



Winchester
City Council

WINCHESTER CITY COUNCIL

HEALTH PRIORITIES STATEMENT FOR WINCHESTER DISTRICT 2025



WINCHESTER.GOV.UK



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1. PURPOSE

This statement of health priorities creates a baseline for the council's delivery of support and funding to achieve the outcomes of the Council Plan 2025-2030. A periodic review of the baseline data and our performance against the social determinants of health will be undertaken during the five year life of the Plan to ensure the priorities remain relevant.

This statement of the health priorities for Winchester district serves a number of purposes to:

- Share high level health data to understand how well (or not) the Winchester district is performing in terms of healthy people, lives and places in the context of wider social determinants of health.
- Inform and influence the key agencies, institutions and stakeholders involved in supporting health and wellbeing outcomes.
- Map the council's work, building on what is already happening and the wider health benefits to be gained.
- Recognise the contribution and role the council can (and cannot) play to support, enable and facilitate activities to sustain or improve these priorities.

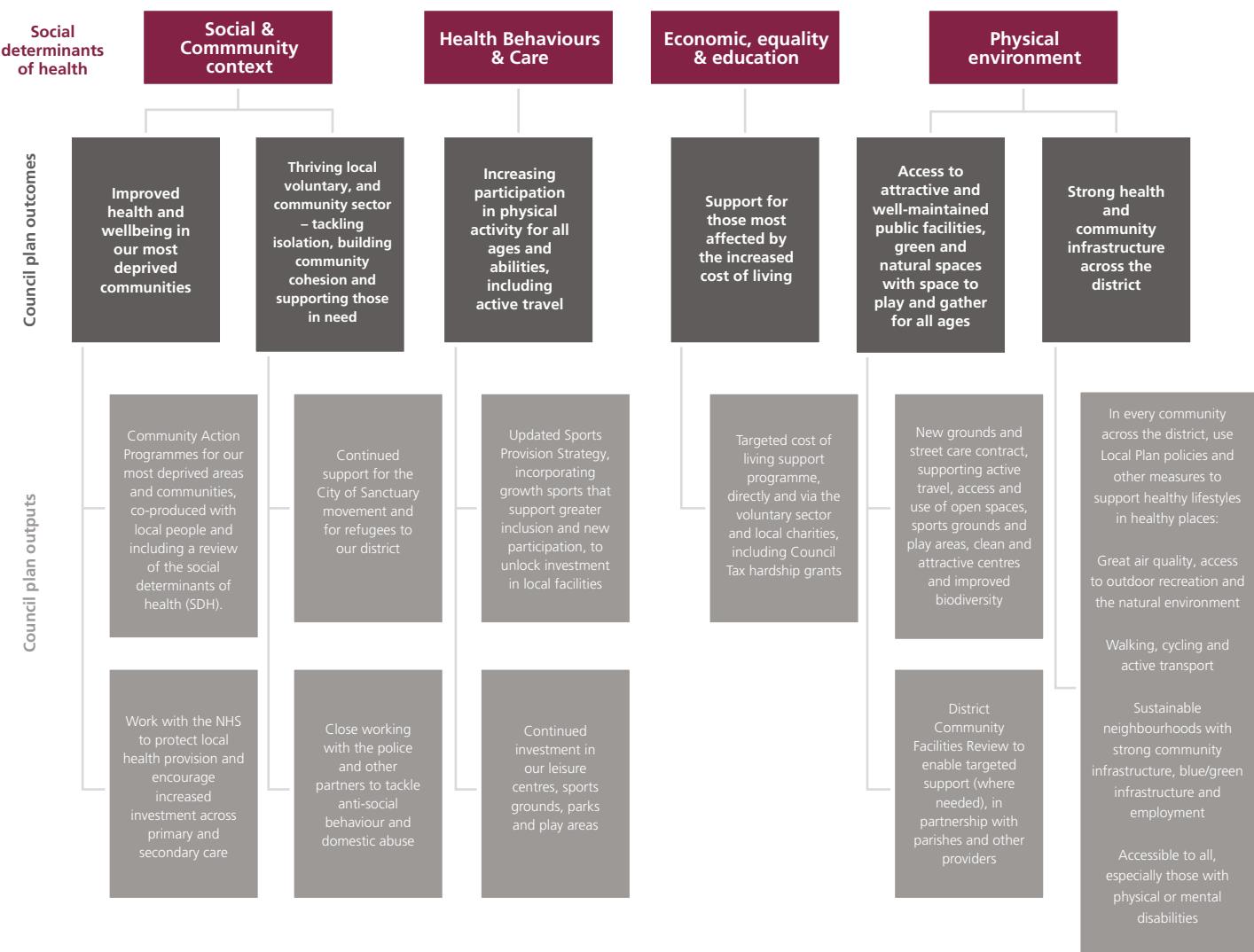


To create our health priorities we have taken a data-led and evidence based approach and considered numerous health-related factors and social determinants of health. The priorities we have identified are those over which we have influence, and to which we can meaningfully contribute. We will continue to work in collaboration with health and community service providers and will engage and empower individuals and communities to build on our strengths and to tackle the challenges we face.

2. COUNCIL PLAN 2025-30

We will seek to create an environment and circumstances that improve the physical and mental health of our residents and encourage community involvement and well-being throughout the district. Our goal is to create strong, healthy communities where our most vulnerable residents feel safe, supported, and can easily access the services they need.

This diagram shows how the outcomes the council is seeking map to the wider social determinant of health.



3. HEALTH PRIORITIES FOR WINCHESTER DISTRICT

The analysis of the health data shows that the residents and places of Winchester district are on the whole healthy, well served and prosperous. There are of course people, communities and places which are not, and for this reason it is important that the council strives to reduce this disadvantage. To direct our efforts in this we have set the following two goals and three aims



