



**Cheshire and Merseyside**  
Health and Care Partnership

# Cheshire and Merseyside All Together Fairer: Our Health and Care Partnership Plan

2024-2029



# Foreword

As a partnership, we have chosen to target our efforts on implementing the recommendations set out in [All Together Fairer: Health Equity and the Social Determinants of Health in Cheshire and Merseyside](#). Based on ground-breaking research conducted by Prof Sir Michael Marmot, the report's approach reflects the views of many we heard in Cheshire and Merseyside since work began in July 2021.

***"We need to do something different, or nothing will change", "If we keep doing what we've done in the past, inequalities will continue to worsen".***

The case for reducing health inequalities is clear. They are unnecessary and unjust, harm individuals, families, communities and place a huge financial burden on services, including the NHS, the voluntary sector and community sector and on the economy. Health inequalities can be addressed even without national government support. Despite deteriorating health and widening inequalities across the country and in Cheshire and Merseyside, there is scope for local areas to make a real difference. Changes in approach, allocation of resources and strengthened partnerships are essential.

Tackling health inequalities is our shared key aim. As a **'Marmot Community'**, we are truly committed to improving the health and wellbeing of our population and, in doing so, focusing on reducing inequalities.

Cheshire and Merseyside Health and Care Partnership is committed to involving people and communities to identify what will help to improve their health and wellbeing and to work with us to shape services.

This plan sets out how we will work together to address the key challenges facing people across Cheshire and Merseyside. We will work to develop this plan and deliver the detailed work which sits behind it, ensuring the voice of our communities is at the heart of everything we do.



**Cllr Louise Gittins**  
Chair



**Raj Jain**  
Vice Chair



**Ellen Loudon**  
Vice Chair

# About the Health and Care Partnership

Operating as a statutory committee since November 2023, Cheshire and Merseyside Health and Care Partnership (HCP) provides a forum for leaders from Local Authorities, the NHS and other key partners from across the region to come together and take collective action.

In 2023, we published our [Interim Strategy](#), which set out how we will work together to tackle health inequalities.

The partnership aims to:

- Improve outcomes in population health and healthcare
- Tackle inequalities in outcomes, experience, and access
- Enhance productivity and value for money
- Help to support broader social and economic development

## Working with people and communities

As a partnership we are committed to listening to [people and communities](#) to harness the knowledge and lived experience of those who use and depend on the local health and care system and to provide an opportunity to improve outcomes and develop better, more effective services - removing barriers where they exist.

The Health and Care Partnership also made a specific pledge to carers in its Interim Strategy. Our mission is to work in partnership with carers and carer support organisations to develop and implement a Carers Strategic Framework. We acknowledge that we can only deliver our Mission and Vision by working with **ALL** our partners. The following plan outlines how the members of the Health and Care Partnership can add value by working increasingly closely together.

The key role our communities and the Voluntary, Community, Faith and Social Enterprise (VCFSE) sector plays in contributing to the delivery of a population-based model of care in Cheshire and Merseyside is reflected in our [State of the Sector Report](#).

Cheshire and Merseyside Health and Care Partnership supports these overarching principles when working with our partners, communities and the VCFSE:

- Embedding our communities/partners/VCFSE as key players in our processes of planning, service delivery and re-design, co-designing outcomes to maximise the knowledge, data and expertise to deliver evidence-based solutions.
- Commitment to supporting VCFSE sector investment, both financially and organisationally and with shared plans - enabling VCFSE to have the capacity to engage as equal partners.
- Build on existing infrastructure and VCFSE assets through Place-Based Partnership Infrastructure, VS6 (Liverpool City Region) and Cheshire and Warrington Infrastructure Partnership (CWIP).



