

Community Wellbeing Strategy

2026-28



Welcome

As a District Council we play a vital role in shaping the conditions that enable our communities to live healthy, safe, fulfilling and resilient lives. While the local NHS and county level public health services hold statutory responsibilities for clinical care and population health, District Councils influence many of the wider determinants of wellbeing. We have a statutory obligation to review our local strategic evidence base for Community Safety each year, aligning our priorities where possible with Staffordshire Police and the Staffordshire Commissioner's Office.



Through our services, partnerships and place based leadership we are uniquely positioned to tackle health inequalities by addressing barriers, championing prevention and creating communities where everyone can thrive. We can improve outcomes for residents through community safety and community confidence, safe and affordable housing, accessible green spaces, local economic prosperity and supportive social environments.

This strategy sets out our commitment to working collaboratively across the local system at a time of significant change for local government. Reorganisation, evolving funding arrangements and changes within both health and policing commissioning, require us to align our ambitions with countywide, regional and national priorities. We recognise the need to adapt, strengthen our relationships with health and voluntary sector partners and to ensure our work complements the wider strategic direction of Government policy.

Despite these challenges we also see important opportunities, to embed prevention at the heart of our communities, ensure that community voices can influence local decision making and target our efforts to where we can make the most difference. This strategy therefore provides the framework for how we will work with our partners to contribute to shared community safety and health and wellbeing outcomes; support the resilience of our communities and deliver a more equitable and integrated approach to wellbeing across Cannock Chase.

Georgina Jeffery
Community Safety and Wellbeing Portfolio Leader



Introduction

Cannock Chase District Council's Community Wellbeing Strategy aims to put wellbeing and community safety at the heart of Council services. Working with our partners to increase healthy life expectancy, to improve and sustain both outcomes and perceptions of safety, health and wellbeing for our local communities. Ultimately, we want to contribute meaningfully to a reduction in health inequalities and incidents of crime in our District.

By adopting an evidence based and collaborative approach in addressing the root causes and risk factors that contribute to poor health outcomes, vulnerability, crime and disorder, we aim to improve the wellbeing and quality of life of those who live, work and visit Cannock Chase.

We know that healthcare services only contribute to a small proportion of our overall health and wellbeing. Almost every aspect of our lives, including how long we live, is impacted by various social, economic and environmental factors, often referred to as the wider determinants of health.

This not only includes the food we eat, how much we exercise but also our jobs and homes, access to education and public transport and whether we experience poverty, crime or discrimination in our lives.

Behaviours and lifestyles, such as diet, exercise, sleep patterns, smoking, drug and alcohol consumption, all play an important part in our health and wellbeing. There is also increasing recognition of the key role that places, personal relationships and community networks have in influencing our behaviours.

This strategy aims to bring together the Council's statutory community safety and health and wellbeing functions, giving greater recognition to the relationship between the two in addressing the wider determinants of health. It also seeks to incorporate the broader responsibilities and work of the Council, so that these are encouraged and able to actively contribute to the community wellbeing agenda with the work of our partners, as part of the Chase Community Partnership.

The Council will adopt several roles to achieve the outcomes of this strategy and while the Council may deliver services, programmes and facilities, we will also advocate, facilitate and collaborate with our communities and other partners. Crucially, our communities have a role to play and the Council recognises that community wellbeing is everyone's responsibility. Therefore the importance of collaborative working with a diverse range of partners to engage, empower and enable our communities to make the most of the opportunities available

to them cannot be underestimated.

This strategy sets out the Council's vision for the next 2 years, the principles we will use to achieve our strategic aims and objectives. It

also highlights the workstreams we will use to concentrate time and resources on the most important

issues for Cannock Chase. The outcome focussed activity of our Partnership will drive meaningful change and address the root causes of inequalities and poor health.



