

Bournemouth, Christchurch and Poole's Health and Wellbeing Strategy 2025-2030

Contents

1. Background
 - 1.1 BCP Place Based Partnership
2. Strategic Context
 - 2.1 Dorset Integrated Care System
 - 2.2 BCP Corporate Strategy- A Shared Vision for Bournemouth, Christchurch and Poole 2024-28
 - 2.3 NHS Joint Forward Plan
 - 2.4 BCP Children and Young People's Partnership Plan
 - 2.5 BCP Adult Social Care Strategy 2025-2028
 - 2.6 BCP Adult Social Care Prevention Strategy 2025-30
 - 2.7 Adult Social Care Transformation- Fulfilled Lives
 - 2.8 BCP Community Safety Partnership Strategy
 - 2.9 BCP Housing Strategy 2021-2027
 - 2.10 Homelessness and Rough Sleeping Strategy 2021-25
 - 2.11 Homewards
 - 2.12 NHS 10 Year Plan
 - 2.13 Principles of working
3. BCP's Health and Wellbeing Strategy 2025-2030
 - 3.1 Strategic Priorities
 - 3.2 A Targeted approach
 - 3.3 Strategic Priority 1- Starting Well
 - 3.4 Strategic Priority 2- Mental Wellbeing
 - 3.5 Strategic Priority 3- Living and Ageing Well
 - 3.6 Strategic Priority 4- Health Places and Communities
4. Measuring Impact
5. How will we make this happen?

1. Background

BCP Health and Wellbeing Board

The BCP Health and Wellbeing Board is a statutory partnership and formal committee of the Council where political, clinical, professional and community leaders from across the health and care system come together to improve the health and wellbeing of their local population and reduce health inequalities.

The Health and Wellbeing Board is made up of elected members and council officers, local NHS representatives, representatives from the voluntary and community sector and representatives from police and the fire and rescue service. The Board holds regular meetings which can be observed by the public. The Health and Wellbeing Board also works closely with the BCP Community Safety Partnership, Safeguarding Adults Board and the Safeguarding Childrens Board. The Health and Wellbeing Board uses development sessions, workshops and formal business meetings to identify strategic priorities and to drive work forward.

The Health and Wellbeing Board has a statutory duty to produce a Joint Strategic Needs Assessment (JSNA) and a joint Health and Wellbeing Strategy to improve the health and wellbeing of the local population and to reduce health inequalities.

In January 2025, the Health and Wellbeing Board agreed a three-layered approach to the development of a new Health and Wellbeing Strategy:

- Adopt the Dorset Integrated Care Partnership Strategy – ‘Working Better Together’ as the framework for a Bournemouth, Christchurch and Poole Health and Wellbeing Strategy
- Ensure that the Health and Wellbeing Strategy contributes to the delivery of the Council’s Corporate Strategy to deliver the corporate vision and ambitions for our local communities
- Ensure that the Health and Wellbeing Strategy contributes to the delivery of the NHS Joint Forward Plan

Health and Wellbeing Board members re-affirmed the following role of the Health and Wellbeing Board:

- Identify strategic priorities that we can champion, monitor and drive forward
- Convene system partners to share work programmes that progress and contribute to local health and wellbeing
- Support the inclusion of health and wellbeing in all policies
- Consider relevant data and metrics to monitor progress

- Focus on working together and co-production
- Sponsor the work of a Place Based Partnership and champion integration of services in local neighbourhoods

1.1 BCP Placed Based Partnership

BCP started establishing a Place Based Partnership in October 2024 to drive strategy into action. The partnership confirmed its intention to act as an officer executive delivery group to drive delivery of the Health and Wellbeing Board's priorities. A workshop was held in February 2025 to shape the partnership and obtain a commitment to finalise membership and set up monthly partnership meetings by the end of the calendar year.

At the workshop it was agreed that the Place Based Partnership should:

- Add value and not duplicate existing governance
- Help to shape the forward plan for the Health and Wellbeing Board alongside the statutory functions
- Connect the Health and Wellbeing Board to neighbourhoods and communities
- Support a 'wellbeing' in all policies approach
- Work towards becoming a formal partnership which can receive and allocate delegated funding, shape integrated commissioning strategies and drive action

2. Strategic Context

The Health and Wellbeing Strategy sits alongside the accompanying strategies, action plans and evolving workstreams that are being delivered across the BCP place to improve health and wellbeing.

