

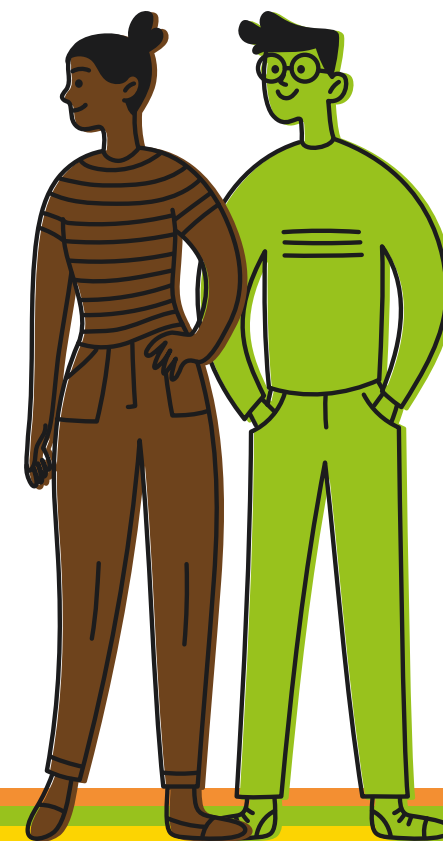
2026-2031



Warwickshire's Joint Local Health and Wellbeing Strategy

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Executive Summary

Introduction to the Health and Wellbeing Strategy

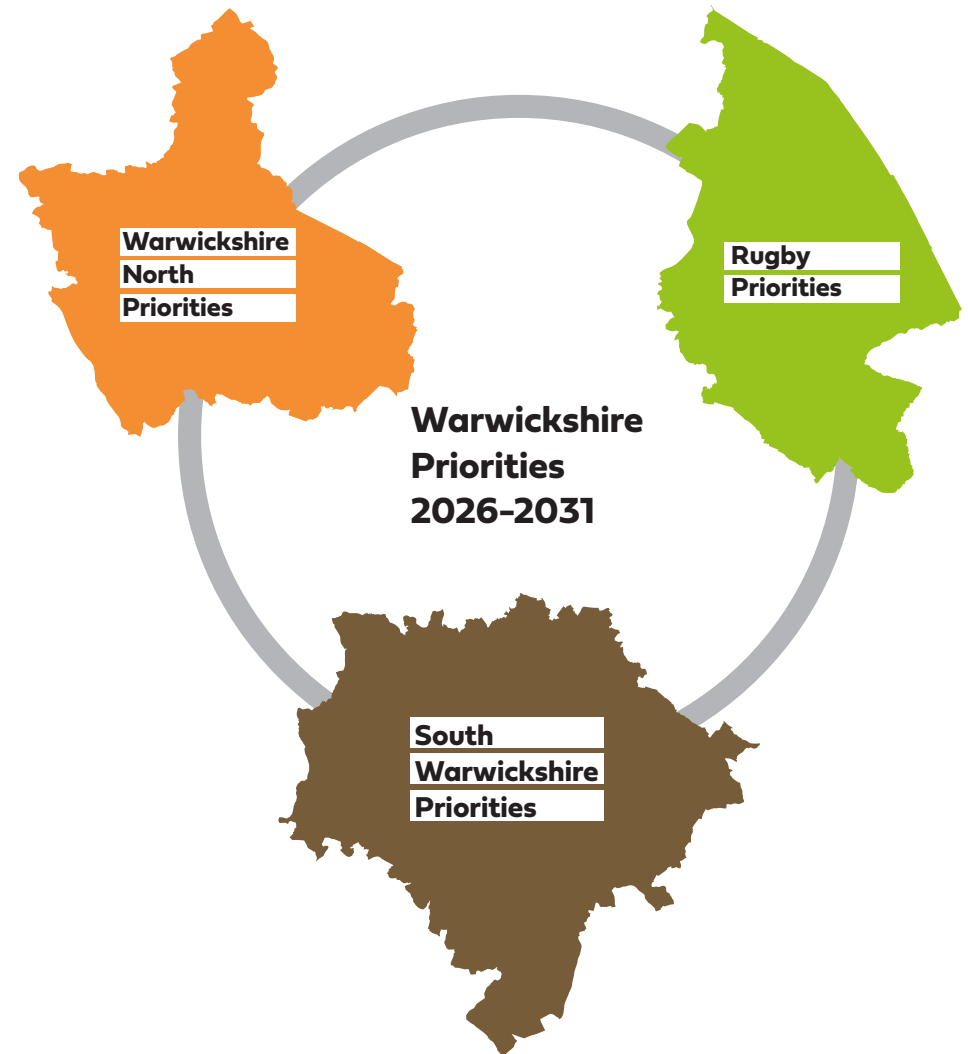
The Health and Wellbeing Strategy sets out how partner organisations across Warwickshire will work together to prioritise actions and improve key factors that affect the health and wellbeing of people who live and work across the county.

The strategy identifies and aligns priorities for the whole county to help reduce inequalities affecting health, as well as priorities specific to the following three places:

- ➔ Rugby Place (Rugby Borough)
- ➔ North Place (North Warwickshire Borough and Nuneaton and Bedworth Borough)
- ➔ South Place (Stratford-upon-Avon District and Warwick District)

This strategy aims to make Warwickshire healthy and ensure that this good health is split evenly across all areas of the county. We currently have unjust health inequalities and many people living in need. North Warwickshire experiences higher levels of deprivation and lower healthy life expectancy than the south of the county, with residents living on average three years fewer due to factors affecting health and wellbeing.

To recognise the differing needs across Warwickshire, the Strategy has been developed so that each area of the county has its own set of priorities. This approach enables each place to assess local need and develop delivery plans based on local strengths, supporting fairer outcomes for people across Warwickshire.



While each Place is unique and has its own priorities and actions shaped by local need, all broadly align with the County Priorities and we will continue to work in partnership to deliver them.

This strategy will look at all ages and areas across the life course and has a focus on the aspects of everyday life that most impact our health including our housing, surroundings, families and communities, food, transport, education, work, and skills. We recognise that it is these wider determining factors that influence 80% of our health and our wellbeing, the last 20% impacted by access to and the provision of primary health care like the NHS, and the priorities within this strategy have been designed accordingly.

The strategy looks to build on our last strategy, which ran from 2021 to 2026. Over these five years, we had three core priorities.

2021-26 Priority 1:

Help our children and young people have the best start in life.

2021-26 Priority 2:

Help people improve their mental health and wellbeing, particularly around prevention and early intervention in our communities.

2021-26 Priority 3:

Reduce inequalities in health outcomes and the wider determinants of health.



We have developed our strategy by bringing together information from three main areas of expertise:

1. We have used the evidence that we report frequently through Needs Assessments to understand the concerns and core issues and needs of people who live and work in Warwickshire.
2. We have carried out three workshops at Rugby, North and South Warwickshire places with colleagues from local government, from the voluntary, community, faith and social enterprise (VCFSE), and from the NHS, to examine the local data and collectively agree priorities that were suitable in each context.
3. We have taken these draft priorities to the public through an online survey on Ask Warwickshire and paper surveys in libraries across Warwickshire in August 2025 and asked the public for feedback on how well the drafted priorities aligned with the public view. This ensured the Strategy reflects what truly matters to our population and residents and can drive real health and wellbeing improvement for all.

Our priorities have also been shaped by a strong commitment to data sharing, effective communication, and collaborative ways of working across partner organisations. This approach has ensured the Strategy reflects insight from a wide range of partners, helping to focus action where it can make the greatest difference to health and wellbeing over the next five years.

Delivery of the Strategy will continue to be led through partnership working. Strong strategic links and collaboration will ensure the priorities influence plans across all relevant areas, supported by a Health in All Policies approach to embed positive health impacts within wider planning and policy decisions.

Warwickshire Priorities for 2026-2031

1. **Creating the conditions to support good mental health and wellbeing, prioritising children and young people, enabling them to flourish.**

Mental health problems often begin early in life, and many young people face delays in getting support. The strategy commits to detecting issues sooner, strengthening early help in schools and communities, and ensuring support is easier to access. It also highlights the need to address the wider pressures that affect mental wellbeing, such as social isolation, family stress and the impact of poverty.



2. **Tackling the factors that cause poverty and lead to inequalities in health and wellbeing.**

Poverty affects many aspects of daily life - from access to good housing and stable employment to the ability to make healthy choices. Warwickshire is a comparatively affluent county, however that can mask pockets of significant deprivation. The strategy aims to embed a "Health in All Policies" approach so that decisions about housing, transport, planning, jobs and the environment all take account of their impact on health. It also commits to supporting families experiencing child poverty, improving access to good work and training opportunities, addressing homelessness, and improving the built and natural environment so that all communities can thrive.



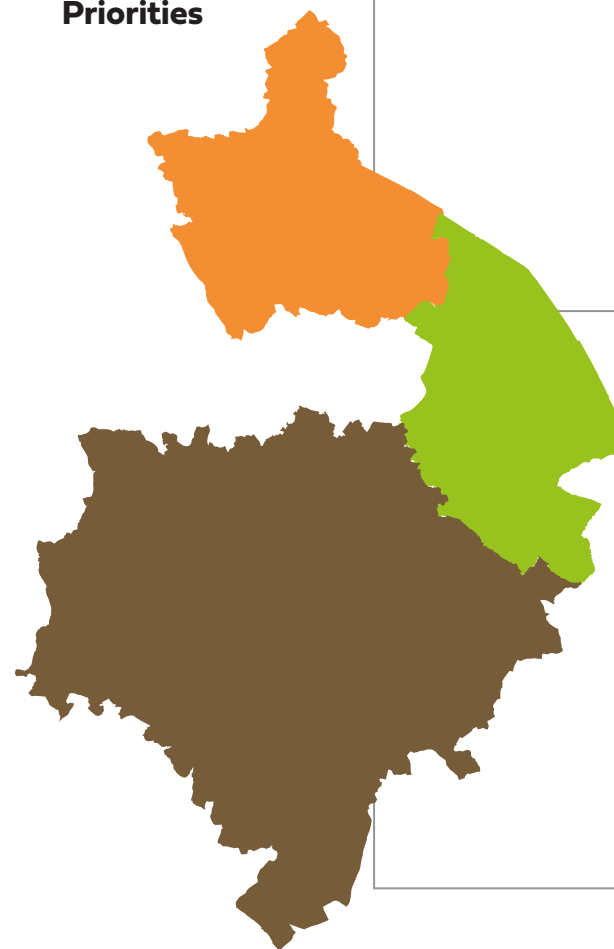
3. Supporting people to move more and eat well.

Physical inactivity and unhealthy weight are major contributors to long-term ill health, and many children and adults in Warwickshire are not active enough. The strategy aims to make physical activity a normal and accessible part of daily life by improving green spaces, developing active travel routes, working with schools and early years settings and promoting community-led programmes.

It also sets out plans to support healthier eating and healthier weight across all ages, including through early years support, local partnerships and a coordinated, countywide approach.



