



Improving Health Together:

Bracknell Forest Joint Health
and Wellbeing Strategy
2026-2036

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Front cover photo: Cycling through Bucklers Park.

Acknowledgements

We would like to thank everyone who contributed to the development of the Bracknell Forest Joint Health and Wellbeing Strategy.

In particular, we are grateful to the residents, community groups, voluntary and community organisations, Health and Wellbeing Board members, partner organisations and council teams who generously shared their time, experiences and ideas throughout the development of this strategy. Your insights have helped shape our priorities and ensure that this strategy reflects the needs and aspirations of Bracknell Forest's communities.

We look forward to continuing to work alongside our residents, partners and communities over the next ten years to improve health outcomes, reduce inequalities and create a healthier Bracknell Forest for everyone.



Foreword

Welcome to Bracknell Forest's Joint Health and Wellbeing Strategy for 2026–2036.

Bracknell Forest is a great place to live, work and raise a family. Our strong communities, natural surroundings, local organisations and public services provide a solid foundation for people to live healthy, happy and independent lives. However, good health is not enjoyed equally by everyone. Too many residents experience preventable ill health, and avoidable differences in health outcomes continue to exist between our communities.

This strategy sets out our shared commitment to improving health outcomes over the next ten years. It has been shaped by local evidence, the Joint Strategic Needs Assessment, and, most importantly, the views of residents, communities and partners across the borough.

Prevention sits at the heart of our approach. By taking a life course approach, we want every child to have the best start in life, support adults to live well, and help people remain healthy and independent as they age. We also recognise that health is shaped by much more than healthcare. Safe neighbourhoods, good housing, meaningful employment, education, green spaces and strong community connections all play an important role in helping people stay well.

Delivering this strategy will require all of us to work together. By strengthening partnerships across the council, NHS, voluntary, community, public and private sectors, alongside residents, we can build resilience, empower communities, and provide support earlier, closer to home, and in ways that matter most to local people.

This strategy is the beginning of a shared journey. Together, we can create a Bracknell Forest where everyone has the opportunity to start well, live well and age well, reducing health inequalities and improving health outcomes for current and future generations.



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Below: Cycling through the borough is easy, with paths and cycleways.



Why do we need a Health and Wellbeing Strategy for Bracknell Forest?

Health isn't delivered to us, it's created together by people, places and communities

The 2026-2036 Bracknell Forest Health and Wellbeing Strategy is a plan that sets out our shared long-term ambition to help people live healthier, happier and more independent lives. The strategy has been developed jointly using local data and insights from those working and living in Bracknell Forest.

The strategy has been developed by the Bracknell Forest Health and Wellbeing Board, a partnership of local health, care, council and community leaders working together to improve health, prevent illness and reduce unfair differences in health across our borough.

This new Health and Wellbeing Strategy has come at a particularly important time because the challenges facing local people and services are changing, and the way we respond needs to evolve too.

Demand for health services and support is increasing, more people are living longer, with more complex needs, and sometimes support doesn't always come at the right time. At the same time, we know that many of the biggest influences on health sit outside traditional health and care services, which means no single organisation can improve outcomes on its own. This strategy will guide all partners so that we can achieve our ambitions for health and wellbeing in Bracknell Forest.

Health is created by the conditions in which we live, learn, work and connect with others. Because these building blocks of health are shaped by many different organisations and communities, it is essential that we work together through a shared Health and Wellbeing Strategy to improve wellbeing, reduce inequalities and help everyone thrive.

Making friends as an adult isn't easy, but having somewhere local to go has really helped me.



The strategy also responds to what we know about health and wellbeing in Bracknell Forest. Bracknell Forest is rich with assets from its thriving economic and business infrastructure to the abundant, protected natural landscapes. It has an extensive transport network, is well connected and residents on the whole experience a good quality of life. Overall, it is a healthy and prosperous place, however, the picture is not the same for everyone. Looking more closely at our communities shows clear inequalities in health outcomes, with some groups experiencing poorer health, greater social and financial pressures and more barriers to getting help. These differences are not always visible at a headline level, but they have a significant impact on people's lives and mean we need a stronger and more targeted response.

We also know that services can feel fragmented at the points where people most need them to work together. This strategy responds to that by providing a shared direction for partners across Bracknell Forest. It brings together existing work, resources and local ambitions around common goals to prevent health problems earlier. It aims to improve coordination between services, strengthen neighbourhood-based support and build resilience through better use of individual and community assets.

This strategy is for everyone in Bracknell Forest. It recognises that health is shaped by many parts of daily life, including our homes, jobs, relationships, communities and access to support when we need it. That is why the strategy looks beyond health and care services, shining a spotlight on our communities and the places, conditions, and opportunities that shape health and wellbeing.

When services work together and people know where to find help, it makes life so much easier.



We have an inclusive vision for improving health together

Everyone in Bracknell Forest will have the opportunities, connections and the environment they need to start well, live well and age well, with better health outcomes and fairer chances to thrive at every stage of life.

The strategy actions are presented using a life course approach - Start Well, Live Well, Age Well. This approach will help to build resilience across our population and system, to achieve good health and wellbeing from pregnancy and early years right through to end of life.

This strategy provides a shared direction for the whole system where we are all working towards the same ambition. It is designed to help organisations align their work, resources and plans around common goals, so that together we can improve health outcomes, tackle inequalities and create the conditions for people and communities to thrive. As such, the strategy complements other key local and regional strategies, and we will work in partnership with those responsible for delivering these to ensure the resulting local action is coordinated. This means shifting from responding to problems to preventing them, and working together to improve health and wellbeing for everyone.

It is important for Bracknell Forest's Health and Wellbeing Strategy to align and complement other system priorities and strategies. Council strategies such as the **(SEND) Strategy, Caring for our Carers**

Strategy, the Council Plan, the Bracknell Forest Vision 2050 and the Neighbourhood Health Plan, Economic Development Strategy, Climate Change Strategy and the Local Plan. The Thames Valley Integrated Needs Assessment and Population Health and Commissioning Strategy is also integral to this plan. Specific strategies that focus on key population groups have also directed the strategy including Learning Improvement Strategy, Best Start in Life, Special Educational Needs and Disability Communities Strategy.

Our ambitions closely align with the NHS 10-year plan, Fit for the Future's three core principles: shifting from sickness to prevention, from hospital to community, and from analogue to digital. This is supported by a shared ambition to improve population health management.

Finally, the ambitions and priorities set out within this strategy importantly align to the **Bracknell Forest Stronger Together Communities Strategy**, the co-produced 10 year Borough plan.



An evidence-informed strategy

This Health and Wellbeing Strategy takes an evidence-informed approach throughout. Evidence has been used not only to shape the priorities, aims and objectives, but also to guide the design of programmes, assess impact and monitor progress over time using key health and wellbeing indicators. A clear evaluation approach will support this, helping partners understand what is working, learn from experience and use insights to improve delivery.

The strategy has been informed by the new Joint Strategic Needs Assessment (JSNA), which analyses local health and wellbeing data to identify key needs, inequalities and areas of concern, as well as engagement with local partners, whose insights helped shape priorities. The JSNA in 2026 has highlighted five areas of need that require focus, these will be prioritised at the launch of the strategy and it will be made clear what the Health and Wellbeing Board will be responsible for driving forward. These health topics are:

- children and young people's mental health;
- healthy weight;
- people living in multiple disadvantage;
- loneliness and isolation; and
- frailty.

Over the 10 year life of the strategy, the JSNA will highlight new and emerging priority areas of focus. This strategy has been designed to be agile and respond to the evolving need.

The JSNA has played an important role in shaping the strategy (and will continue to do so), but it is not the sole source of evidence and indeed the strategy is not limited to just these five areas.

The strategy has also been informed by engagement, professional insight, local priorities and wider policy developments. Please refer to the engagement section for more information.



I only really started going to the leisure centre for my mental health and then I realised I was losing weight and felt so much better.

The Health and Wellbeing Strategy on a page

Everyone in Bracknell Forest will have the opportunities, connections and the environment they need to start well, live well and age well, with better health outcomes and fairer chances to thrive at every stage of life.

Our ambitions reflect a life course approach.

Start well

Every child, young person and family will have the support, opportunities and environments they need to build a healthy life.

Live well

All adults will find it easier to live well in an environment that makes the healthy choice the easy choice.

Age well

Older adults will be supported to stay well, independent and connected for longer.

The following six guiding principles will inform our plans throughout the next 10 years and the JSNA will continue to direct the actions required at each stage of the life course, to ensure our communities Start Well, Live Well, and Age Well.



1. Prevention first: A shift towards earlier, preventative action throughout people's lives, both empowering and supporting people to stay well, build resilience, and prevent problems before they arise or worsen.



2. Reducing inequalities: A clear focus on narrowing the gap in health outcomes between different groups, ensuring that those who experience the poorest health benefit most from our work.



3. Person-centred and community-led: Working with people and communities as active partners in decisions about health and wellbeing, recognising and focusing on strengths rather than needs, and seeing the whole person, not just conditions.



4. Connected neighbourhood systems: Joining up services and support around people and places, making it easier to navigate help locally, strengthening neighbourhood-based support, and reducing fragmentation.



