

## Draft Southampton Health and Wellbeing Strategy 2026-2035 Consultation

Southampton City Council is consulting on a Draft Southampton Health and Wellbeing Strategy 2026-2035 Consultation.

We would like to hear your thoughts on the proposals and any impacts or alternative suggestions you would like us to consider. Now is your opportunity to have your say.

An online version of this questionnaire can be found on Southampton City Council's website at [www.southampton.gov.uk/consultations](http://www.southampton.gov.uk/consultations)

You can also email your consultation feedback or queries to [yourcity.yoursay@southampton.gov.uk](mailto:yourcity.yoursay@southampton.gov.uk)

This consultation closes on **Sunday 26 October 2025**.

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### *Background*

Creating a Health and Wellbeing Strategy is a statutory function of the Southampton 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 Health and Wellbeing strategy aims to improve the health and wellbeing of people living in Southampton during the period 2026 to 2035. It describes the vision, principles by which we will work, and four priority themes. For each priority theme there is an area of focus, statements of ambition, actions and the things we can measure to know we are making a difference.

The board looked at lots of information and talked to many people to understand the health needs of the city. They used this information to create the draft plan and priority areas.

The Health and Wellbeing Strategy also supports delivery of the 10-year City Plan, a shared ambition across partners, which sets out five missions: to make Southampton a more equal, healthier, safer, greener and growing city. The Health and Wellbeing Strategy is Southampton's commitment to delivering the Healthier Southampton mission.

The following questionnaire will go into further detail on the draft strategy and priorities. The full draft strategy, including both an accessible and easy read version are available to read in full online :[www.southampton.gov.uk/consultations](http://www.southampton.gov.uk/consultations)

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### *Overall vision*

Our vision is for Southampton to be a place where **everyone** can live **healthy, active** and **independent** lives, create **positive social connections**, and maximise financial wellbeing. We aim to foster a city where health and wellbeing is supported throughout life and when services are needed, they are integrated across sectors and are responsive to the needs of individuals.

To what extent do you agree or disagree with our overall vision for the strategy?

- ☐ Strongly agree  
☐ Agree  
☐ Neither  
☐ Disagree  
☐ Strongly disagree

If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details:

## Core principles

We are proposing the following nine core principles that underpin our strategy and should be evidences in everything that we do.

1. <b>Collaborative</b>	<b>Partnership and integration across statutory, voluntary and community organisations</b>
2. <b>Co-produced</b>	<b>We will learn from and work with communities, building upon their strengths and lived experience</b>
3. <b>Equitable</b>	<b>An inclusive approach that considers different types of health inequalities and with an intensity and scale based on need<sup>1</sup></b>
4. <b>Balanced</b>	<b>Mental health is valued the same as physical health and gets the same recognition and support that physical health does (parity of esteem)</b>
5. <b>Preventative</b>	<b>Prevention and early intervention will be maximised</b>
6. <b>Holistic</b>	<b>High quality and safe, integrated, proactive and personalised care and support provided at the right time in the right place</b>
7. <b>Sensitive</b>	<b>Social, cultural and trauma-informed considerations in delivering actions, service provision and support</b>
8. <b>Evidence-based</b>	<b>Using better evidence to make better decisions</b>
9. <b>Sustainable</b>	<b>Climate change and sustainability will be considered in all areas of focus</b>

**To what extent do you agree or disagree with the core principles that underpin our strategy?**

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither
- ☐ Disagree
- ☐ Strongly disagree

**If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details:**

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## ***1. Starting Well - Ensuring Every Child Has the Best Start in Life***

Our proposed area of focus: A Whole System Approach to Childhood Obesity

We recognise that the foundations of good health begin before a child is born and during early childhood. Our proposed priority under this theme is to adopt a whole system approach to childhood obesity. A whole system approach moves us away from a focus on simply supporting individuals to make changes in the way they move and eat, since this will not be sufficiently powerful, preventative or sustainable at a population level. It is about understanding the complex environment that people live in and the wide variety of factors that influence population healthy weight and for everyone in every organisation doing their very best to lead, collaborate and advocate for change.

