

The Health and Wellbeing Strategy aims to tackle differences in the building blocks of health such as income, education, employment, housing and access to health care. By addressing these differences, the aim is to close the gap in how people live



so everyone can have a chance of living a healthy and happy life. These differences are known as inequalities.

The overall vision for the Health and Wellbeing Strategy is:

'to reduce inequality, increase years of healthy life and promote improved mental and physical health and wellbeing for everyone in Cheshire West and Chester.'

For the engagement exercise, the terms 'themes and priorities' were used throughout the Strategy, these are now being referred to as '**priorities and commitments**' in the consultation to add more ownership to the actions needed to deliver the Strategy's outcomes.

Key priorities for the Strategy

The **eight priorities** outlined in the draft Strategy are:

1. Give every child the best start in life.
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives.
3. Create fair employment and good work for all.
4. Ensure a healthy standard of living for all.
5. Create and develop healthy and sustainable places and communities.
6. Strengthen the role and impact of ill health prevention.
7. Tackle racism, discrimination and their outcomes.
8. Pursue environmental sustainability and health equity together.

Key commitments for each of these priorities were developed with residents and stakeholders from a range of sectors including adult and children's social care, public health, housing, planning, education, skills and employment, health and voluntary and community groups. They have also been shaped by national government plans and local data, which highlight the areas where certain populations need more support. The commitments are the actions we will take to help improve the health and wellbeing of our residents in Cheshire West and Chester.

Feedback from the engagement showed that the majority of respondents agreed that most of the commitments within all the priorities were important, therefore these have all been included in the draft Strategy.



The **commitments** within each priority are as follows:

Priority 1: Give every child the best start in life

1. Increase the uptake of breastfeeding.
2. Improve children's oral health.
3. Improve readiness for school.
4. Improve perinatal (from becoming pregnant to a year after giving birth), children and young people's mental health.
5. Increase the uptake of vaccinations.
6. Deliver the Families First programme, which aims to transform children's social care by prioritising early intervention and family support.

Further information on the commitments for delivering Priority 1, can be found on pages 6 -7 of the draft Strategy.

Priority 2: Enable all children, young people and adults to maximise their capabilities and have control over their lives

7. Reduce the educational attainment gap so that there is less disparity in outcomes between different groups of students.
8. Enhance career guidance and pathways into local employment
9. Increase volunteering opportunities.
10. Increase neurodivergent identification and support, including ADHD, Autism and Dyspraxia.
11. Extend skills and training programmes, including supported internships.
12. Increase learning disability care and support.
13. Enhance all age mental health diagnosis, treatment and care
14. Reduce domestic abuse.
15. Enhance care for unpaid carers.

Further information on the commitments for delivering Priority 2, can be found on pages 8 - 10 of the draft Strategy.

Priority 3: Create fair employment and good work for all

16. Support a healthy workforce.
17. Help people into employment.
18. Support residents living with long term conditions, severe mental illness, mental health conditions and substance use to secure and retain employment.
19. Support people living with learning disabilities and/or neurodiversity into volunteering or employment.
20. Support our businesses to become Anchor Institutions and maximise social value opportunities through employing and buying local where possible.
21. Reduce digital exclusion by making it easier for people to be online.



Further information on the commitments for delivering Priority 3, can be found on pages 11 - 12 of the draft Strategy.

Priority 4: Ensure a healthy standard of living for all

22. Deliver the borough's Local Plan and make the borough a healthier place to live, work and be active.
23. Regenerate the borough to provide connected and safe places.
24. Tackle poverty, including child poverty.
25. Deliver the Cheshire West and Chester Homelessness and Rough Sleeping Strategy.

Further information on the commitments for delivering Priority 4, can be found on pages 13 - 14 of the draft Strategy.

Priority 5: Create and develop healthy and sustainable places and communities

26. Create integrated neighbourhood systems and a community-led approach for the local delivery of health and care services from conception to end of life.
27. Support the provision of home adaptations and improved housing conditions via Disability Facilities Grants, Safe & Warm Grants and Decent Home Loans.
28. Ensure equitable access to health and care services within the community and hospitals.
29. Support our Voluntary, Community, Faith and Social Enterprise (VCFSE) sector to develop healthy and sustainable places and communities.
30. Provide safe and accessible green spaces.
31. Deliver library, community and cultural services to enable social connectivity and provide access to support such as Welcoming Spaces.
32. Deliver the Cheshire West and Chester Housing Strategy.