5. Healthy environments: Shaping the places where people live, work and spend time to make healthy choices easier, support wellbeing for all, and build resilience to the impacts of climate change.



6. Evidence-informed and outcome focused: Using data, insight and lived experience to inform decisions and prioritise action. We will use data and evidence to monitor impact on health and wellbeing, and continuously advance and improve our impact.

Together, these themes reflect our commitment to prevention, partnership and a more joined-up approach that puts people and communities at the centre, ensuring everyone enjoys good health.

Shaping the Health and Wellbeing Strategy using engagement and co-production

The Health and Wellbeing Strategy has been built on what the data tells us through the first phase of the Joint Strategic Needs Assessment (JSNA), alongside professional insight and the views of people living and working in Bracknell Forest. The strategy was further shaped through conversations with residents, communities, partners, and stakeholders, building a shared understanding of local priorities and opportunities for action. We used a range of approaches to ensure accessibility and to hear from people whose voices are not always represented in traditional consultation activity.

We spoke with residents, community groups, voluntary and community organisations, professionals and local partners through focus groups, community events, surveys and outreach activity. Engagement took place in a range of settings including mental health and wellbeing services, older adult's groups, family activities, local events and community venues across the borough. Alongside this, a public survey received just under 200 responses and helped test and refine the proposed priorities.

Overall, residents and stakeholders felt that the proposed priorities reflected the main challenges affecting health in Bracknell Forest. This process reinforced the importance of preventing problems earlier, supporting children and young people, reducing loneliness and isolation, and

helping people stay healthy and independent for longer. People consistently described how health is influenced by everyday factors such as social connections, financial circumstances, housing, access to support and opportunities to participate in community life. Many residents highlighted the importance of local groups, community spaces and trusted relationships in helping people stay connected and well.

Residents also told us that they want information, services and decision-making processes to be easier to understand and navigate. They want meaningful opportunities to influence local priorities and to see how their feedback helps shape change. These messages are reflected throughout this strategy and will continue to inform how we work with communities over the next 10 years. This engagement is the start of an ongoing conversation with residents and professionals and will continue as we proceed and develop the actions further.

Top: Community cooking event and launch of our community cookbook

Middle: Information gathering at happiness hub drop-in

Bottom: Public health team at Armed Forces day
Inset: Rock painting with children and young people to talk about mental health



The local picture

Overall, people in Bracknell Forest enjoy good health, but not everyone has the same chance to be healthy and well.

Bracknell Forest is home to around 130,800 people. It includes a mix of communities, from Bracknell town centre to the semi-rural parishes of Binfield, Warfield and Winkfield in the north, and the towns of Sandhurst and the village of Crowthorne in the south.

The borough benefits from lots of green space, including more than 150 parks and woodland covering around 39 per cent of the Borough, making Bracknell Forest one of the most wooded local authorities in England.

Bracknell Forest is one of the fastest growing local authorities in Berkshire. Between the 2011 and 2021 Censuses, the population grew by 10.1 per cent. This was faster than the South-East average of 7.5 per cent and the England average of 6.6 per cent.

The population is also changing in age. The average age is 39 years, which is slightly younger than the South-East average of 41 years and the England average of 40 years. At the same time, the number of residents aged 50 to 64 increased by more than 21 per cent between the two Censuses.

Around 27,600 residents are aged 0 to 16. This is 21 per cent of the population, slightly higher than the England average of 20 per

cent. Around 82,200 residents are aged 17 to 64. This is 63 per cent of the population, also higher than the England average of 61 per cent. There are around 20,800 residents aged 65 and over, making up 16 per cent of the population. This is lower than the England average of 19 per cent.

The Age 65+ population is predicted to increase by around a third by 2036 (shown in figure 1) to around 27,000 and this is in important consideration for health and wellbeing and prevention.

Over
150
parks and woodland

Bracknell Forest population

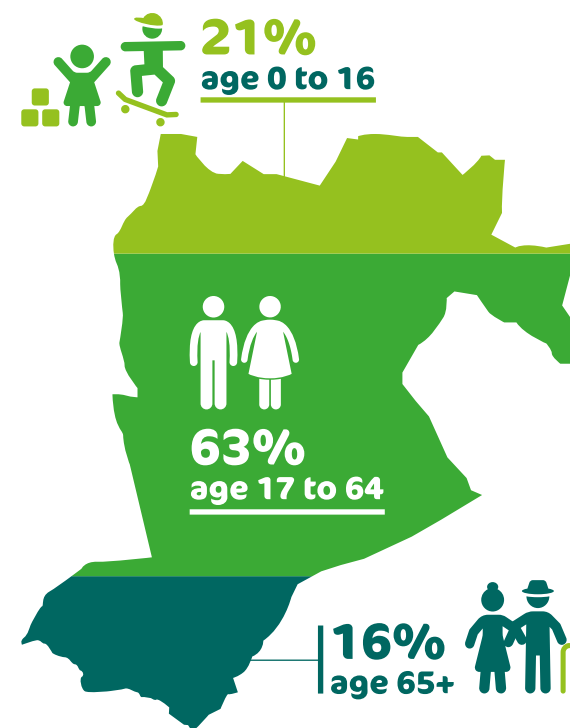
2011 census



2021 census



population increase of 10.1%



Bracknell Forest is becoming more ethnically diverse. This diversity brings richness to the area, as well as different health and wellbeing needs that services need to understand and respond to.

Overall, residents in Bracknell Forest report better general health and lower levels of disability than regional and national averages. These figures are adjusted so areas can be compared fairly, even if their age profiles are different. However, there are clear differences between local communities in Bracknell Forest. Priestwood and Garth Ward has the highest rate of people reporting their health as bad or very bad while the Whitegrove ward has the lowest rate in the borough. For disability,

Easthampstead and Wildings ward has the highest rate, while Winkfield and Warfield East has the lowest rate of people reporting themselves as disabled.

People in Bracknell Forest generally live longer than the national average. Life expectancy is 82 years for men and 86 years for women. Healthy life expectancy is also higher than the national average, at 65 years for men and 67 years for women. This means that people in Bracknell Forest can expect to spend more years in good health than people in many other parts of the country. At age 65, men can expect around 12 more years in good health, which is similar to the national average. Women can expect around 14 more years in good health, which

remains higher than the national average and another positive outcome for Bracknell Forest residents. That said, at birth it still means that 17 years for men and 19 years for women is lived in poor health and many are not ageing well in the Borough.

Bracknell Forest is one of the 10 per cent least deprived local authorities in England. This reflects the relatively high levels of education, employment and income across much of the borough. There are many strengths within the Borough that we need to capitalise on for the benefit of our communities health and wellbeing. Employment rates are higher than the national average. However, there are still differences between groups. The gap in employment between men and women is wider than the national average. Employment among people from ethnic minority communities is also higher than the national average.

Climate change is an emerging and ongoing public health challenge for Bracknell Forest. Rising temperatures, flooding, drought, poor air quality, food insecurity and other extreme weather events can disproportionately affect vulnerable residents, including older people, young children, people with long-term conditions and those living in more disadvantaged circumstances. Over the next decade, building resilience to climate-related risks will be an important part of improving health, reducing inequalities and supporting communities to thrive.