Place Partnership Priorities



Warwickshire North Priorities:

1. Addressing deprivation and the cost of living.
2. Mental health and wellbeing.
3. Healthy weight and healthy eating.

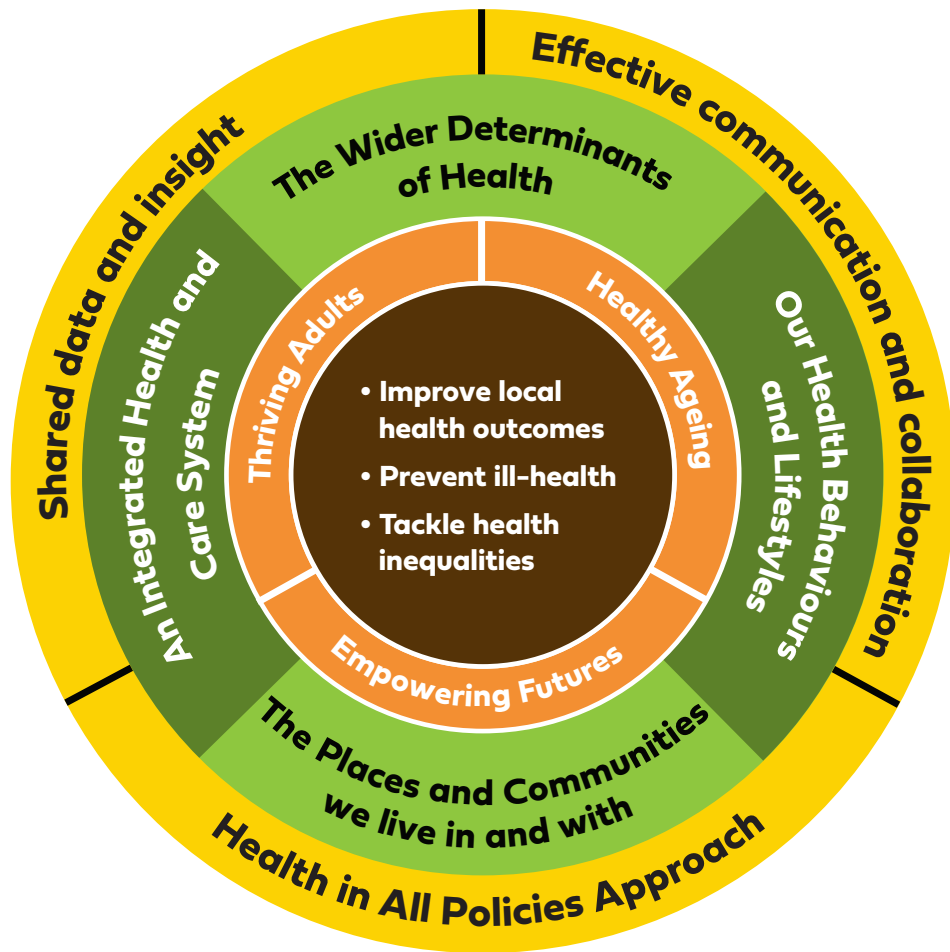
Rugby Priorities:

1. Mental health and wellbeing, with a focus on prevention and early interventions.
2. Reducing health inequalities, including impacts across the rural area, houses of multiple occupation and the shift worker demographic.
3. Improving levels of physical activity across Rugby.

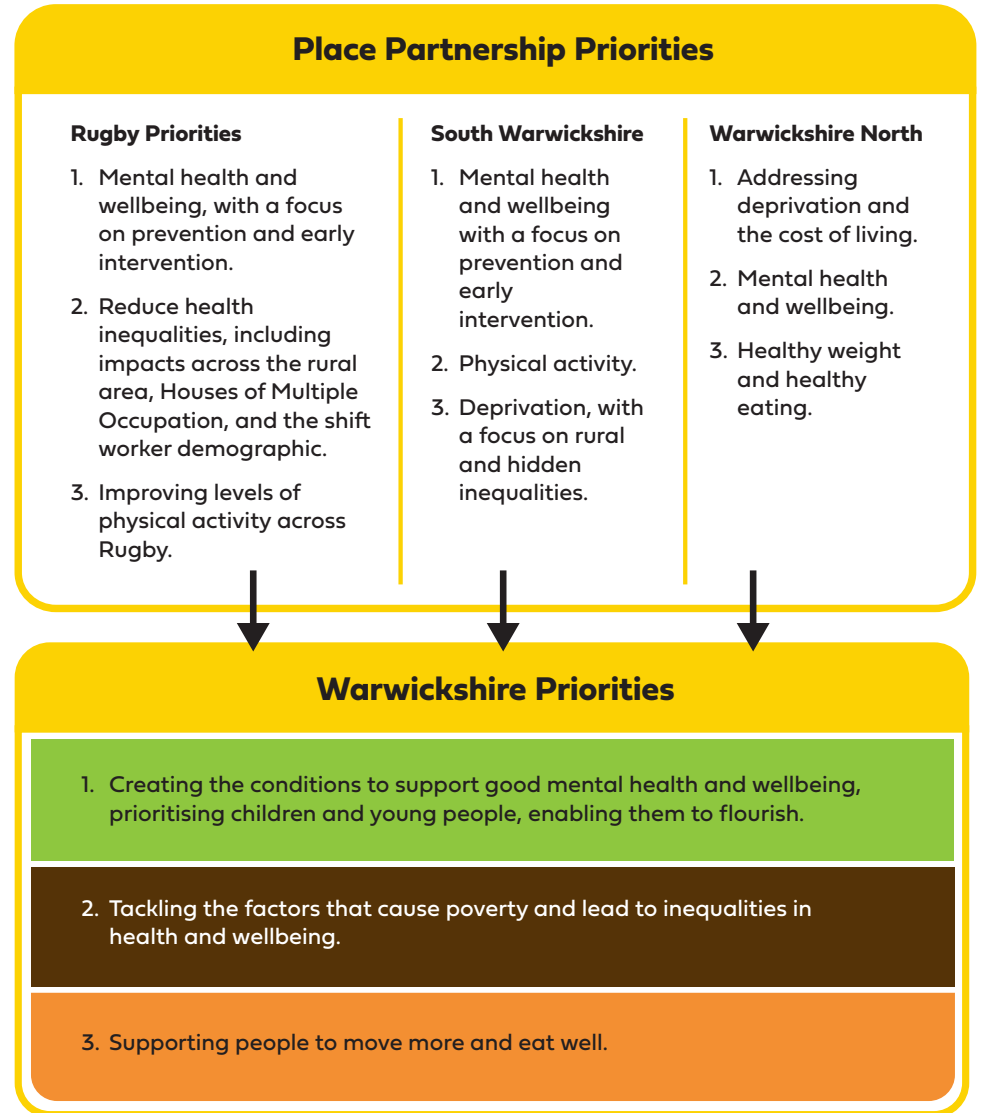
South Warwickshire Priorities:

1. Mental health and wellbeing with a focus on prevention and early intervention.
2. Physical activity.
3. Deprivation, with a focus on rural and hidden inequalities.

Plan on a page



- Life course approach
- Enablers
- The Pillars of Population Health



Foreword

I am pleased to introduce Warwickshire's Health and Wellbeing Strategy 2026-31, which sets out our shared vision for a healthier and fairer Warwickshire.

We know that the health and wellbeing of people who live in Warwickshire is generally better than the England average. But we also know that when we look closer at different areas of Warwickshire, health outcomes can be significantly different. For example, people who live in the South of Warwickshire live approximately three years longer than people who live in the North of Warwickshire. These inequalities in health outcomes are unjust and avoidable.

As members of the Health and Wellbeing Board, we must work together to improve the building blocks of good health, and to recognise the differences that exist across the county. As such, we have developed this strategy differently, with North, Rugby, and South Warwickshire 'Places' at its heart.

Our three overarching priorities for Warwickshire are rooted in national and local evidence on health and wellbeing:

1. Creating conditions to support good mental health and wellbeing and prioritising children and young people, enabling them to flourish.
2. Tackling the factors that cause poverty and lead to inequalities in health and wellbeing.
3. Supporting people to move more and eat well.

Within the Health and Wellbeing Strategy 2026-31, we set out how we will work collectively on these priorities over the next five years. As Health and Wellbeing Board members, we have a shared responsibility and accountability for delivery of this strategy, and to be committed to considering health and wellbeing in all that we do.

Whilst there is much change taking place nationally across local government and the NHS, we must maintain a focus on the actions needed locally to improve the lives of people who live and work in Warwickshire.

Together, we can build a Warwickshire where everyone can thrive.



Councillor Anne-Marie Sonko,
*Chair of Warwickshire Health and Wellbeing Board,
Warwickshire County Council
Portfolio Holder for Adult Social
Care and Health.*

What we achieved through the Health and Wellbeing Strategy 2021-26

We have captured a snapshot of achievements made towards the Health and Wellbeing Strategy 2021-26 priorities over the last five years.

Our 2021-26 priorities were to:

2021-26 Priority 1: Help our children and young people to have the best start in life.

2021-26 Priority 2: Help people to improve their mental health and wellbeing, particularly around prevention and early intervention in Warwickshire's local communities.

2021-26 Priority 3: Reduce inequalities in health outcomes and the wider determinants of health.

Spotlight on Warwickshire North Place: Reducing inequalities in health outcomes (priority 3) through Armed Forces Veterans Health Checks



Targeting veterans living in areas of deprivation, we have delivered 1000 health checks in community settings accessible to veterans, with additional focus on women's health for female veterans and veterans' spouses. This has enabled early detection of health issues to support intervention.

Spotlight on South Warwickshire Place: helping people to improve their mental health and wellbeing and reducing inequalities in health (priorities 2 and 3) in Lillington, Warwick District

We introduced a new Community Connector role in Lillington East, a community in the top 20% most deprived nationally. The role works across the district housing team and primary care to provide holistic support to residents with respiratory

conditions such as Chronic obstructive pulmonary disease (COPD) to boost mental health and resilience. Lillington Health Hub also opened its doors in 2024, increasing access to a range of services and support for residents most at risk of health inequality.



**Spotlight on Time to Talk™:
Supporting children to have the
best start in life (priority 1)**

'Time to Talk'™ is Warwickshire's early years speech and language strategy, empowering professionals through training and tools like WellComm to support children's communication development. Led by NHS therapists and the County Council, it is now embedded across settings and showing strong impact thanks to dedicated Speech and Language Champions.

Spotlight on Workplace Wellbeing: Supporting mental health and wellbeing within the workplace (priorities 2 and 3)

During the COVID-19 pandemic, Warwickshire County Council engaged with the CEO of a local construction materials company to explore workplace wellbeing. This led the company to join the Thrive at Work programme, achieve the Foundational Level, and appoint a Health and Wellbeing Advisor. They also created their own wellbeing strategy, focusing on key issues like mental health, musculoskeletal health, and suicide prevention.

The impact has been powerful. One employee who had attempted suicide received vital support and later shared their gratitude with HR. The CEO and employee spoke about their experience at the Suicide Prevention Network launch in 2023, and the company won a Construction News Award for their 'Let's Talk' campaign. This partnership shows how early conversations can lead to life-changing action and long-term commitment to staff wellbeing.

**Spotlight on the Better Care Fund
(priorities 1-3):**

Between 2021–2026, the Better Care Fund supported key prevention priorities across Warwickshire, improving hospital discharge, reducing admissions, and enhancing services for mental health, carers, and children through innovations like the Integrated Care Record and expanded community support. These efforts also helped reduce health inequalities through targeted housing, hospice, and dementia services.

Introduction

This Health and Wellbeing Strategy sets out how each of the Health and Wellbeing Board (HWBB) partners will work together to improve local health outcomes, prevent ill-health, and tackle health inequalities - ensuring everyone in Warwickshire has the opportunity to thrive throughout their lives.

Key principles

This strategy focuses on the upstream factors that support people to have good health:

- Prioritising prevention
- Addressing health inequalities
- Focusing on the building blocks of good health
- Taking a place-based approach
- Working together to drive change
- Involving local people in what we do

When we think of health, we often focus on the health and care services that we receive, but our health, wellbeing and health outcomes are more widely determined by social, economic and structural factors as well as individual behaviours. These factors, also known as the 'building blocks of health, influence our health outcomes throughout our lifetimes.



