



Health and Wellbeing Strategy Consultation

Background

BCP Council is consulting on a Draft Health and Wellbeing Strategy 2026 -2031.

Creating a Health and Wellbeing Strategy is a statutory function of the BCP Health and Wellbeing Board. The Board is a forum where political, clinical, professional and community leaders from across the care and health system come together to improve the health and wellbeing of the local population and reduce health inequalities.

The draft strategy outlines how the BCP Health and Wellbeing Board will work collaboratively to promote wellbeing, prevent ill health, and reduce health inequalities across Bournemouth, Christchurch, and Poole. It is informed by the Joint Strategic Needs Assessment (JSNA) and shaped through consultation and engagement.

The draft strategy sets out how the Health and Wellbeing Board will work together to promote wellbeing, prevent ill health and reduce health inequalities across the BCP Council area. It includes four strategic priorities. For each strategic priority there are a series of proposed actions and a small number of key indicators that we can measure to know that we are making a difference.

Have your say

We would welcome your views on the draft strategy, including the proposed priorities and actions. Please share any potential impacts, concerns or alternative suggestions you would like us to consider. This is your opportunity to have your say.

You can complete the questionnaire online via BCP Council's website at haveyoursay.bcpCouncil.gov.uk/healthandwellbeingstrategy

You can also send your feedback or any questions by email to publichealth.enquiries@bcpcouncil.gov.uk

This consultation closes on **9.00am on 23 March 2026**.

The Health and Wellbeing Strategy

1. Is the draft Health and Wellbeing Strategy clear and easy to understand? (optional)

**Only choose one option.*

- Yes
- No
- Don't know

2. If you answered 'no', please tell us why? (optional)

3. To what extent do you agree or disagree that the draft Health and Wellbeing Strategy will help to improve health and wellbeing in Bournemouth, Christchurch and Poole over the next five years? (optional)

**Only choose one option.*

- | | |
|---|----------------------------------|
| <input type="radio"/> Strongly agree | <input type="radio"/> Agree |
| <input type="radio"/> Neither agree or disagree | <input type="radio"/> Disagree |
| <input type="radio"/> Strongly disagree | <input type="radio"/> Don't know |

4. Would you like to comment on your answer? (optional)

The Vision

We are considering using one of two existing vision statements as the basis for the Bournemouth, Christchurch and Poole Health and Wellbeing Strategy and would like to know which vision statement you think should be used.

Option 1

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

This aligns with the Dorset Integrated Care Partnership Strategy *Working Better Together* and emphasises system wide collaboration to improve health and wellbeing.

or

Option 2

“Our mission is to improve the health and wellbeing of our population, reduce inequalities and create vibrant, stronger and safer communities. We actively engage and empower communities, working together to foster healthier, happier and safer lives.”

This focuses on reducing inequalities and strengthening communities, with an emphasis on community engagement and empowerment.

5. Which vision statement should we use as the basis for the Bournemouth, Christchurch and Poole Health and Wellbeing Strategy? (optional)

**Only choose one option.*

- Option 1 - Dorset Integrated Care System
- Option 2 - BCP Public Health Service
- Option 3 - Neither
- Option 4 - No preference

6. Would you like to comment on your answer? (optional)

Strategic Priority 1 - Starting Well

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

7. To what extent do you agree or disagree with the Strategic Priority - Starting well? (optional)

**Only choose one option.*

- | | |
|---|----------------------------------|
| <input type="radio"/> Strongly agree | <input type="radio"/> Agree |
| <input type="radio"/> Neither agree or disagree | <input type="radio"/> Disagree |
| <input type="radio"/> Strongly disagree | <input type="radio"/> Don't know |

8. The Starting Well strategic priority includes the following proposed actions. Please rank the actions by how important they are to you, with 1 being the most important and 5 being the least important. (optional)

Please write a number from 1 (most preferred) and 5 (least preferred) in each box. Use each number exactly once.