**How important do you feel this proposed area of focus is?**

- ☐ Very important
- ☐ Fairly important
- ☐ Neither
- ☐ Fairly unimportant
- ☐ Very unimportant

Our proposed ambitions and the things we hope to do are:

- Adopt a whole system approach to address childhood obesity with all parts of the system leading, collaborating and advocating for change
- Increase the proportion of children of all ages who are healthy weight
- Reduce the inequality in unhealthy weight experienced by children living in more deprived areas of the city
- Increase the proportion of children who maintain healthy weight as they grow between school year R and school year 6
- Increase the number of schools and early years settings recognised as being healthy
- Create a healthy, affordable, and sustainable food environment in the city

Further details and how we hope to achieve this can be found in the full draft strategy online  
: [www.southampton.gov.uk/consultations](http://www.southampton.gov.uk/consultations)

**How ambitious do you feel the things we hope to do are?**

- ☐ Too ambitious
- ☐ About right
- ☐ Not ambitious enough

**If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details:**

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## ***2. Staying Well - Ensuring People Are Supported to Live Healthy Lives and Maintain Health as They Age***

Our proposed area of focus: Maintaining independence through integrated, proactive and personalised care and support

Maximising the opportunities for healthy ageing is vital to help people live longer lives and spend those years in better health. More people are living longer but with multiple long-term health conditions as they grow older. A preventative approach needs to start much earlier and address the building blocks (wider determinants) of health as well as health risks such as stress, smoking, alcohol and drug use, physical inactivity and unhealthy eating. This is important to help prevent some of the most common long-term health conditions that include cardiovascular and respiratory disease, diabetes, dementia, cancer and certain musculoskeletal conditions. Becoming frail with age is not inevitable, but when it does occur, it should be recognised early and an evidence-based approach used to slow down or reverse progression.

Approaches should be proportionate to the needs of the individual and address the physical, cognitive, psychological and social impacts. Maintaining independence can be achieved through integrated, proactive, and personalised care, which is the area of focus for this priority theme. A person-centred approach considers the full impact of living with frailty or multiple long-term conditions. This may include changes in everyday life, emotions and finances. Ensuring people are supported to live healthy lives and maintain health as they age should apply equally to everyone, proportionate to need, and include people living with mental health conditions.

This proposed area of focus is also closely interconnected to our strategic themes of connecting well and financially well. Physical activity can help improve your sleep, mood and help you to feel more positive. Activity that strengthens muscles, can help reduce age-related muscle loss and prevent falls. It also offers opportunity for social connectedness that can reduce loneliness. Financial wellbeing in older age is extremely important to help maintain access to good quality food and warmth during the winter, as well as for social connections, being active and maintaining purpose.

**How important do you feel this proposed area of focus is?**

- ☐ Very important
- ☐ Fairly important
- ☐ Neither
- ☐ Fairly unimportant
- ☐ Very unimportant

Our proposed ambitions and the things we hope to do are:

- Protect independence with integrated, proactive and personalised care so that people can live in the place they call home, with the people and things they love, in communities where people look out for each other, doing the things that matter to them
- Increase the number of eligible people living in Southampton who attend an NHS Health Check focusing on increasing attendance from those people living in the most deprived neighbourhoods whilst maintaining a universal offer
- Increase support available for people who find it hard to be physically active to access opportunities throughout their lives
- Decrease percentage of adults experiencing loneliness
- Work towards Smokefree 2030, ensuring that our smoking rate is less than 5% by 2030, including for people living in the most deprived neighbourhoods, people with severe mental illness and people with multiple long-term conditions
  
- Reduce alcohol and drug harm for people of all ages, including in middle and later life
- Increase the number of people identified with mild and moderate frailty and implement measures to slow progression
- Decrease the number of people developing multiple long-term conditions and increase the age of onset of sentinel (first) conditions
- Decrease the number of people experiencing a preventable hospital admission
- Decrease the number of older adults hospitalised after a fall
- Increase the proportion of people who can live independently in their communities
- Decrease the proportion of people who live in care homes (residential or nursing)
- Decrease the number of people dying early from preventable cardiovascular disease
- Decrease the number of people dying early from preventable respiratory disease

Further details and how we hope to achieve this can be found in the full draft strategy online: [www.southampton.gov.uk/consultations](http://www.southampton.gov.uk/consultations)

Living good lives in the place we call home - #Social Care Future vision

**How ambitious do you feel the things we hope to do are?**

- ☐ Too ambitious
- ☐ About right
- ☐ Not ambitious enough

If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details:

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### ***3. Connecting Well - Ensuring People Enjoy Social Connection in Safe and Healthy Spaces***

Our proposed area of focus: Supporting communities to be physically and creatively active

The benefits of being physically active and less sedentary are widely acknowledged with a strong evidence base. These include improving mental wellbeing and social connectedness, prolonging independence, improving cognitive function, and decreasing childhood obesity, in addition to the prevention of chronic diseases such as Type 2 diabetes, cardiovascular disease, and some types of cancer. To gain these benefits we need to inspire and support active lives so that we can all be active in a way that suits us.

Being creatively active is also valuable for long-term physical and mental health and wellbeing with evidence for benefit in prevention of ill health, management of long-term conditions, and treatment and recovery across the life course. Creative activity has many definitions and will mean different things to different people. One definition is any action that involves expressing oneself, generating new ideas, or solving problems in an imaginative and original way. It encompasses a wide range of pursuits, from visual arts like painting and sculpting to performing arts like music and dance, as well as activities like writing, storytelling, and even cooking.