Further information on the commitments for delivering Priority 5, can be found on pages 15 - 16 of the draft Strategy.

Priority 6: Strengthen the role and impact of ill health prevention

33. Increase support to help prevent ill-health and long-term conditions such as cardiovascular disease.
34. Increase mental health prevention and early help.
35. Increase the uptake of learning disability annual health checks and referrals to support services.
36. Promote good health to keep people in work.



Further information on the commitments for delivering Priority 6, can be found on pages 17 - 18 of the draft Strategy.

Priority 7: Tackle racism, discrimination and their outcomes

- 37. Develop and deliver a Cheshire West Community Cohesion Strategy.
- 38. Address inequalities in service access, experience and outcomes.
- 39. Progress the social care and NHS workforce race equality standard (WRES) to ensure inclusive work places.

Further information on the commitments for delivering Priority 7, can be found on page 19 of the draft Strategy.

Priority 8: Pursue environmental sustainability and health equity together

- 40. Deliver the Council Climate Emergency Response Plan 2025 – 2030 and Greener NHS Plan 2030.
- 41. Promote active travel through the implementation of integrated and sustainable transport options.
- 42. Maximise modern workforce principles and increasing active travel to work.
- 43. Undertake more housing refurbishment and retrofit homes.

Further information on the commitments for delivering Priority 8, can be found on pages 20 - 21 of the draft Strategy.

Developing and delivering the Health and Wellbeing Strategy together

The Council is dedicated to working together with local people and partners to make sure our plans reflect what matters most to the community and we want to continue to work together to shape the draft Strategy.

The Strategy explains how the organisations will work together to deliver these commitments (section 5) and how individuals can take steps to improve their own health and wellbeing (section 6).

When the Consultation responses have been analysed, we will write a short report reflecting the main themes. This will be available on the Council's website. The Council and its partners will consider the feedback, and it will be used to help shape the final Cheshire West and Chester Health and Wellbeing Strategy which will be published in April 2026.



Please complete this survey to share your views on the draft Cheshire West and Chester Health and Wellbeing Strategy.

The survey takes approximately 10 minutes to complete.

The closing date for responses is **Sunday 30 November 2025**.

How to complete this questionnaire

If there are any questions that you do not wish to answer, please feel free to leave them blank.

Completing the questionnaire is voluntary and all the information you provide will be treated in the strictest of confidence. No information will be released that could identify an individual or household. If you would like to know more about how we use and store the information you give us please read our privacy notice:

www.cheshirewestandchester.gov.uk/privacynotice

Council information is also available in audio, Braille, large print or other formats. If you would like a copy in a different format, in another language or require a BSL interpreter, please email equalities@cheshirewestandchester.gov.uk, telephone 0300 123 8 123 or textphone: 18001 0300 123 8 123.

1. Do you think the draft Health and Wellbeing Strategy is clear and easy to understand? Please select one option only.

- ☐ Yes
- ☐ No
- ☐ Don't know

If you answered 'No', please tell us why in the box below.



- 2. To what extent do you agree or disagree that the draft Health and Wellbeing Strategy will help to address the health and wellbeing of people in Cheshire West and Chester over the next five years? Please select one option only.**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know

If you answered 'Disagree' or 'Strongly disagree' please tell us why in the box below.

- 3. What impact, if any, do you think the Strategy's commitments will have on the health and wellbeing of people in Cheshire West and Chester? Please select one option only.**

- ☐ Positive impact
- ☐ No impact
- ☐ Negative impact
- ☐ Don't know



Please tell us the reasons for your answer in the box below.

- 4. If there are any ways in which you think the draft Strategy could be improved, please tell us in the box below. In particular if there is anything missing that you think needs to be included in the Strategy.**



We're working with communities to help residents make the most of support and opportunities in their local community and take action to improve their health and wellbeing. By acting together, we can reduce unfair differences in health and quality of life – so everyone can live a healthy and happy life. This reflects our commitment to being open to ideas, honest about challenges, and here to help.

5. To what extent do you agree or disagree with this approach? Please select one option only.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know

6. If you have any other comments you would like to make to support the development of the new Health and Wellbeing Strategy, please tell us in the box below.



About you

This section asks a few questions about you. This is so that we can understand how people's views and opinions differ. Completing this section is voluntary and all the information you provide will be treated in the strictest of confidence. No information will be released that could identify an individual or household.