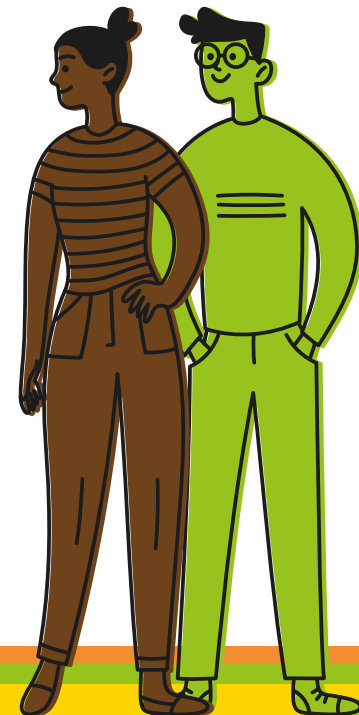
Building blocks of health

This is why we are taking a life course approach to this strategy, looking at health and wellbeing from preconception, early years, and childhood, to adolescence, working age, and aging well.

In Warwickshire, we benefit from well-established and strong place-based health and wellbeing partnerships, referred to in this strategy as Place Partnerships. They are ideally placed to focus on the building blocks of good health, as they are rooted in community and closer to the delivery of many services linked to the wider determinants of health.

Our engagement with Warwickshire residents through the Director of Public Health's Annual Report 2024 reinforced the importance of these wider determinants. When asked what matters most about where they live, people consistently highlighted the value of open and green spaces, proximity to local services, and a strong sense of community. Green spaces were seen as essential for mental wellbeing and physical activity, while local amenities and social connections helped people to feel more supported. These are precisely the factors that Place Partnerships can influence.

By grounding our strategy in both evidence and what residents have told us matters most to them, we are strengthening our commitment to addressing the root causes of poor health and working with communities to create the right conditions for people in Warwickshire to thrive.



Adopting the King's Fund Population Health Framework

An estimated 80% of our health is influenced by social, economic and structural factors, whilst 20% of our health is determined by the quality of the healthcare we receive.

In recognition of this, we adopted the King's Fund Population Health Framework in 2020, which is centred on four pillars:

- The wider determinants of health
- Our health behaviours and lifestyles
- The places and communities we live in
- An integrated health and care system.

We have remained committed to working together on the principles of the framework, paying equal regard to each of the four quadrants, and the overlaps and connections between them.

The partners of the Health and Wellbeing Board are part of the wider Coventry and Warwickshire Integrated Care System (ICS). This Health and Wellbeing Strategy 2026-31, which focuses on the broader factors that drive good health, aligns with the ICS Strategy, which has also adopted the King's Fund Population Health framework and the principles on prioritising prevention. The ICS Strategy, and the associated Integrated Care Board (ICB) Integrated Health and Care Delivery Plan, outlines local plans for the integration and transformation of local health services, because when we do need to use healthcare services, we want them to be effective and accessible.

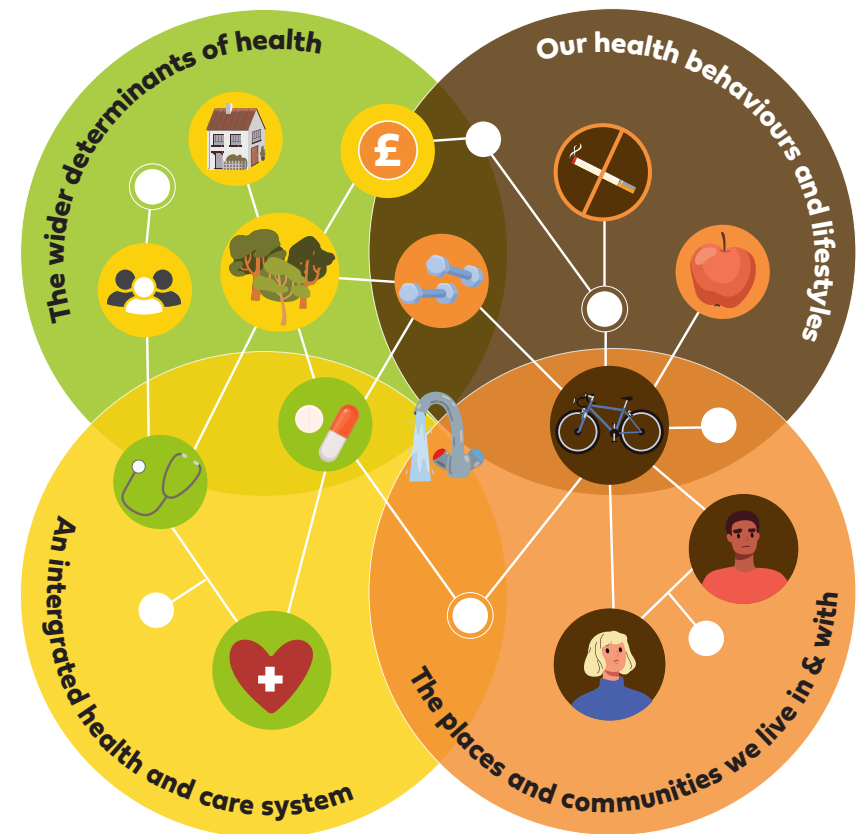


Figure 1: King's Fund Population Health Framework

Working together across county, Place, and neighbourhood

Key organisations that support health and wellbeing in Warwickshire operate across different geographical footprints. District and Borough Councils deliver town planning, licensing, housing, leisure, and environmental health, whilst Warwickshire County Council oversees education, transport planning, social care, public health, economy and skills, and children's services. Police and Fire and Rescue services also work countywide.

Each of these services plays a pivotal role in improving health outcomes, and there are clear benefits to considering health in all areas. By adopting the King's Fund Population Health Framework, we recognise that better outcomes come from the connections between these services and the four quadrants of the framework.

We have strong partnerships at county and Place level, including North, Rugby, and South Warwickshire Health and Wellbeing Place Partnerships, which have helped to shape this strategy from the very beginning. These partnerships are forums for local collaboration between the NHS, local authorities, voluntary and community organisations, and health and social care providers. They work to improve population health at a scale small enough to be responsive to local needs, whilst translating the strategic vision of the HWBB into deliverable actions. Each Place Partnership has reviewed evidence and set priorities for the next five years, reflecting local opportunities and challenges whilst enabling collective action.

The NHS 10-Year Plan adds a neighbourhood focus through Integrated Neighbourhood Teams (INTs). These are collaborative groups of professionals from across health, social care, and the Voluntary, Community, Faith and Social Enterprise (VCFSE) sectors, coming together to improve outcomes locally. The INTs will help to deliver the Health and Wellbeing strategy at a more local level.

Although each Place is unique in its approach to improving health and reducing inequalities, common enablers will underpin the delivery of this strategy across Warwickshire.



Key enablers



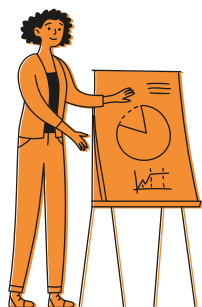
Data sharing

Supporting change starts with understanding the people who live and work in Warwickshire. As HWBB partners, we each hold valuable information that can improve decision-making, reduce duplication, and enhance outcomes and experiences. Together, we will work to remove barriers to data sharing.



Effective communication

We know that we can improve communication both within the HWBB and with Warwickshire residents. We aim to develop joint plans for key messages - covering services, health promotion, and HWBB achievements - and to ensure that these messages are accessible to all, recognising that digital channels do not work for everyone.



Shared evidence base

Warwickshire's Joint Strategic Needs Assessment (JSNA) seeks to analyse the current and future wellbeing needs of the county's population, providing key information that can help to inform the commissioning of local health, wellbeing, and social care services. Warwickshire's JSNA gives us a strong shared picture of local needs, enabling HWBB partners to plan strategically and collaboratively. We are developing a connected dataset through our Population Health Management platform, which brings together health and care information all in one place. This joined-up view helps us to better understand Warwickshire's communities and the wider factors that shape their health. By using this shared information, we can work more effectively as partners to prevent problems, intervene earlier, and tackle health inequalities.



Shared use of estates / co-location of staff and services

Working better together sometimes requires forming multi-disciplinary teams, and we know that when we share spaces, communication between services can also improve. We will look for opportunities to co-locate staff, optimise resources, and utilise community hubs. Where possible, opportunities for multi-disciplinary hubs will be considered as spaces where employment, health, skills and community can come together. We will utilise existing partnerships, such as the Local Estates Forums, to drive these conversations.

Key enablers



Creating healthy places through a Health in All Policies (HiAP) approach

Creating healthy places means ensuring that local environments actively support health and wellbeing. Adopting a HiAP approach can help to make health everyone's business and to support people to understand the connections between policies and programmes and health and wellbeing. A HiAP approach focuses on areas within the wider determinants of health including climate and sustainability, transport, education, and employment.

Building on Warwickshire's HiAP approach, we will work across green spaces, planning, and housing to drive positive change - protecting and improving natural spaces, embedding health in planning decisions, and working to ensure that everyone has a safe home. By joining efforts and keeping wellbeing central to all that we do, we will help Warwickshire residents to live healthier and more connected lives.



Strategic connections

Given the wide-ranging factors that influence our health and wellbeing, this strategy cannot be delivered in isolation. We will explore, develop and maintain connections with wider strategic partnerships where co-benefits of working together are found. These include:

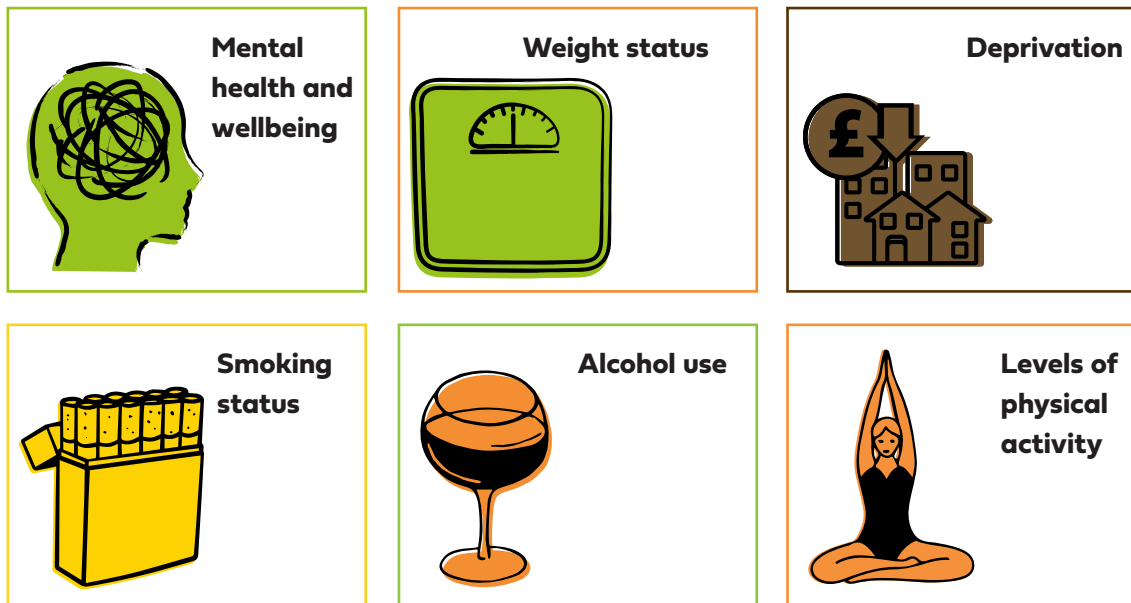
- **Creating Opportunities Board**
- **Anchor Alliance**
- **Safer Warwickshire Partnership**
- **Mental Health Collaborative**
- **Warwickshire Care Collaborative**

As a key statutory document, this strategy will also be an important building block to inform and support HWBB partners and the ICS as they develop future strategies and plans.

