preventative Mental Health Service. Objectives 2,3,5 & 6 progressing as planned. Objectives 4 and 8 progressing but delayed. Progress on objectives 1 and 7 unclear – to form part of review of plan to ensure greater clarity going forward.
2.2.5 Mental Health screening outreach for farming communities	June 2025	Talk Wellbeing	No. people referred to talking therapies No. take up screening		Talk wellbeing approach Workplace health (OHID funds) project implemented VCSE offer We are farming minds offer

Ambition 2: Individuals and families are able to access appropriate Mental Health information and services
Outcome 2.2: Increase access to Mental Health services

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
2.2.6 Improve access to advice, information and support for veterans	November 2025	Defence Medical Welfare Service Royal British Legion Admiral Nurse Service	No. people supported by DMWS No. of people supported RBL AN Service Help for heroes offer		Improved experiences of healthcare and to support recovery from illness Help veterans and their families to access support in their local area Royal British Legion Admiral Nurse service offers specialist support and advice to families caring for people living with dementia

Ambition 2: Individuals and families are able to access appropriate Mental Health information and services
Outcome 2.3: Improve the physical health of individuals with mental illness

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
2.3.1 Increase uptake of physical health checks among those living with serious mental illness (and reduce variation) ensuring appropriate signposting and provision of support to access services	Dec 2026	HLTS Health check provider	% adults with SMI with completed physical health checks		HLTS support for Oakhouse & 27a Outreach pilot commenced in workplaces

Ambition 2: Individuals and families are able to access appropriate Mental Health information and services**Outcome 2.3: Improve the physical health of individuals with mental illness**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
2.3.2 Widen the smoking cessation offer and ensure there are close links between providers of MH services and stop smoking services.	Dec 2026	Public Health	% people with a MH condition who smoke/engage services/quit attempt and successfully quit		HLTS new service funding in place Dedicated service offer developed Wellbeing question asked upon assessment
2.3.3 Pilot physical activity interventions for people living with dementia to enable them to get physically active and socialise	June 2025	Public Health/Halo & Herefordshire Dementia Partnership	No. pilot physical activity interventions No. people living with dementia participating in pilots		Pilot completed in Hereford and oversubscribed Further funding of new programmes approved to extend out of city (3 programmes)
2.3.4 Review referral management between teams to reduce gap in eligibility and ensure smooth transitions	June 2025 Supported in part by MHNA	Public Health/Service providers MEAM	Referral management review		Referral form for breaking the cycle created Partnership in place (TP & MHNT) Still work to be done around MHNT rejections TC connect referral platform roll-out

Ambition 3: People feel safe from harm in their community Outcome 3.1: Increase Community Mental Health Support					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
3.1.1 Produce and implement a Comms plan aimed at reducing Mental Health stigma	MH Coms plan developed March 2024	All Comms	Completed Comms plan No. of delivered Comms		12 month comms plan developed, including focus on loneliness, stigma and wellbeing
3.1.2 Pilot Mental Health support in different settings when out of hours	Dec 2026	Community organisations	4 ladies night sessions Monthly well space session		Ladies night ongoing Well space merging with ladies night
3.1.3 Implement relevant actions from BSiL implementation plan	Dec 2024	BSiL / Public Health link	Review implementation progress of transformation plan actions		Continue to liaise with BSiL lead and overlay plans

Ambition 3: People feel safe from harm in their community Outcome 3.2: Improve partnership working					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
3.2.1 Undertake a review of Talk Community	April 2024	Herefordshire Council	Completed Talk Community review		Review complete
3.2.2 Deliver a range of initiatives through the Safer Communities Fund to support early help and	June 2024	Herefordshire Council Police and Crime	Increase in level 2 early help support How safe or unsafe do people feel when outside in		Safer community initiatives delivered

Ambition 3: People feel safe from harm in their community**Outcome 3.2: Improve partnership working**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
tackle the root causes of crime		Commissioner	their local area after dark? (Community Wellbeing survey)		Linked in to Police rep, next phase of delivery underway (Leominster)
3.2.3 Continue to review approach of the 'most appropriate agency' policy across organisations to deal with problems or concerns	Policy development Dec 2026	ICB	Review and implementation of 'most appropriate agency' policy		Complete
3.2.4 Deliver the priorities of the community safety partnership to keep people safe from harm e.g. violence against women, domestic abuse	Jan 2025	Community Safety Partnership	Community Safety Strategic Assessments		Ongoing - Priorities delivered as held by CSP