Figure 1: Bracknell Forest population growth 1991 to 2024

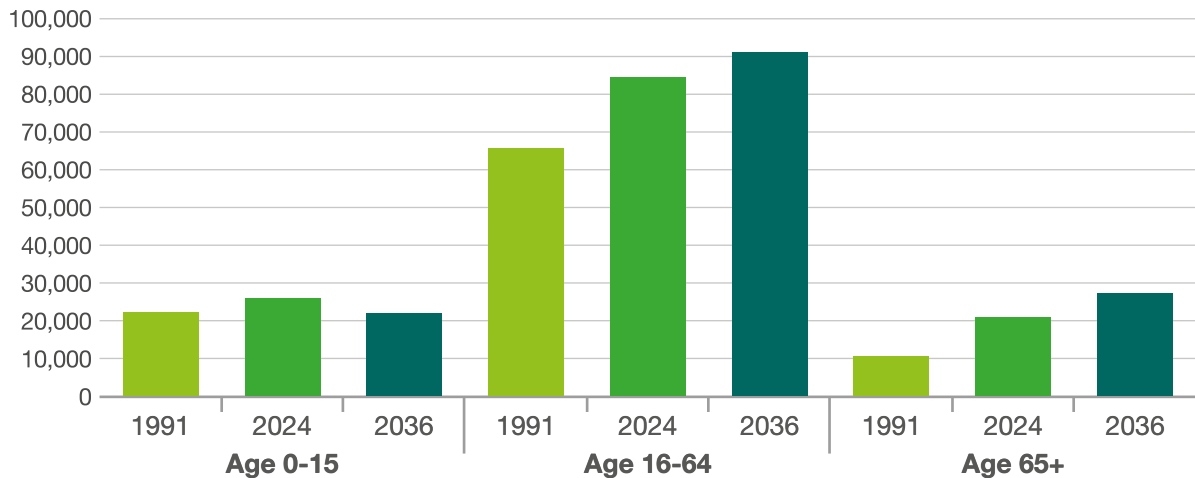
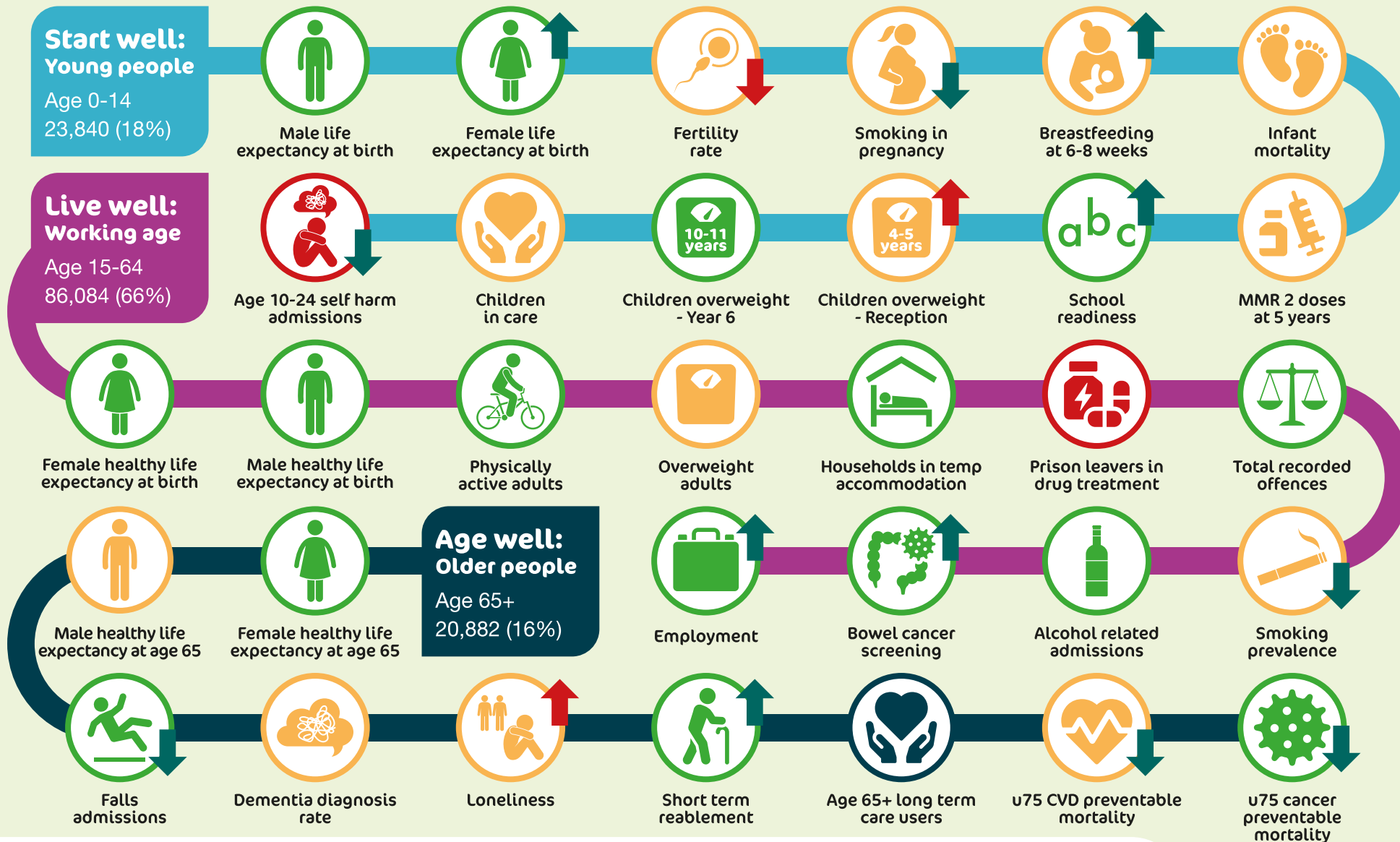


Figure 2:

Bracknell Forest health and wellbeing across the life course:

Population as of mid-2024: 130,806



Compared with England average: ○ Better ○ No significant difference ○ Worse ↑↓ Improving ↑↓ Getting worse

Figure 2 (page 12) summarises health outcomes across different stages of life using the most recent data.

It shows that many outcomes are positive, but some outcomes require attention and improvement. These include supporting mental health, reducing hospital admissions for self-harm among young people, supporting people with addictions, and reducing the number of adults who are overweight. Improvement in these outcomes is likely to help improve healthy life expectancy across the borough.

Borough-wide averages can hide important local differences. Understanding how health outcomes vary across the Borough is important to ensure we are focussed on the needs of areas with poorer outcomes. The impact of deprivation on life expectancy is one example of how borough-wide averages hide local differences. Figures 3 and 4 show life expectancy for men and women across five local groups, from the most deprived areas to the least deprived areas.

For men, the difference in life expectancy between the most deprived and least deprived areas is around eight years. For women, the largest difference is around four years, between the least deprived areas and the second most deprived group.

What this demonstrates is that two children born in Bracknell Forest today, starting school at the same time and growing up only a few miles apart, may experience very different health outcomes and life expectancy. These differences are not simply the result of individual choices or circumstances. They reflect the unequal opportunities, environments and conditions that shape health throughout life. Reducing these unfair and avoidable inequalities is a central ambition of this strategy.

Figure 3: Male life expectancy by IMD2025 local quintile (2022-24)

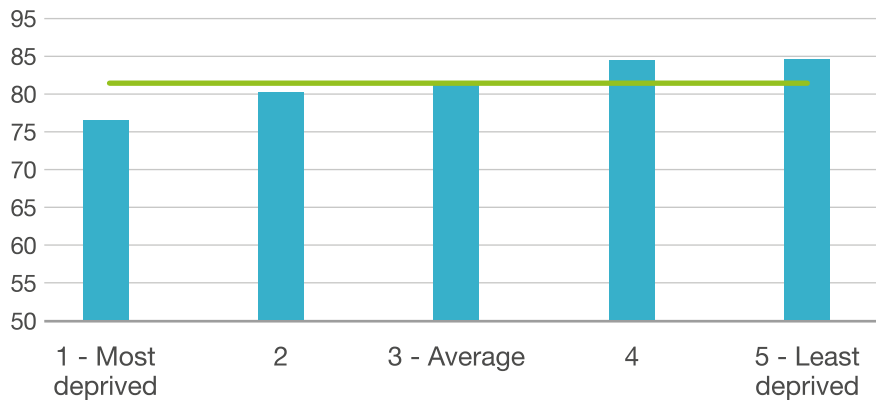


Figure 4: Female life expectancy by IMD2025 local quintile (2022-24)

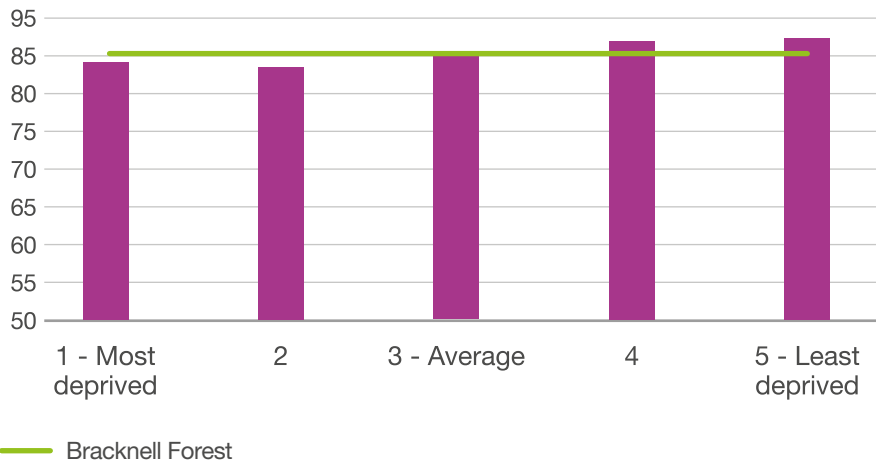
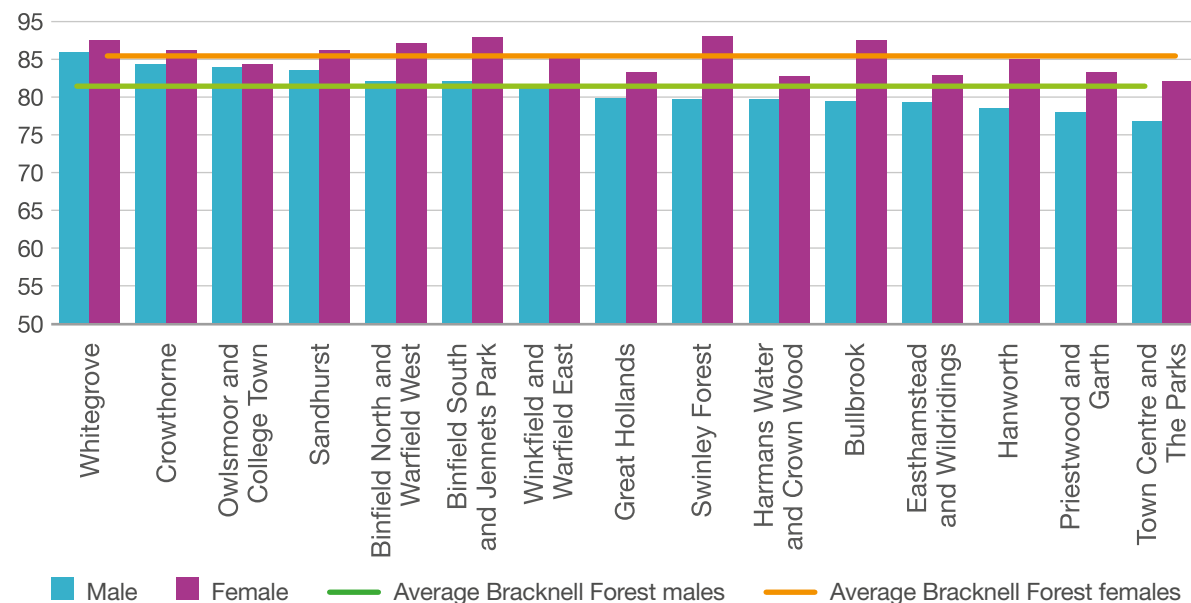


