


BSW ICB Health Inequalities Programme: 2025/26 Annual Update

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Purpose of this update

 **Reflect on delivery in 2024/25** - what we did, what worked and how it made a difference for people and communities

 **Share insight and learning** - from engagement, delivery, evaluation and lived experience feedback

 **Set direction for 2025/26 and beyond** – showing how we will build on progress to deliver greater more measurable impact

 **Highlight system risks and uncertainty** – and how we are adapting to change while maintaining a focus on inequalities

Our Strategic Approach

1. Awareness Raising

- Training
- Making inequalities 'everybody's business'
- Engagement

2. Healthcare Inequality and the C20+5

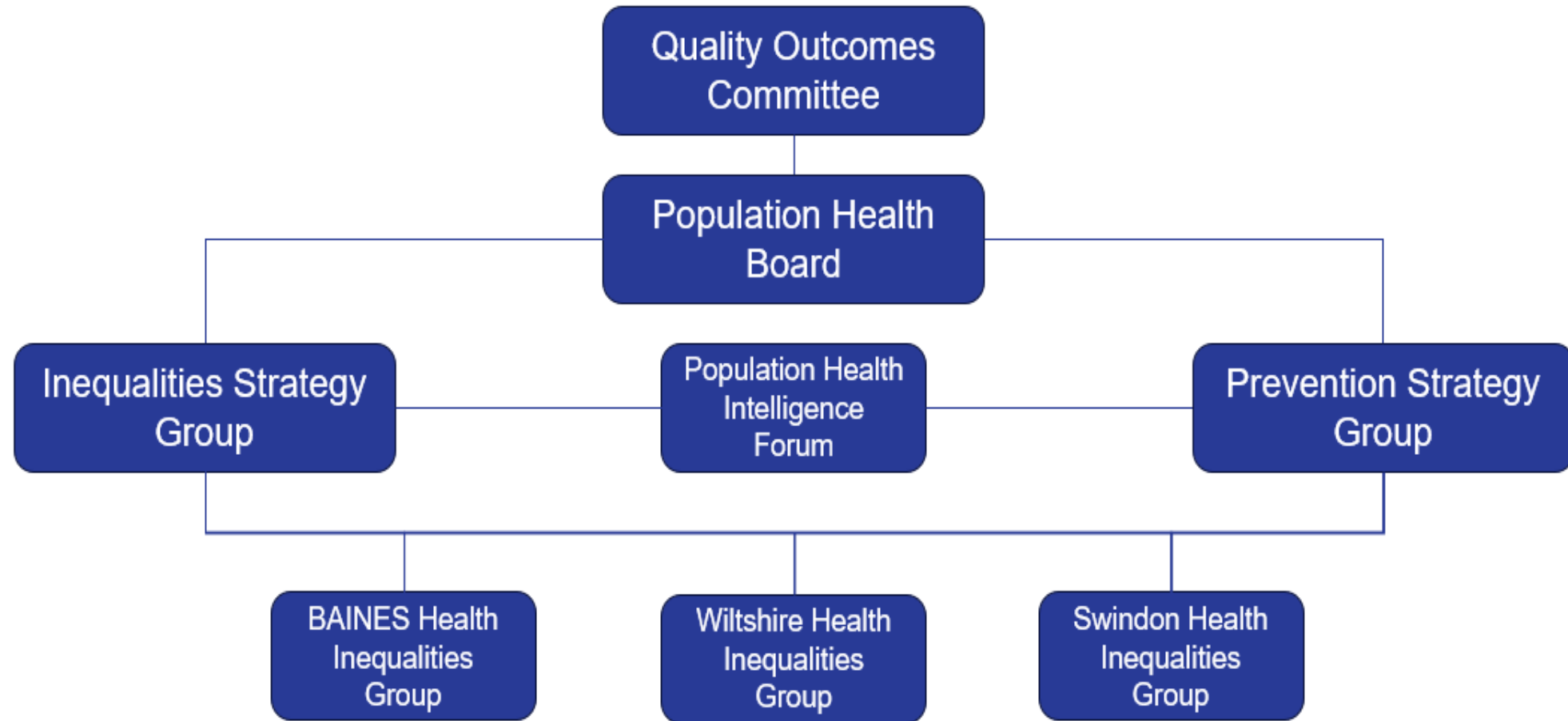
- Improving data quality
- Focus on 20% most deprived
- PLUS groups (adults, CYP)
- 5 clinical focus areas (adults, CYP)
- Equality Delivery System (EDS)
- Making Every Contact Count (MECC)