# About the Health and Care Partnership

## Our Vision

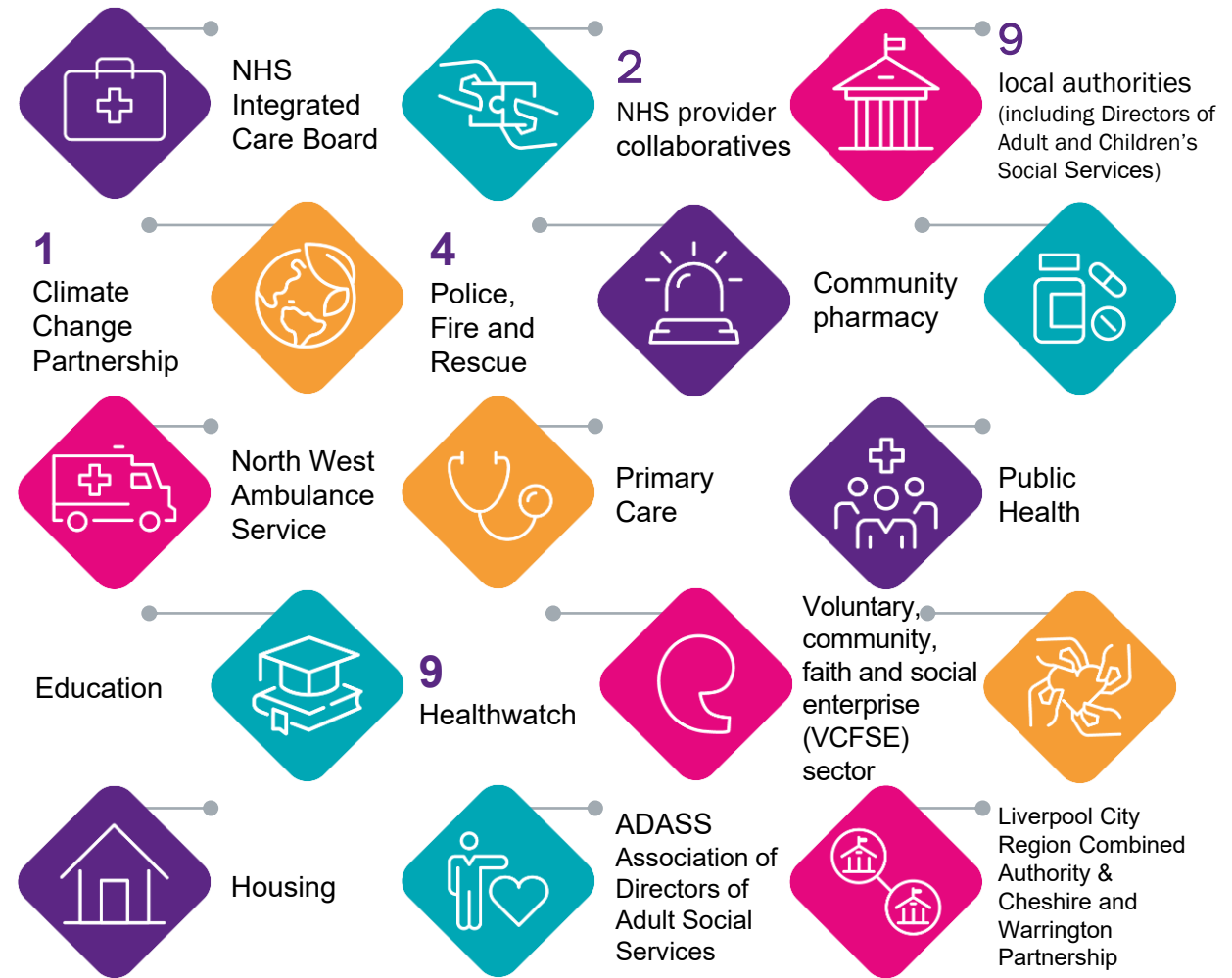
We want everyone in Cheshire and Merseyside to have a great start in life and get the support they need to stay healthy and live healthier for longer.

## Our Mission

We will prevent ill health and tackle health inequalities and improve the lives of poorest the fastest. We believe we can do this best by working in partnership.

## What is different about how we work across Cheshire and Merseyside

As system partners we acknowledge that looking after the health and wellbeing of the 2.7 million people who live in Cheshire and Merseyside provides a unique opportunity for us to collectively consider the added value we can bring by working increasingly closely together. Only then can we ensure our population is enabled to lead healthy and fulfilling lives.



Supporting a population of **2.7 million people** across **9 places**

# Acting on the Social Determinants of Health

It is no secret that many people are struggling in their day-to-day lives – particularly with financial challenges. Similarly, the Public Sector is experiencing pressures with increasing demand for services outstripping the resources available. We must keep innovating and improving if we are to meet the needs of people to a consistently high standard.