Health and Wellbeing in Cannock Chase 2026

DEMOGRAPHICS

CHILDREN & YOUNG PEOPLE

ADULTS



Cannock Chase is most deprived in the domains of Education & Health
Indices of Deprivation



High population density
1,274
(persons per sq km)
2021



104,088
residents
2024



43,615
Households
2022



Around 8 years' gap
in life expectancy
between most and
least deprived areas
of Cannock Chase



Smoking at time of delivery
Cannock Chase: 7.8%
England: 6.1%
2024-25



Year 6 Prevalence of Overweight*
Cannock Chase: 39.7%
England: 36.2%
2022-23 | 2024-25



18-24 Claiming Out of Work Benefits/ Universal Credit
Cannock Chase: 6.9%
England: 5.9%
Feb 2026



Infant Mortality Rate (per 1,000)
Cannock Chase: 4.1
England: 4.2
2022-24



School Readiness (EYFS)
Cannock Chase: 66.3%
England: 68.3%
2024-25



GCSE attainment % Achieving Grades 9-5 English & Mathematics
Cannock Chase: 35.8%
England: 45.4%
2024-25



Adults Physically Active
Cannock Chase: 64.6%
England: 67.4%
2023-24



Anti-Social Behaviour Incidents
(per 100,000 population)
Cannock Chase: 9.4
England: 16.8
2023-24



Households owed a duty under the Homelessness Reduction Act
(per 1,000 population)
Cannock Chase: 3.7
England: 13.6
2024-25



Under 75 Mortality Rate from All Causes
(per 100,000 population)
Cannock Chase: 363.1
England: 329.4
2024



Life Expectancy for Males
Cannock Chase: 79.1 years
England: 79.5 years
2022-24



Adults 18+ Overweight*
Cannock Chase: 70.1%
England: 64.5%
2023-24



Provides 50+ Hours Unpaid Care (per week)
Cannock Chase: 3.3%
England: 2.6%
Census 2021



Depression Prevalence 18+
Cannock Chase: 18%
England: 14.3%
2024-2025



Economically Inactive due to Long-Term Sickness or Disability
Cannock Chase: 4.8%
England: 4.1%
Census 2021



Overall Crime
(per 100,000 population)
Cannock Chase: 74
England & Wales: 87.2
2024-25

Delivery Framework

National Context

The national wellbeing agenda is shaped by a focus on reducing health inequalities, improving population health, perceptions of safety and creating more integrated and prevention led services. National policy emphasises the need to tackle the wider determinants of health, such as housing, employment, education and community safety, while strengthening early intervention to reduce pressure on acute services.



The environment in which we operate is facing a period of significant change, not least with the broader context and external influences of national legislation and policy but also with the proposed Local Government Reorganisation (LGR), where the Government wants to replace Staffordshire's existing councils with a simpler system, by creating unitary councils to deliver the full range of local authority services, meaning that the existing local arrangements of districts, boroughs and the county council will be abolished in March 2028.

It was recently announced that Government intends to replace Police, Fire & Rescue and Crime Commissioners in 2028 with either Mayoral roles or Police & Fire Boards. To minimise disruption there is a commitment for delivery of a seamless transition to the new arrangements, through close working with statutory partners.

There is an ongoing reorganisation of Integrated Care Systems (ICS), bringing a merger of NHS Staffordshire and Stoke-on-Trent with NHS Shropshire, Telford and Wrekin, under the new Integrated Care Board (ICB) cluster arrangements. The new arrangements are seeking to enable shared innovation, best practice, and a unified focus on improving health outcomes for the populations they serve.

Local Context

While Staffordshire is a relatively healthy and safe place to live, there are challenges, which are unevenly distributed and have a strong association with income, deprivation or may be more concentrated among minority groups in our communities.

Staffordshire Health and Wellbeing Board is the statutory body with responsibility for bringing together key partners across the NHS, public health, adult social care and children's services, including elected representatives and Healthwatch, to lead the agenda for health and wellbeing across the county and Cannock Chase District Council continue to contribute to this forum.

The challenges at county level are echoed in our District and include improving healthy life expectancy, reducing health inequalities and reducing demand on hospital services. Long term illness and disability affect a large proportion of the population and rates of child obesity are higher than national average.

We continue to feel the challenges of the cost of living crisis. There are some markers of improvement - inflation has reduced, real wages are starting to rise and interest rates may eventually decrease if inflation continues to decline. However, at a household level, many people are still struggling financially and adjusting to a more expensive way of life; we know that there are higher levels than national average of deprivation, low income families and unpaid carers in our District.