Ambition 3: Individuals and families are able to access appropriate Mental Health information and services**Outcome 3.3 : Improvements to surroundings**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	Resource	Action targets
3.3.1 Create a tool which allows policymakers to examine impact of their proposals decision making on mental health	Dec 2026	Public Health / planning	HIA of Local plan HIA framework in place		PH lead supporting this work MWIA being explored HIA work developing

Ambition 4: People feel connected in their communities Outcome 4.1: Increase access and knowledge of community support					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
4.1.1 Invest £75,000 into a community solutions initiatives to create meaningful connections for people to improve their emotional wellbeing	January 2024	Better Mental Health Partnership Children and Young People Partnership	Wellbeing Community networks		Herefordshire together, Grants live (Jan) Grants allocated (April)
4.1.2 Support the youth officer pilot support within diabetes/ epilepsy WVT service	June 2024	WVT (Mark Weston)	No. patients engaged		Recruited to posts, pilot delivery underway, 33 referrals, 1:1 and group sessions underway
4.1.3 Improve signposting and awareness of local community groups (e.g. support groups, activity groups, clubs) via different channels (e.g. social prescribers, town notice boards)	December 2025	All	No. people participating in local community groups No. Comms % residents who give unpaid help to any group(s), club(s) % CYP who took part in some form of volunteering outside school/college		Ongoing – Talk community, campaigns/promotions

Ambition 4: People feel connected in their communities Outcome 4.2: Reduce loneliness & social isolation					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
4.2.1 Promote volunteering opportunities available via Herefordshire Wellbeing Ambassadors and Strong Young Minds Champions	December 2024	Community organisations	% residents who give unpaid help to any group(s), club(s) % CYP who took part in some form of volunteering outside school/college		Exploring current offer
4.2.2 Continue to support the health trainers, wellbeing teams and talk wellbeing to develop community activity and link people into activities	December 2025	Healthy Lifestyle trainer service, Talk wellbeing and PCN wellbeing teams	No. health trainers No. people referred into activities Health trainer feedback		Services currently being delivered
4.2.3 Support the creation of activities and initiatives that enable people to connect with nature and greenspace to improve their wellbeing	December 2025	All	No. Comms promoting local designated wildlife sites/ visits/foot traffic to wildlife sites No.activities available CYP wellbeing scores on the Stirling Children's wellbeing scale (CYP QoL survey)		Herefordshire together grants delivered PA strategy and campaign plan support and collaboration with HWT activity underway
4.2.4 Support local befriending schemes to reduce loneliness & social isolation	December 2025	Talk community	No. people participating Proportion of residents who say they feel lonely often or always; Percentage residents in contact with family, friends or neighbours most days		Campaigns/promotion Herefordshire together grant awards Talk Community activity Engaging with primary care

Ambition 4: People feel connected in their communities Outcome 4.2: Reduce loneliness & social isolation					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
4.2.5 Implement Rambler wellbeing walks programme	Sept 2025	Public Health	No. Walks registered No. walk leaders		Toolkit purchased, training underway Programme implementation ongoing
4.2.6 Support Rotherwas historic & nature walks	December 2024	<u>Rotherwasth enandnow</u> historic walks Nature walks	Number of walks Number of participants		QR codes in place around Rotherwas to enable self-guided walks by Dec 2024; programme of walks undertaken between April and Dec 2024

Ambition 4: People feel connected in their communities Outcome 4.3: Increase community activity offer					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	Resource	Action targets
4.3.1 Continue to invest in the children and young people's community eating disorder team	June 2024	ICB	No. patients engaged Healthy eating and drinking data (CYP QoL survey)		Investment has continued within CYP ED community services.
4.3.2 Support the Sustainable Food Places approach and the opportunities created by 'food'	December 2024	Public Health	Review implementation of plans		Bronze award achieved Action plan 2024/25 under development
4.3.3 Increase volunteering opportunities	December 2025	All	No. of volunteering opportunities		Herefordshire together grants support this. Ongoing