Figure 5: Life expectancy by ward (2022-24)

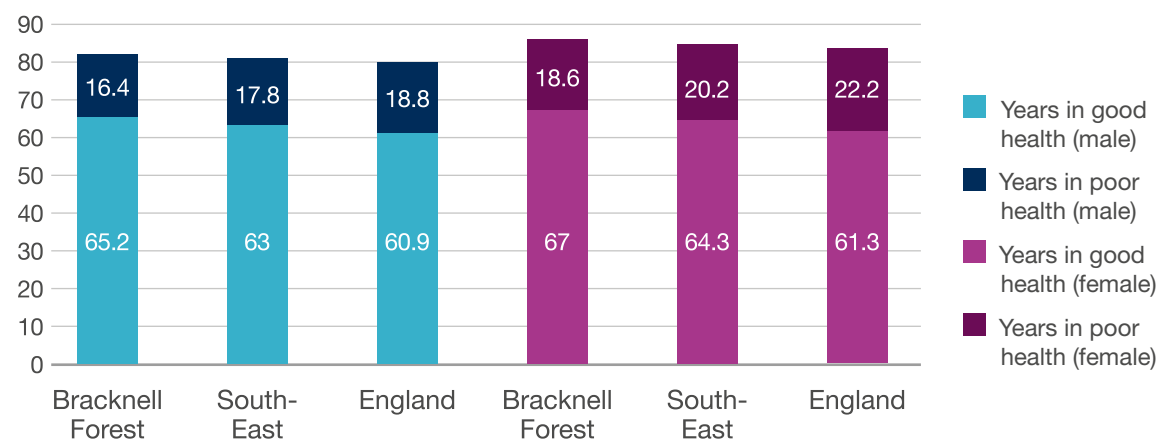


The difference is even clearer when life expectancy is compared by ward. Figure 5 shows life expectancy for men and women in each ward.

The gap between the ward with the highest life expectancy and the ward with the lowest life expectancy is around nine years for men and around six years for women. Whitegrove is the least deprived ward in Bracknell Forest and has the highest life expectancy for men and the third highest for women. Priestwood and Garth is the most deprived ward and has the second lowest life expectancy for men and the fourth lowest for women.

People's life expectancy and healthy life expectancy varies, differences between places tend to reflect socio-economic characteristics of those places and populations (such as age, education, employment, and income levels). Figure 6 shows that both males and females in Bracknell Forest live longer than the average in the South-East and England and with a lower proportion of that life in poor health. As we move towards a Neighbourhood Health model, we will explore the variation within Bracknell Forest to support better outcomes for all.

Figure 6: Life and health expectancy at birth



In Bracknell Forest Healthy life expectancy fell from 66.6 in 2019-21 to 65.2 years in 2022-24 for men, and from 68.5 in 2019-21 to 67 years in 2022-24 for women. The latest figure for women shows a small increase compared with 2021/23, but the overall trend is still downwards. Healthy life expectancy is partly based on how people describe their own health. In Bracknell Forest, the 2021 Census shows clear differences between wards in the proportion of people who say their health is bad or very bad. Figure 7 shows this rate after adjusting for differences in age between wards.

There is a clear relationship between deprivation, poverty and poorer health outcomes. The most deprived wards also have the highest levels of bad or very bad health, highlighting persistent health inequalities. Addressing the impact of deprivation and the wider determinants of health is therefore a key priority for this strategy. This strategy aims to do this through a stronger focus on prevention and by actively promoting and facilitating good health and wellbeing.

When my partner died I called cruse bereavement support and they really made me feel listened to and understood.

Figure 7: Self reported health status: Bad or Very Bad (Census 2021, Directly Standardised Rate)

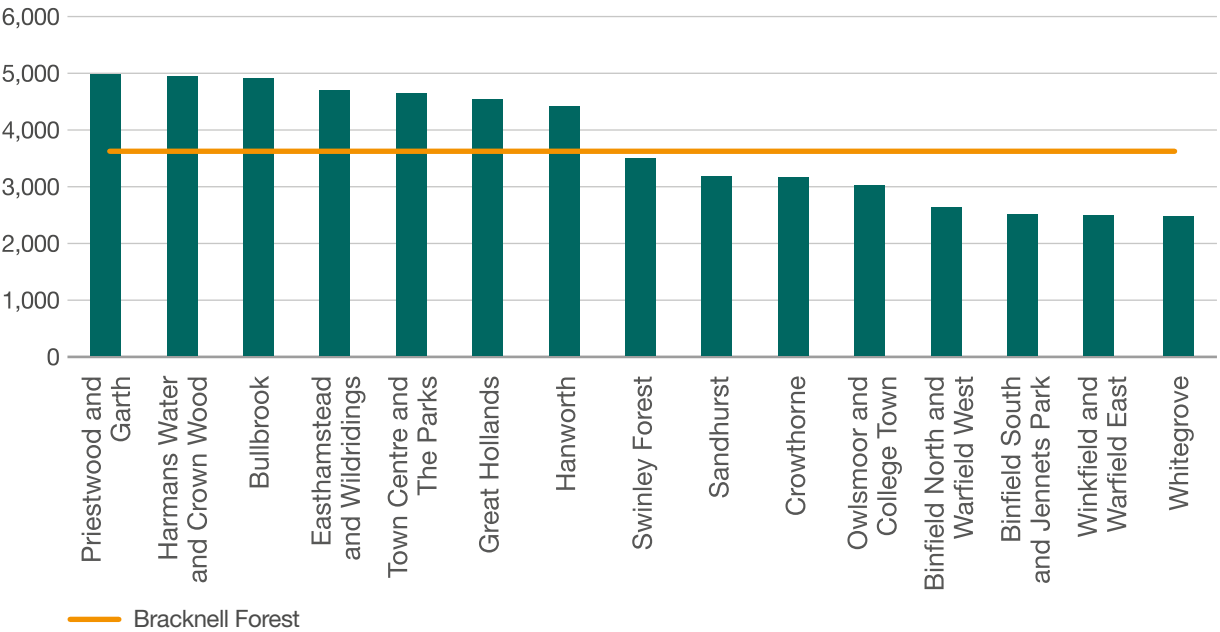
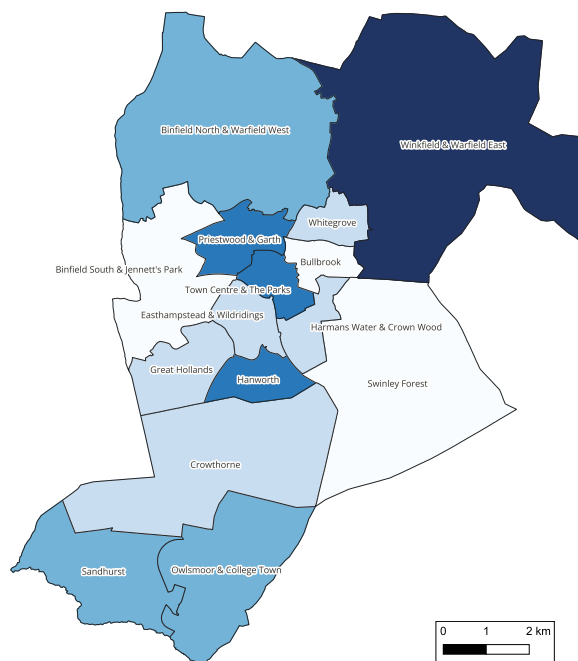


Figure 8: Bracknell Forest life expectancy - male



Bracknell Forest life expectancy - male (years)

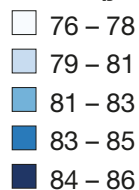
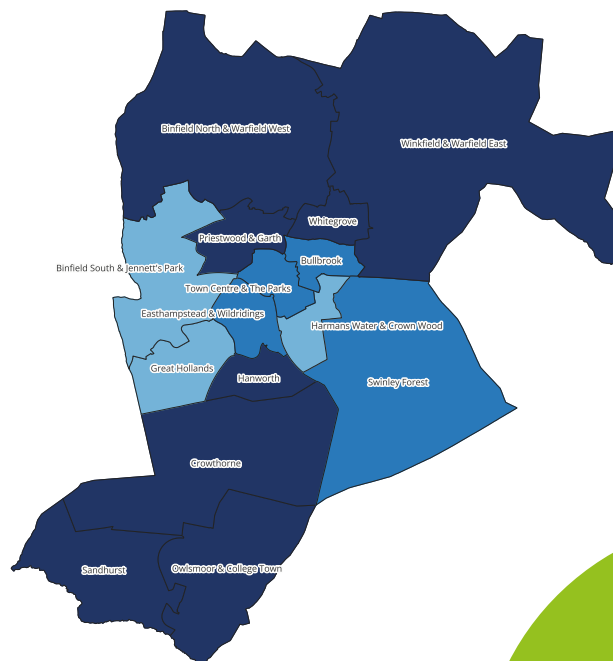
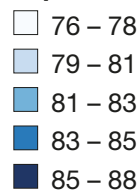


Figure 9: Bracknell Forest life expectancy - female



Bracknell Forest life expectancy - female (years)



Further information on health and other outcomes for the population of Bracknell Forest can be found in the Joint Strategic Needs Assessment. Visit: www.bracknell-forest.gov.uk/health-and-social-care/public-health-and-self-care/joint-strategic-needs-assessment

I think I started thinking about how I would age too late, I worry about getting up off the chair.

