



A PLACE TO CALL HOME

HOW HOUSING SHAPES HEALTH IN WIRRAL

ANNUAL REPORT OF THE DIRECTOR OF PUBLIC HEALTH FOR WIRRAL 2025/2026



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DIRECTOR OF PUBLIC HEALTH FOREWORD



Good health isn't just about not being ill. It's about feeling safe, having stability, and being able to live well every day; physically, socially, and emotionally. Where we live is a huge part of our overall health and wellbeing. A healthy home is warm, dry, and safe. It gives us space to rest, eat and spend time with others. It is also about having communities that support us with safe streets, green spaces, local services, and a sense of belonging.

Not everyone in Wirral has access to these conditions. Rising housing costs mean that some young people, families on low incomes, older people and some minority communities, struggle to afford to live in the areas they want to. Poor housing also brings costs to our health system, our environment and wider society.

Wirral as a place is undergoing change. The regeneration that is happening across the borough gives us an important opportunity to create healthier places to live. In Birkenhead for example, the town centre and waterfront are being redeveloped with new homes, green spaces, and walking and cycling routes that make it easier to get around. There is also major investment in Seacombe, Woodside and new housing in areas such as Moreton, Bromborough, and Liscard.

The projects taking place across Wirral are closely linked to the Wirral Plan 2023-2027⁽¹⁾, which aims to create a borough that is fair, prosperous and sustainable for everyone. The Birkenhead 2040 framework⁽²⁾ also sets out a long-term vision for the future of Birkenhead and nearby areas, ensuring that new developments support thriving, connected and healthy communities.

Both plans support the goals of our Wirral Health and Wellbeing Strategy⁽³⁾, which highlights the importance of good quality housing, strong communities and fair access to opportunities for all residents.

Together, these strategies give us a unique chance to ensure that health is built into regeneration from the ground up. Energy-efficiency can help people to heat their homes and to reduce carbon emissions, safer streets and better transport links can help people to stay active and connected, and green and blue spaces can support mental wellbeing, providing places for people to relax and feel connected.

This report looks at how housing affects health in Wirral today and into the future. It explores how the homes we live in shape our wellbeing and how the neighbourhoods we build next can help us create a fairer, healthier and a more sustainable Wirral for everyone.



A handwritten signature in black ink that reads "Dave Bradburn". The signature is fluid and cursive, with a long horizontal stroke at the end.

Dave Bradburn

Director of Public Health, Wirral



REPORT OVERVIEW



A good home is one of the most important building blocks for a healthy life. When a home is warm, safe, and secure, it helps people stay well, feel settled and able to get on with daily life. However, when housing is poor, overcrowded or hard to afford, it can make health problems worse and put extra pressure on families. In Wirral, many people enjoy good-quality homes and strong communities, but others still face challenges that affect their health and wellbeing every day.

This report looks at the connection between housing and health in Wirral. It brings together local evidence, real life experiences and the views of residents to show where things are working well and where support is still needed. It also looks ahead to the changes happening across the borough, and how regeneration gives us a chance to create healthier communities for the future.

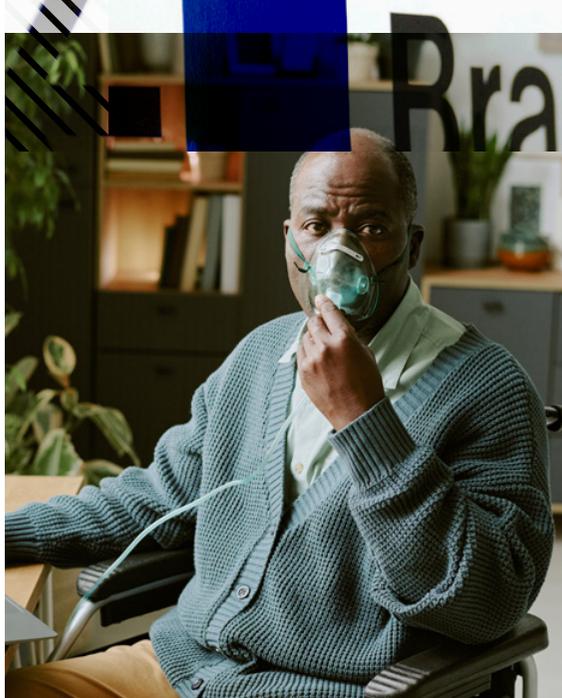
Chapter One explores how housing can affect both physical and mental health. It shows how issues such as damp, mould, cold homes, unsafe conditions, and overcrowding can lead to stress, anxiety, accidents in the home, breathing problems and long-term illness. It also highlights how improving homes, for example through better insulation and access to affordable energy, can make a huge difference to people's health.

Chapter Two begins with a historical timeline of housing in the Wirral from the 1850s. Bringing the focus back to the present day, the report then looks at the pattern of home ownership, renting or sharing homes, how much homes cost, how quickly homes are being sold, and the growing pressures in the private rented sector. The chapter also highlights the rising pressure for social housing, with thousands of people waiting for an affordable home that meets their needs.

Chapter Three focuses on some of the groups of people within Wirral that are most affected by poor housing. These include children and young people, adults who are out of work, older people and people that are homeless. It shows how poor housing can affect children's health, and school life, make it harder for adults to find or keep a job, and increase the risk of illness, loneliness and falls for older residents. This chapter shows that housing issues do not affect everyone equally and that improving homes can reduce health gaps between communities.

Chapter Four looks at the potential impact of the current and ongoing regeneration schemes for future generations. The borough is going through one of the biggest programmes in the country, with new homes, parks, transport routes and community spaces planned. This chapter sets out how we can make sure that health is built into all of this work from the start. A big part of this is involving local people. When communities help to shape their local spaces, the results are better and fairer for everyone. By working with communities, we can build places that people feel connected to and want to look after, not only for them but for future generations.

Overall, this report shows that improving housing is one of the strongest ways to improve health and reduce inequalities in Wirral. By working together across housing, public health, planning, regeneration and local communities, we can create places where everyone has the chance to live in a safe, warm, and affordable home. With the right choices now, Wirral can become a healthier, fairer and more connected place for everyone in the future.



1

HOUSING AND THE HUMAN IMPACT

HOW DOES HOUSING IMPACT OUR HEALTH?

The link between housing and health is well known. Our homes should protect us from the weather, provide warmth, and give us a safe, and comfortable place to live. When housing doesn't do this, it can directly harm our health and wellbeing.

In this chapter, we have chosen to focus on a selection of specific health impacts of poor housing. However, the ways in which a person's health can be affected by their housing are many and varied, as shown in the next few pages of this report.

It is important to recognise that the negative impacts of poor housing do not stand alone from each other and do not usually neatly fall into either 'physical' or 'mental' impact. For instance, people that are suffering the physical impact of poor respiratory health (e.g. asthma) due to damp and mouldy conditions, are also more at risk of having poorer mental health, such as depression or anxiety.

PHYSICAL HEALTH AND HOUSING



Around one in five homes is thought to present a risk to health and wellbeing ⁽⁴⁾



INDOOR RISKS

Cold, damp and poorly ventilated homes contribute to respiratory problems and circulatory conditions.



INJURY RISK

Hazardous features such as steep stairs and unstable surfaces increase risk of injury including falls.



OVERCROWDING

Limited space and lack of privacy can lead to chronic stress and reduced physical health.

LOCAL INSIGHTS

Professionals report that living in poor-quality or insecure housing often leads to or worsens physical health conditions such as respiratory problems, musculoskeletal disorders and circulatory problems.



Key facts

Areas with poorer housing have 15-20% more hospital admissions for breathing problems than areas with better housing.⁽⁵⁾

Falls cause around 3,500 accident and emergency attendances each year among Wirral residents aged 65 and over. Many of these falls are linked to hazards in the home environment.⁽⁶⁾

People living in Wirral's poorest areas are more likely to be injured at home and attend A&E because of that injury, even after allowing for age differences.⁽⁶⁾

Cold homes are linked to about 10-15% of winter hospital admissions for heart and circulation problems.⁽⁷⁾

MENTAL HEALTH AND HOUSING



THE EVIDENCE

Research from The Health Foundation (2024) shows that adults living in overcrowded homes are more likely to experience poor mental health.⁽⁸⁾ In 2022, 28% of people in overcrowded homes reported psychological distress, compared with just 15% of those living in homes that were not overcrowded.



OVERCROWDING

Reduced privacy, disrupted sleep and strained family relationships increase stress and conflict.



ENERGY INSECURITY

Struggling to afford heating and electricity increases stress, anxiety and low mood, and can leave people feeling constantly worried and worn down.



FINANCIAL STRAIN

Rent or mortgage costs can cause ongoing anxiety and debt-related mental distress.



INSECURE TENANCIES

Risk of eviction creates uncertainty and prevents people from planning for the future.

LOCAL INSIGHTS

Frontline workers across health, housing and support services consistently report that poor housing, especially damp, cold, overcrowding and housing insecurity, is one of the biggest drivers of stress, anxiety and worsening mental health for the people they support.

IMPORTANCE OF HAVING A HOME

Having a home is fundamental to health, identity and belonging.

Over 1,000 individuals and/or families each year present as homeless or at risk of homelessness in Wirral. Many cases involve families with children and single adults with complex needs.⁽⁹⁾

Having a safe, secure home is good for our mental health. A good home gives people stability, comfort, and personal space, it's where we rest, feel safe, and recover from the pressures of daily life. When our homes meet our needs, we feel more in control, more confident, and better able to cope.

When housing is poor, overcrowded, or when we struggle to pay our household bills, it can have the opposite effect. Problems like damp, mould, cold, or constant noise can make people feel stressed, anxious or low. Living in cramped or noisy conditions can make it hard to sleep, concentrate, study or relax.

Money worries play a big part in how someone is feeling. Struggling to pay for heating or rent does not just affect someone's bank balance, it can also affect family relationships and daily life. Having to choose between heating a home or buying food can leave people feeling guilty, worried, and exhausted. When someone's mental health is poor, it can be harder to keep on top of bills, manage repairs, or communicate with landlords. This can lead to further housing problems and even more stress, creating a cycle that is hard to break without support.

Feeling unsafe or unsure about your housing situation can also take its toll. People facing eviction, living on short-term contracts, or unsure how long they can stay in their home often feel anxious and unsettled. For some, this uncertainty can lead to depression or make existing mental health issues worse.

Key facts

People living in overcrowded or insecure housing are 2-3 times more likely to experience high stress or anxiety.⁽¹⁰⁾

Residents in homes that need repairs are 30% more likely to report poor mental health compared to those living in good-quality homes.⁽¹¹⁾

Stable, affordable homes help people to feel safer, reduce stress, and make it easier to take part in work, education, and community life.⁽¹²⁾



IMPACT OF COLD, DAMP HOMES

Cold, damp, or poorly maintained homes increase the risk of breathing problems such as asthma, bronchitis, and Chronic Obstructive Pulmonary Disease (COPD). Damp and mould release spores that can harm the lungs. Poor indoor air quality is influenced by a range of factors. While damp and mould are a major contributor to poor air quality, they are not the only cause. Cooking appliances, tobacco smoke, chemicals used in the home, and outdoor air pollution entering the property also play a significant role. These combined exposures can worsen breathing problems and increase the risk of infections, particularly for children, older adults and people with long term illnesses.