To support these goals and aims, fifteen priority areas have been identified that align with both Hampshire County Council's Public Health Strategy themes and the wider social determinants of health.

PRIORITIES	HCC PUBLIC HEALTH STRATEGY THEMES	SOCIAL DETERMINANTS OF HEALTH
1. Mental health & wellbeing 2. Inclusion health groups 3. Older adults	Healthy People	Health behaviours and care
4. Physical activity 5. Healthy weight and diet 6. Employment and income 7. Cost of living	Healthy Lives	Health behaviours and care Economic, equality and education
8. Access to green space and sports facilities 9. Housing 10. Social isolation and digital access 11. Crime and community safety 12. Transport and active travel 13. Energy consummation & generation 14. Climate change 15. Air quality	Healthy Places	Physical environment Social and community context

TARGETING AREAS OF NEED

The Hampshire Joint Strategic Needs Assessment identified that although Winchester district is an affluent area, there are pockets of deprivation mainly in Winnall and Stanmore. These experience higher rates of crime, higher food insecurity, fuel poverty and social isolation. The more rural areas of the district have higher proportions of the population aged 65 and over, and these areas also had slightly poorer internet infrastructure. Towards the south of the district there are areas with younger households with slightly higher deprivation, greater food insecurity, fuel poverty and exposure to poorer air quality.

MOST AT RISK AREAS		JOINT STRATEGIC NEEDS ASSESSMENT TOPIC AREAS >2						
Stanmore	Deprivation	Transiency	Food insecurity (5)	Fuel poverty (7)	Social isolation (10)	Mental wellbeing (1)	Income / benefits (6)	
Winnall	Deprivation	Food insecurity (5)	Digital (10)	Mental wellbeing (1)	Income / benefits (6)	Heatwaves (14)		
Winchester town centre	Fast food outlets (5)	Social isolation (10)	Crime (11)	Private gardens (8)				
Alresford	Deprivation Food insecurity (5)	Social isolation (10)	Air quality (15)					
Denmead	Private gardens (8)	Social isolation (10)	Flooding (14)					
Whiteley	Green space (8)	Air quality (15)	Flooding (14)					(OUR HEALTH PRIORITY NUMBER)
Bishop's Waltham	Food insecurity (5)	Income / benefits (6)						
Wickham	Food insecurity (5)	Digital (10)						

4. THE COUNCIL'S ROLE

We will adopt three approaches to help sustain or improve the health of our residents and to mitigate the factors that contribute to ill health and poor wellbeing.