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

9. If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details. (optional)

Strategic Priority 2 - Mental Wellbeing

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

10. To what extent do you agree or disagree with the Strategic Priority - Mental Wellbeing? (optional)

**Only choose one option.*

- | | |
|---|----------------------------------|
| <input type="radio"/> Strongly agree | <input type="radio"/> Agree |
| <input type="radio"/> Neither agree or disagree | <input type="radio"/> Disagree |
| <input type="radio"/> Strongly disagree | <input type="radio"/> Don't know |

11. The Mental Wellbeing strategic priority includes the following proposed actions. Please rank the actions by how important they are to you, with 1 being the most important and 6 being the least important. (optional)

Please write a number from 1 (most preferred) and 6 (least preferred) in each box. Use each number exactly once.

- Support Integrated Neighbourhood Teams (INTs) to jointly tackle physical, mental and social wellbeing in partnership with local organisations and communities
- Support improvements in access to, and uptake of, community mental health support services
- Work with key partners to reduce rates of suicide and self-harm
- Support mental health promoting communities, making mental wellbeing everyone's business through community development, training and peer support
- Health and Wellbeing Board members to ensure mental wellbeing, including tackling stigma around this agenda, are addressed through workplace wellbeing offers
- Support people with poor mental health to connect to paid and unpaid activities.

12. If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details. (optional)

Strategic Priority 3 - Living and Ageing Well

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

13. To what extent do you agree or disagree with the Strategic Priority - Living and Ageing Well? (optional)

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

**Only choose one option.*

Strongly agree

Agree

Neither agree or disagree

Disagree

Strongly disagree

Don't know

14. The Living and Ageing Well strategic priority includes the following proposed actions. Please rank the actions by how important they are to you, with 1 being the most important and 10 being the least important. (optional)

Please write a number from 1 (most preferred) and 10 (least preferred) in each box. Use each number exactly once.

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

15. If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details. (optional)

Strategic Priority 4 – Healthy Neighbourhoods & Communities

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

16. To what extent do you agree or disagree with the Strategic Priority - Healthy Neighbourhoods and Communities? (optional)

**Only choose one option.*

- | | |
|---|----------------------------------|
| <input type="radio"/> Strongly agree | <input type="radio"/> Agree |
| <input type="radio"/> Neither agree or disagree | <input type="radio"/> Disagree |
| <input type="radio"/> Strongly disagree | <input type="radio"/> Don't know |

17. The Healthy Neighbourhood and Communities strategic priority includes the following proposed actions. Please rank the actions by how important they are to you, with 1 being the most important and 7 being the least important. (optional)

Please write a number from 1 (most preferred) and 7 (least preferred) in each box. Use each number exactly once.

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

18. If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details. (optional)

Any other thoughts

19. If there are any ways you think the draft Strategy could be improved, please tell us. In particular, let us know if you think anything is missing and should be included in the Strategy. (optional)

20. Are there any other comments or observations you would like to make? (optional)

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.

21. Are you responding as...? Please select all options that describe your connection to the Bournemouth, Christchurch and Poole area. (optional)

**Choose as many as you like*

- | | |
|---|---|
| <input type="checkbox"/> a resident living in the Bournemouth, Christchurch and Poole area | <input type="checkbox"/> Someone who studies or works in the Bournemouth, Christchurch and Poole area |
| <input type="checkbox"/> An employee of BCP Council | <input type="checkbox"/> A representative of a local business |
| <input type="checkbox"/> A representative of a local provider of health and care services | <input type="checkbox"/> An elected member of BCP Council |
| <input type="checkbox"/> A local Town or Parish Councillor/Council | <input type="checkbox"/> A representative of a voluntary or community organisation |
| <input type="checkbox"/> A member of a local group with a specific interest in health and wellbeing | <input type="checkbox"/> Prefer not to say |
| <input type="checkbox"/> Other | |

If 'Other', please specify

22. If you are responding on behalf of a group or organisation, please provide the name and postcode in the boxes below. You do not need to fill in the rest of the About You section. (optional)

23. Group or Organisation Postcode (optional)

24. Do you own or rent the property where you currently live? (optional)

**Only choose one option.*

- | | |
|---|---|
| <input type="radio"/> Own | <input type="radio"/> Rent from a private landlord |
| <input type="radio"/> Rent from the council | <input type="radio"/> Rent from a housing association |
| <input type="radio"/> Prefer not to say | <input type="radio"/> Other |