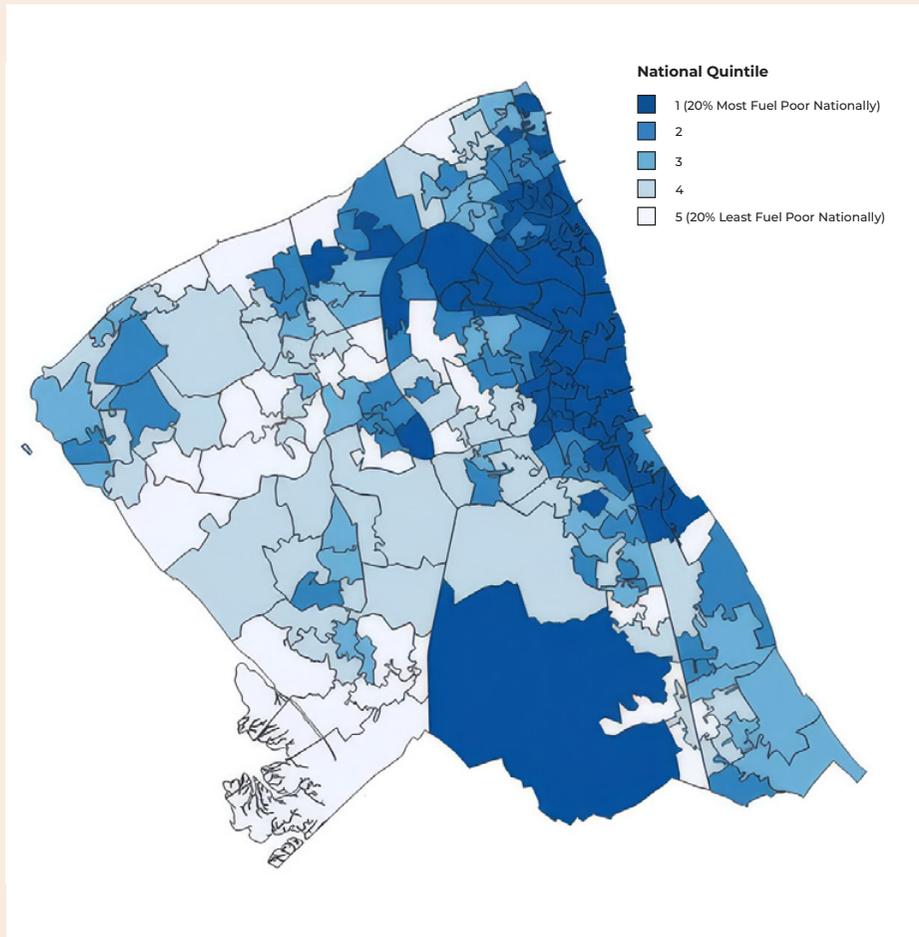
Across the country, the NHS spends about £1.4 billion every year treating illnesses linked to poor housing⁽¹³⁾, with a significant proportion being attributed to cold and damp housing conditions making existing health conditions worse, particularly during winter months.

Fuel poverty is a term that is used when an individual or family cannot afford to adequately heat their home to a safe and comfortable level. Nationally, fewer households are struggling to keep their homes warm compared to last year. However, the situation in Wirral is more concerning. Around 13% of households overall in Wirral are struggling to keep their homes warm, which is higher than both the England and North West averages.⁽¹⁴⁾

Map 1 shows Wirral's Lower Super Output Areas (LSOAs) according to the levels of estimated fuel poverty. LSOAs are small geographical units (created for statistical purposes in the UK), that typically have an average population of about 1,500 residents or 650 households. The LSOAs in Wirral that fall within the worst 20% of all LSOAs nationally for fuel poverty, are shown in the darkest blue in this map. Overall, we can see the expected pattern of the east side of the borough having generally higher levels of fuel poverty. However, care must be taken not to overlook the many pockets of fuel poverty that are spread throughout other parts of Wirral.

Map 1

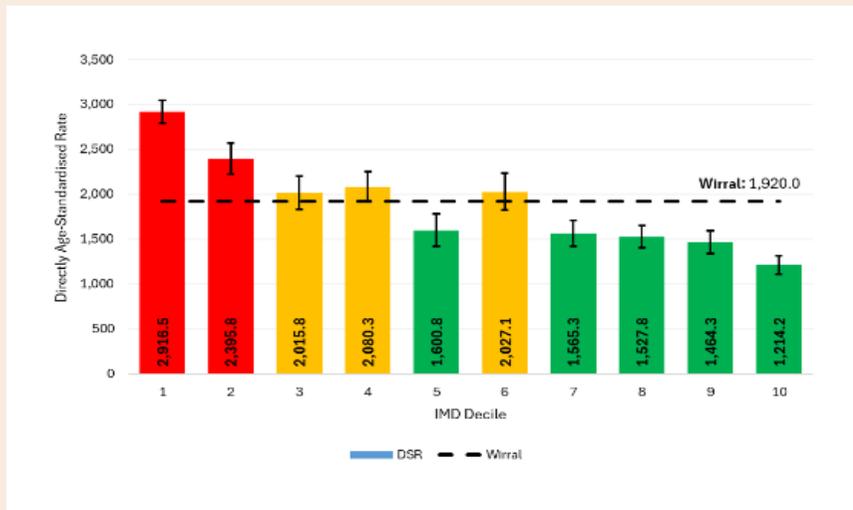
National Fuel Poverty Quintiles for Wirral LSOAs, 2023 ⁽¹⁴⁾



Note: The dark blue area in the bottom centre of the map should be interpreted with caution, as it represents a large and sparsely populated area of Wirral. This area has fewer households and a lot of farmland, which means that for every household that is estimated to be fuel poor in that LSOA, it has a greater impact in terms of that area's overall proportion of households in fuel poverty (compared to the average LSOA in Wirral).

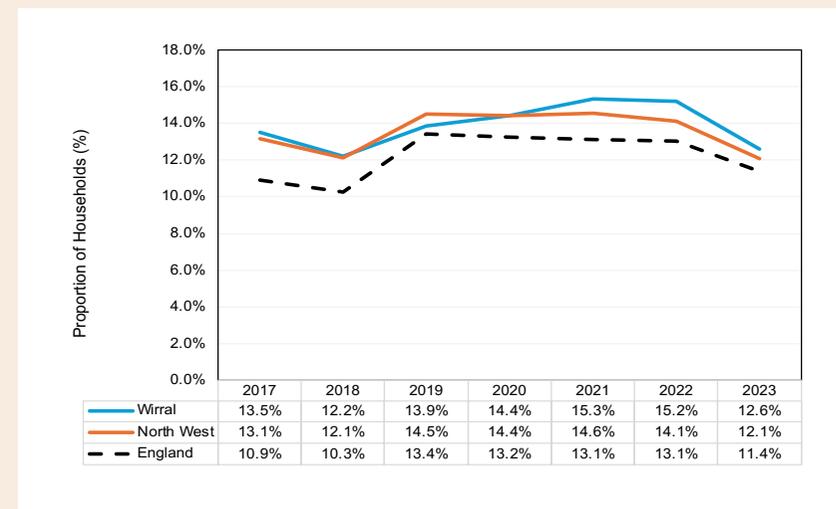
Graph 1 shows hospital admission rates for breathing issues, by levels of deprivation in Wirral (note that Graph 1 uses a different measure of deprivation to that of Map 1. The map is based on 'quintiles', which uses 5 groups of deprivation ranking, where the graph uses 'deciles', where deprivation ranking is split into 10 groups. Despite the two images using slightly different ways of looking at disadvantage, Map 1 and Graph 1 tell a very similar story; that our most disadvantaged communities generally experience the worst impact.

Graph 1
Directly Age-Standardised Admission Rates for Respiratory Conditions in Wirral by IMD Deprivation Decile, 2024/25⁽¹⁵⁾



The latest data (2023) shows that 12.6% of Wirral households (18,576 homes) are struggling to afford their energy bills. This is the lowest level since 2018, but it is still higher than the North West and England averages (see Graph 2 below). However, these overall figures hide big differences across Wirral. Across Wirral's neighbourhoods, fuel poverty ranges from around 4% of households in the least affected areas to about 25% in the most affected (2023). This means that some communities face a much bigger challenge than the Wirral average suggests. However, it is important to remember that fuel poverty can affect anyone at any point in their lives, which emphasises the need to know and understand our residents and communities and to act early and effectively to provide support.

Graph 2
Fuel Poverty Rates in Wirral 2017-2023⁽¹⁶⁾





MAKING A DIFFERENCE IN WIRRAL **WARMER WIRRAL SERVICE**

In response to these challenges, the Health and Housing Trailblazer Programme has adopted a proactive, community-based approach to tackling fuel poverty and its associated health impacts. Over an 11-month period, the pilot significantly exceeded its original objectives, supporting 3,239 unique households, representing 182% of its initial target and benefiting more than 7,100 residents directly and indirectly.

Delivery was supported by Energy Projects Plus, with trained Energy Buddies providing hands-on support to 690 households and follow-up consultations reaching 1,065 households. The programme's reach was amplified through an extensive referral network of over 100 partner organisations, including community, voluntary and faith (CVF) groups, housing providers, and statutory agencies. Over 1,500 individuals were able to refer residents into the scheme.

Community engagement also remained central to delivery, with over 600 households reached through local events and more than 1,500 residents participating in group talks. These activities underline the value of accessible, face-to-face engagement in trusted local settings, particularly for residents who may face barriers to seeking formal support.

The achievements of the Trailblazer have directly informed the design of Wirral's new multi-year Warmer Wirral Service, which will build upon the infrastructure, learning, and partnerships established through the pilot. The service will continue to prioritise vulnerable households, including those on low incomes, with long-term health conditions, disabilities, older adults, young children, and individuals experiencing mental health challenges.





HOUSING AND HOARDING

Hoarding is when someone finds it very difficult to throw things away, even items that may seem unimportant to others. Over time, this can lead to a home becoming cluttered and hard to move around in. Hoarding can affect anyone, and it's often linked to difficult life experiences such as bereavement, trauma, or anxiety.

Hoarding isn't just about having too many things, it can be a sign that someone is struggling. A cluttered home can make everyday life harder and increase the risk of accidents, falls, or fires. It can also make it difficult to clean, heat, or repair the home, which can lead to further health and safety problems.

People who hoard may feel ashamed or worried about asking for help, but early support can make a big difference. Talking to housing officers, health professionals, or community workers can help people get the right advice and practical assistance to make their homes safer and more comfortable.