The council makes significant investment in services and the provision of facilities that contribute greatly to health outcomes.

	£30M	revenue expenditure on housing services to council tenants and leaseholders, funded from housing rents and service charges.
	£29.4M	on landlord housing services
	£3.9M	on community housing services
	£6.7M	on environmental services (incl. waste collection)
	£1.5M	on community safety & development

Notable examples



SPORT AND PLAY

- Winchester Sport and Leisure Park and Meadowside Leisure Centre
- King George V Pavilion
- Chilcomb Pavilion
- Garrison Ground
- River Park Tennis & 3G Pitch
- New River Park Pavilion
- Play areas, skate parks, outdoor gyms & MUGAs

We manage 25 equipped play areas, 3 skate parks, 3 outdoor gyms and 2 MUGAs in the city and surrounding district.



Winchester Sport and Leisure Park



River Park Tennis & 3G Pitch



King George V Pavilion



Chesil Lodge

The following tables map the council's extensive contribution to good health and positive wellbeing across the district through its actives, partnership, programmes and plans. These are examples and there will be many other examples of work that also support healthy communities.

HEALTH AIM 1 HELP PEOPLE TO REMAIN HEALTHY AND LIVE INDEPENDENTLY FOR LONGER	
Health Priorities	Examples of our activity and contribution
Mental health and wellbeing	<ul style="list-style-type: none"> • Cultural strategy • Everyone Active contract to operate and manage our sports and leisure centres • Community & voluntary sector grants
Inclusion health groups (Gypsy, Roma or Irish Traveller and Veterans)	<ul style="list-style-type: none"> • WSLP's GP referral scheme and 50+ club • Armed forces Covenant • Local Plan policies • Liaison with parish councils
Older adults	<ul style="list-style-type: none"> • Dementia Friendly Winchester • Winchester District Older People's Partnership • Live Longer Better project • Provision of extra care schemes
Council Plan outcomes	Improved health and wellbeing in our most deprived communities

HEALTH AIM 2 HELP PREVENT ILL HEALTH AND LONG-TERM CONDITIONS	
Health Priorities	Examples of our activity and contribution
Physical activity	<ul style="list-style-type: none"> • Everyone Active contract to operate and manage our sports and leisure centres • Schools coaching programme • Holiday sports coaching • Park yoga
Healthy weight and diet	<ul style="list-style-type: none"> • Access to and promotion of local producers • Taste of Winchester campaigns • Sustainable Food Partnership membership
Employment and income	<ul style="list-style-type: none"> • Green Economic Development Strategy • First Foot Forward employment course for council tenants • Tenancy sustainment and income maximisation • Council and private rented tenants support with budget plans and money management
Cost of living	<ul style="list-style-type: none"> • Information, advice and guidance provided through funded support services such as Citizens Advice • Council Tax Support Fund • Increase in the income thresholds of the Council Tax Reduction scheme • Food vouchers, support for food banks and pantries
Council Plan outcomes	Increasing participation in physical activity for all ages and abilities, including active travel
	Support for those most affected by the increased cost of living

