



Wirral Community Champions

Key Updates & Insights from Our Recent Community Champions Event

23/03/2026

What the ask is?

During Covid, the ask was clear: to pull together, share vital information and support our communities through crisis. Community Champions went above and beyond to keep people safe.

Today the challenges are broader but no less urgent. Wirral faces health inequalities, poor mental health, digital exclusion, and climate pressures. Life expectancy has fallen below the England average (women 82, men 78) and people here spend around 18 years of their lives in poor health. Mental health issues alone account for more than half of all people out of work due to health conditions. And the gap in health expectancy is stark.

That's why the asks may change over time — sometimes focusing on climate, vaccinations, or promoting mental health services, other times, asking our Champions for your insights on how: services are viewed and used locally. But the overall aim is always the same: helping people in Wirral live longer, healthier, and happier lives.

Programme Update



Established a rolling programme with clear leadership, defined topics, and structured processes



Secured strong buy-in across Public Health and wider system partners



Significant improvements in systems and workflows



Increased automation and expansion of online/home-based approaches



Strengthened external communications support

Current Challenges & Considerations



Securing even small levels of investment remains a challenge



This is understandable given the wider council financial context



Strong emphasis on ensuring time and resources are used effectively and deliver value



Limited capacity to support Champions at present



Commitment to the Champions model remains long-term

Engagement & Collaboration

Strong internal buy-in has been successfully established

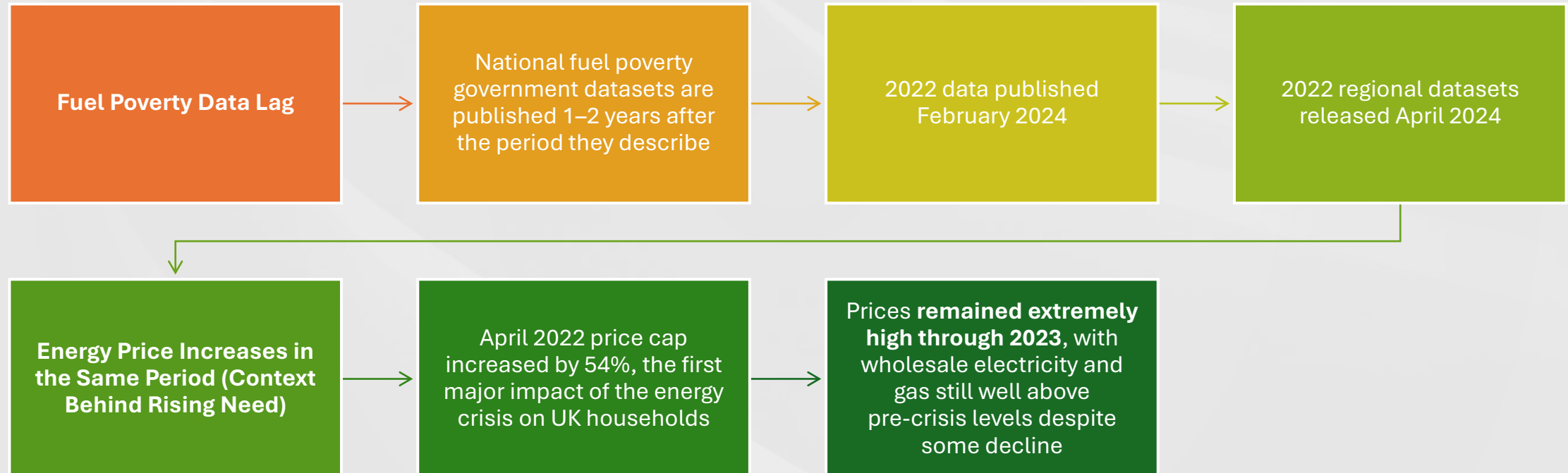
Positive engagement from external partners continues to grow

This meeting is a strong example of collaborative working in practice - Partners and colleagues are pro-actively contributing

Culture of seeking support and sharing opportunities

Activities are meaningful and designed with impact in mind

Case study - staying relevant



Wirral's Response to Emerging Need

Early warnings from communities prompted immediate action, rather than waiting for delayed datasets.

- Warm Hubs Grants to support VCSE sector as immediate response
- Coalition project: Fuel Poverty Service model launched with key partners to rapidly pool and scale capacity

Qualitative Insight Research commissioned to understand lived experience and hidden drivers

- Ethnographic findings revealed complex vulnerabilities not captured by national definitions.

Multi-stakeholder workshop held to agree priorities, direction, and system-wide actions.