Understanding population health need

National drivers of health and wellbeing

We want this strategy to focus on the key drivers of health and wellbeing that have the greatest impact on outcomes. We reviewed national evidence on key drivers and identified the following six areas:

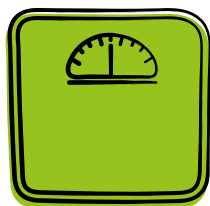


Each of these drivers are interconnected. For example, deprivation is connected to smoking and weight status; and physical activity is connected to mental health and wellbeing. Taking effective action across these factors requires working across the four quadrants of the King's Fund Population Health Framework.

Joint Strategic Needs Assessments

JSNAs assess current and future health and care needs to inform strategic decisions. As a statutory duty of every HWBB, they provide important evidence for Joint Local Health and Wellbeing Strategies across the country. Since 2021, Warwickshire HWBB has published thematic JSNAs on mental health, children and young people, healthy ageing, LGBTQ+ and adults with learning disabilities, all highlighting key inequalities. In shaping this strategy, we have reviewed these assessments and identified recurring themes aligned with national priorities: healthy weight, smoking, alcohol and drug use, mental health, and deprivation.

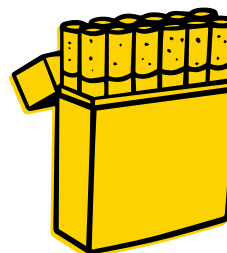
What the JSNA says about drivers of poor health in Warwickshire



Healthy weight: Featured in almost every JSNA as a major factor influencing health, a healthy weight can support children to have the best start in life; it can prevent age-related conditions; and it disproportionately affects vulnerable groups like those with learning disabilities.

"Diet is really important. It contributes to how well you feel; I am very careful about all that stuff." - Healthy Ageing JSNA

Smoking: Smoking is the leading cause of premature deaths nationally. The JSNAs show a higher prevalence of smoking in deprived areas, with opportunities available to support quitting across the life course.



Alcohol and drug use: Alcohol and drug use pose significant public health challenges, impacting on both mental and physical health, and are a leading cause of death nationally. The JSNAs demonstrate these links across the life course and highlight the challenges within Warwickshire that contribute towards ill health.

Mental health: The JSNAs have provided a wealth of insight into mental health, including observing a rise in the prevalence of mental ill health during the COVID-19 pandemic, which continues to rise. They consider the link between physical health and the wider determinants of health, and also highlight populations who experience particular mental health inequalities including children and young people, people with a learning disability, and people who are LGBTQ+.



"Give help earlier to people starting to feel bad before it gets to crisis point" - Mental Health and Wellbeing of Infants, Children, and Young People JSNA



Deprivation: How health inequalities are experienced by those living in the most deprived areas, compared to those in the least deprived areas, has been a feature in all recent JSNAs. The JSNAs have looked at inequalities in healthcare access, experience and outcomes, and have noted an increased prevalence of mental health and physical health conditions across the life course in the most deprived areas. Importantly, inequalities in the wider determinants of health are also drawn out, with those in deprived areas experiencing more significant challenges with their economic, social, and environmental circumstances.

"I prefer volunteering but wouldn't mind being paid working in the future. I don't think there's enough support to find employment." - Adults with a Learning Disability JSNA

We know that focusing on health need is important to help us with strategic decision making, however it can mean we do not focus enough on what is working well in local communities. The 2024 Director of Public Health (DPH) Annual Report celebrates Warwickshire's people and places by re-emphasising the critical role that the building blocks of health, such as communities, and the natural and built environment, play in shaping health outcomes across Warwickshire.

Key themes from the DPH Annual Report 2024

Access to green and open spaces was the most valued aspect of local life, cited by nearly half of respondents. These spaces were seen as vital for mental wellbeing, connection to nature, and opportunities for physical activity.

"Open rural space for my children to explore and grow up in. It feels so safe, and I feel very lucky to live here."

Proximity to local amenities such as shops, General Practitioner (GP) surgeries, and community facilities, was the next most valued factor, mentioned by a third of participants. People emphasised the importance of walkable neighbourhoods and access to everyday services.

"I love that it's a short walk to the town and nearby facilities... and lovely open spaces for walks on my doorstep."

A strong sense of community and pride in place was also prominent, with a quarter of respondents highlighting the importance of supportive neighbours and shared values.

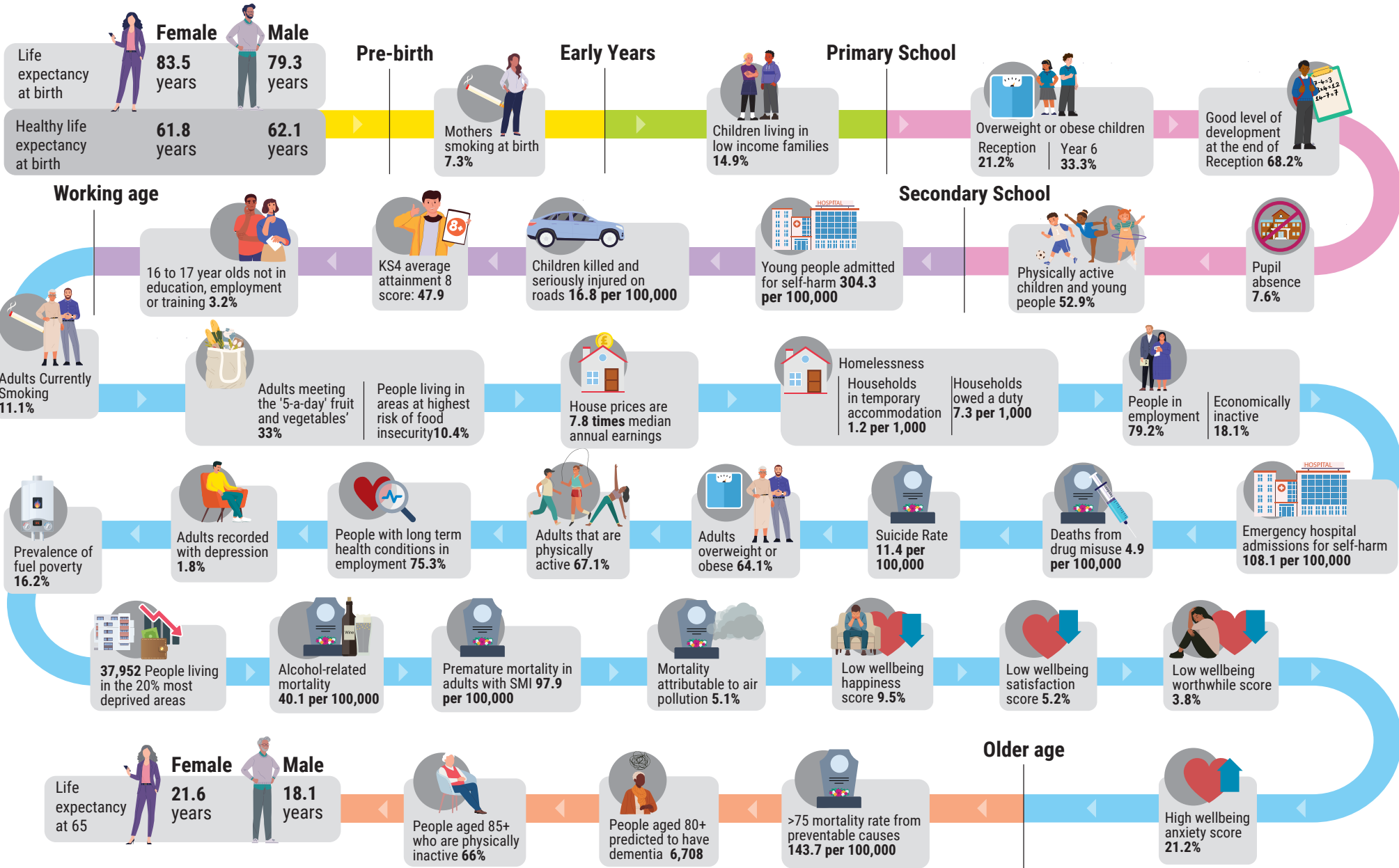
"There is very much a sense of 'we're all in this together!'"

These insights, alongside data on how people use local spaces, such as the high use of parks (86%), public footpaths (83%), and local shops (89%), directly informed the DPH Annual Report and this strategy. The evidence shows that when people live in supportive, well-connected and active communities, they are better able to maintain good mental and physical health.

Current and future JSNA programme

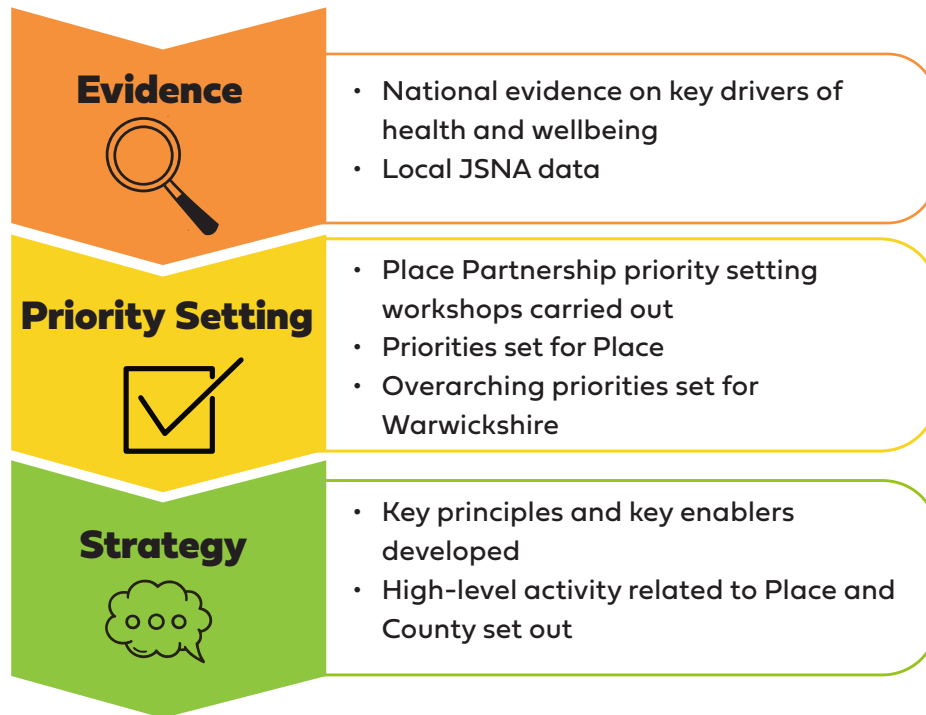
In September 2024, the Warwickshire HWBB approved a life course approach to the JSNA work programme. This approach analyses how health, social, and psychological trajectories are shaped over a person's lifetime by biological, environmental, and social factors. Warwickshire's HWBB creates and maintains three JSNA life course dashboards to provide an overview of health and wellbeing across the county's population at different stages of life. These JSNA dashboards are the **Empowering Futures JSNA** (covering 0-18 year-olds), the **Thriving Adults JSNA** (covering 18-64 year-olds), and the **Healthy Ageing JSNA** (covering people aged 65+ years, expected to be published in September 2026).