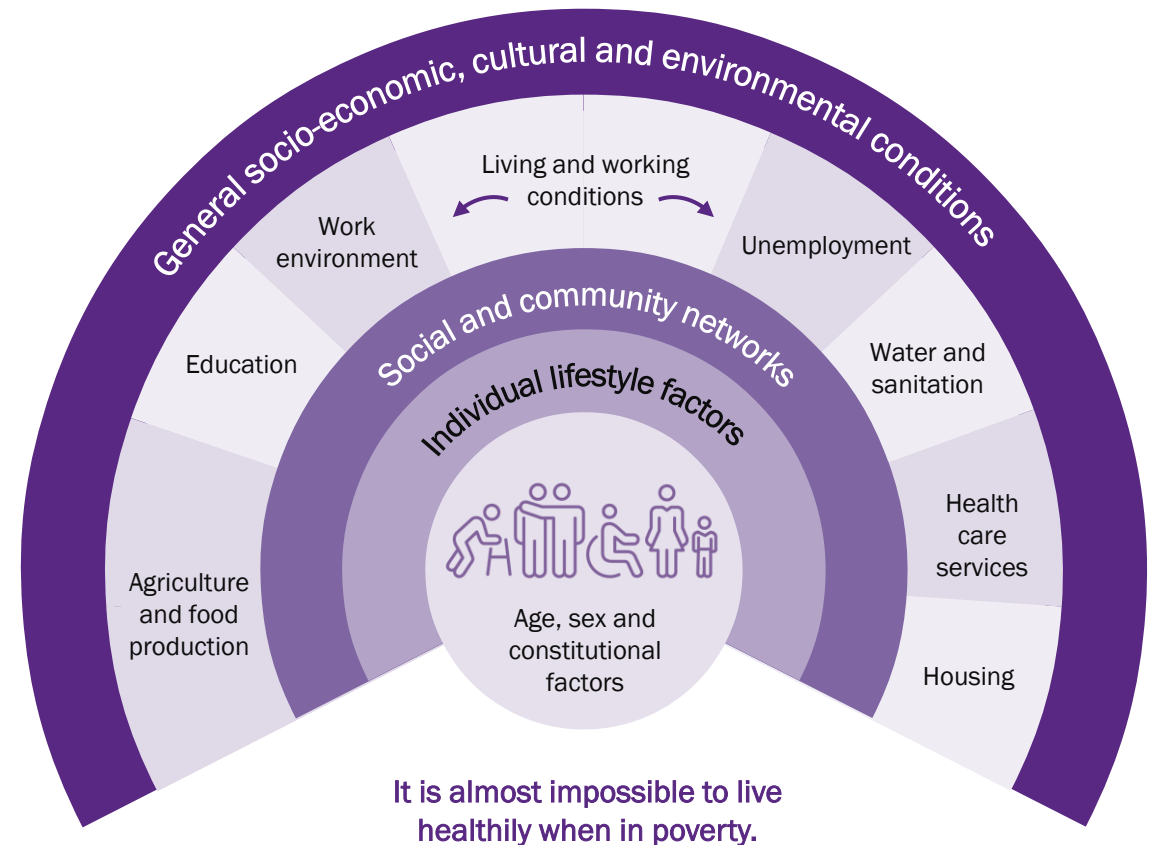
The 2023 [Hewitt Review](#) of Integrated Care Systems supports our focus on a whole system approach to have an impact on the social determinants of health and fits with our local commitment to integrate services to benefit our population. The review identifies a number of drivers for change with systems moving to:

- A focus on good health rather than treating illness.
- A system which holds itself to account for delivering the priorities for our population and being a self-improving system.
- Unlocking the potential in primary and social care and developing a skilled, sustainable workforce.
- Ensuring we focus on the value we achieve from our financial investment rather than simply the costs we incur, in order we maximise the outcomes we are delivering for our population for every pound we invest.

## Social determinants

Acting on these drivers of ill health will help us to reduce inequalities and improve outcomes. We recognise that the prevention agenda must focus on improving living and working conditions and reducing poverty, as well as promoting healthy behaviours.

**We want Cheshire and Merseyside to be a great place to live and work and an outstanding place for care; whether in the community, in one of our hospitals or online.**