In Wirral, hoarding is often identified through safeguarding referrals under self-neglect, and support is co-ordinated through the Wirral Self-Neglect and Hoarding Protocol. This brings together housing, health, fire, and social care services to offer joined-up help.

Working together, local teams can support residents to make small, manageable changes that improve safety and wellbeing while respecting people's choices and independence.

Key facts

Around 2-3% of people are thought to experience hoarding behaviours at some point in their lives. Local and national data on hoarding is limited, but it is recognised as a growing issue that can seriously affect health, safety, and quality of life.⁽¹⁷⁾

During 2024/25, Magenta Housing had 156 concerns raised about property condition by colleagues and members of the public in Wirral. The "Get Behind the Door" initiative targets 'silent' customers (those who haven't engaged with Magenta in over 12 months), to assess property condition and offer support. Over 350 tenancy visits have been completed under this programme.







MAKING A DIFFERENCE IN WIRRAL ADDRESSING THE CHALLENGE OF HOARDING

Across Wirral, housing providers and local partners have come together to address the growing challenge of hoarding, recognising its impact on residents' safety, wellbeing and community cohesion. Through joint working between housing associations, environmental health, Merseyside Fire and Rescue and social care teams, a co-ordinated approach has been developed to identify and support individuals at risk.

The partnership focuses on early intervention, person centred engagement and sustained support rather than enforcement, helping residents to gain control of their living environments in a safe and respectful way. Training delivered to frontline staff has improved awareness and confidence in recognising the signs of hoarding and how to respond effectively. This collective effort is reducing risks, preventing homelessness and fostering stronger more compassionate communities across Wirral





HOUSING AND COMMUNITY SAFETY

Where we live, how safe we feel and how easily we can get to shops, parks, schools, and other services all make a difference. Everyday things like having safe places to walk, good public transport, and strong community spaces can help people stay active, connected and supported. Living in a safe, friendly neighbourhood with parks, trees, and community spaces can boost wellbeing and help people feel part of something bigger. In contrast, areas with crime, noise, or poor-quality surroundings can increase stress and make people feel isolated, lonely and anxious.

Many residents also face problems in their communities that affect how safe and supported they feel. Anti-social behaviour (ASB) such as noise, vandalism, or intimidation can have a serious impact on mental wellbeing and community life. ASB can increase stress, anxiety, and isolation, especially for people who are already vulnerable. Feeling unsafe or uncomfortable in your neighbourhood can affect sleep, relationships, and your willingness to go outside or be active, all of which influence overall health. In Wirral as a whole, ASB reports have fallen, but the issue still affects far too many residents.





Key facts

There were 3,027 recorded ASB incidents between September 2024 and August 2025, which was down from 3,064 in the previous year.⁽¹⁸⁾

'Hotspot' areas for ASB in Wirral include Birkenhead, Tranmere, and Woodchurch, where deprivation and high housing density can increase tensions.⁽¹⁸⁾

Wirral's crime, ASB and drug offence rates are currently the lowest in Merseyside (per 1,000 population).⁽¹⁸⁾





MAKING A DIFFERENCE IN WIRRAL **EVOLVE**

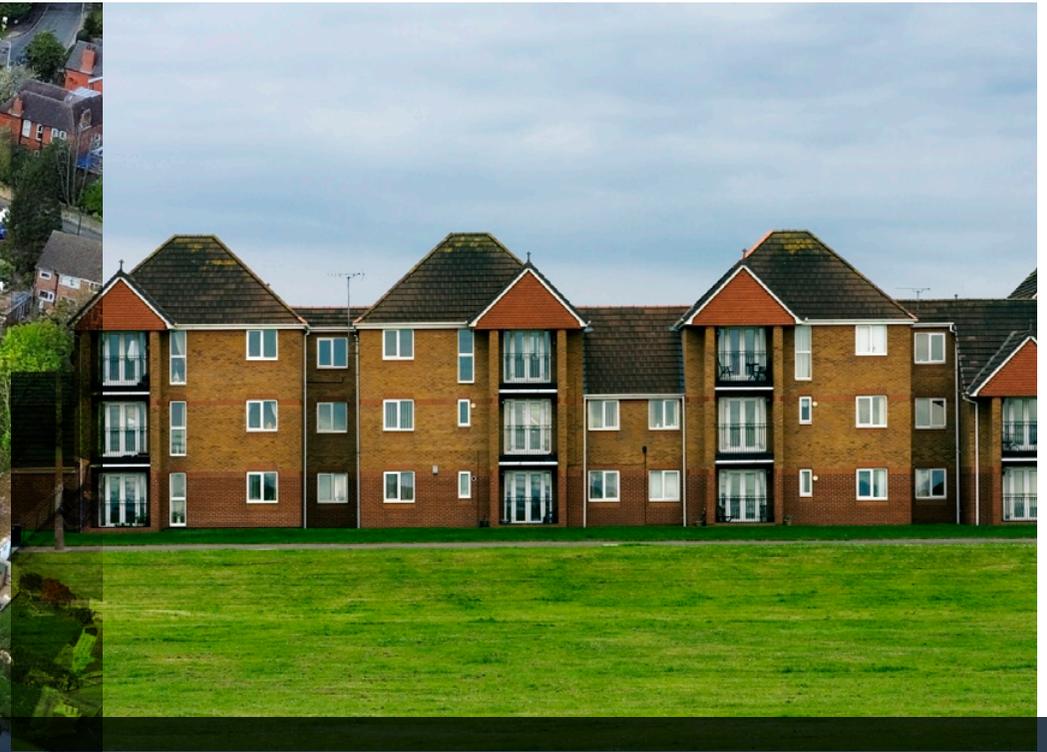
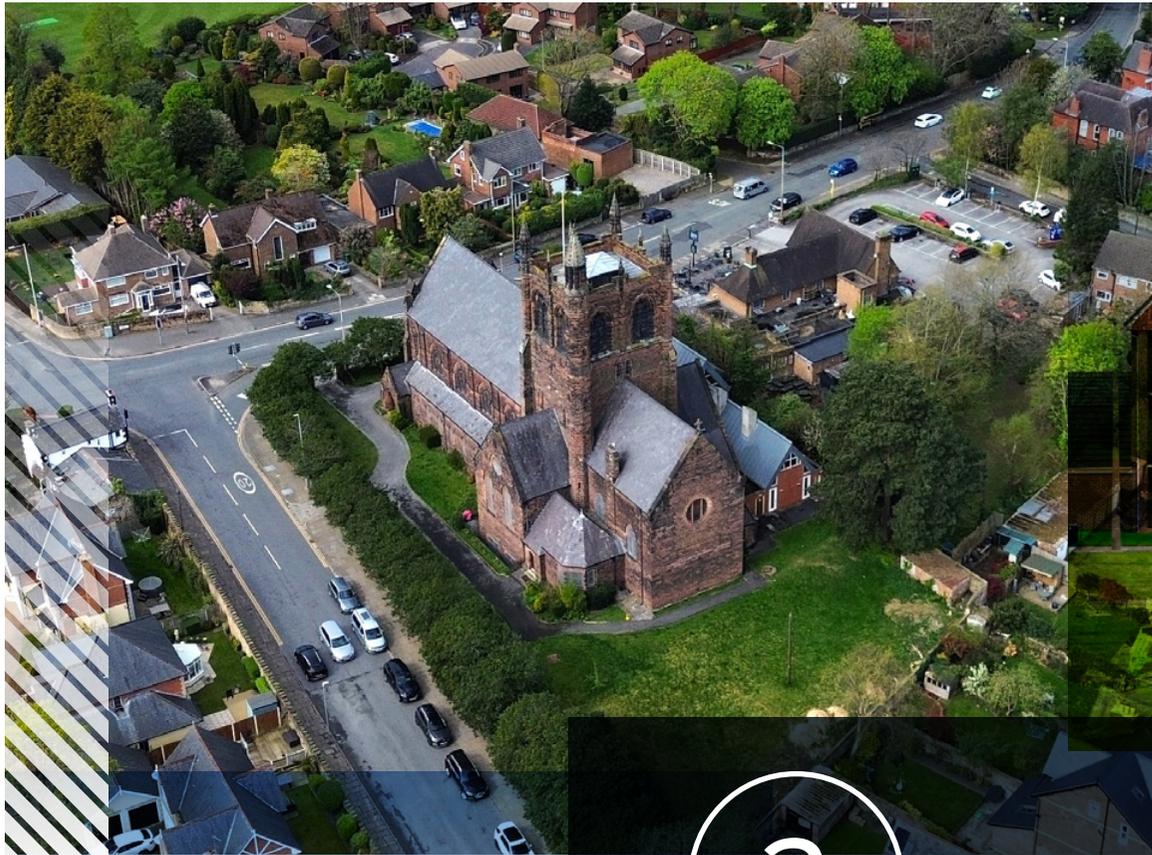
EVOLVE Wirral is a targeted partnership initiative operating in the neighbourhoods of Woodchurch, Noctorum and Beechwood & Ballantyne, where the living environment, community safety and housing conditions have had a major impact on health and quality of life. Delivered via the Home Office's "Clear, Hold, Build" framework, the programme brings together housing, health, policing, fire and rescue services, and community partners to disrupt organised crime, reduce anti-social behaviour and regenerate local homes and neighbourhoods.

The scale and reach of EVOLVE is substantial. In the first year of the "Build" phase alone, the programme recorded 806 arrests, carried out more than 60 warrants, removed dozens of weapons and seized significant quantities of illegal drugs and cash. On the housing and environmental side, partners ran seven dedicated "community action days" between May and November 2024, removing 17 tonnes of waste, collecting 53 bags of litter, delivering 487 volunteer hours, and installing 31 free smoke alarms/heat detectors in residents' homes.

Beyond immediate crime-reduction outcomes, EVOLVE Wirral is helping to restore neighbourhoods as healthy, safe places to live. By repairing the visible signs of neglect, tackling unsafe homes and running local grant schemes (over £62,000 was awarded to 33 projects in 2025), the programme supports both physical safety and mental wellbeing. EVOLVE-funded community events and resident involvement has also strengthened social connections and reduced loneliness, creating a stronger sense of belonging for residents.







2

HOUSING IN WIRRAL



HISTORICAL TIMELINE

To understand the housing challenges that Wirral faces today, it helps to look at how our homes and communities have developed over time. Wirral's housing today reflects its history; from Victorian terraces built during the industrial era, to post-war estates and modern developments.

Each area tells a different story about local jobs, industry and community life. These patterns still shape where people live, what type of housing they can afford and the health outcomes we see across the borough today. Wirral's housing landscape reflects over a century of industrial and social change.

1850s
TO
1910s



VICTORIAN FOUNDATIONS AND EARLY PUBLIC HEALTH REFORM

During the 19th century, Birkenhead grew quickly, as dock and shipyard jobs attracted workers. Houses were built fast and often lacked proper sanitation and ventilation. This led to the spread of diseases such as cholera and tuberculosis. National laws in the late 1800s recognised the link between poor housing and ill health, giving councils powers to improve sanitation and clear the worst housing. Birkenhead was one of the first areas to set up a Public Health Department, but limited funding meant that many poor-quality homes remained.