Each of these dashboards contains a wide range of data and insight about these populations. This includes exploring their physical and mental health conditions, and how healthy lifestyles and the wider determinants of health can impact on these conditions. For example, in the Thriving Adults JSNA, you can explore the rates of musculoskeletal conditions in those aged 18-64 years, and how this impacts on economic activity and employment. These dashboards will support us, as HWBB partners, to make evidence-based decisions over the lifetime of this strategy. All the JSNAs, including these dashboards, can be found on Warwickshire County Council's [JSNA webpage](#).



Turning data into priorities and action




We used data from the JSNAs, as well as wider intelligence, to inform a series of Place-based priority setting workshops for North, Rugby, and South Warwickshire Places. Each Place Partnership held a workshop, where they considered the evidence and identified key priority areas to focus on over the lifetime of this strategy.



Warwickshire priorities

This section provides details of Warwickshire's overarching priorities for 2026-31. These have been developed from the priorities of each Place Partnership. A summary of the high-level actions we plan to carry out, to meet these priorities across Warwickshire, is also set out here.

Priorities:

-  1 Creating the conditions to support good mental health and wellbeing, prioritising children and young people, enabling them to flourish.
-  2 Tackling the factors that cause poverty and lead to inequalities in health and wellbeing.
-  3 Supporting people to move more and eat well.



Priority 1: Creating the conditions to support good mental health and wellbeing, prioritising children and young people, enabling them to flourish.

We know from the Mental Health and Wellbeing of Infants, Children, and Young People JSNA that, in England, 1 in 6 children and young people aged 7-16 years, and 1 in 4 aged 17-19 years, have a probable mental health disorder. In Warwickshire, it is estimated that 20,653 children and young people aged 6-23 years have a probable mental disorder. The JSNA highlights that, as 75% of all mental health problems start by the age of 24, it is critical to address mental health at an early age, and by considering the wider determinants that impact on mental health.

The Coventry and Warwickshire Mental Health JSNA and the Healthy Ageing JSNA both show mental health as a concern across the life course. Nationally, 1 in 4 adults can expect to experience a mental health problem at some point in their lives. Both JSNAs demonstrate the impact of the wider determinants of health on mental wellbeing, with addressing them being crucial to improving mental health for all age groups.

What we will do...	Impact – where we will be in five years...	We will measure success by...
<ul style="list-style-type: none"> • Support the Thrive approach to be embedded across organisations and within neighbourhoods and communities. • Deliver the Child and Adolescent Mental Health Services (CAMHS) service model in accordance with the Thrive approach. 	<ul style="list-style-type: none"> • We will detect mental health and wellbeing issues in children and young people earlier and ensure they have access to the support they need. • We will have embedded the Thrive approach. 	<p>Measuring improvements that support JSNA recommendations regarding children and young people’s mental health:</p> <ul style="list-style-type: none"> • Children and young people will have increased resilience. • Children and young people will know where to get help and have better coping skills. • Parents, carers, other family members and professionals will increase their confidence in supporting children and young people’s mental health. • The most vulnerable children and young people will be supported with their mental health and wellbeing. • We will have delivered the CAMHS services model.
<ul style="list-style-type: none"> • Focus on the delivery of the Suicide Prevention Strategy, including working with schools and education settings to improve safeguarding procedures. 	<ul style="list-style-type: none"> • We will have used suicide data from real-time surveillance, and data from partners around self-harm, to produce an accurate picture of the issue in Warwickshire. • Frontline staff working with children and young people will have improved knowledge and professional confidence in identifying and supporting young people at risk of self-harm and suicide. 	<ul style="list-style-type: none"> • Reported levels of improved knowledge and professional confidence in identifying and supporting young people at risk of self-harm and suicide.

What we will do...	Impact – where we will be in five years...	We will measure success by...
<ul style="list-style-type: none"> • Deliver on the Prevention Concordat for Better Mental Health, focusing on holistic support for mental wellbeing, including links to physical activity, and the delivery of mental health inequalities projects. 	<ul style="list-style-type: none"> • A well-established whole system approach to public mental health and a reduction in mental health inequalities. 	<ul style="list-style-type: none"> • Reviewing an annual report outlining system contributions to reducing health inequalities. • Stories and case studies to demonstrate the impact.
<ul style="list-style-type: none"> • We will support delivery of the Special Educational Needs and Disabilities (SEND) and Inclusion Strategy’s ambitions linked to mental health and wellbeing. 	<ul style="list-style-type: none"> • Children and young people with social, emotional and mental health needs will have earlier access to support. • There will be greater awareness and understanding of neurodiversity and mental health across organisations, schools and services. 	<ul style="list-style-type: none"> • The adoption of the Working Together Charter and School’s Inclusions Charter across relevant services and settings. • Growth of young people with SEND voice represented through IMPACT. Continuous response and feedback from parents. Perceived safety and trust in children and young people, as these indicate effectiveness of learning environments. • Increased reported awareness and understanding of neurodiversity and mental health across organisations, schools, and services.
<ul style="list-style-type: none"> • We will work together to support improvements in school attendance by children and young people with social, emotional and mental health and wellbeing needs. 	<ul style="list-style-type: none"> • More children and young people in Warwickshire, particularly those with social, emotional and mental health and wellbeing needs, will have improved school attendance rates. 	<ul style="list-style-type: none"> • Children and young people will be supported back into school. • Rates of school attendance will improve, particularly in areas with poorest attendance. • Health and Wellbeing Board members will have pledged their commitment to the School Attendance Charter.



Priority 2: Tackling the factors that cause poverty and lead to inequalities in health and wellbeing.

Priority 2: Tackling the factors that cause poverty and lead to inequalities in health and wellbeing.

All the JSNAs produced in Warwickshire consider the impact of deprivation on health inequalities. They show that:

- People living in the most deprived areas of Warwickshire have a lower life expectancy than those in the least deprived areas. This is 8.3 years less for females, and 6.3 years less for males (source: Healthy Ageing JSNA).
- The 20% most deprived households are four times as likely to develop a serious mental health difficulty by the age of 11, when compared to the 20% least deprived households (source: Mental Health and Wellbeing of Infants, Children, and Young People JSNA).
- People who live in more deprived areas often face more barriers regarding the wider determinants of health, which can make engagement in healthy behaviours and lifestyle choices more difficult.

What we will do...

- We will embed health and wellbeing into all local decision-making by applying a Health in All Policies (HiAP) approach. We will strengthen collaboration across sectors, use data to inform decisions, and ensure community voices shape our work, especially from our most disadvantaged areas.

Impact - where we will be in five years...

- A HiAP approach will lead to healthier, fairer communities. By addressing the wider factors that shape health, we will reduce inequalities, improve wellbeing, and build a more sustainable system.

We will measure success by...

- How well health considerations have been included in key policies and strategies, and the uptake of HiAP tools and training across partners.
- A reduction in health inequalities where a HiAP approach is applied to service policy and strategy design.

What we will do...	Impact – where we will be in five years...	We will measure success by...
<ul style="list-style-type: none"> • Create practical programmes based on people’s needs and offer targeted support to help them access healthcare and find work, so that they can live independently. • Support the Youth Guarantee, by developing pathways and collaborating with local partners. • Work with employers via the Public Health Workplace Wellbeing Forum, to support and encourage a focus on health and wellbeing. This includes encouraging the co-design of training and in inclusive job opportunities. 	<ul style="list-style-type: none"> • Local services aligned with “Get Britain Working” and WorkWell. • Successfully developing an integrated work and health offer with established pathways to receive a variety of support. • Skills development and job placement assistance will help more individuals secure stable employment. • Vulnerable groups get focused help, narrowing health and economic gaps. 	<ul style="list-style-type: none"> • An increase in employment rates and a decrease in economic inactivity. • The number of people supported into sustainable employment and/or progression into better quality jobs and training. • The uptake of services i.e. ‘Connect to Work’ participation. • WCC will measure and continually evaluate the impact and progress of work and health programmes. The offer of support will evolve to ensure it always remains relevant and effective. • Stories and case studies to demonstrate the impact.
<ul style="list-style-type: none"> • We will support the development and delivery of a new Warwickshire Child Poverty Reduction Strategy (2026-2030). 	<ul style="list-style-type: none"> • Fewer children in Warwickshire will grow up in poverty. Families will have better access to support, improved financial stability, and greater opportunities for employment and education. Children will experience healthier, safer environments and improved wellbeing, helping them to thrive and reach their full potential. 	<ul style="list-style-type: none"> • A reduction in the number of children living in poverty. • Positive feedback from families on the support they receive. • Better health, education, and wellbeing outcomes for children in low-income households.

What we will do...	Impact – where we will be in five years...	We will measure success by...
<ul style="list-style-type: none"> We will continue to work collaboratively across Warwickshire to address the consequences of homelessness as outlined in the Warwickshire Statement of Intent on Homelessness. 	<ul style="list-style-type: none"> The health needs and inequalities of people experiencing homelessness in Warwickshire will be addressed through system collaboration and healthcare provision for one of our Plus Groups. Having equitable provision for the health care needs of people experiencing homelessness across Warwickshire. 	<ul style="list-style-type: none"> An increase in service use from people experiencing homelessness.
<ul style="list-style-type: none"> We will work to secure the best health outcomes from our built environment through an agreed approach to planning and health. 	<ul style="list-style-type: none"> Health impact will be embedded as part of our countywide planning processes, including a consistent approach to targeting health inequalities. Having a Warwickshire-focussed Health Impact Assessment set of criteria to inform local planning policy and development plans. 	<ul style="list-style-type: none"> Rate of utilisation of a Warwickshire-focussed Health Impact Assessment that informs local planning policy and development plans.

What we will do...	Impact – where we will be in five years...	We will measure success by...
<ul style="list-style-type: none"> We will promote the health and wellbeing benefits of the natural environment, to improve community access and use of rural and urban green spaces across Warwickshire. 	<ul style="list-style-type: none"> Access to green spaces as a health and wellbeing resource to help tackle health inequalities is improved through collective action to address barriers and improve awareness. 	<ul style="list-style-type: none"> Residents report having equitable and safe access to a comprehensive network of green and blue spaces across Warwickshire.
<ul style="list-style-type: none"> We will develop a robust housing offer across the county that meets the needs of all groups with learning disabilities and autism. 	<ul style="list-style-type: none"> Improved access to suitable accommodation provision for those with complex learning disability and autism needs. Having a robust plan in place that meets the housing and accommodation needs of all local communities and populations, including those with complex learning disability and autism needs. 	<ul style="list-style-type: none"> An increase in rate of individuals with learning disabilities and autism that have access to suitable housing.



Priority 3: Supporting people to move more and eat well.

Priority 3: Supporting people to move more and eat well.

Physical activity and healthy weight (which are predominately driven by healthy eating) are identified in Warwickshire's recent JSNAs as key drivers of good health and wellbeing. The Healthy Ageing JSNA shows that the benefits of physical activity include a 40% reduction in the chance of developing type 2 diabetes, 35% reduction in cardiovascular disease, 30% reduction in falls and depression, 25% reduction in joint and back pain, and a 20% reduction in cancers, particularly colon and breast cancers.