If 'Other', please specify

About you

25. What is your home postcode?

This will help us know if views vary across our area

26. What is your sex?

**Only choose one option.*

- Male
- Female
- Prefer not to say

27. Year of birth

28. What is your ethnic group?

**Only choose one option.*

- | | |
|--|--|
| <input type="radio"/> White (English/Welsh/Scottish/Northern Irish/British) | <input type="radio"/> White (Irish) |
| <input type="radio"/> White (Gypsy or Irish Traveller) | <input type="radio"/> White (Roma) |
| <input type="radio"/> White (Other) | <input type="radio"/> Mixed or multiple ethnic group (White and Black Caribbean) |
| <input type="radio"/> Mixed or multiple ethnic group (White and Black African) | <input type="radio"/> Mixed or multiple ethnic group (White and Asian) |
| <input type="radio"/> Mixed or multiple ethnic group (Other mix) | <input type="radio"/> Asian or Asian British (Indian) |
| <input type="radio"/> Asian or Asian British (Pakistani) | <input type="radio"/> Asian or Asian British (Bangladeshi) |
| <input type="radio"/> Asian or Asian British (Chinese) | <input type="radio"/> Asian or Asian British (Other) |
| <input type="radio"/> Black or Black British (Caribbean) | <input type="radio"/> Black or Black British (African) |
| <input type="radio"/> Black or Black British (Other) | <input type="radio"/> Arab |
| <input type="radio"/> Other (not listed elsewhere) | <input type="radio"/> Prefer not to say |

29. Do you have any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?

**Choose as many as you like*

- Yes
 No
 Prefer not to say

30. If you have answered "yes" please indicate which of the following applies to you.
(optional)

**Choose as many as you like*

- | | |
|--|--|
| <input type="checkbox"/> Physical impairment that causes mobility issues | <input type="checkbox"/> Visual impairment |
| <input type="checkbox"/> Hearing impairment | <input type="checkbox"/> Learning disability |
| <input type="checkbox"/> Neurodiversity | <input type="checkbox"/> Mental health issue |
| <input type="checkbox"/> Long standing illness or health condition | <input type="checkbox"/> Prefer not to say |

31. What is your religion? (optional)

**Only choose one option.*

- | | |
|---|---|
| <input type="radio"/> No religion | <input type="radio"/> Christian (including Church of England, Catholic, Protestant and all other Christian denominations) |
| <input type="radio"/> Buddhist | <input type="radio"/> Hindu |
| <input type="radio"/> Jewish | <input type="radio"/> Muslim |
| <input type="radio"/> Sikh | <input type="radio"/> Other |
| <input type="radio"/> Prefer not to say | |

32. Do you look after, or give any help or support to, anyone because they have any long-term physical or mental health conditions or illnesses, or problems related to old age? (optional)

**Only choose one option.*

- Yes
 No
 Prefer not to say

33. Please select the option that best describes your sexual orientation (optional)

**Only choose one option.*

- | | |
|---|--------------------------------------|
| <input type="radio"/> Straight / Heterosexual | <input type="radio"/> Gay or Lesbian |
| <input type="radio"/> Bisexual | <input type="radio"/> Other |
| <input type="radio"/> Prefer not to say | |

34. Do you have children or young people under the age of 18 living in your household (optional)

**Only choose one option.*

- Yes
 No
 Prefer not to say

35. Are you, or have you ever been, a member of the Armed Forces? (optional)

**Only choose one option.*

- | | |
|--|--|
| <input type="radio"/> No | <input type="radio"/> Yes, I'm currently serving in the Armed Forces |
| <input type="radio"/> Yes, previously served in Regular Armed Forces | <input type="radio"/> Yes previously served in Reserve Armed Forces |
| <input type="radio"/> Prefer not to say | |

Thank you for sharing your views.

You can put it your completed survey in a "Have Your Say box" at the library or you can post it back to:

Health and Wellbeing Strategy Consultation, Research and Consultation team, BCP Council, Civic Centre, Bourne Avenue, Bournemouth, BH2 6DY.