**1919
TO
1939**



THE INTER-WAR ERA, STATE INTERVENTION AND COUNCIL HOUSING

After the First World War, national policy focused on providing decent homes as a public health measure. New council housing estates were built in Wirral, including Woodchurch, offering better space, sanitation and access to green areas. These developments helped reduce overcrowding and improve health. Local councils actively used national housing programmes to replace slum housing.

**1945
TO
1979**



POST-WAR RECONSTRUCTION AND NEW WELFARE HOUSING

Housing became central to the welfare state after the Second World War. Large council estates were built across Wirral to address housing shortages and rehouse families from poor-quality areas. Homes were designed to provide warmth, space and sanitation, all seen as essential for good health. Housing was increasingly viewed as part of wider community wellbeing, not just shelter.

**1980s
TO
1990s**



HOME OWNERSHIP, CHANGES AND RIGHT TO BUY

The introduction of the Right-to-Buy scheme led to many council homes being sold, reducing the amount of social housing in Wirral. While more people became homeowners, councils had fewer resources to maintain the homes they kept. Over time, housing inequalities increased, with poorer conditions and higher deprivation becoming more concentrated in parts of east Wirral, including Birkenhead and Wallasey.

**2000s
TO
2010s**



MODERNISATION, REGENERATION AND HOUSING ASSOCIATIONS

From the early 2000s, councils were encouraged to transfer housing to housing associations to secure investment. In Wirral, this led to the creation of Wirral Partnership Homes (now Magenta Living). National “Decent Homes” standards aimed to ensure homes were safe, warm and energy-efficient. Regeneration programmes focused on areas such as Birkenhead and Tranmere to address poor-quality private housing and long-term vacancy.

**2010
TO
PRESENT**



RECENT DECADES A STRATEGIC, HEALTH-FOCUSED APPROACH

Recent policies place greater emphasis on affordability, sustainability and the connection between housing and health. New laws strengthened councils' roles in preventing homelessness. National funding supports energy efficiency improvements, including local schemes such as Warmer Wirral. Current Wirral strategies clearly link housing, regeneration and health, aiming to ensure that everyone has access to good-quality, affordable and sustainable homes.



HOUSING IN WIRRAL TODAY

Wirral has a wide range of different types of homes and communities. In general terms, the west of the borough has more detached and semi-detached houses, and more people that own their homes. These areas tend to have newer housing and good access to parks, open spaces and local services. In the east of Wirral, particularly in areas like Birkenhead and Seacombe, there are more terraced houses, flats, and rented properties (both social housing and private rentals). Many of these homes were built earlier and some may be in need of repair or improvement.

Across Wirral as a whole, about two-thirds of homes are owned by the people who live in them, while about one third are rented, including roughly one in five households living in social housing.

Finding an affordable home in Wirral remains a challenge for some residents. The median average house price in Wirral in October 2025 was £215,000 and private rents rose to £815 per month in November 2025, an annual increase of 7.2% from £761 in November 2024.⁽¹⁹⁾ Homes are also selling more quickly, with almost half receiving an offer within four weeks. Even though there are slightly more homes for sale, rising prices and rents mean that many local people are finding it harder to secure a home that meets their needs and budget. At the time of writing this report, around 5,000 individuals and families are waiting for social housing, highlighting that demand for affordable homes continues to far exceed the supply available.

Key facts

In Wirral, 35% of homes overall are owned outright, meaning that the resident owns the property without a mortgage. This figure rises to 56.5% in the least deprived areas but drops to around 16.8% in the most deprived areas.⁽²⁰⁾

In the most deprived areas, nearly 3 in 10 homes (28.7%) are privately rented. In the least deprived areas, only around 6.5% of homes are privately rented. For Wirral overall, almost 1 in 5 households (19%) rent privately.⁽²⁰⁾

Social housing is much more common in the most deprived parts of Wirral. In the most deprived areas, 36.5% of all households are socially rented, compared to the least deprived areas, where only 1.5% of all households are socially rented.⁽²⁰⁾

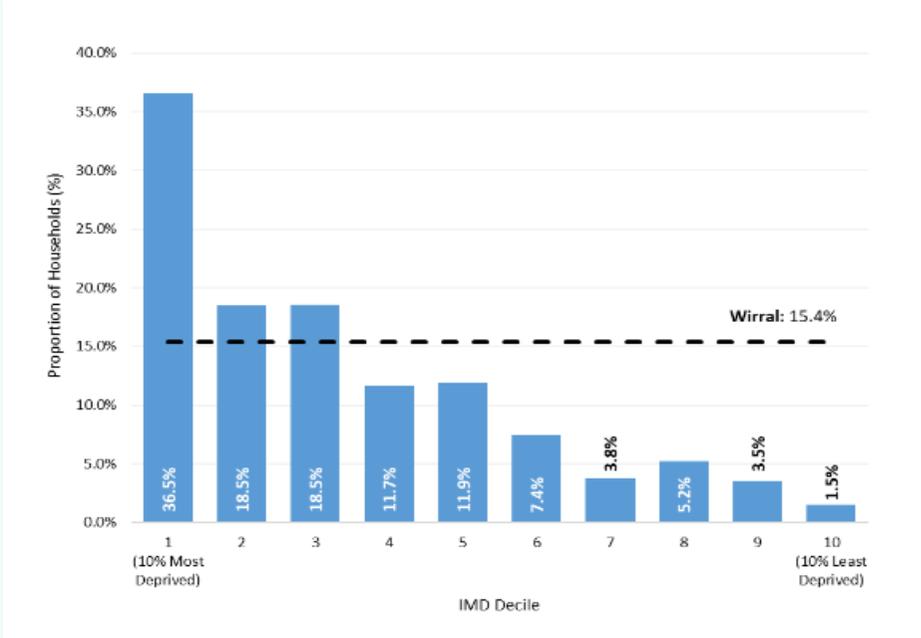
People in the most deprived areas are more likely to live without central heating; around 2.1% of homes in these areas have no central heating, more than one and a half times the rate seen in the least deprived areas (0.5%).⁽²⁰⁾

Overcrowding is more common in more deprived neighbourhoods. Overcrowding means that a home does not have enough bedrooms for the number of people living there. Around 3% of households in the most deprived areas are overcrowded, compared with just 0.5% in the least deprived areas.⁽²⁰⁾

Graphs 3 and 4 show the patterns of housing type by level of deprivation in Wirral. From the graphs, we can see that both social housing (such as housing association homes) and private renting, are much more common in the most deprived areas of Wirral. For example, in our most deprived areas, over one in three (36.5%) of individuals and/or families live in social housing. As areas become less deprived, the amount of social housing drops sharply, to just 1.5% of all households in our least deprived areas, where owner occupation is much more common. This pattern helps to explain why housing costs, security and quality vary so much from one area to another.

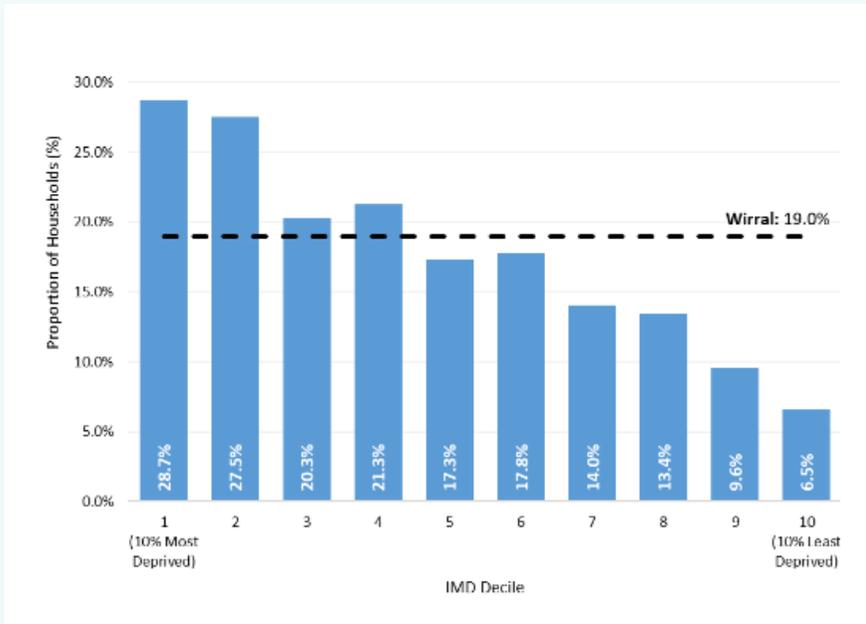


Graph 3
Social Housing by Level of Deprivation in Wirral (2025) ⁽²⁰⁾



Graph 4 shows the percentage of individuals and/or families who rent privately (from a private landlord) by level of deprivation.

Graph 4
Private Rented Housing by Level of Deprivation in Wirral 2025⁽²⁰⁾



HOUSING IN WIRRAL⁽²⁰⁾



150,000
INDIVIDUALS
AND/OR FAMILIES

66% OWNER OCCUPIED
VS 63% NATIONALLY



19% PRIVATE RENTAL



17% SOCIAL HOUSING



Demand is growing. Affordability is a challenge for:

- Younger people
- Single adults
- Families on lower incomes

HOUSING STANDARDS AND SAFETY

The differences in housing across Wirral is also reflected in the quality and condition of people's homes. In some areas, houses are older or in poor repair.

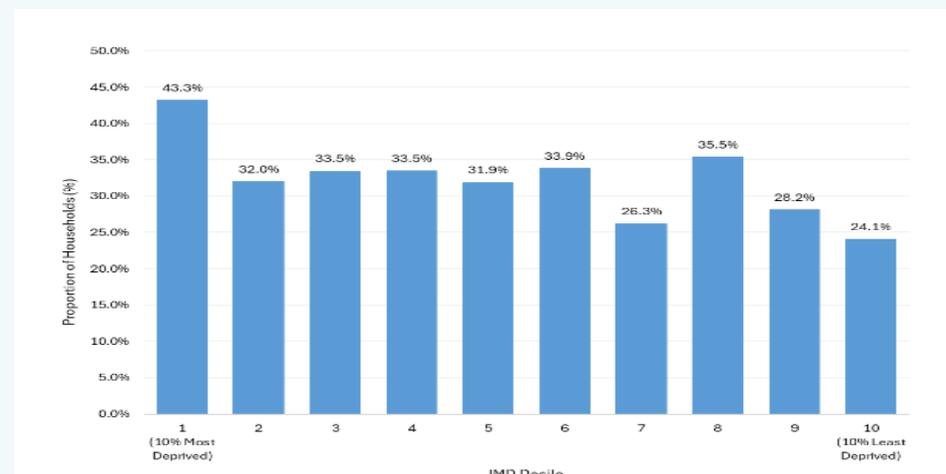
Improving the conditions of homes, especially in older areas and the private rented sector, is an important way to reduce health gaps between communities. Fixing damp and mould, improving insulation and making homes safer, helps people to stay healthy and comfortable while reducing pressure on local health and care services.

