

**Bournemouth, Christchurch and
Poole's Joint Health and
Wellbeing Strategy 2026-2031
V2 December 2025**

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1. Background

BCP Health & Wellbeing Board

The BCP Health and Wellbeing Board is a statutory partnership and formal committee of the Council where political, 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 the 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 Children's Partnership. The Health and Wellbeing Board uses development sessions, workshops and formal business meetings to identify strategic priorities and to drive work forward.

The Health & 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 & 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 & 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 a number of accompanying strategies, action plans and evolving workstreams that are being delivered across the BCP area to improve health and wellbeing.

Key strategies and plans this Health and Wellbeing Strategy complements 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, personalised, 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 Councils 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 & Young People's Partnership Plan

The BCP Children & 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 for 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:

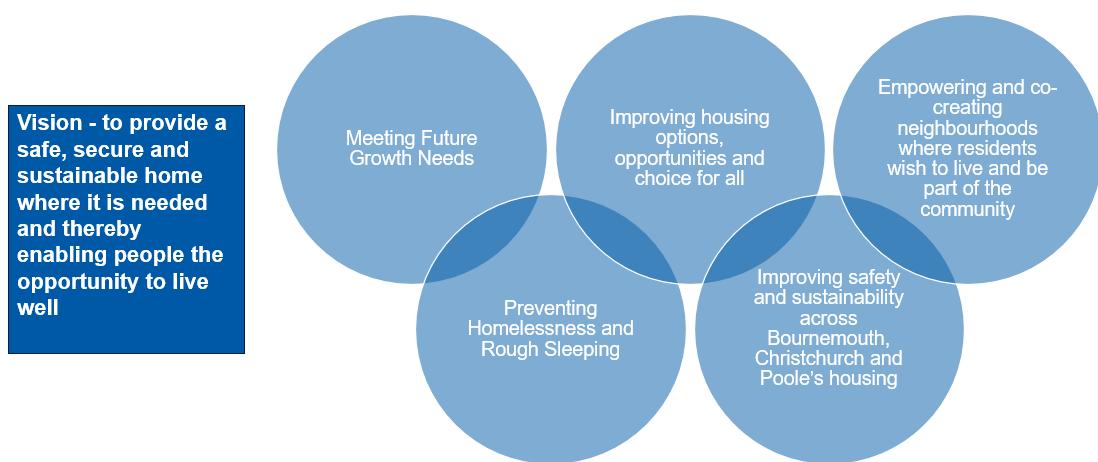
- a. To reduce serious violence
- b. To reduce Violence Against Women and Girls (VAWG)
- c. To reduce Anti-Social Behaviour (ASB), drug related ASB and crime hotspots

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



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 unrepeatable. 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 & 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 2026-2031

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 Vision

The Health & Wellbeing Board agreed to adopt the Dorset Integrated Care Partnership Strategy – 'Working Better Together' as the framework for a Bournemouth, Christchurch and Poole Health and Wellbeing Strategy. This includes the following vision:

"Dorset Integrated Care System works together to deliver the best possible improvements in health and wellbeing".

3.2 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 themed areas of focus have subsequently been developed into four Strategic Priorities:

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

3.3 A Targeted Approach

If we are to reduce health inequalities, the actions we take must be implemented proportionately to the needs of different neighbourhoods and 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, rather than due to who they are or individual biological and/or lifestyle factors.

Inequality also exists between people with different characteristics (including those protected by law) such as people of minority ethnicities, people with disabilities and between men and women. Some groups of people experience significant disadvantage, due to the circumstances that they are facing, such as people experiencing homelessness.

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.

3.4 Strategic Priority 1 – Starting Well

Ensuring that Children and Young People up to the age of 25 have the best start in life and are supported to have good physical health and emotional wellbeing to go on and achieve their potential and live well into adulthood.

Proposed Actions:

- Support the delivery of BCP Children & Young People's Partnership Plan and Families First Programme, so that children and young people are supported by the community to flourish, giving them the best possible opportunities in life, and ensuring they grow and succeed
- Support the delivery of the BCP Special Educational Needs and Disabilities (SEND) Improvement Plan so that all children and young people with SEND have bright futures, fulfilled lives and are part of their local communities
- Promote good mental wellbeing in children, young people and families and reduce self-harm
- Work with priority neighbourhoods and communities to reduce health inequalities by:
 - Supporting mothers who smoke to give up during and after pregnancy
 - Improving the uptake of child and adolescent vaccinations
 - Improving oral health and hygiene in young children
 - Improving healthy nutrition and physical activity in young children
- To maximise opportunities to support children and young people at the earliest possible point, to prevent harm and encourage positive health behaviours and choices, including promoting positive sexual health and social media use, averting knife and weapon crime and supporting the prevention of harms from tobacco, vaping, drugs, alcohol and gambling