Ambition 4: People feel connected in their communities**Outcome 4.3: Increase community activity offer**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	Resource	Action targets
4.3.4 Promote and develop existing activities around arts and culture as part of the national creative health initiative	December 2025	Public Health	Leisure and physical activity data (CYP QoL survey)		Herefordshire together grants awarded. Hereford art trail Public Health engagement with leisure
4.3.5 Personalised Support for older people incl. those with complex needs	Dec 2024	Herefordshire Dementia partnership	No. activities for older people with complex needs		Continue to enhance community wellbeing resources to support older people with complex needs including people affected by dementia: 5 Meeting Centres across Herefordshire by June 2025 6 Memory Cafes by June 2025 Increase network of CRISP and Singing for the Brain across the county

RAG Rating Key					
	Not started	On track	Some issues / delay	Attention required / at risk	Complete

Good Mental Wellbeing throughout Life Outcomes Dashboard

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Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing

AMBITION 1: PEOPLE FEEL SATISFIED WITH LIFE AND HAVE A POSITIVE SENSE OF PERSONAL WELLBEING			
Outcomes	1.1 Improve self-reported individual good mental health and resilience	1.2 Reduce the rates of self-harm amongst young people	1.3 Reduce the rates of suicide
Indicators	1.1a Proportion of adults with good mental wellbeing 1.1b Proportion of adults with poor mental wellbeing 1.1c Proportion of adults with high self-reported anxiety 1.1d Proportion of primary school children with low/medium mental wellbeing 1.1e Proportion of secondary / FE pupils with low/medium mental wellbeing 1.1f Proportion of primary school pupils with low resilience scores 1.1g Proportion of secondary school/FE pupils with low resilience scores	1.2a Hospital admissions as a result of self-harm 10-14 years 1.2b Hospital admissions as a result of self-harm 15-19 years 1.2c Self-reported self-harm amongst CYP	1.3a Suicide rate (all persons) 1.3b Emergency Hospital Admissions for Intentional Self-Harm – all ages

Outcome Indicator (s)	Indicator Source	Time Period	Next release	Herefordshire Baseline*	Region	England	Nearest Neighbour High**	Nearest Neighbour Low	Target year 2(2025)	Target year 5 (2028)	Target year 10 (2033)
1.1a Proportion of adults with good mental wellbeing	Herefordshire Community Wellbeing Survey	2023	t.b.c (due Jan 2025)	37%	n/a	n/a	n/a	n/a	40%	43%	48%
1.1b Proportion of adults with poor mental wellbeing	Herefordshire Community Wellbeing Survey	2023	t.b.c (due Jan 2025)	8%	n/a	n/a	n/a	n/a	7%	5%	3%
1.1c Proportion of adults with high self-reported anxiety	Herefordshire Community Wellbeing Survey	2023	t.b.c (due Jan 2025)	24%	n/a	n/a	n/a	n/a	22%	20%	18%
1.1d Proportion of primary school children with low/medium mental wellbeing score	Herefordshire CYP Quality of Life Survey	2021	2024	25%	n/a	n/a	n/a	n/a	23%	20%	17%
1.1e Proportion of secondary / FE pupils with low/medium mental wellbeing score.	Herefordshire CYP Quality of Life Survey	2021	2024	48%	n/a	n/a	n/a	n/a	46%	43%	40%
1.1f Proportion of primary school pupils with low resilience scores	Herefordshire CYP Quality of Life Survey	2021	2024	19%	n/a	n/a	n/a	n/a	17%	15%	12%
1.1g Proportion of secondary school/FE pupils with low resilience scores	Herefordshire CYP Quality of Life Survey	2021	2024	38 % Secondary 26% FE	n/a	n/a	n/a	n/a	36 % S 24% FE	34% (S) 22% (FE)	30% (S) 18%(FE)