Key strategies and plans this Health and Wellbeing Strategy compliments and builds upon include:

2.1 Dorset Integrated Care Strategy

The Dorset Integrated Care Strategy "Working Better Together" is a collaborative plan to improve the health and wellbeing of the county's residents by integrating health and care services and provides the foundation for our place based Health and Wellbeing Strategy. Guided by the three overarching principles of prevention and early help, thriving communities, and working better together, the integrated strategy emphasises co-designing services with people and communities, building on community assets, reducing inequalities, and strengthening partnerships between the NHS, local government, and the voluntary sector. The overarching goal is to enable people to live healthier lives by providing more accessible, personalized, and equitable care.

2.2 BCP Corporate Strategy- A Shared Vision for Bournemouth Christchurch and Poole 2024-28

The BCP corporate strategy sets out the Council's vision to create a BCP area '*Where people, nature, coast and towns come together in sustainable safe and healthy communities*'. It provides a single set of priorities for the whole council and sets the direction for the Council's policy and strategy development, service planning, budget setting and service delivery.

The strategy includes two priorities:

- Our place and environment: Vibrant places, where people and nature flourish, with a thriving economy in a healthy, natural environment.
- Our people and communities: Everyone leads a fulfilled life, maximising opportunity for all.

These priorities are underpinned by a series of ambitions, focus areas and progress measures which are reported on a performance dashboard [A shared vision for Bournemouth, Christchurch and Poole | BCP](#)

2.3 NHS Joint Forward Plan

Dorset's NHS Joint Forward Plan sets out the key health priorities that local health partners are working together to achieve. It is framed around five strategic pillars that provide a framework for making Dorset the healthiest place to live:

- Improve the lives of 100,000 people impacted by poor mental health
- Prevent 55,000 children from becoming overweight by 2040
- Reduce the gap in healthy life expectancy between the most and least deprived areas from 19 years to 15 years by 2043
- Increase the percentage of older people living well independently in Dorset
- Add 100,000 healthy life years to the people of Dorset by 2033

2.4 BCP Children and Young People's Partnership Plan

The [BCP Children and Young People's Partnership Plan](#) sets out a vision where Bournemouth, Christchurch and Poole are great places to live, where all children and young people have the best possible opportunities in life and are supported by the community to flourish and grow in order to succeed.

This plan outlines how partners will work together to help children and young people have the best chances in life and be supported by the community to grow and succeed in living their best lives.

The plan contains five main priorities for our children and young people:

- Feeling happy – Feeling at your best mentally, physically and emotionally
- Being safe - Having a safe place to live, study, work and play
- Feeling supported - Having people to turn to for help
- Being included - Being actively involved in the world and activities around you

- Feeling fulfilled - Being proud of yourself and feeling really happy with what you are doing in life

2.5 BCP Adult Social Care Strategy 2025-2028

The BCP Adult Social Care Strategy sets out BCP Council's direction for Adult Social Care over the next four years, outlining an ambitious plan where we will work to transform the services we provide, working in collaboration with partner organisations including health, housing, the voluntary and community sector and independent care providers, as well as people and carers who currently use services, their families and communities. The strategy sets out a vision of 'supporting people to achieve a fulfilled life, in the way that they choose, and in a place where they feel safe'.

The BCP Adult Social Care Strategy outlines 3 key areas of focus:

- Putting people, carers and families first - We will listen and build good relationships with people, so we understand what matters to them
- Living in a place called home - We will help people to connect with their family, friends and community, in a place where they feel safe and at home
- Developing how we work - We are creative and innovative with solutions and resources. We understand and measure the impact we are having

2.6 BCP Adult Social Care Prevention Strategy 2025-2030

This strategy outlines BCP Council's plan to developing a sustainable preventative approach in adult social care. It emphasises early intervention, the promotion of wellbeing, and collaboration with key partners to not only prevent the development of long-term needs, but also to enhance the overall quality of life for people living in Bournemouth, Christchurch, and Poole. The strategy includes 5 strategic priorities:

1. A change in culture
2. Living and ageing well
3. Individual resilience to build wellbeing
4. Supporting the workforce
5. Connecting Communities

2.7 Adult Social Care Transformation- Fulfilled Lives

The Fulfilled Lives programme has four priority projects aimed at improving outcomes for adults and their families within the BCP area through enhanced person-centered practice, and the provision of effective and efficient support solutions.

1. **How We Work** - To embed strengths and relational-based practice by implementing and embedding the 3 Conversations (3C's) approach, building on recent innovation sites and focusing on prevention. 3C's supports practitioners to think more preventatively and creatively in our work with people, moving from a

mindset of 'assessing for services' towards a deeper understanding what matters most to people for them to lead a fulfilled life.