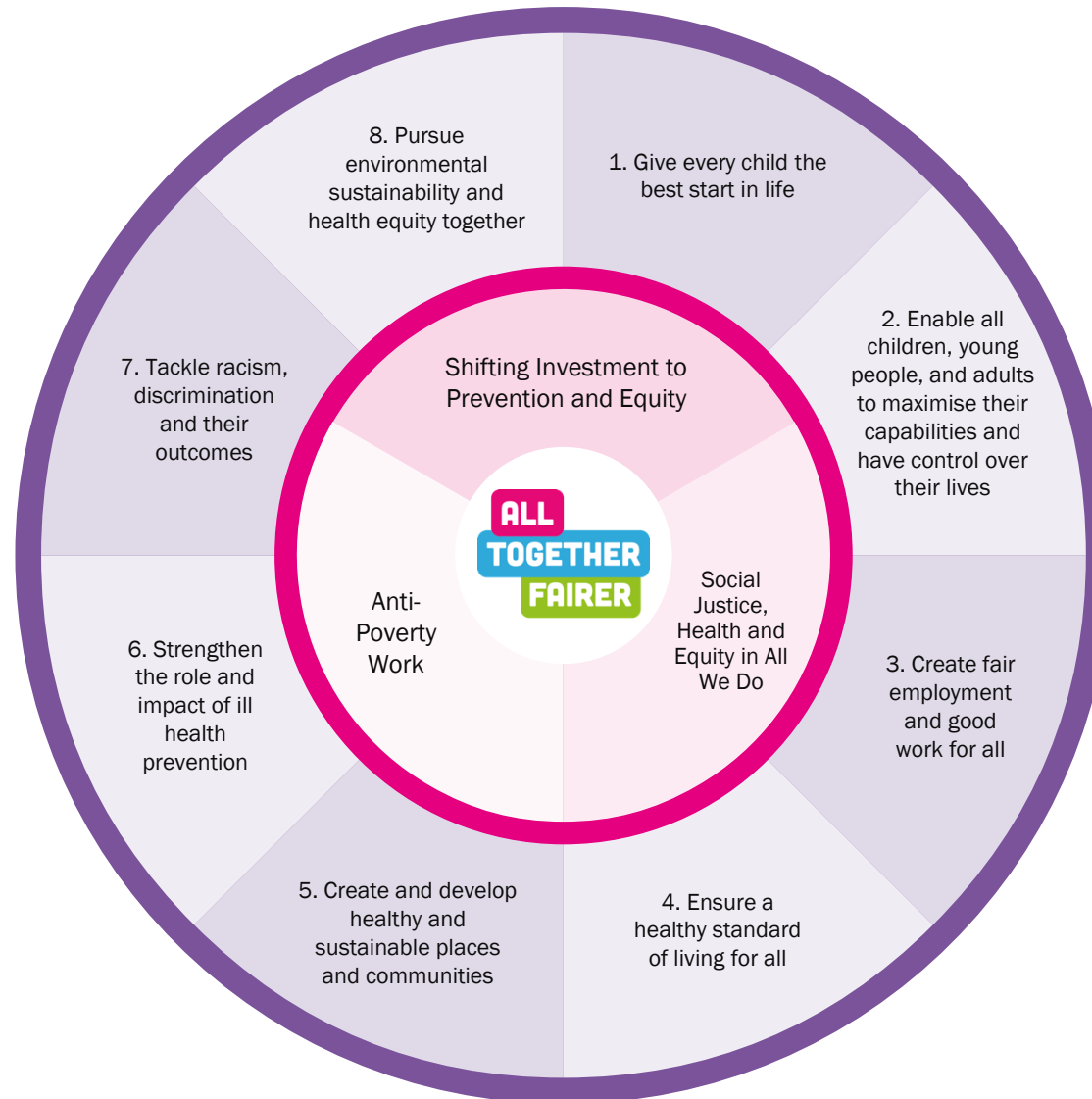


# All Together Fairer

"All Together Fairer: Our Health and Care Partnership Plan 2024-29" sets out our aim to align the work of our Health and Care Partnership even more closely with the recommendations in [All Together Fairer: Health Equity and the Social Determinants of Health](#) and builds on our [Cheshire and Merseyside Interim Strategy](#), published in 2023.

The All Together Fairer programme deliberately and specifically focuses on the social determinants of health, which are encompassed by eight All Together Fairer themes, which form the basis for both the analysis in the report and the recommendations.

The All Together Fairer Report and recommendations were co-designed with local residents and community organisations in our nine Places.



*Working as one to build a fairer, healthier Cheshire and Merseyside*

All nine Cheshire and Merseyside Health and Wellbeing Boards have committed to the recommendations in All Together Fairer to form part of our **Marmot Community**, reflecting the strong support, enthusiasm and shared ambitions of partners.

We have summarised the recommendations into **three principles**.

- 1. Shifting investment to Prevention and Equity.**
- 2. Anti-Poverty Work.**
- 3. Social Justice, Health and Equity in All We Do.**

The content of this Health and Care Partnership Plan is supported by detailed Delivery Plans, with progress measured via "[Beacon Indicators](#)". This plan has also helped to influence the contents of the Place Partnership Delivery Plans produced by our nine Health and Wellbeing Boards and the organisational plans of all partner members.

# Our Programmes



## Our All Together Fairer Themes:

1. Give every child the best start in life.
2. Enable all children, young people and adults to maximise their capabilities and have control over their lives.
3. Create fair employment and good work for all.
4. Ensure a healthy standard of living for all.
5. Create and develop healthy and sustainable places and communities.
6. Strengthen the role and impact of ill health prevention.
7. Tackle racism, discrimination and their outcomes.
8. Pursue environmental sustainability and health equity together.

## What are we focusing on to make a difference:



**All Together Fairer** – All Together Fairer is Cheshire and Merseyside’s collaborative approach to reducing health inequalities across all nine Places.



**Children and Young People’s Health Equity Collaborative** – focuses on how our actions can reduce inequalities for children and young people, led through our Cheshire and Merseyside Children and Young People Committee.



**Work and Health Partnership** – Building on the work undertaken for our WorkWell bid, to develop a C&M integrated work and health strategy which builds on existing local and ICS work - Creation of an ICS work and health partnership



**Prevention Pledge** – This assists the NHS and Partner organisations to strengthen and scale up population-level prevention priorities. The pledge is underpinned by 14 ‘core’ commitments.