When my wife passed I had to relearn how to get back out there, I didn't even realise I had given up all of my hobbies.



Runners taking part in Bracknell Forest's half marathon

Our principles



Prevention First

A shift towards earlier, upstream action across the life course, empowering and supporting people to stay well, build resilience, and prevent problems before they arise or worsen, including anticipating and mitigating emerging risks such as those associated with climate change.

What do we mean by prevention first?

A prevention-first approach means intervening early to improve physical and mental health and prevent needs from escalating. It also means addressing the wider factors that influence health and wellbeing throughout life. By focusing on prevention, partners can improve outcomes for individuals, reduce inequalities between communities and ease pressure on services. This supports the Government's vision to shift care from treatment to prevention and from hospital to community settings.

Why is this important?

Bracknell Forest has strong foundations for prevention, including a thriving voluntary and community sector, Family Hubs, Primary Care Networks, community hubs and growing neighbourhood health infrastructure. Demand for statutory services continues to rise and has never been higher. Some people seeking support or waiting for treatment are signposted to these community services which are able to help maintain their function and independence. While others do not seek support until a point of crisis which results in them requiring more care from statutory services and increasing the chances of poorer long-term outcomes.

Prevention means intervening earlier across the life course to improve health and wellbeing, identify risks before problems develop, and address the wider factors that influence health. By creating environments that support healthy choices, build resilience and enabling the workforce to make every

contact count (MECC), partners can improve outcomes, reduce inequalities and ease pressure on services. Delivering this ambition requires collective action from Health and Wellbeing Board partners, communities, businesses and residents.

What will success look like?

- Lower childhood obesity and improved mental health support
- Reduced preventable long-term conditions through earlier intervention and healthier environments
- Reduced social isolation across all ages
- More people engaged in prevention in mid-life and later life
- Fewer avoidable admissions, frailty crises and loss of independence
- Improved support for unpaid carers

Start Well

- Provide seamless support for healthy lifestyles before, during and after pregnancy, including nutrition, healthy weight, physical activity and smoking cessation.
- Enhance targeted early years support for parents and carers to improve children's social, emotional and developmental outcomes.
- Embed a neighbourhood-based, whole-system approach to healthy weight.
- Promote positive mental health through whole-school approaches and supportive environments.
- Reduce risk factors for poor mental health through resilience building, early help and early-intervention.

Live Well

- Reduce the prevalence of obesity, smoking-related harm, cardiovascular disease, dementia and other preventable long-term conditions by addressing the wider determinants of health and the factors that influence health outcomes.
- Increase participation in prevention and health promotion activities that support people to adopt healthier behaviours, including stopping smoking, improving diet, increasing physical activity and reducing other risk factors for poor health.

Age Well

- Increase prevention and early intervention in mid-life to support healthy and fulfilling ageing.
- Strengthen coordinated support to prevent risks and long-term conditions from worsening.

As my husband's carer, it's really important for me to have somewhere we can both go, where we both feel included.



Photo: Bracknell Forest free borough-wide walks for wellbeing



Reducing inequalities

A clear focus on narrowing the gap in health outcomes between different groups, ensuring that those who experience the poorest health benefit most from our work.

What do we mean by reducing inequalities?

The Marmot Review, Fair Society, Healthy Lives (2010), explains that people's health is strongly affected by the social and economic conditions in which they live. In general, people who are less well-off are more likely to have poorer health than those who are better off.

We will use a proportionate universal approach to reduce health inequalities. This means making support available to everyone, while giving extra help to the people and communities who need it most. Some residents face greater barriers to good health, including low income, poor housing, limited education, disability, discrimination or difficulty accessing services. This approach ensures we do not focus only on the most disadvantaged groups or offer the same level of support regardless of need. Instead, we target additional effort and resources where they can have the greatest impact and help narrow unfair differences in health.

Why is this important?

In Bracknell Forest, good health is not universally experienced by all in the borough. The local picture of health shows that health outcomes vary across the Borough according to where people live and their economic status. Reducing disparities is a core ambition of this strategy. Tackling some of the wider determinants which reduce health outcomes for some is key.

People's health is shaped by the conditions they live in every day. These include things such as early years experiences, education, housing, access to healthy food, income, migration experiences, and access to health and care services. These are often called the wider determinants or building blocks of health. Some residents, including people experiencing homelessness, carers, people with learning disabilities, care-experienced young people and refugees, may face extra barriers to good health.

Financial insecurity and poverty are also major causes of poor health and wellbeing. Although Bracknell Forest is an affluent Borough overall, some residents and families are under pressure from rising housing costs and the cost of living. The borough's



overall affluence can hide the experiences of people living in hardship, so this strategy needs to recognise and respond to those challenges clearly through a stronger focus on prevention and by actively promoting health and wellbeing.

What would success look like?

Success means narrowing unfair gaps in health, not just improving averages. People and communities who currently experience the poorest health would see the greatest improvements, and services would be easier to access, more inclusive and better targeted to need.

This includes addressing the gaps we already see between the most and least affluent communities, between different ethnic groups, and for people with severe mental illness and inclusion health groups. Inclusion health groups are populations who experience significant social exclusion, multiple disadvantages and some of the poorest health

outcomes in society, such as people experiencing homelessness, vulnerable migrants, and those with drug or alcohol dependence. We also want to see a reduction in inequalities in life expectancy, healthy life expectancy and the risk factors that contribute to poor health.

Start Well

- Improve health and wellbeing outcomes and reduce health inequalities for vulnerable children, including children in care and care leavers.
- Reduced inequalities in early years outcomes, including school readiness, maternal health and child development.
- Target earlier support to children, young people and families most at risk of poorer health outcomes.
- Embed the Healthy Child Programme (0–19) and Healthy Babies Offer across all Family Hub pathways to improve equitable access to universal and targeted early intervention services and reduce health inequalities.
- Improve school readiness by increasing the proportion of children achieving a Good Level of Development (GLD) while narrowing the gap for children eligible for Free School meals (FSM) and those with Special Educational Needs and disabilities (SEND).

Live Well

- Use data and community insight to target prevention and support where adult health outcomes are poorest.
- Improve access to screening, health checks, mental health, substance misuse and lifestyle support for groups facing the greatest barriers.
- Strengthen support for people experiencing multiple disadvantage, homelessness, addiction, poor mental health or contact with the criminal justice system.

Age Well

- Target earlier support to older adults at greater risk of frailty, loneliness, falls or loss of independence.
- Improve access to dementia, falls prevention, social connection, carer and end-of-life support for older people who face barriers to care.

Overall, we will have a clearer understanding of where inequalities lie and what needs to be done to narrow the gap.





Person-centred and community-led approach

Working with people and communities as active partners in decisions about health and wellbeing, recognising strengths, and focusing on the whole person, not just conditions.

What do we mean by a person-centred and community-led approach?

A person-centred and community-led approach places individuals, families and communities at the centre of decision-making. It involves people as active partners in their care and wellbeing, supported through coordinated services that work together so individuals do not need to navigate complex systems alone. It also recognises the wider determinants of health, including housing, education, employment, relationships and community connection.

Alongside this, community empowerment is central to how we work. The people living and working in Bracknell Forest are our greatest asset, bringing diverse cultures, experiences and perspectives that strengthen our communities. Improving health and wellbeing cannot be achieved by services alone. We will therefore build on the strengths of residents, communities, voluntary organisations, faith and cultural groups, neighbourhood networks and the local business community to support people to play an active role in shaping and improving local wellbeing.

Bracknell Forest has a strong Voluntary and Community Sector that provides vital support through services such as foodbanks, community cafés, transport schemes and wellbeing programmes. These organisations, alongside community leaders and businesses, hold valuable insight into local needs and are key partners in tackling inequalities, strengthening resilience and improving access to support.

We will work in alignment with the Stronger Together Communities Strategy, sharing commitments to prevention, tackling inequalities, neighbourhood-based working, participation and empowerment. Through the Improving Health Together approach, we will strengthen partnership working across organisations, improving coordination and focusing on prevention, early intervention and place-based support.