2. **Better short-term support** – Improving community access to reablement services, ensuring that anyone with reablement goals has the best possible chance to achieve them and maximise their independence- reducing their need for long-term support services.
3. **Self-directed support** - We will ensure more people have control of their own support by increasing the range of options for them to access their personal budget, including the creative use of Direct Payments or Individual Service Funds, reducing the need for more costly traditional services.
4. **Care and Support at Home** - Develop and implement a new Support at Home provider framework, enabling people to stay as independent for as long as possible in their own home and reducing the need for admission to a residential care home.

2.8 BCP Community Safety Partnership Strategy

[Safer BCP](#) is the statutory Community Safety Partnership (CSP) for the BCP area. The Community Safety Partnership Strategy sets out the strategic priorities for the partnership using an evidence-based approach. These are:

- Tackle violent crime in all its forms.
- Keep young people and adults-at-risk safe from exploitation, including online risks.
- Work with communities to deal with antisocial behaviour (ASB) and crime hotspots, including ASB linked to substance misuse.
- Tackle issues relating to Violence Against Women and Girls (VAWG)

The CSP also leads on the duties under the Serious Violence Act, Domestic Abuse Act and Contest (Counter terrorism strategy), with associated strategies and partnership plans outlining roles and responsibilities.

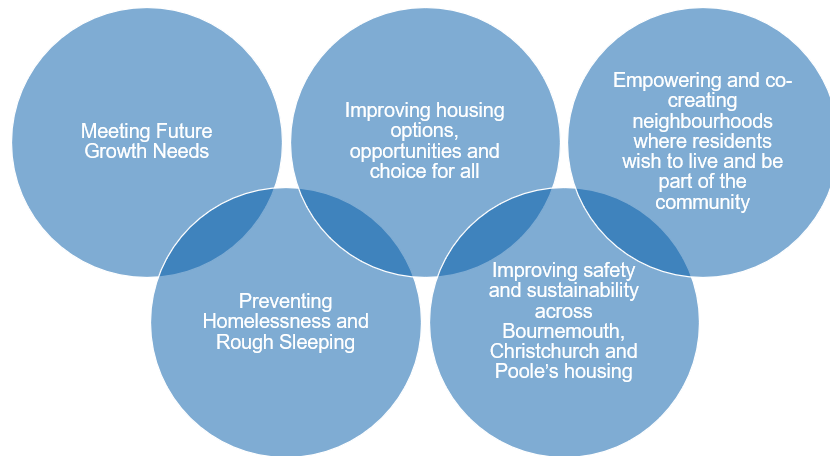
2.9 BCP Housing Strategy 2021-2027

The BCP Council Housing Strategy (2021–2026) sets out a clear vision to make Bournemouth, Christchurch, and Poole one of the best coastal places to live, work, invest, and play. It focuses on delivering affordable, high-quality homes, promoting equality, and ensuring housing services meet the diverse needs of local communities. Central to this strategy is a commitment to improving health and wellbeing by addressing the wider determinants of health through safe, secure, and sustainable housing. This aligns closely to the Health and Wellbeing Strategy.

Housing Strategy 2021-2027



Vision - to provide a safe, secure and sustainable home where it is needed and thereby enabling people the opportunity to live well



2.10 Homelessness and Rough Sleeping Strategy 2021-2025

The BCP Council Homelessness and Rough Sleeping Strategy (2021–2025), developed in collaboration with the Homelessness Partnership, sets out a bold vision to end homelessness across Bournemouth, Christchurch, and Poole by ensuring everyone has a safe and secure place to call home. The strategy emphasises prevention, rapid rehousing and person-centred support, recognising that homelessness is a complex issue intertwined with health, wellbeing, and social care. Through multi-agency collaboration—including health services, housing providers, and voluntary organisations—the strategy promotes early intervention and trauma-informed approaches to help individuals rebuild their lives. Health and wellbeing are central to its delivery, with initiatives such as supported emergency accommodation, multidisciplinary teams and lived experience groups ensuring that services are responsive, inclusive, and focused on long-term recovery and resilience. The Strategy is currently under review and will be complete by March 2026.

