

# Annual Report Summary 2024/25





# Overview from Peter Axon ICB Chief Executive Officer and David Pearson, ICB Chair

While we are still a relatively new organisation, this year has seen a concerted effort to drive improvements in the sustainability of our services. We have achieved some tangible successes but also encountered new challenges.

We have shown great ambition around community transformation and improving local access to community services along with reducing the burden on urgent and emergency care services.



Our ambition remains to make Staffordshire and Stoke-on-Trent the healthiest places to live and work. Population health management is helping us to understand the needs of local people better, and building integrated neighbourhood teams will help us to work more flexibly.

It is important to acknowledge the financial challenge that the country faces. While allocations to health have been reasonable and welcome, the pot is very limited. This means that for 2025/26 we need to maximise our efficiency and productivity – both within our own organisation and looking at the way resources are allocated across the system. This will help improve productivity to address, for instance, our frailty agenda and community transformation. It will not be possible to avoid making some tough choices.

It's a great privilege to work alongside such committed and enthusiastic staff, who are all dedicated to making a difference to the health and wellbeing of local communities.

Because we do not directly deliver front line services, we must also thank the staff across our NHS partnerships, and those in social care, the faith sector, the third sector and people who act as carers. Absolutely nothing we are trying to achieve would be possible without them.



**I announced earlier this year that I would be retiring and would like to thank everyone I have worked with throughout my NHS career. It's been a pleasure to work with the local population and such fabulous colleagues as I have over the last few years.**

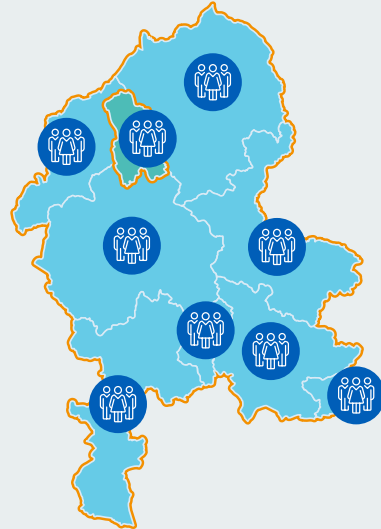
**– Peter Axon,  
Chief Executive Officer**



## 2024/25 at a glance



We are responsible for the health and care of **1.1 million people** across a geographical area of **1,048 miles**.



The overall population of Staffordshire and Stoke-on-Trent is **estimated to increase to 1.2 million by 2035**.



**Our vision is simple:** We will work together to ensure the best possible outcomes for our patients, residents and communities, within a culture of respect, trust and support.



The number of people with **long-term conditions is increasing**, with **more than half of over-65s** having **two or more long-term conditions** in Staffordshire and Stoke-on-Trent.



We acknowledge the support of all **ICS partners** in coming together to improve the health and wellbeing of our local population:



**2** acute hospital trusts



**233** pharmacies



**1** community NHS trust



**2** upper-tier local authorities



**1** mental health trust



**4** hospices



**1** ambulance trust



**2** voluntary sector networks

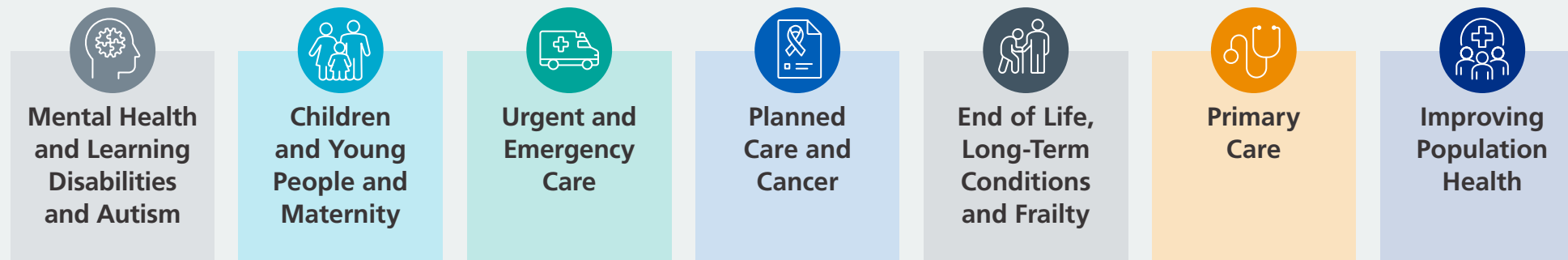


**141** GP practices



**252** care homes

We have created **seven** tightly focused **portfolios**:

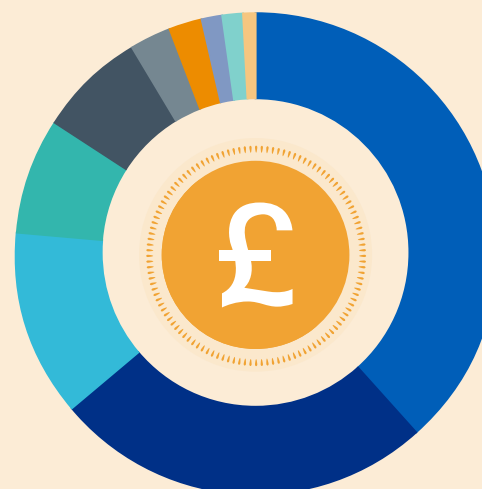


### How we spent our budget

#### Gross Operating Costs, 2024/25

##### Category of Expenditure (%)

● Services from NHS Trusts	38.4%
● Services from Foundation Trusts	25.5%
● Purchase of healthcare from non-NHS bodies	12.6%
● Primary Care	7.6%
● Prescribing	7.4%
● Other	2.6%
● Dental Services	2.2%
● Pharmaceutical Services	1.5%
● Purchase of Social Care	1.4%
● Staff	0.7%



Total Cost - 100%



Our budget for 24/25 was:

**£3,215.7 million.**

Including income of **£38.8 million** and Department of Health and Social Care allocations of **£3,176.9 million.**

The ICB spent:

**£3,230.6 million**

Leaving the ICB with a deficit of **£14.9 million.**

# Our highlights (1 of 6)



Experts by experience have delivered Oliver McGowan learning disability training to more than **3,000** health and social care staff.



Since launching in December 2023, the Mental Health Response Vehicle (MHRV) has played a vital role in improving access to mental health services in Staffordshire and Stoke-on-Trent. Deployed by West Midlands Ambulance Service, the MHRV is staffed by mental health professionals who can assess, intervene, and offer immediate care and support to individuals in crisis at the scene. This prevents the need for individuals to be transported to A&E. We have seen around **85%** of patients avoiding having to be taken to an emergency department.

# Our highlights (2 of 6)



**5,198** (82.6%) people with a learning disability had an annual health check (120 more than last year) – these checks can improve people's health by spotting problems earlier.



In 2024/25, Midlands Partnership NHS Foundation Trust's Talking Therapies service received **41,440** referrals and supported **37,697** patients in line with NICE guidance. An additional **3,743** patients were helped through allied pathways within the service, and **1,825** patients received support from our employment advisors.