As we develop the specific action plans for the strategy, we will continue to gather insight from residents and communities to ensure they are partners in shaping solutions. As demand for services continues to grow, we will maximise impact by aligning existing resources around shared goals and improving

collaboration between organisations rather than duplicating effort. The aim is a system that is joined-up, respectful and tailored, delivering personalised, preventative and community-rooted support that enables people to live well, stay well and thrive.

Why is it important?

Taking a person-centred and community-led approach is essential for Bracknell Forest because many residents experience complex and interconnected needs spanning health, care and wider social factors. The JSNA highlights fragmented pathways and unequal access to support, which can make it difficult for people to receive timely and appropriate care.

By designing services around individuals and communities rather than organisational boundaries, support becomes more coordinated, accessible and effective. This improves early intervention, strengthens prevention and ensures people receive the right support at the right time. It also helps reduce inequalities by addressing barriers to access and enabling communities to play a stronger role in shaping local solutions.

What will success look like?

Success will be seen in empowered individuals and communities, stronger local partnerships and improved outcomes across the life course. We have aligned these with the aims in the Bracknell Forest Communities Strategy.

Across all ages

- People and communities are active partners in shaping services and local support
- Increased empowerment, participation and community resilience
- People helping each other to achieve their potential to live well.
- Stronger neighbourhood networks and social connections supporting wellbeing
- Improved wellbeing and reduced loneliness at all ages
- Reduced inequalities in health outcomes and risk factors

Start Well

- Earlier, personalised and co-produced support for children, young people, parents and carers
- Coordinated, needs-led early help and intervention
- Reduced inequalities in early development and life chances
- Stronger family, school and community-based support systems

Live Well

- Improved access to community-based and place-based support
- Greater independence and self-management supported by personalised care
- Prevention and care tailored across the life course
- Stronger support for carers and mid-life prevention
- Opportunities for people to connect through community meeting places and activities.
- Supporting resident-led groups and activities using local assets such as green space, events and community venues.

Age Well

- Target earlier support to older adults at greater risk of frailty, loneliness, falls or loss of independence.
- Improve access to dementia, falls prevention, social connection, carer and end-of-life support for older people who face barriers to care.



Connected neighbourhood systems

Joining up services and support around people and places, making it easier to navigate help locally, strengthening neighbourhood-based support, and reducing fragmentation.

‘When thinking about health, it’s important to think about where people live, that we have equal access to services, green space, things on your doorstep, the things that we need to live well.’

What do we mean by a connected neighbourhood system?

A connected neighbourhood system brings together health and care services, the council, voluntary and community organisations, the public sector, businesses and residents to work together around the needs of local people and places. By aligning resources, sharing information and strengthening local partnerships, services can provide more coordinated, preventative and person-centred support closer to home.

This approach recognises that health is shaped not only by healthcare, but also by housing, education, employment, transport, the environment and social connections. Building on existing strengths, including integrated community teams, Primary Care Networks, Family Hubs, community assets and the voluntary and community sector, neighbourhood-based partnerships will

help improve access to support, reduce duplication and tackle health inequalities.

In Bracknell Forest, connected neighbourhood systems will be developed. This will make it easier for residents to access information, prevention and support locally while maintaining links to specialist services when needed. Schools, community hubs, faith groups, peer networks and other trusted community settings will play an important role in providing earlier intervention, strengthening community connections and helping people access support.

Particular focus will be given to areas where partnership working can have the greatest impact, including children and young people’s mental health, healthy ageing, frailty, dementia, carers, loneliness and social isolation.

Why is this important?

Many health and wellbeing challenges are complex and cannot be addressed by one organisation alone. The JSNA highlights hidden inequalities, late intervention and

I can’t read, so having people around me who can help explain things is really good.

fragmented service pathways. Residents have also identified not knowing what support is available locally and services not working well together as key barriers to staying healthy.

A connected neighbourhood system enables organisations to work together more effectively, supporting earlier intervention, improving access to support and shifting the focus from reactive services towards prevention, resilience and community-based solutions. It also helps address barriers such as transport, digital exclusion and social isolation that can prevent people from accessing the support they need.

What will success look like?

A Neighbourhood Health Plan for Bracknell Forest that delivers:

- Fairer access to healthy environments, services and community assets.
- Stronger integrated support for children, families, carers and vulnerable adults.
- Reduced loneliness and social isolation through stronger community connections.
- System-wide action to prevent and manage long-term conditions.
- Improved support for healthy ageing, frailty, dementia and end-of-life care.
- Fewer avoidable hospital admissions and delayed discharges.
- Greater resilience and support for people experiencing social and financial hardship.

Start Well

- Deliver integrated antenatal and early years pathways across maternity, health visiting, Family Hubs and early help services.
- Strengthen parental and carer support through the Best Start in Life offer.

Live Well

- Strengthen community wellbeing infrastructure through community hubs, peer support networks and neighbourhood partnerships.
- Develop integrated place-based approaches that bring together statutory, voluntary and community sector organisations to provide a coordinated local offer.
- Improve access to local information, advice and support through trusted community networks and neighbourhood settings.

Age Well

- Embed age-friendly principles across planning, housing, transport and community services.
- Improve coordination of support for healthy ageing, frailty, dementia and carers.
- Improve system-wide collaboration to deliver high-quality end-of-life care.





Healthy environments

change the description to: Shaping the places where people live, work and spend time to make healthy choices easier, support wellbeing for all, and build resilience to environmental and climate-related challenges.

What do we mean by healthy environments?

The conditions of our everyday lives, such as where we are born, live, work and spend our time, shape our health in powerful ways. These are the building blocks of health, and include housing, income, education, stable jobs, community connection and the quality of our local surroundings. When these building blocks are strong, people are more likely to live longer, healthier lives. When they are weak or missing, avoidable illness and early death become far more common.

Our wider environment, from the neighbourhoods around us to the influence of shops, brands and advertising, affects what is available and affordable, further shaping our chances of good health. Building a healthier society means strengthening these foundations and tackling inequalities, not just treating the consequences.

Why is it important?

Healthy environments matter to this strategy because the places people live, work and spend time in affect their health every day. Things like good housing, secure work, education, green space, transport and strong local communities all help people stay well, while poor conditions make ill health more likely.

The 2026 Bracknell Forest Annual Public Health Report sets out a call to action to create a Healthy Places Framework which will include action such as:

- embedding health into planning, licencing and policy decisions;
- supporting healthier high streets and retail environments;
- working in partnership across council services and with local businesses.

The design of neighbourhoods, quality of housing, access to green space, transport options, and availability of services all shape opportunities for healthy living and can either reduce or widen health inequalities.

As a befriender, I've seen how much it means to people. Some people don't have any family nearby. Having someone to talk to can make such a difference.

Locally, the Local Plan will define a long-term approach to how places grow and develop across a wider area, guiding housing, infrastructure, transport, and environmental priorities. This will play a key role in addressing the wider determinants of health and supporting healthier, more resilient communities.

There will also be opportunities through communal areas such as the development of communal public 'meanwhile space' at the Lexicon – a space for pop-up shops, cafés and social spaces – which could all offer healthy options.

What does success look like?

- Health is routinely considered in planning, licensing, transport, housing and place-shaping decisions.
- Children, families, adults and older people have better access to safe, welcoming and accessible places to play, be active, connect and spend time.
- Healthy choices are easier, more visible and more affordable in everyday places such as

schools, early years settings, workplaces, high streets, shops and community spaces.

- Local businesses, employers and anchor institutions are actively contributing to healthier communities.
- Older adults are supported to stay active, independent and connected for longer through more age-friendly neighbourhoods.

- Action is targeted in the places and communities where environmental factors are contributing most to poorer health outcomes.
- Promote healthy, safe and climate-resilient environments that support physical and mental wellbeing, protect residents from environmental hazards, and help communities adapt to the impacts of climate change.

Start Well

- Embed health into planning and place-shaping decisions so that children and families have safe, accessible places to play, learn, travel actively and spend time together.
- Work with schools, early years settings, retailers and community partners to make healthier food and drink options more visible, affordable and available for children and families.
- Use licensing, planning and local policy levers to reduce children and young people's exposure to harmful products and advertising, including tobacco, alcohol, gambling and foods high in fat, sugar and salt.

Live Well

- Develop a Healthy Places Framework that supports healthier high streets, retail environments and community spaces, making the healthy choice easier in everyday life.
- Work with local businesses, employers and anchor institutions to promote healthy workplaces, active travel, good work and access to wellbeing support.
- Use local data and community insight to identify where harmful products, poor access to healthy options or environmental barriers are contributing to poorer health outcomes, and target action where need is greatest.

Age Well

- Create age-friendly neighbourhoods that support older adults to stay active, independent and connected, including access to safe walking routes, green space, seating, transport and local services.
- Work with housing, planning, transport, community and health partners to reduce environmental barriers that can increase frailty, falls risk, isolation or loss of independence.
- Strengthen local opportunities for social connection, physical activity and volunteering so that older adults can continue to participate in community life.



Evidence-informed and outcomes focused

Using data, insight and lived experience to inform decisions, prioritise action. We will use data and evidence to monitor impact on health and wellbeing, and continuously improve our impact.