When we look more closely at the quality of homes, we can often see different patterns and trends emerging. For example, many homes in the most deprived parts of Wirral are more likely to have better energy performance (shown in Graph 5), based on their Energy Performance Certificate (EPC). EPC ratings run from A to G, with A being the most energy efficient and G the least. This is a legal document that provides an energy efficiency rating for a property. The rating is crucial for homeowners, landlords, and tenants as it indicates how energy-efficient a building is and helps estimate potential energy costs for heating, lighting, and hot water. The fact that EPC ratings are often better in deprived areas that generally experience higher levels of damp, cold and in disrepair can seem surprising. However, EPC ratings only measure how energy-efficient a home is, not its overall condition.

Many deprived areas have newer or recently upgraded social housing with modern boilers and insulation, which lifts their EPC score.

At the same time, older terraced homes and flats in these areas can still suffer from problems like damp and poor ventilation. In contrast, some of the least deprived areas have older, larger homes that are harder to insulate, so they score lower on EPC measures, even if they are well cared for.

Graph 5
Proportion of Households with an EPC Rating of A-C by IMD Decile in Wirral, 2025⁽²⁾



By improving housing quality and safety, we can help to narrow the gap between different parts of Wirral. The Healthy Homes Team in Wirral Council helps residents to make their homes safer, warmer and healthier. The team works closely with private landlords in areas of Wirral where we know that poor housing is an issue, to ensure privately rented homes meet safety and quality standards.



Key facts

Homes in Wirral's poorest areas often have better energy efficiency, with almost half (43%) having a good Energy Performance Certificate (EPC) rating of A–C.⁽²¹⁾

In the least deprived, more affluent areas of Wirral, only about 1 in 4 homes (24.1%) have an A–C EPC.⁽²¹⁾

About 14% of homes in Wirral don't meet basic quality and safety requirements, which is slightly higher than the England average of 12%.⁽²²⁾

Around 23% of all homes are classed as 'non-decent', meaning they fail at least one standard for repair, modern facilities, safety or warmth.⁽²²⁾

In some 'lower demand' areas of Wirral, around one in three privately rented homes fail to meet the Decent Homes Standard.⁽²²⁾

Around 10% of owner-occupied homes and 20% of private rentals have serious safety or health risks.⁽²³⁾

The number of homes reporting damp, mouldy or cold conditions to Wirral Council's Healthy Homes has more than doubled since early 2023. In the first quarter of 2023/24, 63 homes were reported. By the first quarter of 2025/26, this had risen to 160. Since late 2024, over 100 homes have been reported every quarter, with 190 cases in the final quarter of 2024/25; the highest so far.⁽²⁴⁾



MAKING A DIFFERENCE IN WIRRAL **HEALTHY HOMES**

The Healthy Homes scheme is an important part of Wirral's approach to tackling the health impacts of poor housing. By identifying hazards such as damp, mould, inadequate heating, and overcrowding, the team within Wirral Council helps households to stay warm and safe, reducing the risks that contribute to fuel poverty and extra deaths in the winter months.

Their work supports wider efforts to improve the quality and safety of homes across the borough, especially older properties and private rentals. This includes making sure that repairs are done, homes are more energy-efficient, and safety measures are in place. This is done through home visits, advice, and referrals to partner services. Healthy Homes supports residents in maintaining safer, warmer, and healthier homes, showing how targeted housing interventions can make a real difference to wellbeing and public health outcomes.

Healthy Homes has supported thousands of households to live in safer, warmer and healthier homes. Between July 2019 and April 2025, the team completed over 5,300 home surveys and made more than 7,000 referrals to partner agencies. In 2024/25 alone, 912 households received a survey; 252 cases of damp and mould were identified and over 2,100 referrals were made for housing, health and wellbeing support. Of those 252 cases, around two thirds of identified hazards have now been resolved.

In 2024/25, the team made homes safer by fixing 222 serious hazards and issuing 175 legal notices to ensure that landlords carried out essential repairs.







3

UNEQUAL FOUNDATIONS

Why does housing impact some people's health more than others?

Some individuals, groups and communities in Wirral are far more likely to experience issues connected to poor housing than other people are. While most people in Wirral live in warm, safe, and stable homes, others face daily challenges that make it hard to stay healthy and well. These differences in housing such as poor conditions, overcrowding, rising costs or unstable housing are a major cause of health differences across the borough.

Whilst too many people in Wirral face challenges with their housing, for the purposes of this report, we have highlighted examples from the following groups, in order to show how housing issues can affect people differently.

Children and Young People who need safe, stable homes to grow, learn and stay well.

Adults who are unemployed or on low incomes who often face the biggest barriers to finding and keeping a decent home.

Older People who may struggle in homes that are cold, unsafe or designed for their changing needs.

People who are homeless often face the most severe housing challenges. They may be sleeping rough, staying in temporary accommodation, or sofa surfing with friends or family, making it much harder to stay healthy, access support, or move towards education, training or employment.



1. CHILDREN AND YOUNG PEOPLE

A child's home plays a huge role in their health, happiness and chances in life. When a home is cold, damp, overcrowded or unsafe, it can affect a child's development from their earliest years.

In Wirral, children growing up in the most deprived areas are more likely to live in poor housing, and as a result, they face higher risks of illness, injury and problems at school.

Housing conditions are shaped not only by the building itself, but also how homes are used. Most families are doing their best in challenging times, but factors such as limited space, high energy costs, poor ventilation or lack of awareness can sometimes cause issues like damp, poor indoor air quality and safety risks.

What happens when homes aren't safe or secure for children?



Breathing Problems: Damp, mouldy and cold homes make asthma and other breathing problems more likely. Poor indoor air quality can be made worse by factors such as drying clothes indoors without adequate ventilation, blocking air vents, smoking indoors or using certain cleaning or pest control chemicals. Children in the poorest parts of Wirral have more than twice the rate of asthma compared with those in wealthier areas.



Overcrowding: Around 3% of households in the most deprived areas are overcrowded, compared with just 0.5% in the least deprived areas. Overcrowding affects sleep, makes it harder to study, reduces privacy, and increases the spread of infections.⁽²⁰⁾



Injuries at homes: Children living in the most deprived areas of Wirral are twice as likely to be admitted to hospital after an accident at home.⁽⁶⁾ Unsafe stairs, poor electrics, and the lack of safe play space can contribute to the higher risk.



Impact on Education: By definition, families living in temporary or unstable housing will often have to move from accommodation to accommodation. This will usually result in a lack of structure and routine for the children in that family, potentially leading to increased levels of stress and anxiety, and challenges to regular school attendance and effective learning and achievement





MAKING A DIFFERENCE IN WIRRAL **A FAMILY'S EXPERIENCE OF POOR HOUSING CONDITIONS**

A young family with a four-month-old baby was referred to the Healthy Homes team by their local Family Hub. Both parents were care leavers and had recently moved into a privately rented flat in Wirral, with no local support network. Soon after moving in, they began to experience serious problems with their home.

When the Healthy Homes visited, the team found extensive damp and mould throughout the property, a broken bedroom heater and damaged electrical sockets. There was no fire detection equipment in the flat, and the communal alarms in the building were also not working. With no ventilation and a possible leak under the flooring, the family were living and sleeping in one room to stay warm. Much of their furniture had already been damaged by the damp.

As the conditions were so poor and the family also had a young baby, the Healthy Homes officer arranged an urgent formal inspection by the council's Housing Standards Team. The inspection confirmed serious hazards, and a Prohibition Order was issued to stop anyone living in the property until it was made safe.

The team worked quickly with the Housing Options Service and the letting agent to find alternative accommodation. The family decided that they did not want to return to the same building and were supported into safe temporary housing while waiting for a move closer to their home area.

Healthy Homes continued to offer practical help and emotional support, linking the family to their local Family Hub, social supermarkets, and charities that provided baby essentials. They were also introduced to parent and baby groups, helping them to feel part of the community and reduce isolation.

Thanks to this joint approach, the family are now living in a safe and healthy environment.



2. ADULTS ON LOW INCOMES

For adults, having a decent home and having a job often go together. A steady income makes it easier to afford a safe, warm place to live and a good home supports better health, confidence and stability.

In Wirral, around 3.3 % of working age residents are unemployed ⁽²⁵⁾, while almost one in five households has no one in work.⁽²⁶⁾ These figures are higher than both the regional and national averages, reflecting the ongoing challenges faced by residents.

Unemployment levels in Wirral are generally higher than the national average. However, in certain parts of Wirral, Birkenhead, Rock Ferry and Bidston for example, have particularly high levels, which results in people facing both financial and housing pressures at the same time. Many out of work adults live in social or temporary housing with limited access to affordable energy, transport and healthy food. These factors combine to create both financial and health barriers that make finding or sustaining work even harder.

Impact of poor housing on low-income adults



Affordability pressures: For many adults who are out of work, being able to afford a home is a key concern. High private rents, low income and rising living costs can trap people in poor quality or unsafe housing.



Low pay, even in work: Provisional figures for 2025 show that 17.7% of all workers in Wirral earn below the Real Living Wage. This is 11% for full-time workers and 32.6% for part-time workers, meaning that being unable to afford and keep a home, can affect those who are employed too.⁽²⁷⁾



Insecure Housing: Short-term or informal renting can make it harder for people to focus on looking for a job, training or long-term planning.



Health Challenges: Poor housing can worsen both mental and physical health, creating extra barriers to finding work.



Transport and Location: Poorly connected housing areas, make it harder to reach jobs, training and essential services.





MAKING A DIFFERENCE IN WIRRAL **HOUSING IMPACTS ON EMPLOYMENT**

Sarah is in her late thirties and has recently found herself out of work. After losing her job, her financial situation quickly became unstable and she was no longer able to keep up with the cost of food, bills and rent. To cope, she moved in with a family member for a short time while she tried to get back on her feet. Although this gave her somewhere safe to stay, it also meant losing her independence, which made her anxiety and low mood much worse.

Sarah was also dealing with grief and long-term mental health problems, including depression and low confidence. These issues made it difficult for her to look for work, even though she knew getting a job would help her financially. She described job searching as overwhelming, particularly as she worried about whether she would ever be able to afford her own home again.

With support from ReachOut, a support service run by Involve Northwest, Sarah was able to access support for her mental health, money problems and practical help such as funding for food and toiletries. She also received emotional support, including calming techniques and time to talk about her worries. This helped her rebuild her confidence and recognise her strengths.

With the right support (including help in preparing for interviews), Sarah applied for a role in customer services and got her 'dream' job. This has lifted a huge weight from her shoulders. She is now working towards living independently again and feels far more hopeful about the future.