3.5 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:

- Support Integrated Neighbourhood Teams (INTs) to jointly tackle physical, mental and social wellbeing in partnership with local organisations and communities
- Support improvements in access to, and uptake of, community mental health support services
- Work with key partners to reduce rates of suicide and self-harm
- Support mental health promoting communities, making mental wellbeing everyone's business through community development, training and peer support

- Health and Wellbeing Board members to ensure mental wellbeing, including tackling stigma around this agenda, are addressed through workplace wellbeing offers
- Support people with poor mental health to connect to paid and unpaid activities.

3.6 Strategic Priority 3 – Living & 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 priority neighbourhoods and communities accessing LiveWell support services and increase the uptake of NHS Health Checks
- Reduce the harm caused by tobacco, drugs, alcohol & harmful gambling in priority neighbourhoods and communities
- Reduce inequalities in the uptake of NHS screening & immunisation programmes
- Reduce hospital admissions due to falls in people aged 65 and over through increased primary and secondary prevention activities
- Champion and monitor the delivery of the Fulfilled Lives & Future Care Programmes to reform urgent and community care, provide more person-centred and home-based recovery services and promote independence
- Champion the delivery of the Adult Social Care Prevention Strategy to prevent the development of long-term social care needs
- Support the development of creative health approaches in supporting people to live and age well
- Create more Age-friendly communities and spaces, where people are supported and enabled to age well and live a good later life
- Support the development of an adult social care and housing strategy that supports people to live and age well
- Support the delivery of the Dorset Palliative and End of Life Strategy

3.7 Strategic Priority 4 – Healthy Neighbourhoods & Communities

Our neighbourhoods and workplaces will make it easy for everyone to live well, with shared opportunities for health and happiness across our communities.

Proposed Actions

- Support the development of Integrated Neighbourhood Teams and Neighbourhood Health Services, improving local access to joined-up care and support
- Strengthen the voluntary and community sector to deliver impactful programmes that reduce health inequalities, alleviate poverty, improve health literacy and improve access to nutritious food
- Foster connected communities to combat social isolation, build community resilience and enhance overall wellbeing
- Embed health and wellbeing practices in workplaces, with Board Members actively championing initiatives that improve staff wellbeing and productivity
- Reduce rates of serious violence, including violence against women and girls, and enhance perceptions of safety across all neighbourhoods
- Reduce homelessness and increase the availability of good quality homes and environments that promote health and wellbeing
- Cut carbon emissions, reduce air pollution and increase active travel uptake

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 the BCP 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 & 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 | Breastfeeding prevalence at 6-8 weeks | Population vaccination coverage – MMR for | Child health: Percentage achieving good level of | Oral health: Percentage of 5-year-olds with |

| | | | | |
|-------------------------------------|---|--|---|---|
| | | one dose (2 years old) | development at 2-2.5 year review (Fingertips) | experience of visually obvious dental decay |
| | Obesity: Year 6 obesity prevalence | Percentage of physically active children and young people | Under 18 conception rate | Hospital admissions as a result of self- harm age 15-19 years, crude rate per 100,000 (persons) |
| 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) | | | |
| Living & Ageing Well | Smoking prevalence in adults in routine and manual occupations (aged 18 to 64) | Physical inactivity: Percentage of adults who are physically inactive | Drugs and alcohol: Rate of alcohol specific mortality (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) | Hospital admissions due to falls in those aged 65 and over | |

| | | Corporate Strategy) | | |
|---|--|--|--|--|
| Healthy Neighbourhoods & Communities | The number and value of grants/contracts awarded to the voluntary and community sector to reduce health inequalities | Percentage of residents who have a good satisfaction with life | Percentage of physically active adults | Reduce levels of police recorded serious violent crime |
| | Percentage of people who feel safe in their local area after dark/during the day | The number of people rough sleeping | The number of homeless households in bed and breakfast accommodation | Total number of sustainable passenger trips in the BCP area per year |

5. Making it happen

The Health and Wellbeing Board will be responsible for assuring delivery of the actions set out within the strategy, connecting to 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 drive 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 & Wellbeing Board which will:

- Meet regularly as a board, holding 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 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 priorities, measures and inequalities across the BCP area
- Review progress, emerging needs and strategic priorities on an annual basis

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