HEALTH AIM 3 HELP REDUCE INEQUALITIES BETWEEN GROUPS / PLACES

Health Priorities	Examples of our activity and contribution		
Access to green space and sport facilities	<ul style="list-style-type: none"> • Open space assessment • New facilities / spaces in major development areas • Liaison with parish councils 	<ul style="list-style-type: none"> • Improving and up-grading facilities, play areas etc. • Playing Pitch & Facilities Strategy 	
Housing	<ul style="list-style-type: none"> • Local Plan • Major development Areas • Tenancy support and engagement 	<ul style="list-style-type: none"> • Housing Strategy • Affordable housing • Homelessness prevention 	
Social isolation and digital access	<ul style="list-style-type: none"> • Social Inclusion Partnership • Cultural Strategy 	<ul style="list-style-type: none"> • Community & voluntary sector grants • Walking groups 	
Crime and community safety	<ul style="list-style-type: none"> • Community Safety Partnership • Domestic Abuse Housing Alliance improvement project 	<ul style="list-style-type: none"> • Anti-Social Behaviour Grip Funding • Violence Against Women and Girls (VAWG) Strategy 	
Transport and active travel	<ul style="list-style-type: none"> • Winchester Movement Strategy • Carbon Neutrality Action Plan 	<ul style="list-style-type: none"> • Local Cycling and Walking Infrastructure Plan • Community Infrastructure Levy funding 	
Energy consummation and generation	<ul style="list-style-type: none"> • Housing Retrofit programme • Carbon Neutrality Action Plan 	<ul style="list-style-type: none"> • Local Area Energy Plan • Low emission vehicles & EV charging points 	
Climate Change	<ul style="list-style-type: none"> • Carbon Neutrality Action Plan • Nature emergency and assessment of climate impacts 	<ul style="list-style-type: none"> • Local Nature Improvement Plan & Biodiversity Action Plan • Tree Strategy 	
Air quality (environmental health)	<ul style="list-style-type: none"> • Air Quality Strategy • Local Plan 	<ul style="list-style-type: none"> • Movement Strategy 	
Council Plan outcomes	<p>Access to attractive and well-maintained public facilities, green and natural spaces with space to play and gather for all ages</p>	<p>Strong health and community infrastructure across the district</p>	<p>Thriving local voluntary, and community sector – tackling isolation, building community cohesion and supporting those in need</p>

APPENDIX 1 – EVIDENCE BASE AND POLICY MAPPING

WIDER (SOCIAL) DETERMINANTS OF HEALTH: WORLD HEALTH ORGANISATION

Wider Determinants of Health | Fingertips | Department of Health and Social Care

Wider determinants are a diverse range of social, economic and environmental factors which impact on people's health. They're also known as social determinants. These factors are influenced by the local, national and international distribution of power and resources which shape the conditions of daily life. They determine the extent to which different individuals have the physical, social and personal resources to identify and achieve goals, meet their needs and deal with changes to their circumstances.

The social determinants of health (SDH) are the non-medical factors that influence health outcomes. They are the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life. The SDH have an important influence on health inequities the lower the socioeconomic position, the worse the health.

In February 2024 WHO released new guidance on monitoring the social determinants of health equity.

"We hope this publication will support data-driven decision-making for policymakers and practitioners to improve the health of all populations, and thus be an important tool towards creating fairer societies and healthier lives."

(Operational framework for monitoring social determinants of health equity. Geneva: World Health Organization; 2024. Licence: CC BY-NC-SA 3.0 IGO.)

The domains and subdomains for social determinants of health:

ECONOMIC EQUALITY & EDUCATION



Employment

Poverty

Food security

Education Access

Income inequality

Education outcomes

PHYSICAL ENVIRONMENT



Air quality and climate

Land tenure

Road safety

Disasters

Water, Sanitation and Hygiene (WASH)