Sarah said, "I never imagined that I would be looking forward to going into work, but I am. My family is pleased for me and things in the house feel calm again."

Sarah's story demonstrates how the right support, practical and emotional, can help people regain stability and confidence to get back into work.



3. OLDER PEOPLE

As people get older, their homes play a huge part in keeping them healthy, safe, and independent. Wirral has a larger older population than the national average, and many of its older residents are living with mobility issues and long-term physical health conditions, along with the pressures of meeting the rising costs of heating older homes.



Impact of poor housing on older people



Affording to heat homes: Age UK reports that 16% of older people (around 1.9 million) are unable to heat their homes. Cold, poorly insulated homes increase the risk of illness and contribute to higher deaths in the winter.⁽²⁸⁾



Falls at Home: Falls are one of the biggest reasons that older people end up in hospital. In 2023/24, there were 1,465 emergency hospital admissions due to falls in people aged 65 and over in Wirral.⁽⁶⁾



Loneliness: Poor transport, unsuitable housing and living alone can all lead to loneliness. One in five older adults in Wirral say they feel lonely 'often or always'.



Home Adaptations: In 2024/25 Wirral Council completed 3,576 home adaptations. After works were completed, most people said they felt safer, warmer and more independent in their homes.





MAKING A DIFFERENCE IN WIRRAL **HOME ADAPTATIONS AND RESTORED INDEPENDENCE**

Margaret, aged 78, lives alone in a terraced home in Tranmere, where she has lived for more than 40 years. Following a fall on the stairs, she was admitted to hospital and later referred to Wirral Council's Healthy Homes and Adaptations Service.

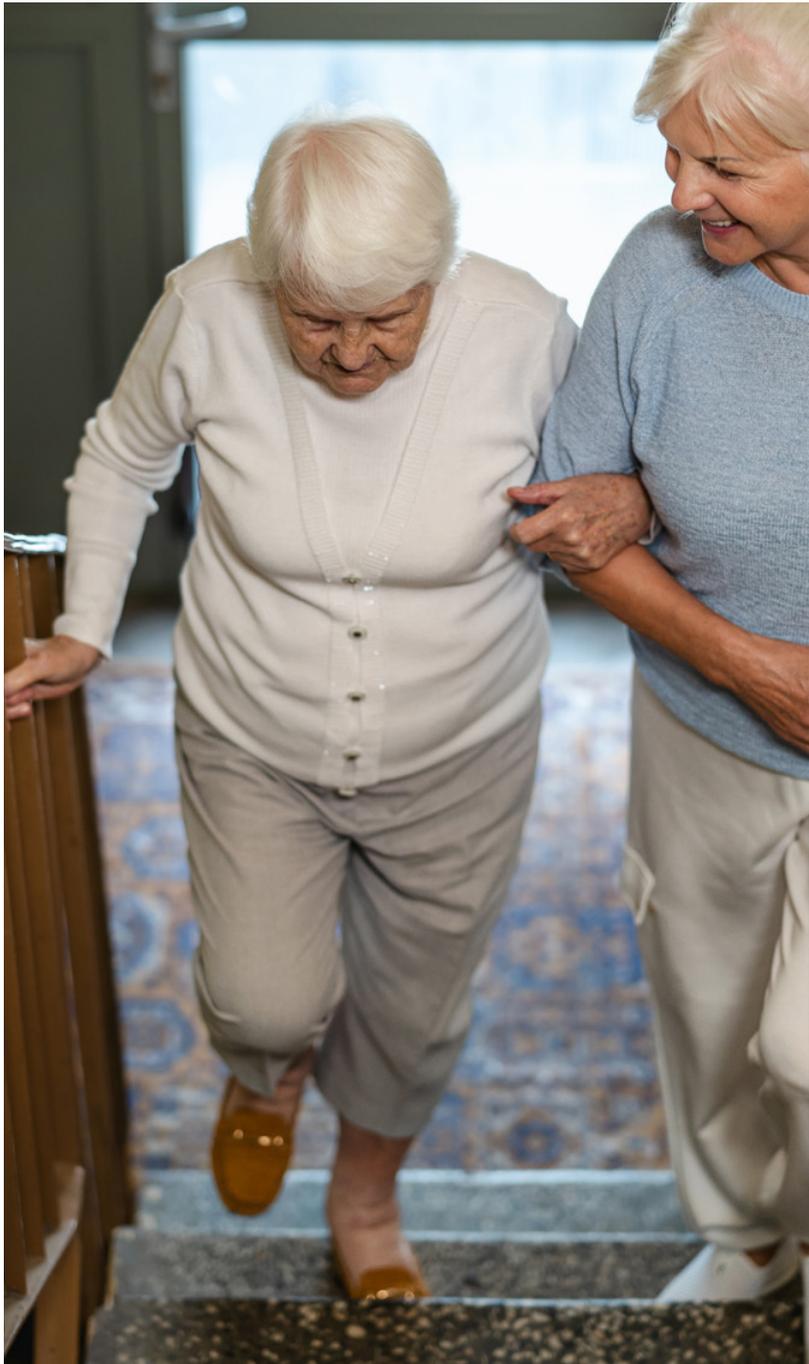
Margaret had long struggled with arthritis and reduced mobility, and her home with steep stairs and a small bathroom, had become increasingly difficult to manage.

An occupational therapist assessed her needs and recommended several adaptations to make her home safer and easier to navigate. These included installing a stair lift, grab rails, brighter lighting, and a level-access shower to replace her bath.

Within weeks, Margaret was able to return home from hospital with the confidence that she could move safely around her property. She now reports feeling more independent, uses her kitchen and bathroom without assistance, and has resumed her weekly visits from family and friends.

Margaret said "Before the changes, I was scared of falling again. I stayed downstairs most of the time. Now I can get around my house safely and feel like myself again."

The benefits went beyond physical safety. Margaret's mood and wellbeing improved significantly, and she no longer required daily care visits, helping to reduce pressure on local health and care services.



4. PEOPLE WHO ARE HOMELESS

Having a stable home gives people safety, security, and a sense of belonging. Without it, every part of life becomes harder. Across the country, homelessness is rising. Nationally in 2024, more than 1.2 million people were waiting for social housing and deaths among people experiencing homelessness reached their highest level on record.

In Wirral, around 1,000 people each year are homeless or at risk of losing their home. This includes families, single adults, and people with complex needs. Reasons for becoming homeless include relationship breakdown, domestic abuse, money problems, and the ending of private rented tenancies. People without a stable home are much more likely to have poor health and are ten times more likely to die early than the general population. Even temporary accommodation or being placed in bed and breakfasts, can be stressful and uncertain, often leading to anxiety, disrupted schooling for children, and difficulties accessing healthcare.

The Wirral Homelessness Review (2024)⁽³⁰⁾ gives a clearer picture of what this looks like locally. It shows how pressures on housing, health, and support services are growing, and how homelessness often reflects wider social and economic challenges.

Key facts

Homelessness cases in Wirral rose by 16% between 2020 and 2024.⁽²⁹⁾

14.4% of people assessed had been homeless before, which is nearly twice the national average of 7.7%.⁽²⁹⁾

55.5% of people who were given full homelessness support had a mental health need, which is almost twice the regional average of 28.8%.⁽³⁰⁾

74% of temporary accommodation placements were in bed and breakfasts as of March 2024.⁽³¹⁾

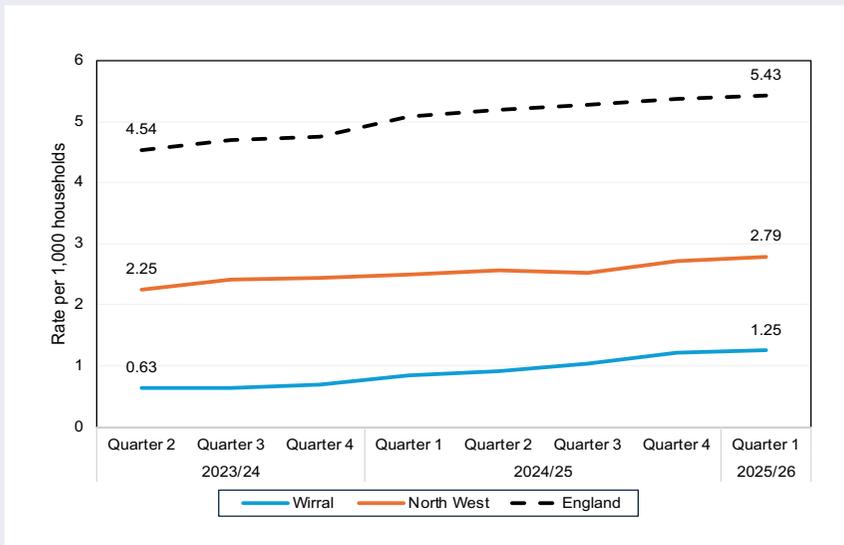
57.8% of cases of homelessness were caused by private rented sector evictions, which is higher than the national rate.⁽³²⁾

The number of applicant households (single or families) in temporary accommodation at 1st August 2025 was 199. This continues to grow each quarter.⁽³³⁾

Source: Wirral Homelessness Review (2024)⁽³⁰⁾

Wirral's Homelessness Review also highlighted issues such as the growing reliance on bed and breakfast and other temporary placements. Graph 6 shows how Wirral's rates of temporary accommodation compare to those of the North West and England. Whilst Wirral has fewer households in temporary accommodation compared to the North West and England overall, the rate in Wirral almost doubled between Quarter 2 of 2023/24 and Quarter 1 of 2025/26. By comparison, the increase was much smaller in the North West and across England during the same period.

Graph 6:
Rates of Temporary Accommodation in Wirral compared to North West and England 2023/24 – 2025/26 ⁽³⁴⁾



In the first quarter of 2025/26, which is the most recently available data for Wirral, 258 individuals or families were assessed as needing help because they were homeless.⁽³⁰⁾ This is up from 201 households in the second quarter of 2023/24. There has also been a 27% increase in the number of individuals or families having been assessed as needing help because they were at risk of becoming homeless.

Despite these ongoing challenges, there has been progress. Wirral has expanded its Housing First programme, which provides personalised, long-term support for people with complex needs. Specialist housing caseworkers are also helping to prevent homelessness and support residents to keep their tenancies.





MAKING A DIFFERENCE IN WIRRAL **HOUSING FIRST**

The Housing First programme in Wirral continues to transform lives by providing stable, long-term housing as the foundation for recovery and wellbeing. Aimed at supporting people who have experienced chronic homelessness and multiple disadvantages, the programme offers safe accommodation alongside intensive wraparound support tailored to each individual needs. Through strong collaboration between housing providers, health services and voluntary sector partners, Housing First helps participants to rebuild their independence, reconnect with communities and improve their physical and mental health.