2.11 Homewards

BCP Council is one of six trailblazer regions participating in *Homewards*, a transformative five-year programme led by Prince William and The Royal Foundation, aimed at ending homelessness by making it rare, brief and unrepeated. Locally led and rooted in collaboration, the BCP Homewards Coalition brings together over 90 organisations- including businesses, charities, and educational institutions- to co-design and deliver innovative solutions. The initiative complements BCP's Homelessness and Rough Sleeping Strategy by enhancing prevention, expanding access to housing, and supporting employability, particularly for young people and those with care experience. It also aligns with the Council's Health and Wellbeing Strategy by addressing the social

determinants of health, promoting stability, and fostering resilience through secure housing, meaningful employment, and community engagement.

2.12 NHS 10 Year Plan

Our Health and Wellbeing Strategy reflects the recent publication of 'Fit for the Future' – the government's 10 Year Health Plan for England which sets out an ambition to reinvent the NHS through 3 radical shifts

- hospital to community
- analogue to digital
- sickness to prevention

Development and implementation of neighbourhood health services lies at the heart of the plan that embodies prevention as a primary principle and promotes care in settings as close to home as can be.

2.13 Principles of working

The Health and Wellbeing Board has agreed to adopt the following Poverty Truth Commission Access to Services Principles to underpin its work:

- Consistent and connected services from cradle to grave
- A whole person and a whole community approach
- Services when and where people need them that everyone can access
- Dependable and supportive relationships
- Everyone is treated with dignity and humanity.

3. BCP's Health and Wellbeing Strategy 2025-2030

BCP's Health and Wellbeing Strategy sets out how the Health and Wellbeing Board will work together to promote wellbeing, prevent ill health and reduce health inequalities across the BCP Council area. The strategy has been informed by the Joint Strategic Needs Assessment (JSNA) and shaped by consultation and engagement activity.

3.1 Strategic Priorities

Following a survey of members the Health and Wellbeing Board identified five themed areas of focus for the strategy:

- Children and Young People
- Community Mental Health Transformation
- Supporting Adults to Live Well and Independently

- Housing
- Cost of Living and Poverty

These themes areas of focus have subsequently been developed into the four Strategic Priorities:

1. Starting Well
2. Mental Wellbeing
3. Living and Ageing Well
4. Healthy Places and Communities

Our strategic priorities are high-level and informed by local data and evidence. These priorities seek to improve health and wellbeing for everybody but with a focus on narrowing inequalities for those with greatest need.

3.2 A targeted approach

If we are to reduce health inequalities, the actions we take must be implemented proportionately to the needs of different communities, with those most in need receiving the greatest support. In doing this, we recognise that these communities are at risk of poorer outcomes because of unfair social systems and the circumstances in which they live, not because of who they are or individual biological and/or lifestyle factors.

One mechanism for supporting proportionate delivery is Core20PLUS5, an NHS approach to reducing healthcare inequalities. The approach defines a target population, with the “Core20” being the most disadvantaged 20% of the population and “PLUS” groups being defined according to local need..

3.3 Strategic Priority 1 – Starting Well

Ensuring that Children and Young People have the best start in life and are supported to achieve their potential.

Proposed Actions:

- Champion the delivery of BCP Children and Young People's Partnership Plan and Families First Programme
- Champion the delivery of the BCP SEND improvement plan
- Promoting good mental wellbeing in children, young people and families and reducing self-harm
- Reducing inequalities in the uptake of child and adolescent vaccinations
- Reducing dental decay in young children
- Reducing childhood excess weight and obesity

- Reducing risky behaviours in children and young people, including the use of tobacco, vaping, drugs and alcohol

3.4 Strategic Priority 2 – Mental Wellbeing

Helping people to stay mentally well, improving access to services and reducing rates of suicide and self-harm.

Proposed Actions:

- Promote a shift to early help and prevention through greater connectivity into wider social determinants of poor mental wellbeing
- Promote approaches which tackle physical, mental and social wellbeing together especially the use of physical activity and green spaces to improve wider health and wellbeing
- Tackling stigma and making mental wellbeing everyone's business
- Improve access and uptake of community mental health support services
- Improve public mental health and reducing rates of suicide and self-harm
- Support people with mental health problems to connect to work
- Support the creation of mental health promoting communities through community development, training and peer support
- Promote approaches which enhance physical, mental and social wellbeing together such as active use of green spaces

3.5 Strategic Priority 3 – Living and Ageing Well

Adults and older people will be supported to live and age well and to stay connected and independent for as long as possible.