However, it is also important to recognise that Cannock Chase has many assets, which can be used to improve and benefit community wellbeing. There are a good selection of physical assets, such as Family Hubs and libraries; outstanding green spaces and leisure facilities and there is a vast selection of available information, advice and guidance. There are also a variety of effective partnerships in place, co-ordinating targeted activity, such as the Family Improvement Boards, Better Health Staffordshire and Cannock Chase Can.

As a District Council we play a vital role in shaping the conditions that enable our communities to live healthy, fulfilling and resilient lives. We can influence and positively impact many of the wider determinants of wellbeing through our services, strategic enabling role, partnerships and place based leadership.

Local Governance

The Council lead the Chase Community Partnership, which is the mechanism for delivery of the statutory Community Safety Partnership (CSP) function for Cannock Chase District and provides the appropriate governance for delivery of community wellbeing activity. The Partnership represents the public, private, voluntary and community sectors, and plays a vital role in bringing together organisations with a shared purpose through co-operative and co-ordinated joint working designed to improve community, environmental and economic wellbeing in the District.

The Chase Community Partnership Board (CCPB) consists of Political Leaders and participating partners' decision makers. It is responsible for setting the vision and strategic priorities for the Partnership for the year ahead. The Board will ultimately steer the work programme of the Partnership and will provide leadership for achieving the desired outcomes for our District.



Operational working groups consist of strategic and operational representatives from key partners and coordinate practical delivery of the work programme for the Partnership. The detail of the Partnership's work programme is outlined in the 'Community Wellbeing Implementation Plan'; regular reporting of progress against the plan will be shared with CCPB as appropriate.

The Council will adopt several roles to achieve the outcomes of this strategy (and the accompanying 'Community Wellbeing Implementation Plan'). While we may deliver services, programmes and facilities, we will also lead, advocate, facilitate and collaborate with our partners and communities.

Council services contributing to Community Wellbeing, include:

- Community development programmes and partnerships
- Community culture and leisure facilities and venues
- Community safety and CCTV
- Homelessness, Housing Options and Housing
- Emergency incident response and resilience
- Environmental Health services
- Licensing
- Planning
- Economic Development
- Waste management and recycling

The Council fully recognises that it cannot deliver this strategy alone and works with a range of partners in the public, private, community and voluntary sectors to collaborate towards shared objectives for our communities.

To support achieving the ambitions of this strategy there is an accompanying detailed implementation plan setting out the practical actions we will take with our partners, to bring it to life, with clearly defined roles and responsibilities for deliverables. There are also a number of other local strategies and delivery plans that complement and support this agenda, for example the Council's Homelessness and Housing Options Strategy and Staffordshire Commissioners Office's Police and Crime Plan.

Vision and Values

The shared vision for our District is...



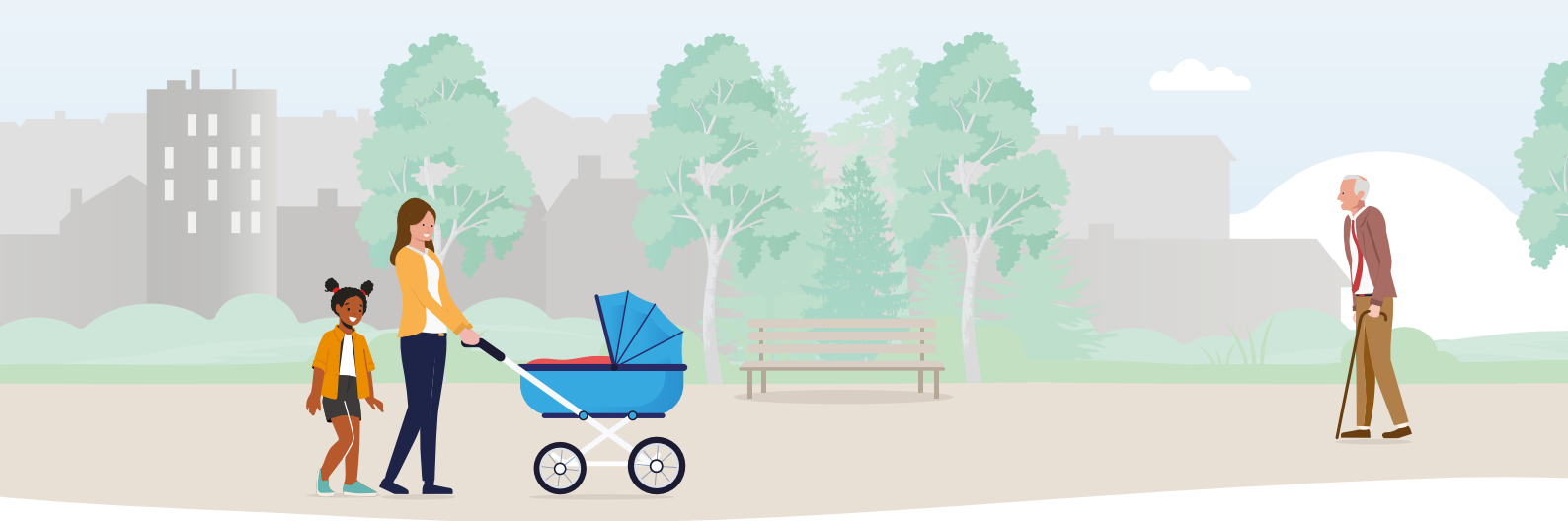
Together we create a healthy, safe, and connected Cannock Chase District, where everyone has the opportunity to live well and thrive.