The JSNA highlights that in Warwickshire, 1 in 7 children recorded flagged responses to physical activity questions in the Health Needs Assessment, meaning that there is concern about the levels of activity they are self-reporting. 1 in 12 reception-aged children are recorded as obese, and this rises in Year 6 where 1 in 5 are recorded as obese. In adults, nationally, most people over the age of 25 are overweight or obese. This peaks at 45-54 years old for males (82% overweight or obese) and 65-74 years old for females (71% overweight or obese). For older people aged 65+ years, 4 in 10 people in Warwickshire are routinely inactive, equating to around 50,400 people.

What we will do...

- Use existing strengths, assets, and resources to drive coordinated, system-wide action on healthy weight. For example, via local children and young people healthy weight commissioned activity and partnerships.
- Collaborate with system wide partners, including schools, nursery settings and youth services, to promote and influence conditions for change, to support healthier weight for all Warwickshire residents.
- Take a whole family approach, ensuring that activity benefits parents, carers, grandparents and the wider community.
- In collaboration with health professionals and nursery settings, continue to drive uptake of the national Healthy Start scheme for eligible families, to ensure milk, vegetables, fruit, and vitamins are more accessible families with children under 4 years of age.

Impact – where we will be in five years...

- A clear and recognisable vision for healthy weight in Warwickshire.
- Strategic and political commitment to drive long-term outcomes in support of healthier weight for Warwickshire.
- Adoption of a nationally recognised and endorsed approach to drive long-term work in improving outcomes and reducing health inequalities e.g. The Healthy Weight Declaration.
- In support of a Health in All Policies approach, healthy weight priorities are integrated into key strategies and plans across Warwickshire.

We will measure success by...

- Contribution to reducing the trend of rising childhood and maternal obesity.
- Improved maternal and infant health outcomes.
- Documented plan to grow impact and influence to improve healthy weight outcomes across the life course for all residents in Warwickshire.
- Documented stories of action and change from local stakeholders and dissemination of activity to inspire others.
- Examples of where community engagement has informed the approach and local change.
- Supporting a shared commitment to healthy weight via the Warwickshire Healthy Child Programme sub-group.

What we will do...	Impact – where we will be in five years...	We will measure success by...
<ul style="list-style-type: none"> • Support system partners to drive and prioritise improvements around preconception, infant feeding, family and child health. For example, via the Local Maternity and Neonatal System (LMNS) work programmes. • Develop community engagement to inform the approach and support meaningful change for all ages, endorsed by Warwickshire residents. • Facilitate a shared understanding of the Whole Systems Approach to Healthy Weight amongst Warwickshire partners, highlighting its role within broader partnerships and the wider system, through effective communication channels and local networks. 	<ul style="list-style-type: none"> • Learning captured and shared. For example, via webinars and newsletters to support the healthy weight approach across the life course. 	<ul style="list-style-type: none"> • Learning is captured and shared to support continuous improvement and momentum of growth.
<ul style="list-style-type: none"> • Use the Sport England Place Universal Offer (PUO) and Active Warwickshire Partnership as a catalyst for system-wide change, embedding physical activity into local policy, strategy, and planning. • Develop a shared vision and coordinated approach to reducing physical inactivity, with a focus on tackling inequalities. • Champion the role of movement, sport and physical activity to improve wellbeing across the life course, reduce health inequalities, and connect communities. 	<ul style="list-style-type: none"> • More communities enjoying the wide-ranging benefits of sport and physical activity, improving both individual lives and the places where people live and work. • All children and young people have positive experiences through physical activity, laying the foundations for a long, healthy, and active life. • Stronger connections between sport, physical activity, health and wellbeing, leading to more people feeling the benefits and becoming advocates for active lifestyles. • Improved places and spaces that make it easier, safer, and more appealing for people to be active as part of everyday life. 	<ul style="list-style-type: none"> • Increase in physical activity level and decrease in the number of people who are physically inactive, measured via the Active Lives Survey. • System changes through the PUO's Monitoring and Evaluation Framework. • Impact through targeted interventions and programmes. • Stories and case studies to demonstrate the impact of physical activity.

What we will do...	Impact – where we will be in five years...	We will measure success by...
<ul style="list-style-type: none"> Support key partners to embed the Coventry and Warwickshire prevention framework and its principles within their organisations. Key areas of focus within the framework are physical activity and healthy weight. Endorse attendance at the quarterly Coventry and Warwickshire Prevention Network meetings, which are themed around physical activity and healthy weight. 	<ul style="list-style-type: none"> All partners have prevention embedded within their business-as-usual services. Prevention prioritised across the system. 	<ul style="list-style-type: none"> Increase in the number of policies, strategies and boards that include prevention as one of their aims and/or deliverables. Evidence of routine reflection of prevention principles within board and committee reports. Case studies from organisations that have applied the prevention framework and its principles.

Warwickshire delivery mechanisms:

- **Health in All Policies Partnership (WCC Internal)**
- **Housing Partnership Board**
- **Active Warwickshire Partnership**
- **Prevention Network**
- **Work and Health Partnership**
- **Suicide Prevention Partnership**
- **SEND and Inclusion Partnership Board**

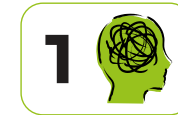


Rugby Place

Rugby Place covers Rugby Borough, with this section providing details about the Rugby Place priorities for 2026-31, alongside Rugby's overall vision statement. Also set out here are high-level actions planned to be carried out in Rugby in order to meet these priorities.

Vision statement: Thriving communities where everyone, regardless of background or circumstance, can live healthy, connected, and fulfilling lives.

Priorities:



1 Mental health and wellbeing, with a focus on prevention and early intervention.



2 Reduce health inequalities, including impacts across the rural area, Houses of Multiple Occupation, and the shift worker demographic.



3 Improving levels of physical activity across Rugby.



Priority 1: Mental health and wellbeing, with a focus on prevention and early intervention.

Mental health and wellbeing is a key focus for Rugby Place. In Rugby in 2017, around 3 in 20 people aged 16+ years are estimated to have a common mental health disorder, whilst 1 in 5 people report high anxiety. Recent JSNAs have highlighted higher rates for those who have a learning disability or are in the LGBTQ+ community. We will take a proactive and preventative approach to mental health and wellbeing in Rugby Place, focusing on how we can prevent mental ill health from developing in the first place, and providing support to people earlier so that mental health conditions don't escalate.



What we will do...

- Prioritise improving mental health and wellbeing in Rugby Place.
- Work to support a Liveable Neighbourhood approach, focusing on the benefits of open space, trees and active travel in areas of deprivation.
- Work closely with Coventry and Warwickshire Partnership NHS Trust and other key organisations that focus on mental health, ensuring connections across Rugby Place.
- We will adopt a Thriving Places approach to work together as a Partnership with key measurable outcomes.
- Support the needs of local residents and advocate for their voice.
- Work together to share communication across all Place partners.

Impact – where we will be in five years...

- Children and young people and their families will know what, and where, services can be accessed, at the first time of asking.
- Children, young people and their families will feel heard and supported.
- Rugby will be a place where neighbours get the right services for themselves and those they care for.
- We will have improved communications across organisations about children and young people's mental health.
- People will feel empowered to support their mental health and wellbeing.

We will measure success by...

- Survey to understand baseline levels of children and young people's mental health and wellbeing, and re-survey this in five years' time.
- Reduction in access to acute mental health services by children and young people who live in Rugby Place.
- An active network of forums meeting regularly and feeding into Council consultations.
- Improved outcomes on mental health in Rugby Place.



Priority 2: Reduce health inequalities including impacts across the rural area, Houses of Multiple Occupation, and the shift worker demographic

Tackling deprivation and its impact on health is a top priority for Rugby Place. Deprivation is one of the most powerful and persistent drivers of health inequality, influencing people’s ability to live well, access services, and participate in their communities. Reducing inequalities by tackling deprivation in Rugby Place ensures that everyone has a fair opportunity to be healthy and well, regardless of background or circumstances. A healthier Rugby leads to a more productive and thriving community, which aims to prevent long-term illness and promote healthy lifestyles. Two Lower-Layer Super Output Areas (LSOAs) in Rugby, home to 3,614 people, are in the top 20% most deprived nationally. With Rugby Place, we strive to reduce health inequalities with a particular focus on rural areas, Houses of Multiple Occupation, and the shift worker demographic.

What we will do...

- Adopt a Health in all Policies (HiAP) approach to local decision-making to prioritise health improvement outcomes.
- Develop a plan to create ambition and hope for people living in Rugby, focussing on skills development.
- Connect with the network of town and parish councils to understand their local community challenges, including transport and mobility, local economy and jobs, flood resilience and nature and biodiversity.
- Engage businesses within the borough, specifically those operating logistics, to create a network of employers with health as a focus.
- Support the delivery of the WCC’s warm homes project.

Impact – where we will be in five years...

- There will be a strong community network helping to address key challenges in Rugby Place.
- Understand the barriers to making healthy choices that Rugby residents may face.
- Demonstrate commitment to reduce inequalities and deprivation within the borough.
- A clear focus and commitment from all Rugby Place partners.
- Progress of the £21 million Housing and Health fund.

We will measure success by...

- Number of projects delivered with a focus on reducing health inequality.



Priority 3: Improving levels of physical activity across Rugby

We want to support people to be physically active in Rugby. Being physically active can help prevent a wide range of health conditions, including coronary heart disease, diabetes, osteoporosis, types of cancer, and poor mental health. 1 in 9 children in Rugby recorded flagged responses to physical health questions in the Health Needs Assessment school survey, meaning the levels of physical activity they indicated were concerning, with the lowest levels in the south of Rugby (1 in 7 children). 1 in 3 adults in Rugby Place undertake less than 30 minutes of activity per week, and 2 in 5 people aged 65+ years in Rugby undertake less than 30 minutes of activity per week, a total of 25,500 people.

What we will do...

- We want to encourage people to be more physically active through a Love Rugby campaign, utilisation of green spaces, and regeneration of the town centre.
- We want to make better use of community groups and hubs to drive conversations around prevention, and to actively involve people who live and work in Rugby.
- Influence and drive the Sport England Place Universal Offer (PUO) funding in partnership with Think Active.
- Actively promote the GP Referral scheme available at the Rugby Borough Council-owned leisure centre.
- Explore opportunities to develop active travel routes particularly within the town centre.

Impact – where we will be in five years...

- A more active Rugby Place with a promotion of sport and physical activity across the borough.
- Older people engaged in strength and balance exercise.
- A coordinated approach from all partners delivering system change.
- An improved cycling and walking network in the town centre.

We will measure success by...

- Increased percentage of Rugby residents who are physically active for 30 minutes, three times per week.
- Collecting qualitative information, such as case studies on resident journeys to improved health.
- The engagement and output of a Love Rugby campaign.
- Kilometre distance of active travel routes, including the borough council's park connector network.



As well as focusing on prevention, we know that for Rugby residents, access to health and wellbeing services remains a top priority. We know this through the Healthwatch Warwickshire Rugby Health and Care Forum. As a Partnership, we will focus on a joint communications plan to support residents to know what and when support is available. We also want to make better use of community anchors and hubs to drive conversations around access, and co-design communications with people who live and work in Rugby.

We want to make sure that people who live and work in Rugby are involved in the development and delivery of this strategy over the next five years. We will involve residents through engaging with Warwickshire Healthwatch and other community partners.

Rugby Place delivery mechanisms:

- **Rugby Place Plan**
- **Rugby Borough Council Plan**
- **Rugby Local Estates Forum**

Role of Rugby Place Partnership

The Rugby Place Partnership will drive forward the ambitions for Rugby as listed in this strategy. We will set up task and finish groups when required to support with the delivery, and we will report progress to HWBB on an annual basis against the outlined activity.