**Social Value and Anchor Institutions** – a framework has been developed in collaboration with colleagues and community champions from across the region, identifying actions which can make a difference in improving people’s health and wellbeing and supporting local economies.



**Sustainability Programme** – established to ensure a joined-up approach to delivering on the objectives of the wider sustainability agenda in tackling climate change and overseen by our Sustainability Board.



**Serious Violence Duty** – The Serious Violence Duty brings partners together to collaborate and plan to prevent and reduce serious violence.



**Anti-racism and discrimination** – Our members are working collaboratively to spread good practice in how we can tackle discrimination.



**Housing and Health** – Working with housing partners to identify how we can collectively have an impact on the availability and quality of housing as well as providing employment to improve the outcomes for residents.

# All Together Fairer - Our Headline Ambitions

In developing our plans, and delivering against the eight Marmot themes, we have adopted a set of Headline Ambitions that we will focus on as system partners we will apply the three principles to each of these:



## Children and Young People

We will address the health inequality gap for children living in households with the lowest incomes by focusing on action that will relieve poverty.

We will promote good social, emotional and psychological health to protect children and young people against behavioural and health problems.



## Physical Activity and Healthy Weight

We will take action to tackle obesity by focusing on increasing physical activity and promoting healthier diet and food environments, helping adults and children to live healthier lives.



## Housing and Health

We will work with our housing partners to maximise the access to health promoting homes and help improve the service offer for people with complex health needs.



## All Together Smokefree

We will take action to end smoking Everywhere for Everyone.



## Work

We will work with our employers and system partners to help them to create the environments that support our population to start, stay and succeed in work.

'Work' covers both paid and non-paid activity.



## Social Value

We will ensure that the Cheshire and Merseyside Health and Care Partnership member organisations become Anchor Institutions by 2026.

Work under each of the Ambitions will focus on the development of a set of Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) measures



# Rethinking our focus for 2024-29 Our three principles



## 1. What would Shifting Investment to Prevention and Equity look like?

### We will:

1. Increase the budget going towards the social determinants of health and the promotion of good health by 1% every year over the next 5 years.
2. Develop and implement an allocation strategy that supports the best use of resources to reduce inequalities and improve population outcomes at a neighbourhood level.
3. Ensure that the resourcing and delivery of services is universal at scale, and at an intensity proportionate to need.



## 2. What would Anti-Poverty Work look like?

### We will:

1. Organise and promote activity that alleviates the immediate impacts of poverty.
2. Organise and promote activity that supports people to access the benefits to which they are entitled.
3. Promote activity that increases access to sustainable employment or work-related opportunities.
4. Tackle in-work poverty by requiring the implementation of the Real Living Wage and fair employment practices across Health and Care Partnership Organisations and their contracted services.



## 3. What would Social Justice, Health and Equity in All We Do look like?

### We will:

1. Demonstrate [Social Justice](#), health and equity in all policies and service provision.

“Equity is the absence of unfair and/or avoidable differences among groups of people, whether those groups are defined socially, economically, demographically, or geographically or by other dimensions of inequality. Health is a fundamental human right. Health equity is achieved when everyone can attain their full potential for health and well-being”, World Health Organisation

For example:

- In our planning policies altering physical surroundings, urban layouts, building design and renewal, housing quality, affordability and density, parks and recreation facilities, roads, paths and transport and the provision of other amenities, such as seating and toilets
- Work to support transport arrangements to increase equity in the ability to access services e.g. taking mobile services to communities.

**Building on Good Practice – the following case studies give examples of current work under each of the three principles**



# Case studies: Building on existing good practice

## Shifting Investment to Prevention and Equity

### St Helens - Warm Homes for Young Lungs

[A holistic approach to improving respiratory health and reducing hospital admission - NHS Cheshire and Merseyside](#)

The Warm Homes for Young Lungs programme helps to prevent admissions for children with respiratory illness.

It looks not only at their physical condition but also their living conditions and, where this is considered to be contributory to their condition, it makes referrals to the right people to support them e.g. affordable warmth teams.

Many parents have been financially supported to either purchase new boilers or pay their utility bills. It also supports them to access community support such as Breathe Buddies, who can support with self-care tips such as inhaler techniques for the very young. The programme is aimed at people in our most deprived areas and is a collaboration between the NHS, public health, Mersey and West Lancashire NHS Trust, the voluntary sector and other partners.



### Cheshire West - A Commitment to Investing in the VCFSE Sector

In Cheshire West there is a commitment to investing in Voluntary, Community, Faith and Social Enterprise (VCFSE) Sector to help address health inequalities through a community-led Grants Programme covering both mental and physical health and wellbeing.

The programme enables VCFSE organisations to apply for grants to deliver interventions and support within communities - where there is an identified need. This approach builds on VCFSE strengths and, by working together, we can better understand how local health inequalities can be addressed.