In Wirral, the programme currently supports up to 36 people with high and complex needs at any one time. Delivered by a dedicated local team of support workers, the service provides intensive, person-centred support to help residents not only secure a tenancy, but to sustain it long term. Since launching, 24 people have been successfully housed through the scheme, with 10 residents 'graduating' after achieving stability and no longer needing intensive support. Six people have sustained their tenancies for more than two years, and many have seen

remarkable improvements in wellbeing, including better mental health, reduced offending, improved engagement with services, and successful completion of detoxification and rehabilitation programmes. Feedback from participants has been overwhelmingly positive, with 100% of service users reporting that Housing First has made a real difference to their lives. For some, it has meant leaving the streets after more than a decade of rough sleeping.

Looking ahead, there is strong support for expanding the Housing First model in Wirral and exploring tailored approaches such as a "Housing First for Youth" offer for care leavers, helping even more residents to build a stable foundation for healthier, independent lives.





4

BUILDING HEALTHIER FUTURES

The long-term impact of housing and regeneration on communities in Wirral.

Wirral is currently going through one of the biggest regeneration programmes in its history. This is a major opportunity to reshape our communities in a way that supports people's health and wellbeing. By thinking about health from the very beginning when developing new homes, streets and community spaces, we can help people live happier, healthier lives into the future.

WHAT'S HAPPENING ACROSS WIRRAL?

A number of large projects are already underway, helping to transform local areas and improve the quality of homes, jobs and public spaces. These include:

- **Wirral Waters:** This £4.5 billion project will transform the old Birkenhead docks area. It will bring thousands of new homes, new jobs, and new learning spaces. The homes will be energy-efficient and built to a high standard and the plans also include new green areas and walking routes, all of which support both physical and mental wellbeing.⁽³⁵⁾
- **Birkenhead Town Centre:** The town centre is being redesigned with new homes, green spaces and community facilities. The aim is to create a more vibrant, healthier place to live and work, shop and spend time.⁽³⁶⁾

- **Liscard, Seacombe, and Woodside Regeneration:** Work in these areas focuses on improving housing, transport, and public spaces. Better walking and cycling routes, improved access to the waterfront and streets will help local people stay active and feel more connected to their community.⁽³⁷⁾
- **Local Housing Projects:** New homes are also being built in areas such as Liscard, Bromborough, and Moreton. These projects help meet local demand and create more affordable housing options for local people.



MAKING A DIFFERENCE IN WIRRAL USING LOCAL VOICE TO INFLUENCE REGENERATION

Residents have played an important role in shaping the plans for Dock Branch Park. The Qualitative Insight Team in Wirral Council, listened directly to residents, community groups and people who use the area, to understand what matters most to them. Through interviews, workshops, walking tours and drop-in sessions, the team gathered views from a wide range of people including families, young people, older residents, people with disabilities and vulnerable groups. They explored how people currently use the space, what they like about the area, and what stops them from spending time outdoors. This insight gave a clear picture of what local communities need from the new park; from safety and accessibility to places to relax, exercise and socialise.

These findings have been used to guide the design of Dock Branch Park from the very beginning. The feedback shaped decisions on lighting, pathways, seating and planting, making sure the park works for people of all ages and abilities. Residents' calls for safer walking and cycling routes have influenced plans for active travel links, and suggestions for community spaces have been built into the design so that the park can host events, activities and gatherings. By grounding the project in real lived experience, residents have helped to ensure that the new Dock Branch Park will be a welcoming, inclusive and well-used space that truly reflects what the local community wants and needs.





WHAT DO RESIDENTS WANT BY 2040?

Residents have been asked to share their hopes for what their communities should look like by 2040. People talked about safer streets, greener spaces, affording to buy a home, better transport and places where neighbours can come together. These views match the priorities set out in Wirral's Health and Wellbeing Strategy. They are a clear reminder that the way we design, build and look after our communities has a huge impact on our health. By listening to local people and using their ideas to guide regeneration, Wirral can grow into a healthier, fairer and more connected place for everyone.

As Wirral continues to grow and regenerate, keeping health at the centre of housing and community planning will be essential. By listening to residents, improving the quality of homes and building communities that support active, connected and fulfilling lives, we have the opportunity to create a borough where everyone regardless of age, income or background has the chance to live well.

GENERATIONAL HOPES AND PRIORITIES



SAFETY AND BELONGING

Residents want to feel safe in their homes and neighbourhoods, free from the fear of crime, anti-social behaviour, and environmental neglect. Clean, well-lit streets, visible community policing, and accessible public spaces were seen as essential to both safety and mental wellbeing.



HOUSING QUALITY AND AFFORDABILITY

People of all ages spoke about the need for affordable, energy-efficient, and well-maintained homes. Younger adults emphasised the importance of affordable rents and first-time buyer support, while older residents highlighted the need for accessible and adaptable housing that supports independence and social connection.



LOCAL PRIDE AND REGENERATION

There is strong public support for regeneration that restores pride in local areas. Participants felt that visible progress, cleaner environments, and care for shared spaces would encourage stronger community ownership and wellbeing.



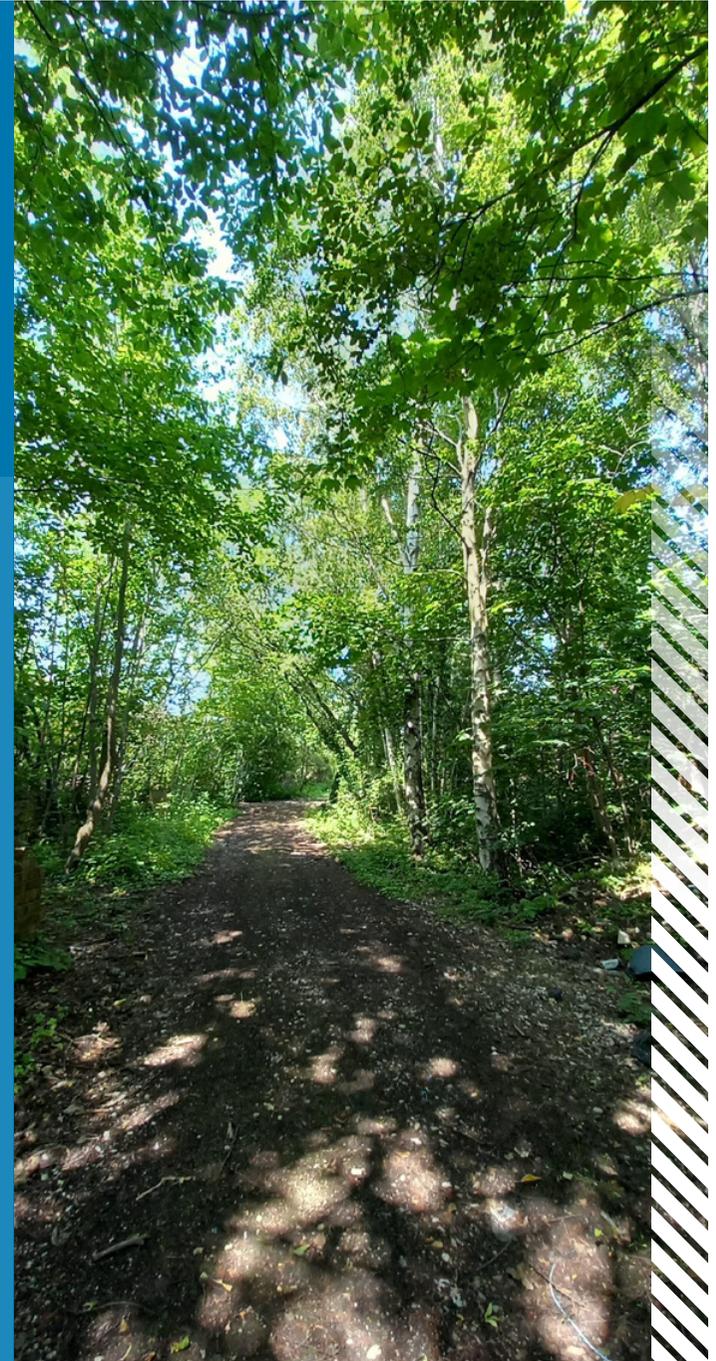
OPPORTUNITIES AND INCLUSION

Residents want regeneration to create opportunities for everyone, especially for young people through local jobs, fair access to education and training, and inclusive social spaces that reduce isolation.



NATURE AND ENVIRONMENT

Clean air, access to green and blue spaces, and protection of biodiversity are central to residents' vision for a healthy Wirral. People value their proximity to coastlines and parks, describing these spaces as vital for mental health and connection.



WIRRAL 2040: OUR COMMUNITIES' HEALTH & WELLBEING PRIORITIES

YOUNG PEOPLE 15-17

MORE SOCIAL, RECREATIONAL & VOLUNTARY ACTIVITIES

- YOUTH CLUBS
- FISHING
- MUSIC VENUES
- SPORTS CLUBS
- HELPING THE VULNERABLE
- SUPPORT TO START OUR OWN!

BETTER MUSIC SCENE
PRACTICE & LEARN FROM LOCAL ARTISTS

"WE'RE NOT FORGOTTEN"

OPPORTUNITY
WIDER CURRICULUM OPTIONS
PRACTICAL SKILLS TO BROADEN COLLEGE & JOB OPTIONS
MORE WORK EXPERIENCE & JOB OPPORTUNITIES

INDEPENDENCE
TRAVEL
FREEDOM
OWN A HOME
MARRIAGE
RAISE A FAMILY

FREE TO CROSS WIRRAL POSTCODES

WELCOME
NON-JUDGEMENTAL
FRIENDLY
KIND
LIVELY

CLEANER, SAFER PARKS & STREETS

IT LIKE PLACES TO CONGREGATE & TALK, OR WORKSHOPS

HAVE FRIENDSHIPS PEOPLE BEING SOCIAL

PROUD OF THE AREA

FEEL SAFE
MORE BINS
PLANTS, TREES & FLOWERS
LOOK AFTER THE ENVIRONMENT
DRINK TREAT

YOUNG ADULTS 18-25

AGE-APPROPRIATE ACTIVITIES IN WIRRAL FOR YOUNG ADULTS & TEENS

TRAVEL ACCESSIBLE YOUTH HUBS THAT ARE SAFE AFTER DARK, WITH GOOD REPUTATIONS

UNDER 18s EVENTS
WHERE ALCOHOL ISN'T SERVED

MUSIC RECREATION SOCIAL

LOCAL EMPLOYMENT PATHWAYS

LOCAL BUSINESSES CONNECTED TO TALENT IN LOCAL SCHOOLS, COLLEGES & UNIVERSITIES

FREE P

DR'S, PHARMACIES, SHOPS & FUN THINGS TO DO NEARBY

"PEOPLE UNDERSTAND EACH OTHER"

GENUINE COPRODUCTION WITH RESIDENTS

IMPROVED SAFETY & QUALITY OF LIFE

ADULTS 26-54

YOUNG PEOPLE HAVE ACCESS TO EXTRACURRICULAR ACTIVITIES HELPS TO DEVELOP:

- SOcial SKILLS
- SELF-WORTH
- LIFE SKILLS
- ENGLISH LANGUAGE

TOWN IS ACTUALLY ACCESSIBLE TO ALL

"MORE FOR TEENS TO DO & THEY'RE AWARE OF THEM!"