1.2a Hospital admissions as a result of self-harm 10-14 years (Crude rate- per 100.000)	Fingertips- HES	2022/23	2025	436.9	288.3	251.2	546.9	96.4	400	350	250
1.2b Hospital admissions as a result of self-harm 15-19 years (Crude rate- per 100.000)	Fingertips - HES	2022/23	2025	538.0	442.4	468.2	1,533.8	269.1	500	450	400
1.2c Proportion of self-reported self-harm amongst secondary & FE pupils	Herefordshire CYP Quality of Life Survey	2021	2024	10 (S): 3(M)/15 (F) 10 (FE)	n/a	n/a	n/a	n/a		8%	
1.3a Suicide rate (all persons- per 100.000)	Fingertips – ONS data	2020/22	2025	11.7	10.7	10.3	15.6	7.1	10	8	6
1.3b Emergency Hospital Admissions for Intentional Self-Harm – all ages rate per 100.000)	Fingertips – HES	2022/23	2025	95.4	120.2	126.3	397.5	102.9	80	50	30
*Red, amber, green ratings. Where available, baseline figures for Herefordshire are colour coded Green, Amber or Red, representing significantly better, the same, or worse performance than the England average respectively. Blue is where there is a significant difference but the difference is not better or worse. ** Figures from (CIPFA) local authorities most similar to ours are included where available, otherwise region high/low are included											

Ambition 2: Individuals and families are able to access appropriate mental health information and services

AMBITION 2 : INDIVIDUALS AND FAMILIES ARE ABLE TO ACCESS APPROPRIATE MENTAL HEALTH INFORMATION AND SERVICES			
Outcomes	2.1 Improvement in access to mental health advice and information	2.2 Increase access to mental health services	2.3 Improve the physical health of individuals with mental illness

Indicators	2.1a Hits to the mental health related pages of the Talk Community online directory 2.1b Hits to the Herefordshire Council ' Stay healthy: mental wellbeing ' page 2.1c Hits to the Herefordshire & Worcestershire Health & Care Trust ' urgent help ' page 2.1d Hits to the Talking Therapies local support page.	2.2a Percentage of CYP under 19 with eating disorders seen within 4 weeks (routine) - interim measure 2.2b NHS Talking Therapies - percentage of people receiving first treatment appointment within 6 weeks of referral 2.2c NHS Talking Therapies – percentage of people receiving first treatment appointment within 18 weeks of referral	2.3a Premature mortality in adults with severe mental illness (SMI) 2.3b Smoking prevalence in adults with a long term mental health condition (18+) 2.3c Uptake of physical health checks among adults with SMI
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Outcome Indicator (s)	Data Source	Time Period	Next release	Herefordshire Baseline	Region	England	Nearest Neighbour High	Nearest Neighbour Low	Target year 2 (2025)	Target year 5 (2028)	Target year 10 (2033)
2.1a Hits to the mental health related pages of the Talk Community online directory	Herefordshire Council - Talk Community	2023/24	2025	Mental health and emotional wellbeing = 289	n/a	n/a	n/a	n/a	300	500	700
2.1b Hits to the Herefordshire Council ' Stay healthy: mental wellbeing ' page	Herefordshire Council	2023/24	2025	128	n/a	n/a	n/a	n/a	200	400	600
2.1c Hits to the Herefordshire & Worcestershire Health & Care Trust ' urgent help ' page	Herefordshire & Worcestershire	2023/24	2025		n/a	n/a	n/a	n/a	TBC	TBC	TBC

	Health and Care NHS Trust										
2.1d Hits to the Talking Therapies local support page	Herefordshire and Worcestershire Health & Care NHS Trust	2023/24	2025		n/a	n/a	n/a	n/a	TBC	TBC	TBC
2.2a Percentage of CYP under 19 with eating disorders seen within 4 weeks (routine) - interim measure	NHS Mental Health Dashboard	Q3 2023/24	Q4 2023/24	95.0(NB = H&W ICB)	71.0 (Midlands)	79.4	n/a	n/a	TBC	TBC	TBC
2.2b NHS Talking Therapies - percentage of people receiving first treatment appointment within 6 weeks of referral	NHS Mental Health Dashboard	Q3 2023/24	Q4 2023/24	98.56	87.0 (Midlands)	90.6	n/a	n/a	99%	99%	100%
2.2c NHS Talking Therapies – percentage of people receiving first treatment appointment within 18 weeks of referral	NHS Mental Health Dashboard	Q3 2023/24	Q4 2023/24	99.71	97.0 (Midlands)	98.4	n/a	n/a	99%	100%	100%
2.3a Premature mortality in adults with severe mental illness (SMI) (rate per 100,000)	Fingertips - Mental Health Services Data Set (MHSDS)	2020/22	2024	79.3	110.7	103.6	117.8	55.9	75%	60%	40%
2.3b Smoking prevalence in adults with a long term mental health condition (18+)	Fingertips - GPPS	2022/23	2025	27.8%	24.6	25.1	33.0	17.1	26%	24%	22%
2.3c Uptake of physical health checks among adults with SMI	NHS Digital Physical-Health-Checks	2023	2024	2,915 (NB = H&W ICB)	n/a	n/a	n/a	n/a	TBC	TBC	TBC