Over the past 12 months we have worked closely with stakeholders including lead VCSFE representatives, NHS Providers and Cheshire West and Chester Council to explore investment opportunities for the sector. Further work is underway to develop projects to support early interventions and prevention initiatives for those experiencing low mood and anxiety as well as those living with severe mental illness which will commence in October 2024. It is expected that a further £400,000 will be invested in the Sector to support community based projects.





# Case studies: Building on existing good practice

## Shifting Investment to Prevention and Equity

### Warrington - Living Well Hub

The Living Well Hub is a brand-new integrated health and wellbeing facility developed by Place partners across Warrington. It is designed to help people to look after themselves, reconnect with their local communities and live happily, healthily and independently for longer.

The Hub is a collaborative “system-wide” project led by Warrington and Halton Teaching Hospitals NHS Trust in close partnership with a number of key local partners. These include Warrington Borough Council, Bridgewater Community Healthcare NHS Trust, Mersey Care NHS Trust and a wide range of voluntary and charitable sector partners.

Purpose of the Hub:

- To help support the economic regeneration of Warrington town centre.
- To help address local health inequalities.
- To create an innovative new approach to delivery of integrated health, care and wellbeing services across Place.
- To increase the focus on prevention of ill health, early intervention and empowering self-care in the local population.

The services on offer at the Hub are provided by various partners making use of the different rooms and spaces in the building on different days. Services include:

- Starting Well services for families and children.
- Staying Well services focused on healthy lifestyle advice and support.
- Ageing Well services for older adults.
- Targeted support for Children in Care and Care Leavers.
- Women’s health services.





# Case studies: Building on existing good practice

## Anti-Poverty Work

### Wirral - Early Opportunities Pipeline Pilot

The Early Opportunities Pipeline Pilot is a product of workshops held with Anchor Institutions and key partners during 2023 - designed to explore widening participation and access to jobs for the 34,486 Wirral residents who are currently out of work.

Led by the Council's Head of Economic Growth and Public Health, the pilot is testing a new approach to recruitment processes and facilitating an equitable ethos of 'recruiting on attitude, training for skills.

This first stage of the pilot has seen a small number of vacancies ringfenced to the Council's commissioned employment support service, Involve Northwest, which then job match suitable clients and support throughout the process.

To date, four candidates have been successful in securing a job within the Council. The next stage of the pilot is to roll out this approach to Wirral's wider public sector Anchor employers. Here is a testimonial from someone that was successful in securing employment via the pilot:

*"I would most definitely recommend the employment pipeline, as it makes going for difficult jobs much more accessible, calming and actually helps you to gain confidence throughout the different stages; this in turn allowed me to start my new job with a positive mindset and confidence because I was genuinely chosen by my new supervisors for this specific role."*



### Sefton - Child Poverty Strategy

In 2022, Sefton Council launched an eight-year, borough-wide [Child Poverty Strategy](#). Building on existing cross-partner anti-poverty work, the strategy rests on wide-ranging evidence, which includes insight work with young people and frontline services, population health and other data, published research and best practice.

It traces how poverty affects children's health and wellbeing, achievement at school and future employment and income prospects - and how this influences Sefton's prosperity, opportunities and economy more widely.

The strategy is aimed at reducing child poverty and its harmful effects - including later life chances. Specific priorities are captured under three themes: Pockets, Prospects and Places, and linked to actions identified through consultation and engagement. Following its launch, two learning events on Prospects and Places took place featuring high-profile speakers like Dr Ruth Hussey. Each drew close to 100 leaders and influencers from across different sectors. Encouraging successes include the adoption of a multi-modal progress and accountability framework, a survey on practice change that collected 6,000 words of response from partners and spin-off projects e.g. a respiratory health pilot. This year's goals focus on strengthening delivery infrastructure and developing policy to help embed anti-poverty approaches in routine working.







# Case studies: Building on existing good practice

## Health and Equity in all we do

### Liverpool - Women's Health Hubs

This is an innovative and nationally acclaimed collaboratively commissioned model of care that is significantly improving access to reproductive health services for women and reducing inequalities.

In 2018, Liverpool City Council commenced work to improve access to LARC and wider reproductive health aspects via Primary Care Networks (PCNs). This was led by the Sexual & Reproductive Health Commissioner from Liverpool City. The programme has continued to innovate, developing a strategic partnership forum, and has now added a new specialist menopause service into this community offer. The programme is an excellent example of collaboration between Liverpool City Council, NHS Cheshire and Merseyside colleagues, IT leads (iMerseyside) and local NHS providers to really deliver the vision.