3. Social, economic and environmental factors

- Priorities at place including education and prevention (Swindon) and Transport and accessibility (Wiltshire)
- System priority: Good work and education, and skills for accessing good work
- Anchor Institutions
- Prevention
- Obesity
- Smoking

[BSW Inequalities Strategy Summary](#)

Governance & Assurance



Outcomes-Led Commissioning

2024/25 Foundations & Learning

- Place-led funding process co-designed with DPHs, VCSEs and Place Directors
- 35 funded projects covering diverse priorities (e.g. prevention, oral health, SMI, outreach)
- Valuable insight generated, but wide variation in scale, focus, and outcomes
- Evaluation challenges: short-term funding, inconsistent data collection
- Learning used to shift to a more focused, outcomes-driven approach in 2025/26

2025/26 Strategic commissioning & co-design

- Shift to structured, system-wide commissioning using Decision Quality methodology
- Two-stage process: problem identification → co-produced solutions
- Prioritised focus areas: cancer screening, SMI checks, childhood obesity, CYP mental health
- Fewer, more targeted projects with consistent outcome metrics
- Early integration of BSW Outcomes Framework and inequalities dashboard into planning

2026/27 Data led; outcome focussed commissioning

- Use BSW Outcomes Framework and dashboard to identify gaps and direct investment
- Proposals required to evidence how they reduce inequality in priority outcomes
- Deep dives to assess cumulative system impact on outcomes
- Move toward Social Return on Investment (SROI) and health impact modelling

Making a difference



Challenge: People with trauma and emotional distress often struggle to express feelings through words alone, particularly in traditional clinical or talking therapies.

Response: Soundwell offered music therapy as a creative, non-verbal approach to processing trauma and building self-expression. Sessions provided a safe space for emotional release and confidence building.

Impact: Participants reported improved self-awareness, emotional regulation, and mental wellbeing. They were able to express feelings more freely and explore identity and healing through creativity.

“Music therapy gave me a sense of being heard and seen without having to always verbalise or intellectualise my feelings... I saw my confidence grow... I can express feelings and traumas differently.” – Participant, Soundwell Music Therapy



Challenge: Newly arrived asylum seekers and refugees often face isolation, confusion about healthcare access, and difficulty navigating support systems.

Response: The Harbour Project offered a safe, welcoming space where individuals could receive practical help and emotional support. It provided clear information about rights and access to services, with culturally sensitive care.

Impact: Participants gained a sense of belonging and community, and were able to access healthcare and other vital services confidently and earlier.

“We remember coming to Swindon, having no one and knowing no one in the UK... We felt very alone... We found out about our rights, speaking to us with so much care and softness when we felt extremely vulnerable.” – Participant, Harbour Project

Making a difference



Challenge: Young people facing anxiety, isolation, or learning difficulties can struggle to build confidence and feel accepted in school environments.

Response: BeMindful delivered inclusive, trauma-informed sessions in schools and the community. The programme supported emotional regulation, social connection, and identity development, tailored to individual needs.

Impact: Participants became more engaged in school and more confident in expressing themselves. Many reported feeling understood and supported in ways they hadn't experienced before.

"He has never missed a session... He benefits tremendously from the chance to be himself and accepted as he is." – Facilitator, BeMindful (about participant L)



Challenge: A mother of three struggled to get her children into regular brushing habits and had never taken them for dental check-ups. Her eldest child resisted tooth brushing due to sensory issues.