What do we mean by being evidence-informed?

This strategy takes an evidence-informed approach throughout. Evidence has been used not only to shape the priorities, aims and objectives, but also to guide the design of programmes, assess impact and monitor progress over time using key health and wellbeing indicators. A clear evaluation approach will support this, helping partners understand what is working, learn from experience and use insights to improve delivery.

The strategy has been informed in part by the new Joint Strategic Needs Assessment (JSNA), which analyses local health and wellbeing data to identify key needs, inequalities and areas of concern. The JSNA has played an important role in shaping the strategy, but it is not the sole source of evidence. The strategy has also been informed by engagement, professional insight, local priorities and wider policy developments. Please refer to the Engagement section for more information.

Why is it important?

Taking an evidence-informed approach to the strategy will help us to:

- ensure we are focusing on the right areas
- understand what the priorities are locally to act on
- know we are making a difference
- change or stop action that isn't having the desired impact and improved outcomes
- use resources effectively and efficiently
- endeavour for residents to experience the best outcomes

What does success look like?

We will look at measures that assess the implementation of the strategy. Success will be shown through:

- The production of an accessible JSNA and evidence that this is being used widely by officers, partners and stakeholders
- The Health and Wellbeing Board is assured that success is being realised
- There are demonstrable improvements in outcomes for residents according to a range of health and wellbeing indicators.
- The development of a local data dashboard to help us show where we are doing well and where improvements are needed.

As part of the strategy implementation, there will be a series of action plans which will include detailed measures on outcomes and impact on our population.

Governance

Health and Wellbeing Board is responsible for delivery of the Health and Wellbeing strategy. The Health and Wellbeing Board will provide oversight and assurance for delivery of the strategy, ensuring that partners remain focused on the agreed priorities, outcomes and actions.

Health and Wellbeing Board members are expected to do more than endorse the Health and Wellbeing strategy. Their role is to actively champion it within their own organisations, using their leadership, influence and networks to help drive delivery.

Board members will:



Show clear leadership by supporting, leading or keeping oversight of priority areas using evidence and insight to inform decisions



Help turn the strategy's ambitions into practical actions and delivery plans



Make sure the strategy is part of their own organisation's work, not seen as a separate document



Be clear about their role, responsibilities and capacity, so there is shared ownership and accountability



Use their organisation's services, programmes and resources to help deliver the strategy



Help monitor progress, using data and feedback to understand what is working and what needs to change



Use their influence to support action on the wider things that affect health, such as planning, transport, housing, work, education and communities



Bring partners, communities and the voluntary sector together to support delivery, creating a space for constructive challenge and open discussion

Our approach to delivering the strategy

The Health and Wellbeing Board will provide strategic leadership for improving the health and wellbeing of Bracknell Forest residents. It will take a whole-system view, bringing together partners across the Council, NHS, voluntary and community sector, and other key organisations to improve outcomes and reduce inequalities.



Drive

The Board will use a **drive, sponsor** and **observe** approach to focus its efforts where it can add the greatest value.

Drive

The Board will directly lead the areas that are critical to delivering the Health and Wellbeing Strategy. This includes setting strategic direction, agreeing priorities, monitoring outcomes, and addressing barriers that require collective system leadership.

The Board will drive:

- The Health and Wellbeing Strategy and its delivery framework.
- The Joint Strategic Needs Assessment (JSNA) and use of evidence to inform priorities.
- The immediate strategic priorities identified through the JSNA and approved by the Board.
- System-wide action to improve healthy life expectancy and reduce health inequalities.



Sponsor

Sponsor

The Board will sponsor delivery partnerships and strategic groups responsible for implementing priorities. In this role, Board members will use their leadership, influence, and resources to champion progress, remove barriers, and align organisational plans with the ambitions of the Health and Wellbeing Strategy.

Sponsored partnerships will be responsible for developing and delivering action plans, reporting progress, and escalating risks or issues to the Board where required.



Observe

Observe

The Board will receive assurance and intelligence on areas that contribute to health and wellbeing but are governed through other statutory or partnership arrangements. In these areas, the Board's role will be to provide challenge, oversight, and assurance rather than direct management.

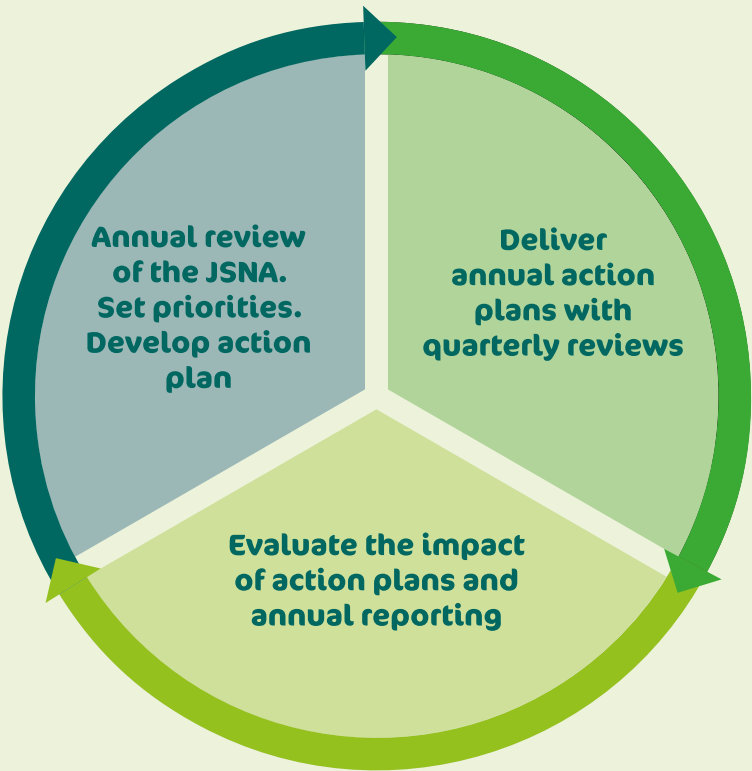
The Board will periodically review performance, risks, emerging issues, and opportunities to ensure that wider system activity remains aligned with the ambitions of the Health and Wellbeing Strategy.

Monitoring progress and measuring impact

Progress will be reviewed through regular reporting, using data, insight and feedback to understand what is working and where further action or challenge is needed.

As part of delivering the strategy, an annual action planning process will set out detailed measures of outcomes and impact on the population.

Evaluation of the strategy will also be key. We will be applying an evaluation framework to allow us to assess the difference it has made across our system, our partners and our residents.



An iterative approach: monitoring will take place quarterly and the actions will be reviewed annually so that we can continue to focus on local health priorities and assess the impact that has been achieved.

How will we know we are doing well?

We will be using local data and indicators to monitor the impact of the strategy (please refer to the section on measuring success for more detail). On a broader population level, if we are doing our job well, then by 2036 we would expect to observe:

- Life and healthy life expectancy continuing to improve for the local population.
- Male healthy life expectancy at age 65 will be significantly better than the England average and a reduction in the gap in life expectancy between males and females.
- A reduction in the gap in life expectancy between the most and least deprived areas in the borough.

Changes in life expectancy can take time to see, so we will monitor mortality in those aged under 75 for cardiovascular diseases and cancers which are considered preventable. This will enable us to see if we are likely to make progress on the broader outcomes we are looking to achieve.

In addition, the strategy has set ambitions and targets for key measures which will help monitor the progress we are making towards achieving our aims and objectives.

These are indicated in the table on page 32.

		Start well		Live well		Age well
1. Prevention first	Indicator	MMR - 2 doses at age 5		Cancer screening		Fall admission (age 65+)
				Bowel	Breast	
	Current	90.6%		75%	75%	1,800
	Target	92%		80%	80%	1,700
2. Reducing inequalities	Ambition	95%		85%	85%	1,500
	Indicator	GLD in Reception for FSM children		NHS healthcheck invite take up		People with dementia dying at home
	Current	43%		35.5%		14.3%
	Target	50%		50%		17.5%
3. Person centred and community led	Ambition	60%		60%		20%
	Indicator	Intentional self harm admissions		Drug and alcohol treatment		People with dementia receiving a timely diagnosis
				Non-opiate	Alcohol	
	Current	413		30%	35%	
	Target	200		35%	45%	
4. Connected neighbourhood systems	Ambition	100		50%	60%	70%
	Indicator	Breastfeeding at 6-8 weeks		Families in temporary accommodation		Loneliness
	Current	60.9%		3%		7.7%
	Target	70%		2%		6.5%
5. Healthy environments	Ambition	80%		1%		5%
	Indicator	NCMP Reception and Year 6		Smoking prevalence		Persons in long term care
		Reception	Year 6			
	Current	21%	32%	12.6%		9%
6. Evidence led and outcomes focussed	Target	19%	30%	11%		8%
	Ambition	17%	27%	10%		7%
6. Evidence led and outcomes focussed		Use of intelligence and evidence in delivery of the strategy				

These indicators will be regularly reviewed to ensure our ambitions and targets remain relevant and achievable. These target indicators will be used alongside other current public health indicators in a developing Health and Wellbeing Strategy Dashboard to monitor progress and measure impact.