The main aims and vision of the service redesign were to:

- Improve access and uptake of LARC methods for women in Liverpool
- In line with national guidance - Build GP provision of intrauterine systems to facilitate management of common gynaecological conditions closer to home
- Develop [Women's Health Hubs](#) via hub/spoke approach in General Practice
- Expand scope of services in model to allow patient flow around the networks to enhance access
- Ensure that we reduce the number of women heading to acute care for routine gynaecological conditions unnecessarily and improve their experience and outcomes



The activity shift, and improved access have delivered the following over the last 3 years:

- Reduced waiting times in specialist sexual health services – by having a single point of access and inter-referral between specialist and GP offers to enhance accessibility for women
- Reduced wait times in secondary care, Liverpool Women's Hospital and Gynaecology Emergency Department (ED)
- Modelled to save 415 unintended pregnancies (minimum)
- Deliver circa £1m savings to NHS in cost modelling, £4.5m total social care costs
- Reduce acute care access by a modelled 20% for conditions such as Heavy Menstrual Bleeding (HMB) and Endometrial Protection/HRT (wider use of IUS), resulting in estimated savings of £150,000 per annum across Liverpool

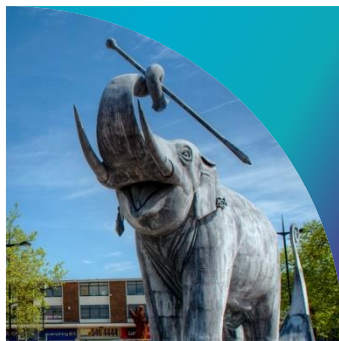


# Case studies: Building on existing good practice

## Health and Equity in all we do (1 of 2)

### Knowsley - Healthy Advertising

Knowsley was the first borough in the North West to restrict advertising for food and non-alcoholic drink that is high in fat, salt and sugar on council-owned sites. This demonstrates the council commitment to the agenda and a recognition that the environment has a big part to play in helping people to maintain a healthy weight, particularly in deprived areas.



This policy was adopted in January 2024 and has already had a positive influence on one advertising request. Knowsley Council is now supporting other Cheshire and Merseyside authorities to do the same. This has gained momentum with other organisations interested in working alongside us and bring funding into the area, such as [BiteBack](#) to promote the youth voice. The University of Liverpool is interested in evaluating this policy as it expands across the sub-region.

### Cheshire East - Living Well in Crewe Report

The Cheshire East Increasing Equalities Commission is a multi-partner group established to help improve the health outcomes and life chances of the people of Crewe.

The Living Well in Crewe Report demonstrates how lives are being cut short because the building blocks for a healthy community are weak or missing. Life expectancy in every central Crewe ward is lower than Cheshire East overall, with people dying more than 10 years earlier in parts of Crewe.

The report reviews, across the life course, how things currently stand and how they could be improved with co-ordinated and evidence-based action. Crewe will thrive when its residents have good homes, places to exercise, access to good food and are supported to get the skills they need to access secure jobs. A thriving Crewe will benefit the whole of Cheshire East through the provision of quality services and amenities accessible to all and by attracting further investment into the Borough.

There are tremendous opportunities to act in Crewe, leveraging the change we are already seeing through regeneration and capital investment, and the integration of health and social care services at Place level. NHS services have new commitments around reducing inequalities and Cheshire East Council has committed to being an organisation that empowers and cares about people and to reducing health inequalities across the borough.

[Living Well in Crewe](#)





# Case studies: Building on existing good practice

## Health and Equity in all we do (2 of 2)

### Halton - Halton Health Hub at Runcorn Shopping City

The [Halton Health Hub](#) is an equitable and accessible clinical outpatient facility led by Warrington and Halton Teaching Hospitals NHS Trust and supported by local partners from which a range of health, care and wellbeing services are delivered at the heart of our community.

Preventative services, such as Halton Borough Council's Smoking Cessation and Weight Management services, operate alongside Acute Hospital therapies (including dietetics and Musculo-skeletal), optometry and orthoptics services. The Hub has recently expanded thanks to national NHS funding, and now hosts a variety of diagnostic services including respiratory clinics and sleep studies as part of Runcorn Community Diagnostic Centre.

The Hub also currently offers an Active Travel and Wellbeing Service, provided by a local community interest company, and funded as a pilot programme by Liverpool City Region. The aim of this project is to encourage residents to better engage with their wellbeing through a variety of means, with focused promotion of local walking and cycling opportunities, and connections to other social prescribing offers.

The Hub itself was part-funded through a Liverpool City Region Towns Fund grant, to encourage residents back into their local centres, and increase trade and local opportunities for employment. It opened in November 2022 and currently sees more than 2,000 patients each month. Located within a deprived community close to a bus hub with free parking and shops nearby, the Hub is an example of poverty-proofing the clinical offer.