Proposed Actions:

- Increase the number of BCP residents in our most deprived communities accessing LiveWell support and increase the uptake of NHS Health Checks
- Reduce the harm caused by tobacco, drugs, alcohol and harmful gambling
- Reduce inequalities in the uptake of NHS screening and immunisation programmes
- Reduce avoidable hospital admissions through increased primary and secondary prevention activities

- Support the delivery of the Fulfilled Lives and Future Care Programmes
- Champion the delivery of a Prevention Strategy for Adult Services
- Achieve World Health Organisation Age friendly communities status

3.6 Strategic Priority 4 – Healthy Places and Communities

The places where we live and work will make it easy to be healthy and happy, with opportunities for better health and wellbeing in our neighbourhoods and local communities.

Proposed Actions:

- Support our thriving voluntary and community sector to deliver impactful programmes and services that contribute to reducing health inequalities
- Reduce social isolation and loneliness by creating more connected communities
- Reduce serious violence, including violence against women and girls, and improve community safety
- Work together to reduce poverty and the impact of the cost of living on our most vulnerable communities
- Improve access to sustainable and healthy food
- Support the development of Integrated Neighbourhood Teams and Neighbourhood Health Services
- Reduce homelessness and ensure BCP residents have access to good quality homes and environments that promote health and wellbeing
- Address the impacts of climate change, minimise air pollution and promote active travel

4. Measuring Impact

The Public Health Outcomes Framework, the proposed new Local Government Outcomes Framework and the BCP Corporate Strategy provide a comprehensive list of desired outcomes and indicators that can help to measure how well public health and wellbeing is being improved and protected in an area. The Health and Wellbeing Board will focus on a selection of these indicators that a) require the most improvement and b) will best indicate progress towards the strategic priorities in this strategy. Progress against these measures will be reported to the Health and Wellbeing Board on an annual basis.

Strategic Priority	Measures		
Overarching	Healthy Life Expectancy at birth	Slope index of inequality in life expectancy at birth	
Starting Well	Population vaccination coverage – MMR for one dose (2 years old)	Child health: Percentage achieving good level of development at 2-2.5 year review (Fingertips)	Oral health: Percentage of 5-year-olds with experience of visually obvious dental decay
	Obesity: Year 6 obesity prevalence	Children in low-income families	Under 18 conception rate
Mental Wellbeing	Depression recorded prevalence	Hospital admissions as a result of self-harm age 15-19 years, crude rate per 100,000 (persons)	Emergency hospital admissions for intentional self-harm
	Suicide Rate (persons)	Alcohol related hospital admissions per 100,000	
Living and Ageing Well	Smoking prevalence in adults in routine and manual occupations (aged 18 to 64)	Physical inactivity: Percentage of adults who are physically inactive (Fingertips)	Drugs and alcohol: Rate of alcohol specific mortality (directly standardised rate (per 100,000))
	Alcohol related hospital admissions (per 100,000)	The proportion of new clients accessing the Live Well Service who live in the most deprived areas (BCP Corporate Strategy)	Hospital admissions due to falls in those aged 65 and over
Healthy Places and Communities	Deaths attributable to particulate air pollution (Fingertips)	Homelessness: households owed a duty under the Homelessness Reduction Act.	Proportion of Social Housing in BCP area deemed decent
	Proportion of Private Rented Sector accommodation	Violent crime – hospital admissions for violence (including	Winter Mortality Index

	in BCP area deemed decent	sexual violence)	
--	------------------------------	------------------	--

5. How will we make this happen?

The Health and Wellbeing Board will be responsible for assuring delivery of the actions set out within the strategy, connecting into other existing partnerships and delivery boards where relevant. The Health and Wellbeing Board will provide additional focus and offer strategic direction to ensure that **Drive Actions** are co-ordinated and driven forward with delivery co-ordinated by a BCP Place Based Partnership. Owners of these actions will be required to give more regular updates to allow the Board to monitor progress and shape delivery.

Accountability for the delivery of the strategy sits across all members of the Health and Wellbeing Board which will:

- Meet regularly as a board and hold each other and wider partners to account
- Develop a forward plan to ensure all elements of the strategy are progressed and reported on
- Receive reports on progress in delivering against the strategic priorities outlined in the strategy
- Constructively challenge and support each other in relation to delivery, ensuring that all opportunities to improve the health and wellbeing are maximised
- Ensure a performance monitoring framework is in place to enable the board to assure itself of delivery
- Produce a JSNA Annual Report, which will focus on progress against our key measures and inequalities across the BCP area
- Review progress, emerging needs and strategic priorities on an annual basis