We will work with partners to ensure all relevant indicators are included within the Dashboard. The indicators will be linked to the action plans and will be reviewed regularly as part of the evaluation and monitoring cycle. These indicators will be taken from a range of validated data sources.

Glossary

This glossary explains some of the terms used throughout the strategy and what they mean in the context of improving health and wellbeing in Bracknell Forest.

Building blocks of health - the everyday things that affect our health, such as housing, education, employment, income, relationships and the environment we live in.

Community empowerment - supporting people and communities to have a stronger voice in decisions that affect their lives and local area.

Deprivation - when people do not have access to the resources and opportunities needed for a healthy life.

Health inequalities - unfair and avoidable differences in health between different groups of people or communities.

Healthy life expectancy - the number of years a person can expect to live in good health.

Joint Strategic Needs Assessment (JSNA) - a review of local data and feedback from residents that helps us understand the health and wellbeing needs of people living in Bracknell Forest.

Life course approach - supporting good health at every stage of life, from early years through to older age.

Neighbourhood health - bringing support, services and community resources closer to where people live.

Outcomes - the changes we want to achieve as a result of this strategy.

Person-centred care - support and services that focus on what matters most to individuals, their needs, goals and circumstances.

Population health - an approach that looks at improving the health of whole communities, not just treating illness.

Prevention - taking action early to help people stay healthy and prevent problems from developing or getting worse.

Prevention first approach - a commitment to prioritising early support, healthy environments and prevention wherever possible, rather than waiting until people reach crisis point.

Priority areas - the main areas of focus identified within this strategy.

Stakeholder - an organisation, group or individual with an interest in improving health and wellbeing in Bracknell Forest.

Strategy - a long-term plan that sets out our vision, priorities and approach for improving health and wellbeing.

Voluntary and Community Sector (VCS) - charities, community groups, social enterprises and voluntary organisations that support local people and communities.

Wellbeing - how people feel physically, mentally and socially, and their ability to live a healthy and fulfilling life.

Further reading

Bracknell Forest Council:

- **Council Plan:**
<https://www.bracknell-forest.gov.uk/council-and-democracy/strategies-plans-and-policies/council-plan-2023-2027>
- **Best Start in Life Plan:**
www.bracknell-forest.gov.uk/council-and-democracy/strategies-plans-and-policies/children-and-family-services-strategies-and-policies/bracknell-forest-best-start-life-plan
- **Children and Young Peoples' Plan:**
www.bracknell-forest.gov.uk/sites/default/files/2025-06/children-and-young-peoples-plan-2023-2026.pdf
- **Climate Change Strategy:** www.bracknell-forest.gov.uk/climate-change/climate-change-strategy
- **Physical activity, sports and leisure strategy:**
www.bracknell-forest.gov.uk/leisure-and-events/physical-activity-sports-and-leisure-strategy
- **Serious Violence Strategy:** www.bracknell-forest.gov.uk/sites/default/files/2024-01/serious-violence-strategy.pdf
- **Community Safety Partnership Plan 2025-2028:**
www.bracknell-forest.gov.uk/sites/default/files/2025-04/community-safety-partnership-plan-2025-2028.pdf
- **Co-production Framework 2023:** www.bracknell-forest.gov.uk/sites/default/files/2024-04/co-production-framework.pdf
- **Joint Strategic Needs Assessment:**
www.bracknell-forest.gov.uk/health-and-social-care/public-health-and-self-care/joint-strategic-needs-assessment
- **Communities Strategy 2025 - 2035:** www.strongertogether.community/CommunityStrategy.pdf

Other:

- **Fit for the future: 10 Year Health Plan for England:** www.gov.uk/government/publications/10-year-health-plan-for-england-fit-for-the-future/fit-for-the-future-10-year-health-plan-for-england-executive-summary
- **Neighbourhood health framework:**
www.gov.uk/government/publications/neighbourhood-health-framework/neighbourhood-health-framework
- **NHS England Strategic Commissioning Framework:** www.england.nhs.uk/long-read/strategic-commissioning-framework/
- **How to talk about the building blocks of health:**
www.health.org.uk/resources-and-toolkits/toolkits/how-to-talk-about-the-building-blocks-of-health
- **Fingertips:** fingertips.phe.org.uk/

Appendix: Health and Wellbeing Strategy aims and actions

The following tables provides an overview of the aims and actions across the life course.

	Start well	Live well	Age well
1. Prevention first			
Provide seamless support for healthy lifestyles before, during and after pregnancy, including nutrition, healthy weight, physical activity and smoking cessation.	✓		
Enhance targeted early years support for parents and carers to improve children's social, emotional and developmental outcomes.	✓		
Embed a neighbourhood-based, whole-system approach to healthy weight.	✓		
Promote positive mental health through whole-school approaches and supportive environments.	✓		
Reduce risk factors for poor mental health through resilience building, early help and intervention.	✓		
Reduce the prevalence of obesity, cardiovascular disease, dementia and other preventable long-term conditions by addressing wider determinants of health.		✓	
Increase participation in prevention and health promotion activities that support healthy behaviours and reduce risk factors for poor health.		✓	
Increase prevention and early intervention in mid-life to support healthy and fulfilling ageing.			✓
Strengthen coordinated support to prevent risks and long-term conditions from worsening.			✓

	Start well	Live well	Age well
2. Reducing inequalities			
Target earlier support to children, young people and families most at risk of poorer health outcomes.	✓		
Reduce inequalities in early development, emotional wellbeing, healthy weight and access to family support	✓		
Use data and community insight to target prevention and support where adult health outcomes are poorest.		✓	
Improve access to screening, health checks, mental health, substance misuse and lifestyle support for groups facing the greatest barriers.		✓	
Strengthen support for people experiencing multiple disadvantage, homelessness, addiction, poor mental health or contact with the criminal justice system.		✓	
Target earlier support to older adults at greater risk of frailty, loneliness, falls or loss of independence.			✓
Improve access to dementia, falls prevention, social connection, carer and end-of-life support for older people who face barriers to care.			✓

	Start well	Live well	Age well
3. Person centred and community-led			
Earlier, personalised and co-produced support for children, young people, parents and carers	✓		
Coordinated, needs-led early help and intervention	✓		
Reduced inequalities in early development and life chances	✓		
Stronger family, school and community-based support systems	✓		
Improved access to community-based and place-based support		✓	
Greater independence and self-management supported by personalised care		✓	
Prevention and care tailored across the life course		✓	
Stronger support for carers and mid-life prevention		✓	
More people ageing well with independence maintained for longer			✓
Personalised, coordinated care and support for older adults			✓
Reduced frailty-related harm and avoidable hospital admissions			✓
High-quality, person-centred end-of-life care reflecting individual needs and preferences			✓
Stronger community support reducing isolation in later life			✓

	Start well	Live well	Age well
4. Connected neighbourhood systems			
Deliver integrated antenatal and early years pathways across maternity, health visiting, Family Hubs and early help services.	✓		
Strengthen parental and carer support through the Best Start for Life offer.	✓		
Strengthen community wellbeing infrastructure through community hubs, peer support networks and neighbourhood partnerships.		✓	
Develop integrated place-based approaches that bring together statutory, voluntary and community sector organisations to provide a coordinated local offer.		✓	
Improve access to local information, advice and support through trusted community networks and neighbourhood settings.		✓	
Embed age-friendly principles across planning, housing, transport and community services.			✓
Improve coordination of support for healthy ageing, frailty, dementia and carers.			✓
Improve system-wide collaboration to deliver high-quality end-of-life care.			✓

	Start well	Live well	Age well
5. Healthy environments			
Embed health into planning and place-shaping decisions so that children and families have safe, accessible places to play, learn, travel actively and spend time together.	✓		
Work with schools, early years settings, retailers and community partners to make healthier food and drink options more visible, affordable and available for children and families.	✓		
Use licensing, planning and local policy levers to reduce children and young people's exposure to harmful products and advertising, including tobacco, alcohol, gambling and foods high in fat, sugar and salt.	✓		
Develop a Healthy Places Framework that supports healthier high streets, retail environments and community spaces, making the healthy choice easier in everyday life.		✓	
Work with local businesses, employers and anchor institutions to promote healthy workplaces, active travel, good work and access to wellbeing support.		✓	
Use local data and community insight to identify where harmful products, poor access to healthy options or environmental barriers are contributing to poorer health outcomes, and target action where need is greatest.		✓	
Create age-friendly neighbourhoods that support older adults to stay active, independent and connected, including access to safe walking routes, green space, seating, transport and local services.			✓
Work with housing, planning, transport, community and health partners to reduce environmental barriers that can increase frailty, falls risk, isolation or loss of independence.			✓
Strengthen local opportunities for social connection, physical activity and volunteering so that older adults can continue to participate in community life.			✓

	Start well	Live well	Age well
6. Evidence-informed and outcome focused			
The production of an accessible JSNA and evidence that this is being used widely by officers, partners and stakeholders	✓	✓	✓
The Health and Wellbeing Board is assured that success is being realised	✓	✓	✓
There are demonstrable improvements in outcomes for residents according to a range of health and wellbeing indicators.	✓	✓	✓



If you need a reasonable adjustment
to communicate with us, please call
01344 352000 or email:
customer.services@bracknell-forest.gov.uk