The vision for our Partnership will be delivered using the following values and principles.....

- 1 Ensuring an evidence based approach, that acknowledges and seeks to understand the root causes and risk factors impacting on individuals, to reduce inequalities and drive decision making.
- 2 Leading a multi-agency systemic approach, supported by strong governance and delivery arrangements for the Partnership.
- 3 Robust and outcome-focussed performance management and the promotion of continuous development across the Partnership.
- 4 Prioritising prevention, early intervention, improvement and innovation.
- 5 Building resilience and capacity with our communities - engaging, shaping and sharing ownership of wellbeing activity in response to local needs.
- 6 Ensuring synergy with other related strategies and services, to avoid duplication and maximise impact to our communities.





What are we seeking to achieve?

There are two overarching outcomes that we are seeking to achieve which are...

Healthy, active and fulfilled communities

We will support our communities to have confidence in their futures and provide opportunities to enable them to make healthy and active lifestyle choices, with access to the services and facilities they need.



Safe, resilient and connected communities

We will encourage our communities to feel safe, strong, valued and included. We will offer access to timely information and appropriate support, to help them thrive and have pride in their localities.

Our aims

We will create an effective partnership environment whereby we:



- bring together partners with a shared purpose
- create a shared vision to achieve positive outcomes
- focus on our communities and their needs and aspirations
- share collective resources and information (where possible)
- add value, prioritising resilience, sustainability and independence

Our objectives

We will achieve our outcomes by....



- Embedding wellbeing across all Council functions
- Strengthening cross sector partnership working by providing a forum for debate and delivery on issues best tackled by working together
- Engaging and empowering communities to have a voice, and take supported action on matters that are important to them through a strengths-based approach
- Ensuring timely and fair access to accurate and appropriate information and advice
- Maximising use of existing local assets, facilitating new opportunities and removing duplication
- Providing optimal environments for healthier and safer living.



Workstreams for delivery

The '**Community Wellbeing Implementation Plan**' is intended to be a living document that will be updated and developed continuously. The plan is seeking to capture and monitor progress on tangible actions that enable us to deliver on our aims and objectives (as set out above), with a framework for delivery divided into three interdependent workstreams for delivery:



People

Community wellbeing starts with people thriving.

It's all about bringing people together. We want everyone to feel included, safe and supported, creating stronger communities that boost wellbeing.



Examples of our activities within this workstream may include:

- Ensuring range of **accessible engagement opportunities** are available to gain meaningful participation from our residents
- Fostering a sense of belonging and pride in our communities - **community pride and wellbeing events**, gardening competitions
- Encouraging **intergenerational connections and social cohesion** to ensure that all ages are supported and valued
- Strengthening local leadership by building community capacity and **encouraging volunteering and participation**
- Developing range of prevention and early intervention activities to promote healthy lifestyles e.g. weight management, diabetes, reducing smoking, alcohol consumption and substance use such as classes, outdoor activities, grown and eat
- **Further developing and enhancing the Cannock Chase Can branding and resource** into a trusted, district-level information, advice and guidance directory and regularly review its impact to ensure it reaches the right people at the right time
- Creating a **Communication Plan and campaigns calendar** to promote key community safety and wellbeing messaging to the community.