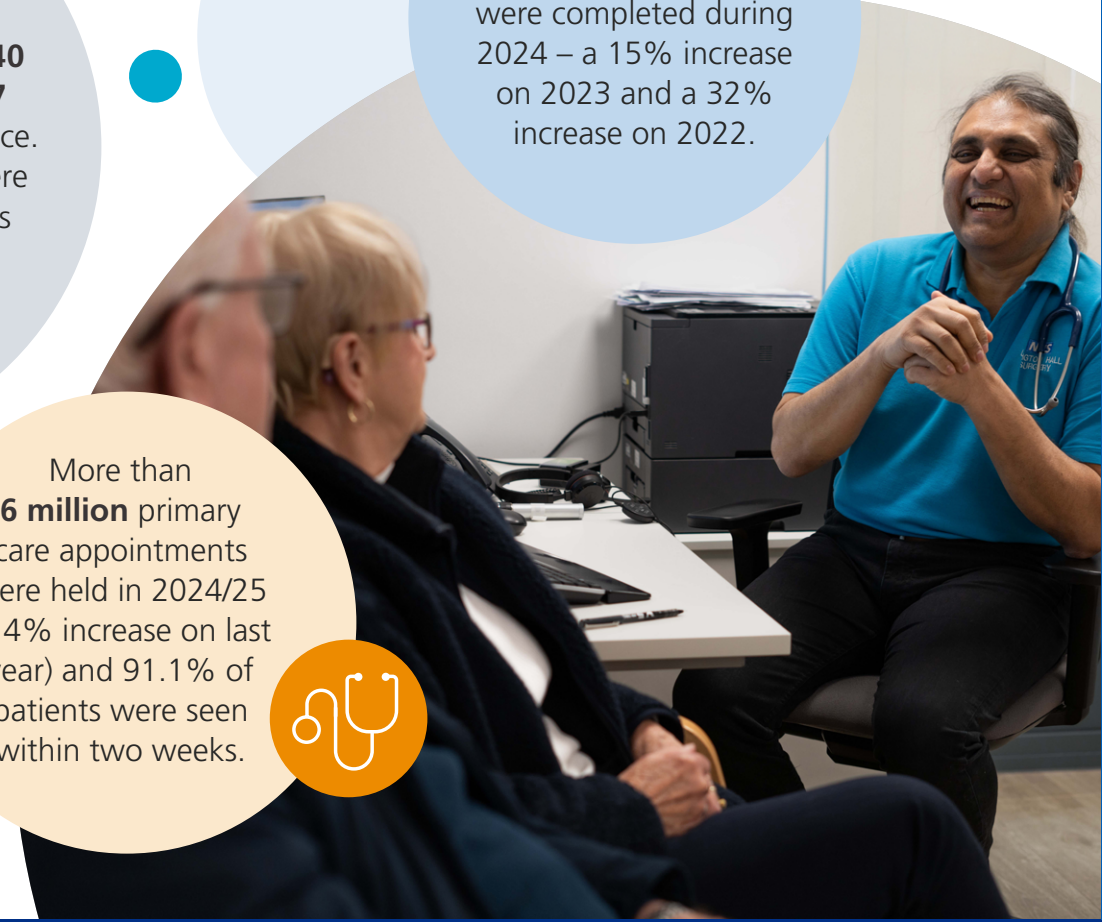


**423,913** procedures (daycase, elective and outpatient) were completed during 2024 – a 15% increase on 2023 and a 32% increase on 2022.



In 2024/25 there have been **2,600** additional urgent/same day appointments available per week at Primary Care Network (PCN) hubs to support high demand during winter to further support access to primary care.

More than **6 million** primary care appointments were held in 2024/25 (a 4% increase on last year) and 91.1% of patients were seen within two weeks.



# Our highlights (3 of 6)



A Maternity and Neonatal Independent Senior Advocate has been supporting families who have experience trauma during pregnancy and childbirth. This pilot project has been extended until March 2026 – meaning we can continue to learn from the positives and negatives that they share.



**585,127** patients (57% of our community) are now using the NHS App.

From April to December 2024, our Diabetes Youth Workers supported **463** young people to understand their condition and develop a sense of control in their health and lifestyle choices. Methods range from one-to-one support to group activities, awareness events and school visits.



# Our highlights (4 of 6)



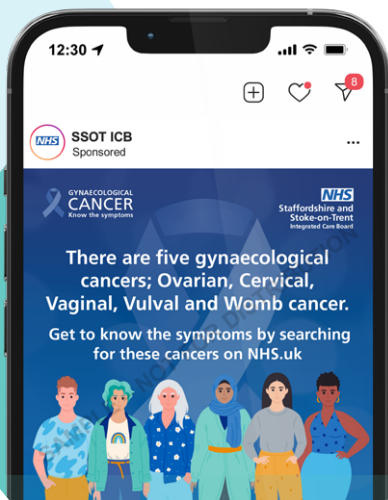
With the support of West Midlands Cancer Alliance, we have delivered public education in Staffordshire and Stoke-on-Trent through **12** cancer awareness campaigns, a cancer bus tour, and by strengthening relationships with local care providers.