Creative health refers to the use of arts, culture, and creativity to improve people's physical and mental wellbeing and this can help build social connectedness and social cohesion, reduce social isolation, and improve the conditions in which people live, grow, work and age. Access to creative activities and spaces to connect can support better mental health and wellbeing in young people.

**How important do you feel this proposed area of focus is?**

- ☐ Very important
- ☐ Fairly important
- ☐ Neither
- ☐ Fairly unimportant
- ☐ Very unimportant

Our proposed ambitions and the things we hope to do are:

- Decrease the proportion of children and young people living in Southampton who are doing less than 60 minutes of physical activity per day on a regular basis
- Decrease the proportion of adults living in Southampton who are physically inactive on a regular basis
- Inspire and support residents to move in a way that suits them and to prioritise groups who are least likely to be active
- Work together to remove the barriers for accessing physical and creative activity especially for people experiencing inequalities
- Increase the proportion of people living in Southampton who participate in creative activity
- Increase the proportion of people in Southampton who feel socially connected

- Increase physical activity participation by underrepresented groups, including disabled people, minority ethnic groups, and low-income households through provision of tailored programmes
- Integrate physical activity into all aspects of school life, promoting health and wellbeing through arts, culture, and outdoor activities
- Transform local spaces and travel routes to make them safe, accessible, and appealing for physical activity
- Support people to change how they move around the city by widening their healthy and clean travel choices
- Develop support mechanisms to help individuals start and maintain physical activity, especially those who feel they cannot do it alone
- Foster bold leadership and collaboration among individuals and organisations to create happier and healthier communities
- Measure the impact of initiatives and continuously improve strategies based on feedback and data

Further details and how we hope to achieve this can be found in the full draft strategy online: [www.southampton.gov.uk/consultations](http://www.southampton.gov.uk/consultations)

**How ambitious do you feel the things we hope to do are?**

- ☐ Too ambitious
- ☐ About right
- ☐ Not ambitious enough

**If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details:**

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## ***4. Financially Well - Ensuring People Are Supported to Maximise Their Financial Wellbeing***

Our proposed area of focus: Maximising opportunities for skills, training, and employment

Financial wellbeing can be defined as feeling secure and in control of your finances, now and in the future. A life course approach is essential in addressing financial wellbeing - starting with financial literacy (how to manage money) and career awareness in schools, continuing through support for educational attainment (including opportunities for higher education), apprenticeships, and quality employment opportunities which would then support individuals in managing the financial demands of daily living and securing long-term stability. Alongside this is the importance of a whole life approach to developing and protecting good mental health and resilience.

The important relationship between good work and health is at the heart of the Great Britain Working White Paper and further highlighted within the NHS 10-year Health Plan. Good employment is closely linked to better health through psychological and financial wellbeing, providing income, purpose and stability. Helping people to maximise their potential for employment, or self-employment, is an important building block of health, can create other opportunities and improve life chances.

Supporting people who have additional needs such as neurodiversity, disabled people (including people with learning disabilities), long-term physical and mental health conditions, as well as people from ethnic minority backgrounds to enter the workforce and stay in employment is key to reducing health inequalities. Support to access eligible benefits for people unable to work is important for maximising financial wellbeing.

It is also important to help people stay in work when they experience ill health, through good access to healthcare services, timely treatment, and where required, suitable workplace adaptations. There are more people of working-age who are economically inactive due to ill-health and disability than ever before and the rate of increase in this group exceeds the increase in the growth of the overall working-age population. Work-limiting health conditions have particularly increased amongst younger people (aged 16 to 34), and are often due to mental health reasons, and amongst older people (aged 50 to 64), often due to musculoskeletal reasons. The impact of increasing economic inactivity seen in people with multiple long-term conditions and people affected by mental health or musculoskeletal conditions can be addressed through prevention, early identification and intervention, work support, job retention and rapid rehabilitation.

People with health challenges can also be encouraged to stay in employment through flexible working arrangement and workplace adaptations. Targeted initiatives and skills development pathways can be used to support younger people who have never worked in employment and those who have recently become economically inactive.

Financial wellbeing is closely linked with all other proposed priority themes in the strategy, supporting a good start in life, healthy ageing, and social connectedness.

