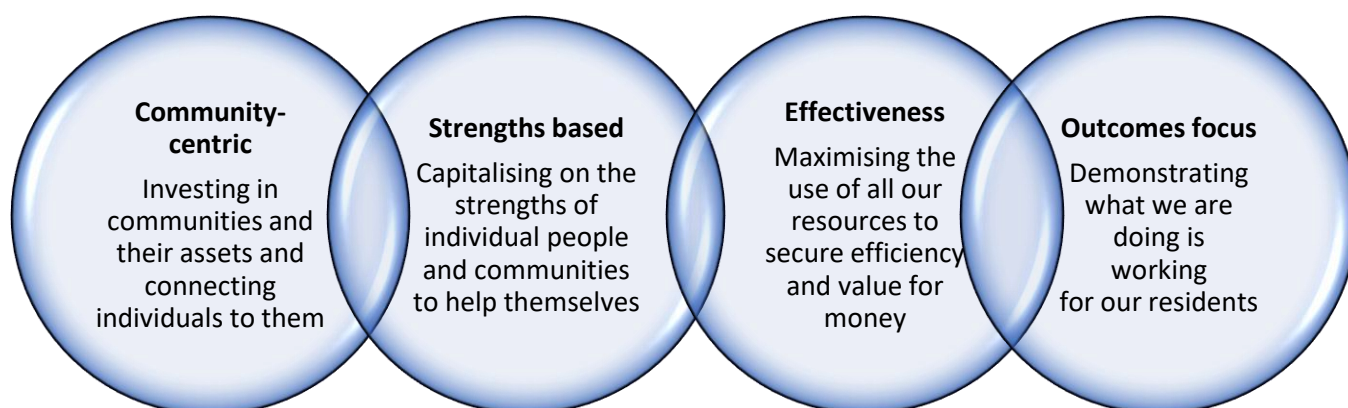


## Health and Wellbeing Strategy 2021-2025

The **vision** for the Royal Borough of Windsor and Maidenhead is that  
*Everyone in the borough lives a healthy, safe and independent life, supported by thriving and connected communities*

We recognise that our vision can only be achieved by partners **working together** across the borough, with residents and our diverse communities. Our partnership will be driven by our **core principles**:



Our vision will be delivered through our **key priorities**:



We will have **succeeded** when all children and adults in the borough:

- ✓ Have the best start in life as children, which continues through adolescence, adulthood and older age.
- ✓ Lead active and independent lives for as long as possible.
- ✓ Enjoy sustained emotional health and wellbeing throughout their lives.
- ✓ Live in good quality homes in sustainable and supportive communities.
- ✓ Experience a good quality of life for longer, no matter where they live.

# The Royal Borough of Windsor and Maidenhead.....a unique place

Frimley Health and Care is a high performing Integrated Care System (ICS) which is a partnership of the local authorities and NHS organisations. The system has aligned on six strategic priorities for the next five years:



The move to place-based working within the ICS draws together communities, ICS partners and wider public sector together to take coordinated action to address the wider determinants of health and resolve inequalities at a local level.

This Health and Wellbeing Strategy sets out our ambition for the Royal Borough of Windsor and Maidenhead as a place within the wider strategic ambitions of the ICS.

This Strategy will also inform, and be driven by, other place-based plans and strategies.



## Key facts about the Royal Borough of Windsor and Maidenhead....

<p>151,422 people live in the Royal Borough of Windsor and Maidenhead and this is expected to grow to 159,700 by 2041.</p>	<p>18.4% of the population in the borough is aged 65+ and 23% of the population are children and young people (aged 0-17). 8% of children live in low-income families.</p>	<p>The borough is in the 10% of least deprived areas in England, ranking 306 out of 326 local authorities. This masks pockets of deprivation across the borough.</p>
<p>13.9% of borough residents are from Black, Asian or Minority Ethnic groups, 9.6% are Asian/Asian British.</p>	<p>There are around 67,200 households in the borough – with 68% owner occupied and 16% living in privately rented homes. The average house price is £481,493.</p>	<p>Life expectancy in the borough is 84.6 years for women and 81.6 years for men, which is above England and South East averages.</p>



## Who's going to do it...

**The Health and Wellbeing Board** is a statutory partnership which has oversight of health and wellbeing in the borough. Its role is to develop joint priorities for local commissioning to ensure delivery of the right outcomes, and to provide advice and support to improve the health and wellbeing of the borough's residents. The Board is committed to working together with all residents and communities, with an equal focus on physical and mental health.