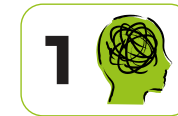


South Warwickshire Place

South Warwickshire Place covers Warwick District and Stratford-upon-Avon District, with this section providing details of South Place's priorities for 2026-31, alongside South Place's overall vision statement. Also set out here are the high-level actions planned to be carried out across south Warwickshire to meet these priorities.

Vision statement: South Warwickshire has vibrant communities at its heart, working together to ensure everyone is supported to live well and have safe and fully active lives.

Priorities:



1 Mental health and wellbeing with a focus on prevention and early intervention.



2 Physical activity.



3 Deprivation, with a focus on rural and hidden inequalities.



Priority 1: Mental health and wellbeing with a focus on prevention and early intervention.

Mental health and wellbeing is a top priority for South Place. This is because poor mental health is both a major contributor to health inequalities and a significant barrier to people living fulfilling lives. In South Place, around 1 in 10 people aged 16+ years were estimated to have a common mental disorder in 2017, and between 2 in 10 and 3 in 10 reported high anxiety. Local engagement and data shows that access to timely, appropriate mental health support remains a challenge across south Warwickshire, particularly in rural areas and for those living in deprivation. Residents consistently report long waiting times and a lack of continuity in mental health services, which is impacting quality of life and increasing pressure on emergency and crisis services.

We will focus on the mental health and wellbeing of children and young people living in South Place. This is because they are telling us they face real barriers to accessing care, especially those with neurodivergent needs, social anxiety, or lack of digital access. Nationally, 1 in 6 people aged 7-16 years have a probable mental health disorder, and engagement feedback reveals that many young people struggle with navigating healthcare systems, feel their concerns are not taken seriously, and often wait months for mental health support. Poor mental health during adolescence can have long-term consequences, including reduced educational outcomes, risk of substance misuse, and unemployment.

Prioritising prevention is a key principle of this strategy, and we want to support children and young people to have good mental health and wellbeing in order to be able to flourish. By listening to their lived experiences and investing in early intervention, accessible support, and community resilience, we aim to reduce long-term harm and build a healthier, more equitable future for all young residents in south Warwickshire.

What we will do...

- Adopt the Thrive Approach and work together to ensure it is embedded across all organisations in the South Place partnership.
- Strengthen early intervention and prevention approaches across life stages.
- Improve access to appropriate, timely, and inclusive mental health support.
- Embed mental health and emotional wellbeing into community, education, and frontline settings.

Impact – where we will be in five years...

- Children and young people and their families will know how to access the relevant parts of the system.
- Children and young people and their families will feel heard and supported.
- Communities are more resilient and have built supportive networks that local people can access.
- Fewer people reach crisis point due to earlier and more joined-up support.
- Young people, carers, rural residents, and those with additional needs feel better supported and heard.
- Communities are more resilient with alignment across stakeholders on health and wellbeing priorities.

We will measure success by...

- Survey to understand baseline levels of children and young people’s mental health and wellbeing, and re-survey in five years’ time.
- Improvement in self-reported mental wellbeing (e.g. Warwickshire JSNA metrics).
- Increased uptake of community-based support and early help services.
- Improved access to and satisfaction with mental health services.
- Increased training and awareness of mental health across frontline services.



Priority 2: Physical activity.

Physical activity is a top priority for South Place. This is because being physically active is fundamental to good health and wellbeing at every age, helping to prevent a range of long-term conditions, reduce social isolation, and support positive mental health. Yet across south Warwickshire, physical activity levels are uneven, with significant disparities linked to income, geography, age, and disability. 1 in 10 children in South Place recorded flagged responses to physical health questions in the Health Needs Assessment school survey, meaning the levels of physical activity they indicated were concerning, with the lowest levels in Leamington Spa, Whitnash, and Bishop’s Tachbrook (1 in 8 children). 1 in 5 adults in South Place undertake less than 30 minutes of activity per week, and 1 in 3 people aged 65+ years in South Place undertake less than 30 minutes of activity per week.

People living in rural areas face barriers such as poor public transport and limited access to local facilities, while others may experience cost, time, or health-related barriers. These inequalities mean that those who would benefit most from being active often have the fewest opportunities to do so.

We particularly want to focus on reducing inequalities in physical activity across South Place. Data shows that groups already experiencing poorer health - including older adults on low incomes, carers, and people with disabilities - are less likely to be physically active. This contributes to a cycle of declining health and increased demand on health and care services. These gaps increase in communities with limited infrastructure, where access to green spaces, affordable leisure, or active travel options are lacking.

Prioritising prevention is a key principle of this strategy, and we want to create the conditions for all residents, regardless of their background or circumstances, to be physically active in ways that work for them. This includes investing in inclusive environments, supporting community-led activity, and addressing the structural and social barriers that prevent people from moving more.

What we will do...

- Support inclusive, place-based opportunities to be active, utilising local assets, especially in under-served communities.
- Promote active travel, green space use, and community-led physical activity.
- Address environmental, social and economic barriers to participation.

Impact – where we will be in five years...

- Physical activity is easier, more visible, and more accessible in everyday life.
- Gaps in activity levels between different groups and places have narrowed.
- More people across all ages and backgrounds are moving more, and more often.
- Physical activity is integrated into health and wellbeing pathways, especially for those with long-term conditions.
- Local community hubs and leaders drive inclusive, community-led activity programmes that boost participation.

We will measure success by...

- Increased physical activity levels, measured via Active Lives Survey or local data.
- Reduced inactivity rates in priority groups (e.g. older adults, carers, people living with a disability).
- Growth in participation in community and place-based activity programmes.



Priority 3: Deprivation, with a focus on rural and hidden inequalities

Tackling deprivation and its impact on health is a top priority for South Place. This is because deprivation is one of the most powerful and persistent drivers of health inequality, influencing people's ability to live well, access services, and participate in their communities. While south Warwickshire is often seen as affluent overall, this masks significant pockets of deprivation, as some areas rank amongst the most deprived in the country. There are also hidden inequalities, especially in rural areas, where need can be less visible but just as severe. Rural residents may face multiple overlapping challenges, such as poor transport links, digital exclusion, fuel poverty, and limited access to services — all of which contribute to poorer health outcomes.

There is 1 LSOA in the top 20% most deprived nationally located in south Warwickshire, with 1,232 people living there. However, when looking at the specific domains that make up deprivation scores, south Warwickshire has 33 LSOAs in the top 20% most deprived nationally for barriers to housing and services, and 23 LSOAs in the top 20% most deprived nationally for living environment, demonstrating how hidden inequalities can present themselves.

We want to focus on reducing health inequalities linked to deprivation across the whole life course. People in deprived urban and rural communities are more likely to experience long-term physical and mental health conditions, and face greater barriers to accessing healthcare, employment, and education. Evidence shows that adults living in more deprived areas are twice as likely to experience depression, more likely to suffer from chronic pain, and are at a significantly greater risk of developing preventable diseases. The high cost of housing, growing homelessness, and underreporting of need in rural areas all contribute to a complex and often overlooked picture of inequality.

Prioritising prevention is a key principle of this strategy, and we are committed to tackling deprivation in all its forms - including the less visible experiences of rural disadvantage. We will work across sectors to address the wider determinants of health: improving transport, affordable housing, digital access, income security, and community infrastructure. This means making sure support reaches those who may not appear on traditional measures of need, and ensuring no community in south Warwickshire is left behind. By focusing on both visible and hidden deprivation, we aim to close the health gap and create fairer, healthier conditions for all.



What we will do...

- Work across systems to address the wider determinants of health, including housing, transport, income, and digital access.
- Strengthen support and voice for those experiencing hidden and rural deprivation.
- Use data and lived experience to better target resources and services to where they are needed most.

Impact – where we will be in five years...

- Health and wellbeing gaps related to deprivation have narrowed.
- Communities experiencing rural and hidden deprivation are more visible, supported, and empowered.
- Services and funding are better aligned to address local need and build community resilience.
- Community intelligence identifies overlooked needs, enabling targeted support and local solutions.
- Barriers to services, transport, and digital access are reduced, improving quality of life in deprived and rural areas.

We will measure success by...

- Improved health outcomes in the most deprived areas (e.g. life expectancy, long-term conditions).
- Increased access to services and community infrastructure in underserved rural areas.
- More residents reporting they feel supported and less excluded, measured via community insight and engagement data.

South Warwickshire Place delivery mechanisms:

- **South Warwickshire Place Plan**
- **SDC Growing Opportunities Plan**
- **WDC Community Strategy**
- **South Local Estates Forum**
- **South Warwickshire Local Plan**

Role of South Warwickshire Place Partnership




The South Warwickshire Place Partnership will drive forward the ambitions for south Warwickshire listed in this strategy. We will do this through our South Warwickshire Place Plan, Stratford District Council (SDC) Growing Opportunities Plan and Warwick District Council (WDC) Community Strategy, connecting with our Local Estates Forum. We will report progress to HWBB on an annual basis against the outlined activity.

Warwickshire North Place

North Place covers North Warwickshire Borough and Nuneaton and Bedworth Borough, with this section providing details of Warwickshire North Place’s priorities for 2026-31, alongside North Place’s overall vision statement. Also set out here are the high-level actions planned to be carried out in North Place to meet these priorities.

Vision statement: Better Together: helping you to help yourself, there for you when you need us.

Priorities:

- 
1 Addressing deprivation and the cost of living.
- 
2 Mental health and wellbeing.
- 
3 Healthy weight and healthy eating.



Priority 1: Addressing deprivation and the cost of living

Deprivation and the cost of living is a key focus as north Warwickshire sees a higher-than-average proportion of deprivation in its local population. There are 22 neighbourhoods in Warwickshire that fall into the 20% most deprived nationally, and 19 of these neighbourhoods are in North Place, with 17 located in Nuneaton and Bedworth. This means that of the 35,867 people in Warwickshire living in deprivation, over 30,000 are living in north Warwickshire. The cost-of-living plays a huge part in people’s ability to join in with social activities and community groups, which we know help foster good health and wellbeing. Therefore, there is a real need for us to focus on health inequalities and deprivation, noting the effect that they have on health outcomes, and where we can make a difference.



What we will do...

- Continue to position reducing health inequalities as North Place's central driver, focusing on deprivation and the cost of living.
- Projects and initiatives will focus on incorporating an inequalities approach in their planning, delivery and evaluation, noting how deprivation and the cost of living affect the local population and how they engage with service offers.
- Focus on key areas, such as housing and employment, as we know that supporting people into good work and housing can impact positively on wellbeing, enabling them to flourish.
- North Place will involve service users, patients, residents and our workforce in identifying opportunities for improvement, and commit to engagement by connecting with community forums and ensuring patient and resident voices remain central to service development.
- We aim to review the Better Care Fund Hospital to Home service offer and address underutilisation in North Place.

Impact – where we will be in five years...

- We will have a Place programme that can demonstrate its focus to reduce inequalities, target deprivation and the cost of living for the local people in Warwickshire.
- The Place programme will be able to show examples of projects that have focused on deprivation and the cost of living and their associated impact.
- Clear focus across partners in North Place to tackle inequalities, deprivation and cost of living in respective organisations and collectively.

We will measure success by...

- Number of projects with a focus on deprivation and the cost of living.
- Associated achievements and evaluations of those relevant projects.
- Overall progress review against this focus area and factoring it into reporting to the HWBB.
- Utilisation of the Hospital to Home service, or equivalent, and access to wider home environment or other support.