ATTRACTION FOR BUSINESSES

TOURISM INVESTED IN

MORE LOCAL BUSINESSES TO WORK FOR

DIVERSE WORKPLACES SEND OFFER INVESTED IN

REGENERATION PROJECT

SUPPORT FOR SMALL & MEDIUM SIZED BUSINESSES

EDUCATIONAL & VOCATIONAL COURSES ALIGNED TO LOCAL BUSINESS

TECH A.I.

REGENERATION THROUGH COPRODUCTION

SAFE, CLEAN & WELL LIT PARKS & STREETS

IMPROVED AIR QUALITY

REGENERATION THAT PROTECTS & ENHANCES NATURE

ANTHROPOMETRIC

AFFORDABLE HOUSING
AFFORDABLE TRANSPORT
COMMUNITY ASSETS
ALL INVESTED IN

OLDER PEOPLE 55-78

ACCESSIBLE AFTER SCHOOL ACTIVITIES FOR ALL YOUNG PEOPLE ACROSS THE WIRRAL

YOUNG PEOPLE HAVE OPPORTUNITIES

- LIFE SKILLS
- DISCIPLINE
- RESPECT

REDUCED SCREEN-TIME

ANTI-SOCIAL BEHAVIOUR

SUBSTANCE MISUSE

WIDE VARIETY OF ACTIVITIES FOR OLDER PEOPLE

- CHAIR EXERCISES
- YOGA
- WALKING GROUPS
- TRIPS
- RAFTS
- GARDENING

GROWTH

IMPROVED SEND OFFER AROUND EDUCATION & RESPITE

NEEDNANCE OF JOB PROSPECTS

LOCAL BUSINESSES SUPPORTED

POSITIVE POLICE RELATIONSHIPS... THEY ARE FAMILIAR TO COMMUNITIES

SAVE STREETS FOR EVERYONE

HISTORICALLY SYMBOLIC PLACES REINVED

PROVIDING SOCIAL, WELLBEING & TOURISM OPPORTUNITIES

INTERGENERATIONAL COMMUNITIES

PEOPLE ARE PROUD OF THE AREA

PRESERVE & ENHANCE NATURE & BIODIVERSITY

ACCESSIBLE STREETS, PARKS & PUBLIC TRANSPORT

"A NICE ENVIRONMENT THAT PEOPLE CARE FOR WITH NICE SHOPS & STORES WHERE COMMUNITY IS BUILT!"



MY HOPE FOR WIRRAL 2040...

My hope for Wirral in 2040 is for people to live in safe, walkable towns, for those of us disabled to be able to travel + take part in social situations with dignity and for hospitals + schools to have the same air quality as Parliament

MY HOPE FOR WIRRAL 2040...

SEEING KIDS HAVE MORE EDUCATION ON LIFE, EARLY NOT LATE IN SCHOOL LIFE
MORE INFORMATION FOR PEOPLE TO ACCESS FOR INFORMATION ON THINGS AROUND.

MY HOPE FOR WIRRAL 2040...

MY HOPE FOR THE FUTURE OF THE WIRRAL IS THAT THERE ARE MORE FACILITIES FOR YOUNG PEOPLE TO TEACH RESPECT, MORALS AND EMPOWER THEM FOR LIFE.

MY HOPE FOR WIRRAL 2040...

My hope for Wirral after some years everyone must be loved and respected everyone move freely without fear every animal and birds more protected every Wirral roads clean and green

MY HOPE FOR WIRRAL 2040...

I like that the Wirral is being developed, but I would like to see the green spaces we have to be preserved. We are so lucky on the Wirral to have a diverse array of open spaces & it would be a shame to lose any for the sake of a new building

MY HOPE FOR WIRRAL 2040...

Having Entertainment for young Adults and older teenagers to keep them occupied. The reason for this is a lot of teenagers tend to start drinking in pubs and smoking weed because there is nothing for their age group to do. May stop the Drugs and it all starts.

they are too old for the chicks and kids activities and places but too young for the adult activities they find either end boring. if we give them age appropriate things we can stop alcohol problems before

CREATING HEALTHIER HOMES AND COMMUNITIES NEXT STEPS FOR WIRRAL

Wirral has a real opportunity to transform lives by improving the places that people call home. The evidence is clear: better housing drives better health. Safe, warm, stable homes strengthen communities, reduce inequalities, and support people to live well at every stage of life. But no single organisation can achieve this alone. Meaningful change happens when housing providers, health and care services, local government, voluntary and community organisations, and residents work together as partners sharing knowledge, resources, and ideas.

This is a moment to act boldly and collaboratively. By placing health, wellbeing and community voices at the heart of regeneration and housing activity, Wirral can create homes and neighbourhoods that not only meet basic needs but foster pride, connection and opportunity. To realise this ambition, the Wirral system can show collective leadership by committing to the following recommendations:

1. Embed housing as a core determinant of health across the system

Adopt a shared system-wide framework that aligns with statutory housing duties and existing council programmes. Ensure that all regeneration, planning and investment policies and decisions take account of health impacts.

2. Target health-related housing interventions using robust local intelligence

Continue to use neighbourhood level housing and health data to focus resources on households at greatest risk. This could include statutory inspections, selective licensing activity, proactive Healthy Homes activity and early help support where appropriate.

3. Strengthen approaches to improving cold, damp or unsafe homes through coordinated enforcement and advice

Improve system-wide awareness and referral pathways (e.g. Warmer Wirral) and coordinate advice, support and enforcement activity on poor housing conditions where appropriate.

4. Increase the supply and accessibility of appropriate, affordable homes, including addressing overcrowding

Identify a pipeline of deliverable housing sites that expands local housing options in line with planning policy, ensuring that future homes are designed to meet the needs of future populations.

5. Reduce homelessness through a prevention-focused approach aligned with the Wirral Homelessness and Rough Sleeping Strategy 2025–2030

Expand the use of alternative temporary accommodation, beyond traditional bed and breakfast provision, to better support health and wellbeing. Strengthen early prevention activities to reduce homelessness, ensuring that when homelessness does occur it is rare, brief, and not repeated.

6. Strengthen multi-agency responses to complex housing related vulnerabilities, including hoarding

Strengthen multi-agency responses to complex housing related vulnerabilities, including hoarding, by clarifying shared pathways, roles and risk processes. Improve early identification, ensure coordinated safeguarding, and provide consistent support across housing, fire, health and social care services.

7. Strengthen multi-agency data and intelligence sharing

Adopt a more proactive and systematic approach to identifying individuals and households at risk of homelessness, enabling earlier intervention and improved health outcomes. Explore the use of predictive analytics to identify specific cohorts currently at risk, as well as those who may be at risk in the future.

These recommendations will be translated into a single partnership action plan with clear deliverables, measures and oversight.



WHERE TO GET HELP SOURCES OF LOCAL ADVICE AND SUPPORT

Ask Us Wirral (Citizens Advice Wirral partnership)

Free advice on housing, benefits, debt, wellbeing and more.

Phone: **0808 278 7848**

Website: askuswirral.org.uk

Citizens Advice Wirral

Practical support on housing rights, welfare and debt.

Phone: **0808 278 7848**

Website: citizensadvicewirral.org.uk

Family Toolbox

Early Help Offer in Wirral providing a range of support services aimed at assisting children, young people and their families to address issues early and improve outcomes.

Email: hello@familytoolbox.co.uk

Website: familytoolbox.co.uk

Healthy Homes Team (Wirral Council)

Help and advice to improve housing conditions and health.

Email: healthyhomes@wirral.gov.uk

Website: www.wirral.gov.uk/housing/help-your-home/healthy-homes

Magenta Living

Housing association providing social housing, repairs, maintenance service and support.

Phone: **0808 100 9596**

Website: www.magentaliving.org.uk

Prima Group

Provides homes for families, single people, over 55s, students, key workers and shared ownership homes.

Phone: **0151 452 0202**

Email: info@primagroup.org

Property Pool Plus

Service for affordable housing across Merseyside, including Wirral. Open properties are advertised weekly.

Website: www.propertypoolplus.org.uk

Shelter Merseyside

Offers a wide range of help and advice on all housing and homelessness issues.

Phone: **0344 515 1300**

Email: info@shelter.org.uk

Wirral Council – Housing Options

Free advice and support if you are homeless, at risk of homelessness or need options for longer-term housing.

Phone: **0151 666 5511** (housing options advice)

Phone: **0151 677 6557** (Emergency Duty Team out of hours)

Email: housingoptions@wirral.gov.uk

Wirral Infobank

Wirral's directory of community groups, services and activities that can support your health and wellbeing

Website: www.wirralinfobank.co.uk

Wirral Methodist Housing Association

Offers a range of properties including houses, flats, sheltered accommodation and supported housing.

Phone: **0151 647 5471**

Website: **www.wmhaltd.org.uk**

YMCA Wirral

Homeless prevention, support and accommodation service, based in Birkenhead, serving all the communities of Wirral.

Phone: **0151 650 1015**

Email: **rsiteam@birkenheadymca.co.uk**

You can also report someone sleeping rough via **www.streetlink.org.uk** or by calling **0300 500 0914**

National Support (England & UK-Wide)

Housing & Money Advice

- **Shelter (housing advice):** Free helpline for homelessness, eviction risk and housing rights.
Phone: **0808 800 4444**
Website: **shelter.org.uk**
- **Turn2us:** Search for grants, financial support and welfare benefits.
Website: **turn2us.org.uk**

Health & Crisis Support

- **NHS 111:** Free non-emergency health advice.
Call 111 (select mental health option if needed).
- **Samaritans:** Confidential emotional support.
Phone: **116 123**
Website: samaritans.org
- **Childline:** Support and counselling for children and young people under 19.
Phone: **0800 1111**
Website: **childline.org.uk**

Mental Health & Wellbeing

- **Mind (national):** Mental health advice, information and support.
Phone: **0300 123 3393**
Website: **mind.org.uk**
- **The Silver Line:** Support and friendship for older people.
Phone: **0800 470 8090**
Website: **thesilverline.org.uk**

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Lead Author:

Nicola Jones

Contributors and Editorial

Jane Harvey, Jamie Halliwell, Dave Whitfield,
Lisa Smith, Becky Mellor, Julie Graham, Sarah Kinsella,
Emma Foley, Ed Kingsley, Tessa Woodhouse

Qualitative Insight

Katriona Lloyd, Abigail Yeates, Jon Roberts

Public Health Data and Intelligence

Jack Font, Jean Bennie Masanyero

Communications and Marketing

Gintare Jurciukonyte

For more facts and further information about the health and wellbeing of Wirral residents: www.wirralhealthwellbeingknowledgehub.co.uk

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