7. Are you responding as...? Please select all that apply.

- ☐ A resident of Cheshire West and Chester
- ☐ An employee of Cheshire West and Chester Council
- ☐ A representative of a local business
- ☐ A representative of a local provider of health and care services
- ☐ An elected Member of Cheshire West and Chester Council
- ☐ A local Town or Parish Councillor / Council
- ☐ A representative of a voluntary or community organisation
- ☐ A member of a local group with a specific interest in health and wellbeing
- ☐ Prefer not to say
- ☐ Other (please specify):

8. If you are responding on behalf of a group or organisation please state the name and postcode in the box below. (You do not need to complete the rest of the About You section).



- 9. Please tell us your postcode (this information will only be used to understand where responses have come from and how views differ. No information will be released that would allow the identification of you as an individual or household.)**

- 10. Are you...? Please select one option only.**

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Prefer to use own term:

- 11. Which age group do you belong to? Please select one option only. Please note that if you are aged under 16 you need the permission of a parent, guardian or responsible adult to take part in this survey.**

- ☐ Under 16 (please provide the name or email address of your parent/guardian/responsible adult below)
- ☐ 16 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 - 74



- ☐ 75 - 84
- ☐ 85 +
- ☐ Prefer not to say

If you are aged under 16, please provide the name and email address of the parent/guardian/responsible adult consenting to you taking part in this survey:

12. Do you have a long-term illness, health issue or disability that limits your daily activities or the work you can do? Please select one option only.

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

13. If you answered 'yes' please indicate which of the following applies to you? Please select all that apply.

- ☐ Physical impairment that causes mobility issues, e.g. wheelchair user
- ☐ Visual impairment
- ☐ Hearing impairment
- ☐ Learning disability and/or neurodiversity
- ☐ Mental health issue



☐ Long standing illness or health condition

☐ Prefer not to say

☐ Other (please specify):

14. Which of these groups do you consider yourself to belong to? Please select one option only.

☐ White - English/Welsh/Scottish/Northern Irish/British

☐ White - Irish

☐ White - Any other White background (please type in box below)

☐ Black or Black British - Caribbean

☐ Black or Black British - African

☐ Black or Black British - Any other Black background (please type in the box below)

☐ Asian or Asian British - Indian

☐ Asian or Asian British - Pakistani

☐ Asian or Asian British - Bangladeshi

☐ Asian or Asian British - Chinese

☐ Asian or Asian British - Any other Asian background (please type in the box below)

☐ Mixed - White and Black Caribbean

☐ Mixed - White and Black African



- ☐ Mixed - White and Asian
- ☐ Mixed - Any other Mixed background (please type in the box below)
- ☐ Other ethnic group - Arab
- ☐ Other ethnic group - Other ethnic group (please type in the box below)
- ☐ Travelling community - Gypsy/Roma
- ☐ Travelling community - Traveller of Irish descent
- ☐ Travelling community - Other member of the Travelling community (please type in the box below)
- ☐ Prefer not to say
- ☐ Other (please specify):

15. Which of these best describes your religious belief/faith? Please select one option only.

- ☐ Buddhist
- ☐ Christian
- ☐ Hindu
- ☐ Jewish
- ☐ Muslim
- ☐ Sikh
- ☐ None



☐ Prefer not to say

☐ Other (please specify):

16. Which of these best describes your sexual orientation? Please select one option only.

☐ Heterosexual/Straight

☐ Bisexual

☐ Gay/Lesbian

☐ Prefer not to say

☐ Prefer to use own term (please specify):

If you would like to know more about how we use and store the information you give us please read our privacy notice:

www.cheshirewestandchester.gov.uk/privacynotice

Thank you for taking the time to answer this survey.

Please send your completed questionnaire to the following address, to reach us by Sunday 30 November 2025.

Health and Wellbeing Strategy Consultation
Cheshire West and Chester Council
The Portal
Wellington Road
Ellesmere Port
CH65 0BA.

Cheshire West & Chester Council

Cheshire West and Chester Health & Wellbeing Strategy - Our Place Plan for the Borough 2026-2031

Public Consultation



Accessing Cheshire West and Chester Council information and services

Council information is also available in audio, Braille, large print or other formats. If you would like information in another format or language, including British Sign Language, please email us at: **equalities@cheshirewestandchester.gov.uk**

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