**How important do you feel this proposed area of focus is?**

- ☐ Very important
- ☐ Fairly important
- ☐ Neither
- ☐ Fairly unimportant
- ☐ Very unimportant

Our proposed ambitions and the things we hope to do are:

- Support all residents who want to work into employment
- Support all residents to receive the national benefits they are eligible for, particularly people facing multiple-disadvantage
- Increase the number of young people in Education Employment or Training
- Employers across sectors invest in employing people with additional needs such as those with learning disabilities, disabled people, long-term mental health conditions and/or who are neurodiverse
- Employers across sectors invest in supporting people who have life changes, develop long term conditions or become disabled, to remain in employment through better flexibility, job adjustments and timely support
- More children and young people living in Southampton are supported as they grow and develop to be ready for training and employment
  
- Employers supported to adapt to the new generation of young people entering the workplace
- Work experience for young people is made available across more sectors and more organisations and evolves to meet the needs of a new generation of young people
- Increase the range of flexible working opportunities across sectors innovating flexible options in roles not traditionally able to do so
- Support the growth of Small and Medium sized enterprises in the city
- Creating employment opportunities by supporting Green Growth initiatives
- Reduce gambling-related harm in Southampton by improving financial wellbeing, education, training and employment outcomes for vulnerable people through coordinated prevention, early intervention, and support systems.



Further details and how we hope to achieve this can be found in the full draft strategy online:[www.southampton.gov.uk/consultations](http://www.southampton.gov.uk/consultations)

**How ambitious do you feel the things we hope to do are?**

- ☐ Too ambitious  
☐ About right  
☐ Not ambitious enough

**If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details:**

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***Reading the draft strategy***

**Have you read the proposed draft strategy?**

- ☐ Yes, all of it  
☐ Yes, some of it  
☐ No, none of it

**If you have read the proposed draft strategy, to what extent do you agree or disagree with the following statements?**

	Strongly agree	Agree	Neither	Disagree	Strongly disagree
"The draft strategy is easy to understand"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"The draft strategy provides sufficient information"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If there were parts of the draft strategy that you did not understand or you feel need more information, please provide further details:

***Overall impact of the draft strategy***

To what extent do you agree or disagree with the content of the proposed draft strategy overall?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither
- ☐ Disagree
- ☐ Strongly disagree

Please use the following space to tell us more about the potential impact the draft strategy and if there is anything else we should consider:

## About you

### Are you...?

	Yes	No	Prefer not to say
A resident of Southampton?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Someone that works, visits or studies in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Responding on behalf of a business or organisation (including voluntary and community organisations)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An employee of Southampton City Council?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An employee of the Integrated Care Board?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Only answer the following questions about your postcode, sex, gender, age, ethnicity, property and disability if you are responding as an individual, and not as a business or organisation.**

### What is your postcode?

**This is used for geographical analysis only and will not be used to identify or contact you.**

### What is your sex?

☐ Male ☐ Female ☐ Prefer not to say

### Is the gender you identify with the same as your sex registered at birth?

☐ Yes ☐ No ☐ Prefer not to say

**If no, please write in your gender identity:**

### What is your age?

☐ Under 18 ☐ 35 - 44 ☐ 65 - 74  
☐ 18 - 24 ☐ 45 - 54 ☐ 75+  
☐ 25 - 34 ☐ 55 - 64 ☐ Prefer not to say

### How would you describe your ethnic group?

☐ Asian or Asian British ☐ White other  
☐ Black, Black British, Caribbean or African ☐ Other ethnic group  
☐ Mixed or multiple ethnic groups ☐ Prefer not to say  
☐ White British

**If other, please specify:**

**Do you own or rent the property where you currently live?**

- ☐ Own  
☐ Rent from a private landlord  
☐ Rent from the council  
☐ Rent from a housing association  
☐ Other, please specify  
☐ Prefer not to say

**If other, please specify:**

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

- ☐ Yes ☐ No ☐ Prefer not to say

**If yes, do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?**

- ☐ Yes, a lot ☐ Not at all  
☐ Yes, a little ☐ Prefer not to say

***The following three questions are for those responding as a business or organisation.***

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### ***Businesses and organisations***

**Can the name of your business or organisation be attributed to your response?**

- ☐ Yes ☐ No

**Can we contact you about your response to this consultation?**

- ☐ Yes ☐ No

**If yes, please provide us with the following details:**

**Business/organisation name:**

**Contact name:**

**Contact email:**

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### ***What happens next?***

The consultation closes on **Sunday 26 October 2025**. After this date, all feedback will be analysed and considered before a final decision is made.

Please return completed surveys to:

*Consultations,  
First Floor, West Wing,  
Civic Centre,  
Southampton,  
SO14 7LY.*

Alternatively, please hand completed surveys back to any Southampton City Council-run library.

The information collected about you during this survey will only be used for the purposes of research. We may use it to contact you about this. We will only share your information with other organisations or council departments if we need to. We may also share it to prevent, investigate or prosecute criminal offences, or as the law otherwise allows. Please be aware that any comments given on this form may be published in the report. However, the council will endeavour to remove any references that could identify individuals or organisations. Our Privacy Policy (<http://www.southampton.gov.uk/privacy>) explains how we handle your personal data, and we can provide a copy if you are unable to access the Internet.