Energy, fuels and technologies

Urbanisation

Housing

SOCIAL AND COMMUNITY CONTEXT



Conflict, crime and violence

Healthy ageing

Incarceration

Discrimination

Social support

Forced displacement and migration

Gender equality and women's empowerment

HEALTH: BEHAVIOURS & CARE



Alcohol

Nutrition

Physical activity

Health care access

Tobacco

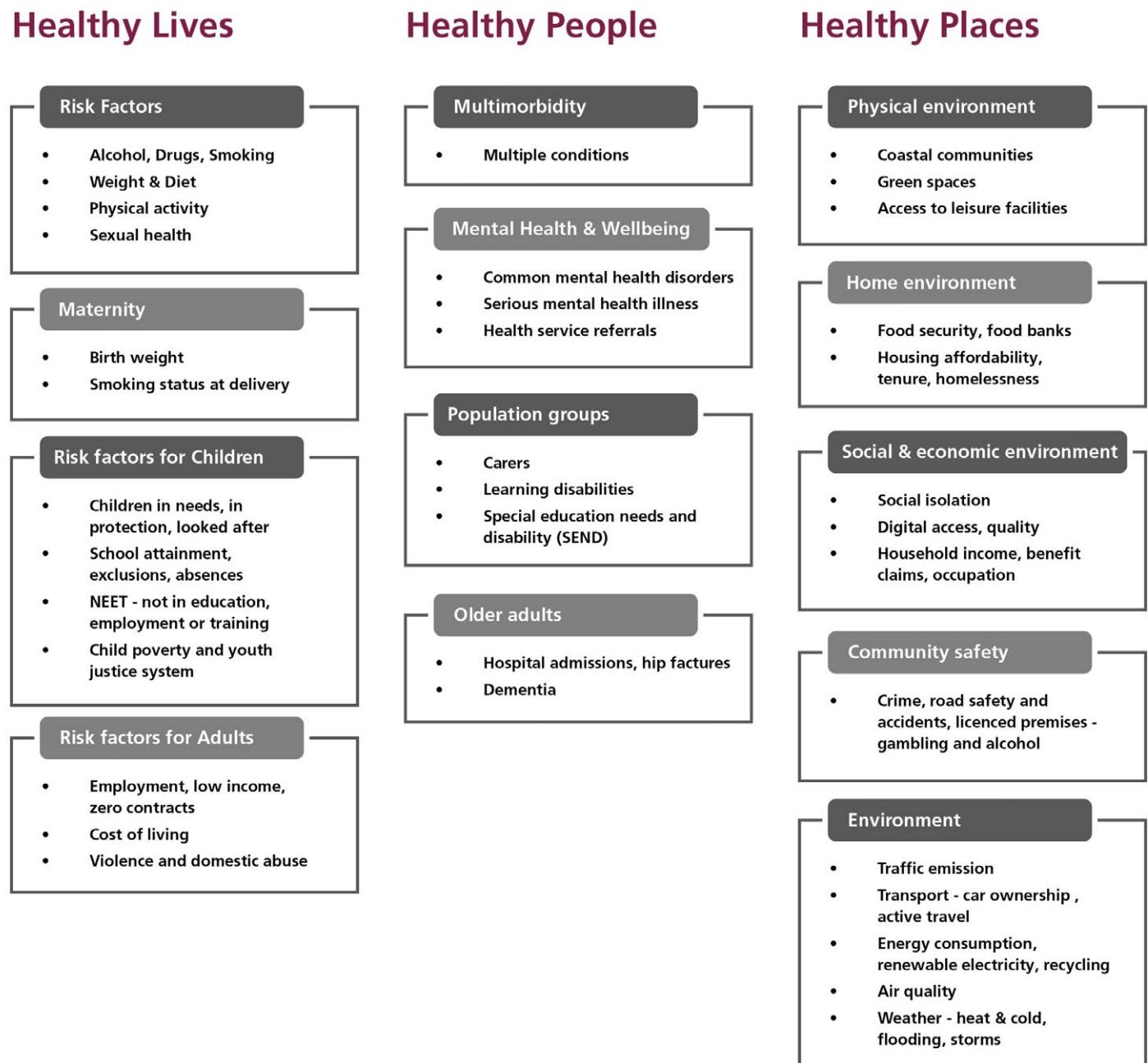
and affordability

HAMPSHIRE JOINT STRATEGIC NEEDS ASSESSMENT (JSNA)

Hampshire's JSNA looks at the current and future health and wellbeing needs and inequalities within the Hampshire population. It provides a rich data source for assessing and comparing Winchester district's population health across a range of determinants. Data are collated around three dimensions, each of which focusses on a series of related factors:

- **Healthy people** - Who are the specific groups of people that need additional support?
- **Healthy lives** - What are the factors and circumstances that affect health?
- **Healthy places** - How can we create an environment that promotes positive health?