# Building on our existing priorities

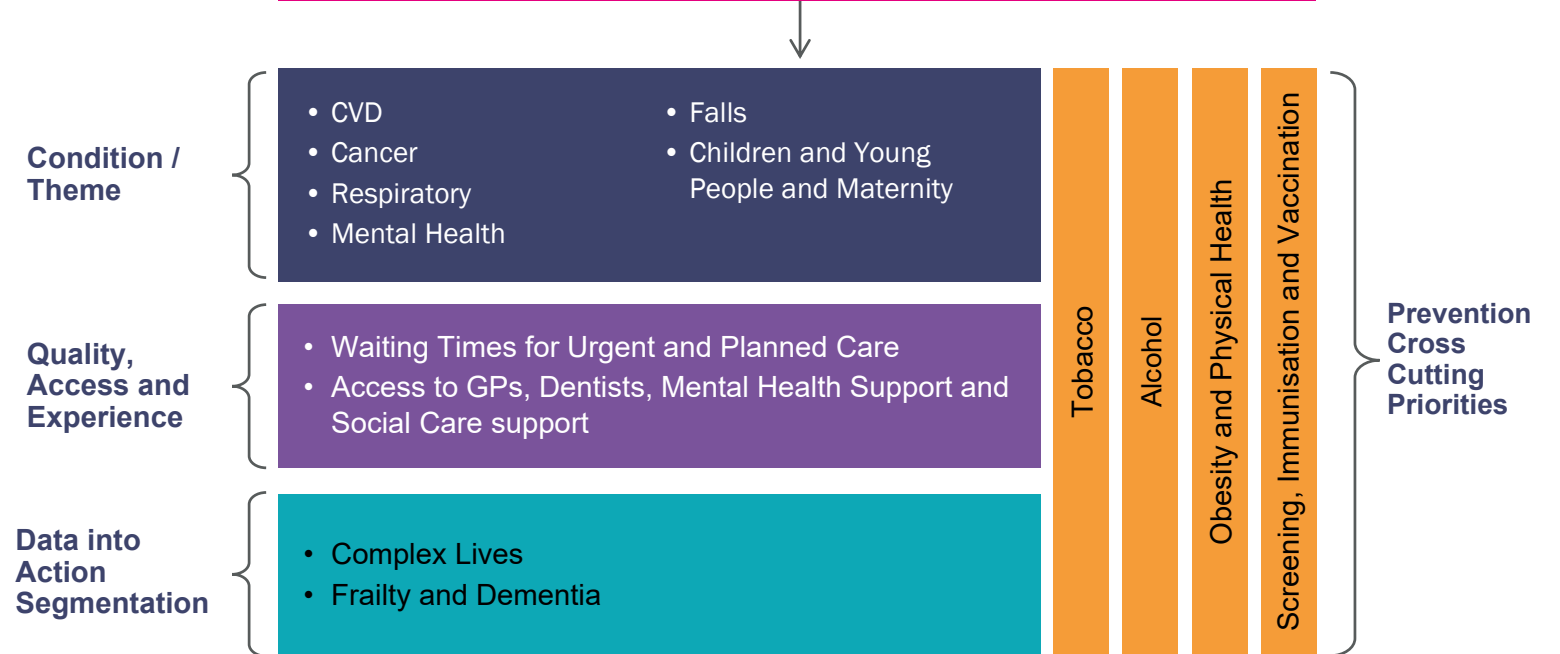


As part of developing our priorities, the partnership identified the importance of making the best use of our community assets and equity of access as golden threads that should run through all our work.

In addition to this, our Health and Care Partnership members have collaboratively used an evidence-based Data into Action approach to understand inequalities and outcomes and define several key priorities. Analysis tells us that our population experiences worse health outcomes when compared to the “England average” in several areas, and residents have told us their experience of accessing care often does not meet their expectations.

**Improving outcomes**

We know that it is often the social determinants of health that are the cause of these poorer outcomes. This is why as a partnership we are committed to addressing these social determinants and promoting good health and wellbeing.





# Delivery and Implementation

To support the implementation of our Health and Care Partnership Plan, we will create a system-wide Joint Forward Plan which builds on existing plans and priorities and provides the detail on how we will deliver.

The Cheshire and Merseyside Joint Forward Plan has three core elements:

- **All Together Fairer: Our Health and Care Partnership Delivery Plan**
- **Place Partnership Delivery Plans x9**
- **NHS Delivery Plan (Cheshire and Merseyside-wide)**

*Click the links in the diagram opposite*

Complementing this are the plans and priorities contained in the strategic documents of each of our Health and Care Partnership members.

In developing our plans, we will listen to our communities - harnessing their knowledge and lived experience of those who use and depend on the local health and care system and provide an opportunity to improve outcomes and develop better, more effective services - removing barriers where they exist.

Plans will be outcome-focused and include key milestones and indicators of success, outlining what we intend to achieve and by when.