Ambition 3: People feel safe from harm in their community

AMBITION 3: PEOPLE FEEL SAFE FROM HARM IN THEIR COMMUNITY			
Outcomes	3.1 Increase community mental health support	3.2 Improve partnership working	3.3 Improvements to surroundings
Indicators	3.1a Attended contacts with community and outpatient mental health services, per 100,000 3.1b Attended contacts with community and outpatient mental health services, per 100,000 (<18 yrs)	3.2a New referrals to secondary mental health services, per 100,000 (<18 yrs) 3.2b New referrals to secondary mental health services, per 100,000 (all ages) 3.2c The proportion of clients entering drug treatment identified as having a mental health treatment need, who were receiving treatment for their mental health. 3.2d The proportion of clients entering alcohol treatment identified as having a mental health treatment need, who were receiving treatment for their mental health.	3.3a Proportion of secondary school pupils who feel safe when outside in their local area after dark 3.3b Proportion of FE students who feel safe when outside in their local area after dark 3.3c Proportion of adults (18+) who feel safe when outside in their area after dark 3.3d Proportion of adults in contact with secondary mental health services who live in stable and appropriate accommodation 3.3e Access to green space - average number of parks or public gardens or playing fields within 1,000 m radius (urban & rural)

[illegible]

3.2a New referrals to secondary mental health services, per 100,000 (<18 yrs)	Fingertips - MHSDS	2019/20		4,670	7,522	6,977	13,008	2,967			
3.2b New referrals to secondary mental health services, per 100,000 (all ages)	Fingertips - MHSDS	2019/20		5,845	8,430	6,897	7,488	4,321			
3.2c the proportion of clients entering drug treatment identified as having a mental health treatment need, who were receiving treatment for their mental health.	Fingertips – National Drug Treatment Monitoring System	2020/21		80.4	67.7	71.0	87.1	54.7	67%	70%	75%
3.2d The proportion of clients entering alcohol treatment identified as having a mental health treatment need, who were receiving treatment for their mental health	Fingertips - National drug treatment monitoring system	2021/22		85.0	83.4	83.3	93.9	70.8	85%	88%	92%
3.3a Proportion of secondary school pupils who always or usually feel safe when outside in their local area after dark	Herefordshire CYP Quality of Life Survey	2021	2024	41	n/a	n/a	n/a	n/a	43%	47%	50%
3.3b Proportion of FE students who always or usually feel safe when outside in their local area after dark	Herefordshire CYP Quality of Life Survey	2021	2024	49	n/a	n/a	n/a	n/a	51%	55%	60%
3.3c Proportion of adults (18+) who feel safe when outside in their area after dark	Herefordshire Community Wellbeing Survey	2023	t.b.c (due Jan 2025)	73	n/a	n/a	n/a	n/a	75%	78%	81%
3.3d Proportion of adult in contact with secondary mental health services who live in stable and appropriate accommodation	Fingertips - ASCOF	2020/21		56	48	58	84	18	58%	62%	66%
3.3e Access to green space – average number of parks or public	ONS – Access to gardens and public green	2021		3.59	2.12	4.43	t.b.c	t.b.c.	3.59	4	5

gardens or playing fields within
1,000 m radius (urban & rural)

[space in Great
Britain](#)