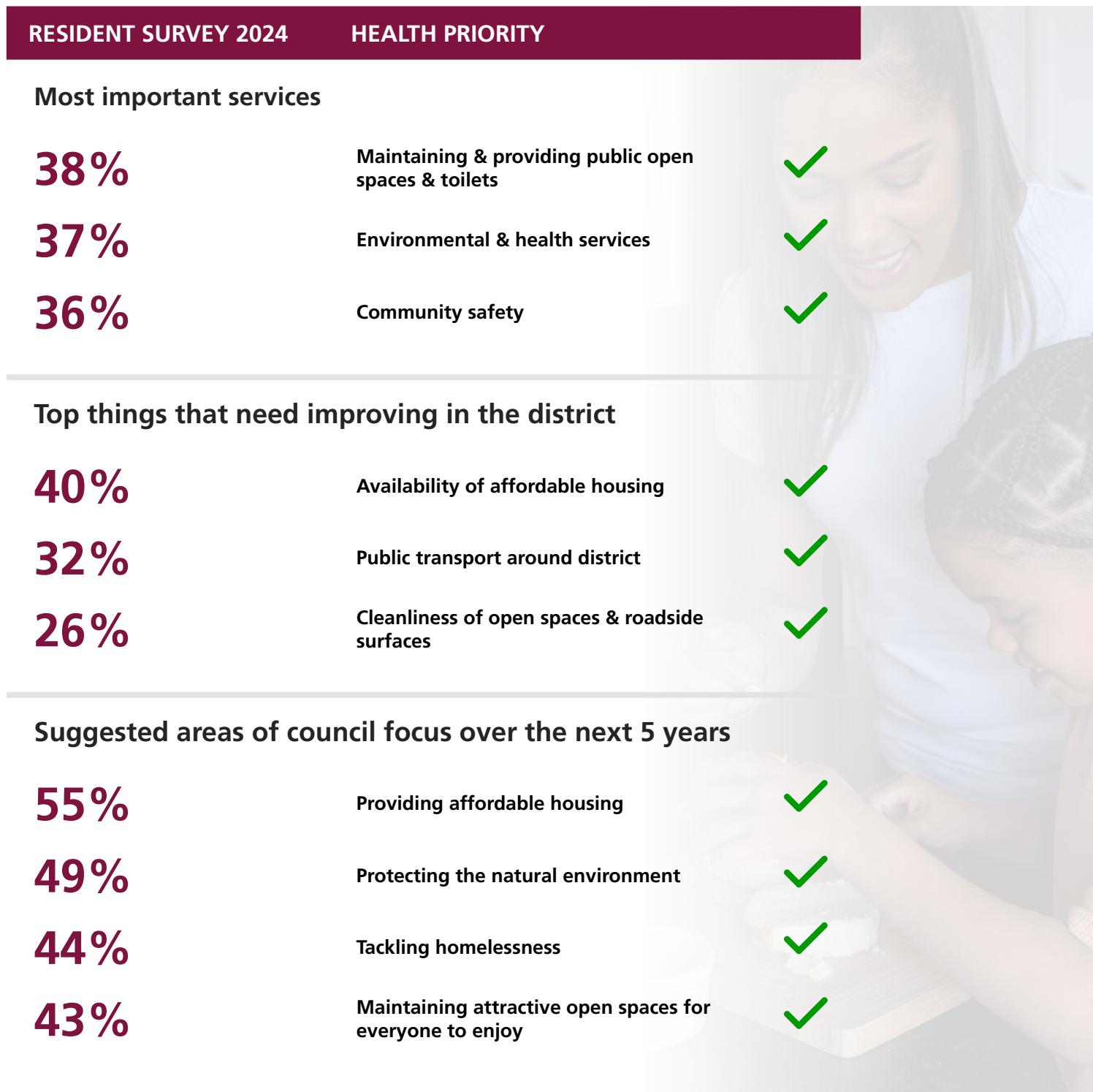
Mapping examples of the social determinants of health, which can influence health equity in positive and negative ways against the Hampshire Joint Strategic Needs Assessment.



RESIDENTS SURVEY 2024 -

MAIN SURVEY RESULTS

The priorities identified have been tested against the findings of the residents survey 2024. This is to ensure they resonate with our local residents and what they feel is important, and the things the council should be focusing on over the next five years.



HEALTHY LIVES

PERFORMS WELL

Lifestyle risk factors

Higher percentage of physically active adults and children than Hampshire.

Higher rate of people eating the recommended 5 per day than Hampshire or England.

Better than England for:

- children's weight, smoking rates and rate of alcohol-related mortality.

Maternity

6.2% of all live births are low in weight in Winchester district - England 6.4% and the South- East 5.6%.