Priority 2: Mental health and wellbeing

Mental health and wellbeing is a key focus for North Place. In Warwickshire North, around 3 in 20 people aged 16+ years were estimated to have a common mental disorder in 2017, whilst 1 in 5 people in North Warwickshire, and 3 in 20 people in Nuneaton and Bedworth, reported high anxiety. Recent JSNAs have highlighted higher rates for those who have a learning disability or are in the LGBTQ+ community. We will take a proactive and preventative approach to reduce the long-term impact for people experiencing mental health problems in Warwickshire North. We will support individuals and families to manage their mental health and wellbeing and enable our population to access support for their mental health needs closer to home.

What we will do...

- Maintain improving mental health and wellbeing as one of our North Place priorities, giving it time and focus to make meaningful progress.
- Work closely with Coventry and Warwickshire Partnership NHS Trust and other key organisations, focusing on mental health to ensure connections are made between wider work and the local Place need.
- Work with North Place partners to consider how we, as organisations, support the wellbeing of our staff.
- North Place will involve service users, patients, residents and our workforce identifying opportunities for improvement. It will also involve engagement by connecting with community forums and ensuring patient and resident voices remain central to service development.

Impact – where we will be in five years...

- We will have an established a priority workstream within our Place programme that includes multiple mental health initiatives, representing the breadth of work in the area across partners.
- The Place programme will be able to show examples of projects that have focused on mental health and wellbeing and their associated impact.
- Clear focus across partners in Place to commit to working to improve mental health and wellbeing in respective organisations and collectively.

We will measure success by...

- Number of projects with a focus on mental health and wellbeing.
- Associated achievements and evaluations of those relevant projects.
- Overall progress review against this focus area and factoring it into reporting to the HWBB.



Priority 3: Healthy weight and healthy eating

We want to support healthy weight and healthy eating in North Place. This includes supporting children and young people to start their lives well by focusing on healthy behaviours, such as healthy eating education and working with local education providers and community groups to increase knowledge and practices around cooking. 1 out of 4 reception-aged children in North Warwickshire and Nuneaton and Bedworth are overweight, with this rising to almost 2 out of 5 in Year 6.

What we will do...

- Incorporate healthy weight and healthy eating into the North Place programme, as one of the focus areas under our Wider Determinants of Health priority.
- Create a shared commitment across North Place from partners to support the healthy weight approach, ensuring key organisations are engaged.
- We will support children and young people to start their lives well by focusing on healthy behaviours, including healthy eating education and working with local education providers and community groups to increase knowledge and practices around healthy and affordable cooking.
- North Place will involve service users, patients, residents and our workforce in identifying opportunities for improvement. It will also involve engagement by connecting with community forums and ensuring patient and resident voices remain central to service development.

Impact – where we will be in five years...

- A shared ethos across North Place partners, recognising the focus area as a result of our Health & Wellbeing Strategy workshop and collaborating to progress work in this area.
- We will have an established piece of work specifically targeting healthy weight and healthy eating in North Place, reporting progress regularly via the Place programme.
- Clear focus across partners in North Place to commit to working to achieve healthy weight in our population.

We will measure success by...

- Number of projects with a focus on healthy weight and healthy eating.
- Associated achievements and evaluations of those relevant projects.
- Overall progress review against this focus area and factoring it into reporting to the HWBB.



Creating safer spaces and addressing community safety is important to the Warwickshire North Place Partnership, and we will work together with our community safety partners to support people in feeling safe during recreational activities in local parks and green spaces, to support people to be more physically active.

We want to make sure that people who live and work in the north of Warwickshire are involved in the development and delivery of this strategy. We will work with local community groups and utilise community connectors to drive health and wellbeing messages. We want to ensure that people are able to access health information and organisations within the partnership. We will consider health literacy in all that we do, through programmes such as Making Every Contact Count training and campaigns.

Where we live can impact our health and wellbeing, and we want to focus on influencing the building blocks of good health. This includes supporting healthy design principles by influencing our town planning practices and taking a stronger stance on restrictions to hot food takeaways by working with licensing colleagues.

Warwickshire North Place delivery mechanisms:

- **Warwickshire North Place Plan**
- **Warwickshire North Clinical Strategy**
- **Warwickshire North Health & Wellbeing Partnership**
- **Warwickshire North Place Delivery Group**
- **Warwickshire North Clinical & Professional Partnership**
- **Warwickshire North Local Estates Forum**

Role of Warwickshire North Place Partnership

The Warwickshire North Place Partnership will drive forward the ambitions listed within this strategy. We will do this through our delivery mechanisms, existing strategies and partnership forums, as listed in the box to the left. We will report progress to HWBB on an annual basis against the outlined activity.

Next steps

We will translate this strategy into key deliverables and outline how they will be monitored. We will use the findings from the public engagement process to help formulate action plans, which will be delivered at both county and Place geographies via a range of mechanisms.

Performance and measuring impact

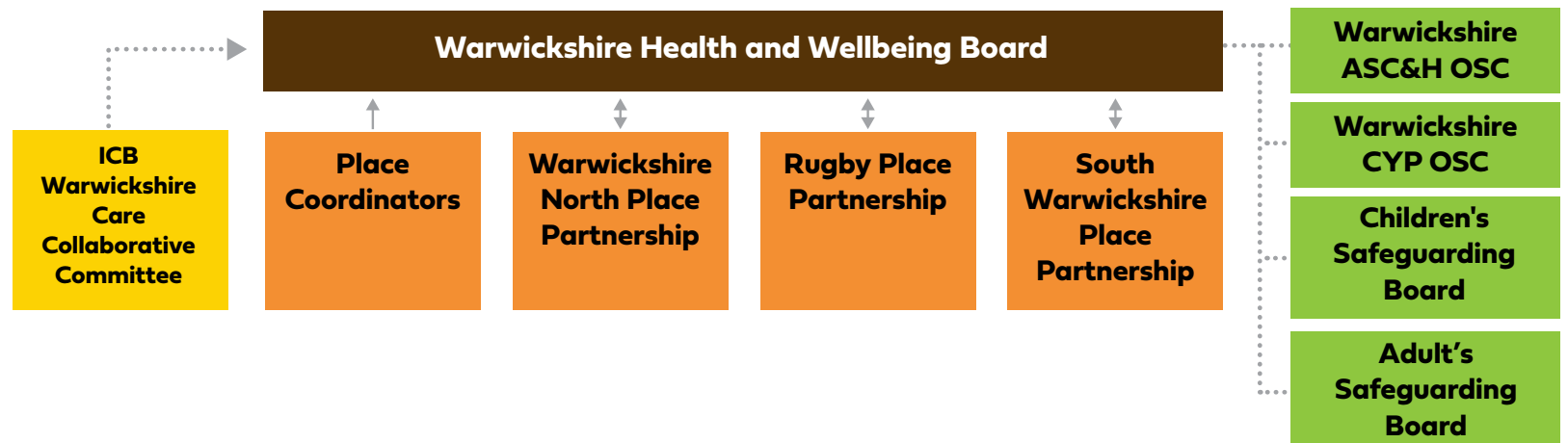
In the next six months, we will develop an outcomes framework to monitor progress against key priorities over the five-year period of the strategy.

As part of our JSNA programme, we will have a suite of dashboards available. Key performance indicators will be included in these dashboards to monitor the strategy's impact. Over the course of this strategy, we would like to see an increased use of this evidence base to inform decision-making. This will include Population Health Management projects which are undertaken either as part of, or separately, to the JSNA programme.

A mechanism for capturing the impact of JSNAs has also been developed to assure the Health and Wellbeing Board of the JSNAs' value and use in strategic decision-making across the system. Reports will be brought to the Board, demonstrating how JSNAs have been used by partners to support projects and activities, including how Health and Wellbeing Board member organisations have responded to JSNA findings and recommendations.

Governance and reporting

The Health and Wellbeing Board will oversee the performance of the strategy.



Risks

Life expectancy

We know that we need to focus on prevention to support people to start, live, and age well. The risk to doing nothing is that life expectancy continues to stall across the county and that inequalities in life expectancy continue, with people in deprived areas more likely to die prematurely compared to those living in the least deprived areas.

We also know that a lot of changes to health and wellbeing outcomes can take a long time to be seen. However, there is change that we can drive within the life cycle of this strategy, which we hope will support overall life expectancy and health in the long term.

Focus on prevention and working together

Working together as partners is key to the delivery of this strategy. Without partnership working, there is a risk that people who live and work in Warwickshire will experience disjointed care and services. Within the current financial climate, there is a risk that preventative activity is lessened. We need to work across organisational boundaries to make the most of our collective resources to support good health and wellbeing outcomes for local people. In addition, working in an ever-evolving health and care system means we will need to pay due regard to national policy changes to ensure our strategy remains fit for purpose throughout the five-year period.

The 2024 Director of Public Health Annual Report focused on the importance of people and place, and the power that is held within communities. It is important that we work with communities to understand attitudes towards health and wellbeing, and that we build behaviour change into our programmes, to reduce the risk of the strategy feeling disconnected from the population of Warwickshire.

Reducing inequalities in health

Taking an approach whereby we seek to reduce inequalities in health will require making decisions on what we prioritise as a partnership. This is because we will be looking at driving a proportionate response, based on need. We will consider health equity assessment through what we do to maintain a focus on health inequalities. This will include considering digital and financial barriers to health for certain groups of people.

Health and Wellbeing Board Partners



Glossary

ASC&H OSC	Adult Social Care and Health Overview and Scrutiny Committee	JCB	Joint Commissioning Board
CAMHS	Child and Adolescent Mental Health Services	JSNA	Joint Strategic Needs Assessment
CCC	Coventry City Council	LGA	Local Government Association
CI	Community Integrator	LGBTQ+	Lesbian, gay, bisexual and transgender. The plus symbol represents other identities included under the LGBTQ+ umbrella.
COPD	Chronic obstructive pulmonary disease	LMNS	Local Maternity and Neonatal System
CWPT	Coventry and Warwickshire Partnership Trust	LSOA	Lower-Layer Super Output Area
CYP OSC	Children and Young People Overview and Scrutiny Committee	MH&W	Mental Health and Wellbeing
CYPP	Children and Young People Partnership	NBBC	Nuneaton and Bedworth Borough Council
D/B	Districts and Borough Councils	NHS	National Health Service
DASS	Director of Adult Social Services	NWBC	North Warwickshire Borough Council
DCS	Director of Children Services	PHM	Population Health Management
DPH	Director of Public Health	PNA	Pharmaceutical Needs Assessment
EYIDP	Early Years Integrated Delivery Plan	PUO	(Sport England) Place Universal Offer
GEH	George Eliot Hospital Trust	RBC	Rugby Borough Council
GP	General Practitioner	SDC	Stratford District Council
HIA	Health Impact Assessment	SEND	Special Educational Needs and Disabilities
HiAP	Health in All Policies	SFG	Smoke-free Generation
HWBB EG	Health and Wellbeing Board Executive Group	SMI	Serious Mental Illness
HWBB	HWB Health and Wellbeing Board	SWFT	South Warwickshire University Foundation Trust
HWS	Health and Wellbeing Strategy	SWP	Safer Warwickshire Partnership
ICB	Integrated Care Board	UEC	Urgent and Emergency Care
ICP	Integrated Care Partnership	UHCW	University Hospital Coventry and Warwickshire
ICS	Integrated Care System	UKHSA	UK Health Security Agency
IMDs	Index of Multiple Deprivation	WDC	Warwick District Council
INTs	Integrated Neighbourhood Teams	VCFSE	Voluntary, Community, Faith, Social Enterprise