Partnerships

Working together for healthier and safer futures.



We join forces with partners and share ideas to make real change happen. By working together, we can create better opportunities for community wellbeing.

Examples of our activities within this workflow may include:

- Ensuring that **effective partnerships** are in place and maintained to support community safety and the wellbeing of our residents
- **Engaging and influencing commissioning and delivery of local services** that support community safety initiatives and wellbeing of our residents e.g. CCTV, ASB responses, youth violence
- **Strengthening partnerships** with VCSE local organisations, community groups, Town and Parish Councils and our residents to **generate new ideas and opportunities**
- Explore opportunities for the **partnership workforce** to implement further joint working, collaboration and service integration
- Using the **collective partnership resources** most appropriately and working to identify and reduce duplication.

Places

Better spaces for healthier and safer living.



We're improving neighbourhoods and public spaces so they're safe, green, and welcoming - places that help everyone live well and feel proud of where they live.

Examples of our activities within this workflow may include:

- Being **aspirational** in the way we **improve places** e.g. empty homes, planning, licensing, food hygiene inspections, waste collection, trading standards, patrols
- **Enable the community to deliver Pride in Place** initiatives, empowering them to lead and shape visible improvements in their neighbourhoods
- **Promoting active lifestyles and access to nature and open spaces**, recognising the role of the local environment in improving wellbeing
- **Responding to areas of concern** in local community e.g. problematic disused buildings and other unloved areas, which if ignored may decline further or create more serious issues
- Developing more **accessible and safer routes** for walking, cycling and other outdoor recreation
- Promoting the provision of **suitable accommodation**, services, information and advice to prevent and reduce homelessness.



Measuring our impact - what will be different

This strategy provides the vision for what we are seeking to achieve in Cannock Chase and will guide everything we do with our partners and communities.

It is essential that we regularly review our approach, to make sure that we feel that we are making good progress against the tasks we assign with our partners. We will develop a range of detailed qualitative and quantitative performance measures and Key Performance Indicators (KPIs) under each of the outcomes and objectives of this strategy, to be monitored on a quarterly basis and these will form part of an annual review report to our **Chase Community Partnership Board (CCPB)**.

As a minimum there will be a mid point review of the strategy, to ensure that the strategic direction continues to align to our corporate plan and strategic partnership intentions, also considering the impact of the evolving plans for Local Government Reorganisation (LGR).

This will ensure that the strategy and accompanying implementation plan continues to effectively contribute to achieving our overarching vision and is able to respond to emerging challenges and opportunities to meet the priorities of our communities.

The review will also encourage feedback from our partners and communities on:

- accessibility of information, advice and guidance promoted by the Council and Chase Community Partnership
- resident engagement with council departments, shaping service delivery, policy and commissioning
- confidence in and perceptions of community safety and cohesion
- understanding and perceptions of community capacity
- engagement and participation with the community development offer
- awareness, participation and perceptions of local opportunities / assets and facilities to support active lifestyles and wellbeing.

For further information on any of the content of this strategy please contact the Wellbeing Team at Cannock Chase District Council by email - community@cannockchasedc.gov.uk

Appendices/ Other sources of information

CCDC Corporate Plan 2026 - 28

CCDC - Community Wellbeing Strategy Logic Model - 2026

CCDC Evidence Base (Health) 2025

Cannock Chase Community Safety Needs Assessment 2026

Cannock Chase Housing and Homelessness Strategy

Cannock Chase District Profile

Cannock Chase Primary Care Network (PCN) Data Packs (x3)

Staffordshire Policing Plan (2025 - 2027)

Staffordshire Fire and Rescue Service Community Risk Management Plan (2025-2028)

Police and Crime Plan 2024 – 2028 Staffordshire & Stoke-on-Trent

Staffordshire Health and Wellbeing Board Strategy

Staffordshire County Council Public Health and Prevention Plan

Staffordshire Joint Strategic Needs Assessment

Tackling Health Inequalities Strategy 2024–2029 - Staffordshire and Stoke-on-Trent ICB