Ambition 4: People feel connected to their community

AMBITION 4: PEOPLE FEEL CONNECTED TO THEIR COMMUNITY			
Outcomes	4.1 Increase access to, and knowledge of, community support	4.2 Reduce loneliness and social isolation	4.3 Increase the community activity offer
Indicators	4.1a Proportion of adults who agree that if they needed help, there are people in their local community who are there for them	4.2a Proportion of adults (18+) who often or always feel lonely 4.2b Social Isolation: percentage of adult carers who have as much social contact as they would like (18+ yrs) 4.2c Social Isolation: percentage of adult carers who have as much social contact as they would like (65+ yrs) 4.2d Social Isolation: percentage of adult social care users who have as much social contact as they would like (18+ yrs) 4.2e Social Isolation: percentage of adult social care users who have as much social contact as they would (65+ yrs)	4.3a Proportion of adults (18+) who have given unpaid help to a group, club or organisation in the past 12 months 4.3b Proportion of primary school pupils who reported that they went to the following in their free time outside school in the last 4 weeks. Top 5 4.3c Proportion of secondary school pupils who reported that they went to the following in their free time outside school in the last 4 weeks. Top 5 4.3d Proportion of FE pupils who reported that they went to the following in their free time outside school in the last 4 weeks. Top 4

Outcome Indicator (s)	Data Source	Time Period	Next release	Herefordshire Baseline	Region	England	Nearest Neighbour High	Nearest Neighbour Low	Target year 1 (2024)	Target year 5 (2028)	Target year 10 (2033)
4.1a Proportion of adults who agree that if they needed help, there are people in their local community who are there for them	Herefordshire Community Wellbeing Survey	2023	t.b.c (due Jan 2025)	78	n/a	n/a	n/a	n/a	80%	85%	90%
4.2a Proportion of adults (18+) who often or always feel lonely	Herefordshire Community Wellbeing Survey	2023	t.b.c (due Jan 2025)	6	n/a	n/a	n/a	n/a	5%	3%	1%
4.2b Social Isolation: percentage of adult carers who have as much social contact as they would like (18+ yrs)	Fingertips - ASCOF	2021/22	2025	27.7	29.4	28.0	42.1	16.0	29%	32%	36%
4.2c Social Isolation: percentage of adult carers who have as much social contact as they would like (65+ yrs)	Fingertips - ASCOF	2021/22	2025	32.4	30.3	28.8	40.9	16.7	33%	35%	38%
4.2d Social Isolation: percentage of adult social care users who have as much social contact as they would like (18+ yrs)	Fingertips - ASCOF	2022/23	2025	53.2	47.1	44.4	53.2	38.4	54%	57%	60%
4.2e Social Isolation: percentage of adult social care users who have as much social contact as they would like (65+ yrs)	Fingertips - ASCOF	2022/23	2025	51.0	44.6	41.5	54.4	30.3	52%	53%	55%
4.3a Proportion of adults (18+) who have given unpaid help to a group, club or organisation in the past 12 months	Herefordshire Community Wellbeing Survey	2023	t.b.c (due Jan 2025)	41	n/a	n/a	n/a	n/a	43%	46%	50%

4.3b Proportion of primary school pupils who reported that they went to the following in their free time outside school in the last 4 weeks. Top 5: a) parks or open spaces, b) sports club or class (not school lessons or just watching, c) art, craft, dance, drama, film making group, d) swimming e) music group or lessons	Herefordshire CYP Quality of Life Survey	2021	2024	a) 72 b) 48 c) 26 d) 24 e) 22	n/a	n/a	n/a	n/a	TBC	TBC	TBC
4.3c Proportion of secondary school pupils who reported that they went to the following in their free time outside school in the last 4 weeks. Top 5: a) parks or open spaces, b) sports club or class (not school lessons or just watching, c) swimming d) cinema/theatre e) music group or lessons	Herefordshire CYP Quality of Life Survey	2021	2024	a) 73 b) 45 c) 19 d) 16 e) 13	n/a	n/a	n/a	n/a	TBC	TBC	TBC
4.3d Proportion of FE pupils who reported that they went to the following in their free time outside school in the last 4 weeks. Top 4: a) parks or open spaces, b) sports club or class (not school lessons or just watching, c) music group or lessons d) swimming	Herefordshire CYP Quality of Life Survey	2021	2024	a) 61 b) 24 c) 10 d) 8	n/a	n/a	n/a	n/a	TBC	TBC	TBC

Table 2 Summary Outcomes and Indicators list (A3)