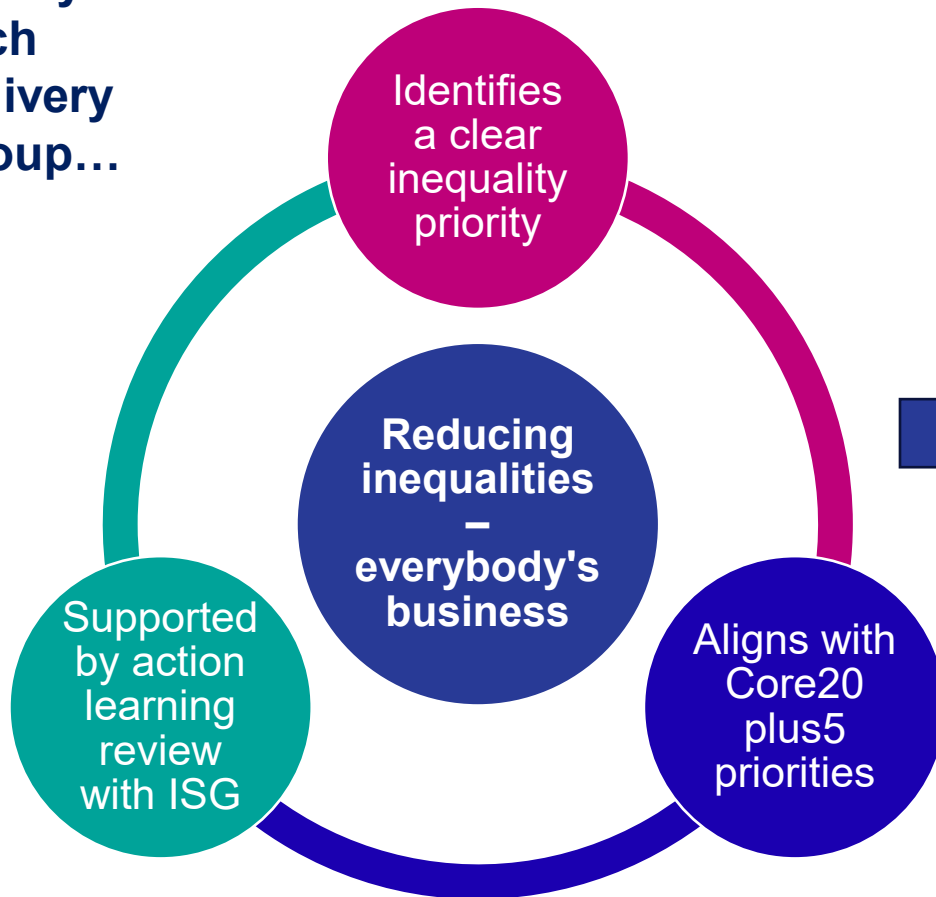
Response: Through practical sessions, the family was introduced to sensory tools and structured routines. With tailored support, the mother built confidence to supervise brushing and access dental care.

Impact: The children began brushing twice daily, and within four weeks, the mother booked their first dental appointments — a meaningful step toward long-term health improvement.

"With the support of sensory tools and new brushing techniques, her eldest child began tolerating brief brushing sessions... [She] scheduled her first dental check-up for her children within four weeks." – Swindon Oral Health Project

Delivery Group integration

Each year
each
Delivery
Group...










Population Board Outcome Deep Dives

- Identify priority outcome(s) using BSW Outcomes Framework
- Focus on outcomes with greatest inequality
- Use data to frame the challenge and ambition

- Bring together Delivery Groups, HIF projects, and wider partners actions
- Understand collective action on the outcome
- Identify variation, duplication, and gaps

- Test whether system actions are improving outcomes and reducing inequality
- Recommend where to scale, shift or redesign
- Inform future planning, commissioning, and investment

Next Steps

-  **Refresh** Health Inequalities Strategy in late 2025
-  **Roll out** deep dives into key outcomes using the BSW Outcomes Framework
-  **Embed** outcome-led commissioning for 2026/27 funding
-  **Continue to embed co-production** in commissioning and evaluation
-  **Strengthen** evaluation across system and VCSE partners
-  **Explore** use of SROI and health impact modelling to assess value and guide future investment
-  **Maintain** focus amid funding and system change

Board Recommendations

What we are asking the Board:

- ✓ **Note** progress in delivering the Health Inequalities Strategy, including outcomes-based planning
- ✓ **Endorse** alignment with Core20PLUS5 and wider determinants
- ✓ **Support** the shift toward data-led commissioning and deeper evaluation
- ✓ **Acknowledge** risks related to funding and system change

This approach helps us stay focused on the people and places where inequality is greatest – and deliver meaningful change together.