The Integrated Care Coordination service (formerly known as the Single Point of Access) has seen an **64%** increase in referrals – mainly from the ambulance service and care homes. The service helps ensure patients get the right care for their needs quickly and safely.



Performance against the 78% target of seeing patients at A&E within four hours has continued to improve (**67.8%** in 2024/25), although at a lower rate than in previous years.



# Our highlights (5 of 6)



Professional and public engagement has been at the heart of the development of several key strategies for community transformation throughout 2024/25. Nearly **600** members of the public and 174 health and care professionals took part in the public engagement for our [All-Age Palliative and End of Life Care Strategy 2025-28](#), [All-Age Respiratory Strategy 2025-30](#) and [Healthy Ageing and Frailty Strategy 2025-30](#).



To date, we have received **505** referrals to our Type 2 Diabetes Path to Remission Programme. A specially formulated total diet replacement for three months alongside 12 months of coaching and monitoring has helped people lose weight, improve blood sugar levels, reduce diabetes-related medication and, in almost half of participants, put their diabetes into remission.



Staffordshire and Stoke-on-Trent ICS have been awarded bronze level certification by the [One Planet Standard](#), which further demonstrates our progress towards delivering the Green agenda, implementing regional greener priorities, and delivering a net zero NHS.



We worked with screening services, experts by experience and system colleagues to produce an [easy read breast cancer screening video](#) aimed at those living with a learning disability and/or autism.



# Our highlights (6 of 6)



Dementia diagnosis rates have consistently remained above the national target, which is to diagnose 66.7% of the number of people we would expect to develop dementia. We reached **73.1%** by the end of Month 9 (M9) of 2024/25. This rate is among the highest in the Midlands region, and an increase from 2023/24 (71.9%).



Community Health Champions helped to organise childhood MMR (measles, mumps and rubella) vaccine clinics at local venues – targeting communities with low vaccine uptake and giving parents an opportunity to talk through their concerns with a health professional.



Pharmacy First was launched in early 2024 and our local community pharmacies saw more than **82,000** people in Staffordshire and Stoke-on-Trent by the end of the year.

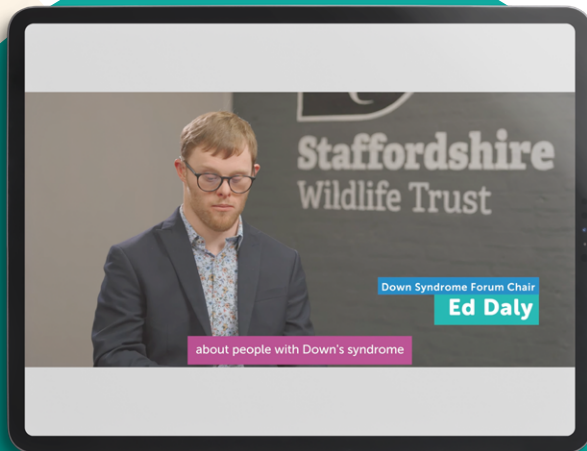
# Spotlight

## Down's syndrome forum

In March 2025, we had the first meeting of Staffordshire and Stoke-on-Trent's Down's syndrome forum. The forum is a place where people with Down's syndrome, and their families and carers, can come together to talk about health, social care, education, housing and employment, with professionals who work in the services. Working together, we aim to improve services for people with Down's syndrome in Staffordshire and Stoke-on-Trent.



[Watch this video](#) to learn more about the Down's syndrome forum.



## Contact us

If you would like to receive this Annual Report in another format – such as audio, Easy Read, British Sign Language, interpreter services, large print, or Braille – please speak to any member of the Administration team at Staffordshire and Stoke-on-Trent NHS Integrated Care Board.



Call **0300 123 1461** or



email  
[enquiries@staffsstoke.icb.nhs.uk](mailto:enquiries@staffsstoke.icb.nhs.uk).

Alternatively, use the Next Generation Text Service for deaf and hard-of-hearing patients, carers and staff: [www.ngts.org.uk](http://www.ngts.org.uk)



Please note, this is a summary report. The **full Annual Accounts** can be found on the ICB website [www.staffsstoke.icb.nhs.uk](http://www.staffsstoke.icb.nhs.uk).