Child mortality in Winchester district is lower than Hampshire and England.

Risk factors for children

Second lowest proportion (9%) of children living in low-income households.

Second lowest rate (0.6%) in Hampshire of unauthorised absences from school.

Risk factors for adults

second-best performing district for percentage (8.2%) of jobs paying lower than minimum wage.

UNDER PERFORMS

Lifestyle risk factors

Sexual health:

- STI diagnosis per 100,000 in the district is 510.49 – the second highest in Hampshire.
- Chlamydia detection rate per 100,000 aged 15-24 is 1333 – the third highest in Hampshire.

Risk factors for adults

Most serious violence offences per 10,000 for the district is 4.11 – fourth highest in Hampshire.



LIFESTYLE RISK FACTORS

FACTOR

LOCAL HEALTH PERFORMANCE

COUNCIL INFLUENCE OVER OUTCOME

OUR HEALTH PRIORITY

LIFESTYLE RISK FACTORS	FACTOR	LOCAL HEALTH PERFORMANCE	COUNCIL INFLUENCE OVER OUTCOME	OUR HEALTH PRIORITY
Alcohol, Drugs, Smoking		Yellow	Green	Red
Weight & Diet		Green	Green	Green
Physical activity		Green	Green	Green
Sexual health		Red	Red	Red
MATERNITY				
		Red	Red	Red
		Green	Green	Green
		Green	Green	Green
		Red	Red	Red
RISK FACTORS FOR CHILDREN				
		Red	Red	Red
		Green	Green	Green
		Green	Green	Green
		Green	Green	Green
RISK FACTORS FOR ADULTS				
		Green	Green	Green
		Green	Green	Green
		Red	Red	Red

OUR PRIORITIES

- Physical activity
- Weight & diet
- Employment & income
- Cost of living

HEALTHY PLACES

PERFORMS WELL

No Winchester district COASTAL communities classified as 'left behind'.

Highest rate in Hampshire of public sports facilities per 10,000 at 20.3 (England 13.2).

Physical environment

Worst performing Hampshire district for proportion of homes with a private garden – 85.6% and lower than England - 88.4%.

Home environment

Winchester district is the least affordable district in Hampshire, with fewer properties for social or private rent than England.

Slightly higher proportion of households living in fuel poverty (9.1%) than Hampshire (8.2%) and more in the rural areas.

Community safety

Number of road accidents between 2018-22 in Winchester district – 1,449 (second highest in Hampshire) & 2,034 casualties (highest).

Environment

Winchester district has one of the highest domestic energy consumption rates in Hampshire (in 2021) at 63.9 (Kt oil equivalent).

Community safety

Air pollution is worst in the south of the district, however, there are also be pockets or poor air quality within urban areas of Winchester city.

Environment

The rates of walking and cycling for transport are higher than England and Hampshire.

UNDER PERFORMS



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OUR PRIORITIES



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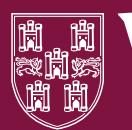
Environment

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FACTOR	LOCAL HEALTH PERFORMANCE	COUNCIL INFLUENCE OVER OUTCOME	OUR HEALTH PRIORITY
HOME ENVIRONMENT	Food security, food banks	✓	
	Housing - affordability, tenure, homelessness	✗	
	Social & economic	✓	
SOCIAL ISOLATION	Social isolation	✓	
	Digital access, quality	✓	
	Household income, benefit claims, occupation	✓	
ENVIRONMENT	Crime, road safety and active travel	✗	
	Licenced premises - gambling and alcohol	✗	
	Energy consumption, renewable electricity, recycling	✓	
AIR QUALITY	Crime, road safety and	✓	
	Weather - heat & cold, flooding, storms	✓	
	Air quality	✓	
ACCESS TO GREEN SPACES	Access to green space and leisure facilities	✓	• Transport and active travel
	Housing	✓	• Energy consumption & generation
	Social isolation and digital access	✓	• Climate change
CRIME AND COMMUNITY SAFETY	Crime and community safety	✓	• Air quality
	• Crime and community safety	✓	
	• Transport and active travel	✓	



OUR PRIORITIES



Winchester
City Council