AMBITION 1: PEOPLE FEEL SATISFIED WITH LIFE AND HAVE A POSITIVE SENSE OF PERSONAL WELLBEING			
Outcomes	1.1 Improve self-reported individual good mental health and resilience	1.2 Reduce the rates of self-harm amongst young people	1.3 Reduce the rates of suicide
Indicators	1.1a Proportion of adults with good mental wellbeing 1.1b Proportion of adults with poor mental wellbeing 1.1c Proportion of adults with high self-reported anxiety 1.1d Proportion of primary school children with low/medium mental wellbeing 1.1e Proportion of secondary / FE pupils with low/medium mental wellbeing 1.1f Proportion of primary school pupils with low resilience scores 1.1g Proportion of secondary school/FE pupils with low resilience scores	1.2a Hospital admissions as a result of self-harm 10-14 years 1.2b Hospital admissions as a result of self-harm 15-19 years 1.2c Proportion of self-reported self-harm amongst secondary & FE pupils	1.3a Suicide rate (all persons) 1.3b Emergency Hospital Admissions for Intentional Self-Harm – all ages
Outcomes	2.1 Improvement in access to mental health advice and information	2.2 Increase access to mental health services	2.3 Improve the physical health of individuals with mental illness

Indicators	2.1a Hits to the mental health related pages of the Talk Community online directory 2.1a Hits to the mental health related pages of the Talk Community online directory 2.1b Hits to the Herefordshire Council 'Stay healthy: mental wellbeing' page 2.1c Hits to the Herefordshire & Worcestershire Health & Care Trust 'urgent help' page 2.1d Hits to the Talking Therapies local support page	2.2a Percentage of CYP under 19 with eating disorders seen within 4 weeks (routine) - interim measure 2.2b NHS Talking Therapies - percentage of people receiving first treatment appointment within 6 weeks of referral 2.2c NHS Talking Therapies – percentage of people receiving first treatment appointment within 18 weeks of referral	2.3a Premature mortality in adults with severe mental illness (SMI) 2.3b Smoking prevalence in adults with a long term mental health condition (18+) 2.3c Uptake of physical health checks among adults with SMI
Outcomes	3.1 Increase community mental health support	3.2 Improve partnership working	3.3 Improvements to surroundings
Indicators	3.1a Attended contacts with community and outpatient mental health services, per 100,000 3.1b Attended contacts with community and outpatient mental health services, per 100,000 (<18 yrs)	3.2a New referrals to secondary mental health services, per 100,000 (<18 yrs) 3.2b New referrals to secondary mental health services, per 100,000 (all ages) 3.2c The proportion of clients entering drug treatment identified as having a mental health treatment need, who were receiving treatment for their mental health. 3.2d The proportion of clients entering alcohol treatment identified as having a mental health treatment need, who were receiving treatment for their mental health.	3.3a Proportion of secondary school pupils who feel safe when outside in their local area after dark 3.3b Proportion of FE students who feel safe when outside in their local area after dark 3.3c Proportion of adults (18+) who feel safe when outside in their area after dark 3.3d Proportion of adults in contact with secondary mental health services who live in stable and appropriate accommodation 3.3e Access to green space – average number of parks or public gardens or playing fields within 1,000 m radius (urban & rural)
Outcomes	4.1 Increase access to, and knowledge of, community support	4.2 Reduce loneliness and social isolation	4.3 Increase the community activity offer

Indicators	4.1a Proportion of adults who agree that if they needed help, there are people in their local community who are there for them	4.2a Proportion of adults (18+) who often or always feel lonely 4.2b Social Isolation: percentage of adult carers who have as much social contact as they would like (18+ yrs) 4.2c Social Isolation: percentage of adult carers who have as much social contact as they would like (65+ yrs) 4.2d Social Isolation: percentage of adult social care users who have as much social contact as they would like (18+ yrs) 4.2e Social Isolation: percentage of adult social care users who have as much social contact as they would (65+ yrs)	4.3a Proportion of adults (18+) who have given unpaid help to a group, club or organisation in the past 12 months 4.3b Proportion of primary school pupils who reported that they went to the following in their free time outside school in the last 4 weeks. Top 5 4.3c Proportion of secondary school pupils who reported that they went to the following in their free time outside school in the last 4 weeks. Top 5 4.3d Proportion of FE pupils who reported that they went to the following in their free time outside school in the last 4 weeks. Top 4	
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