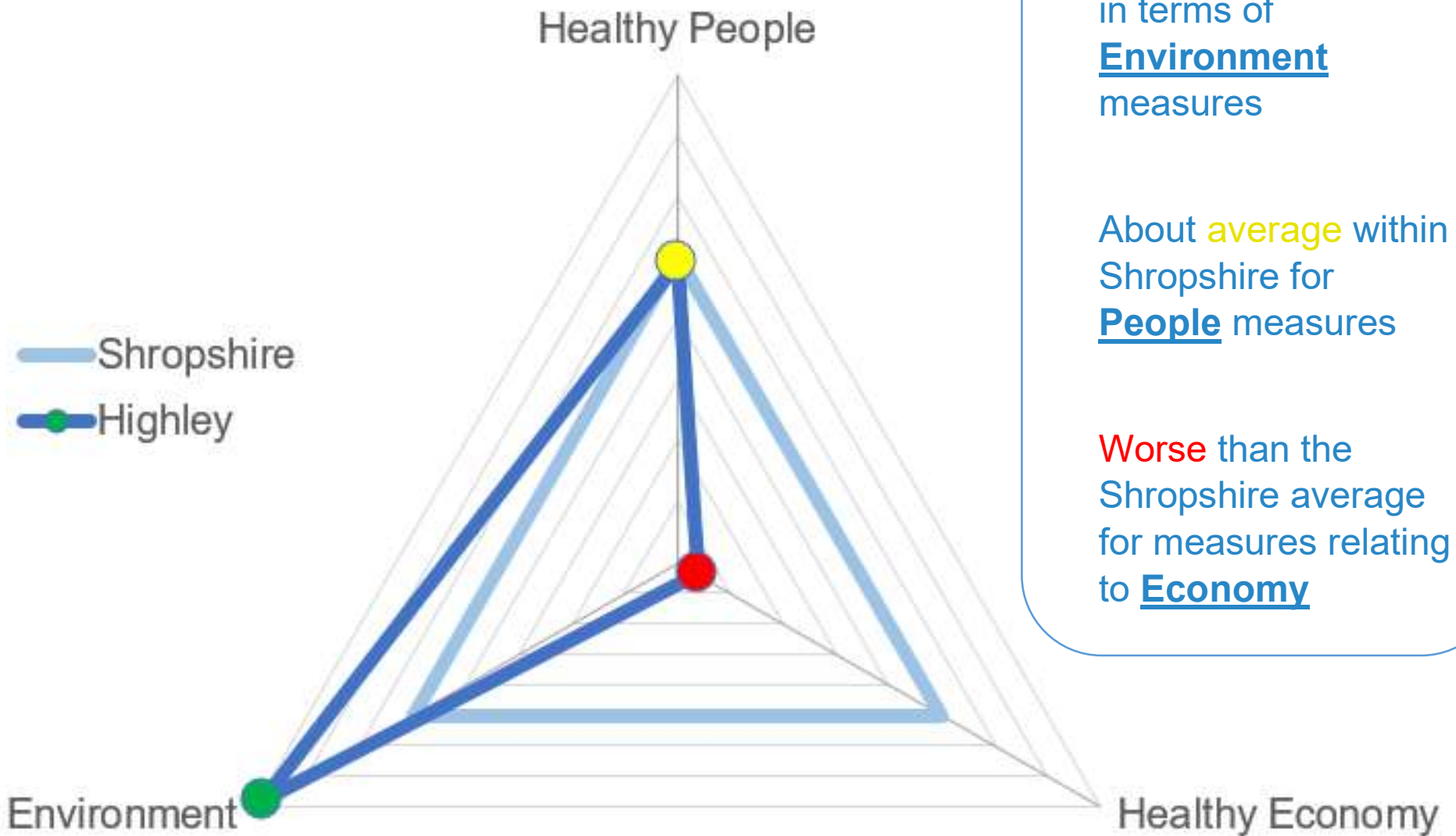




Highley Key Facts

- Highley is in the Southeast of Shropshire and is one of the smallest communities in terms of area at under 2,000 hectares and in terms of a population of around 4,400 citizens. Despite this, Highley actually has a population density of 2.2 persons per hectare – only the Shrewsbury place plan area has a higher ratio.
- Between 2001 and 2020, the population grew by 15.6%. The average age of residents is 46.
- In the 2020 population estimates, 16.9% of Highley PPA were aged 0-15, compared to 17.5% in Shropshire, whilst 27.5% of Highley PPA were aged 65+, which is higher than the 25% in Shropshire, compared to the 55.6% who are aged 16-64 (58.7% in Shropshire). This gives a ratio of 0.8 in Highley for those dependent (0-15 and 65+) on those considered independent (16-64) and this is above Shropshire (0.7).
- Based on data between 2013 and 2017, Highley has the lowest life expectancy for both males (78.7) and females (82.6) of the 18 place plan areas, compared to Shropshire (80.5 and 84.1 respectively)
- Of the 18 place plan areas, Highley has the 7th highest overall deprivation score,
- According to Household income data for 2020, Highley has a significantly higher percentage of households in the lower income bands (up to £30,000) compared to both Shropshire and England. The data also shows that Highley has the lowest median gross household income levels and median affordability ratios.
- Between 2001 and 2019, there were 900 births in the Highley place plan area.
- While the majority of Highley place plan area's residents are registered at the Highley Medical Practice (56%), there are a large number who are registered practices that are based in other place plan areas. For this reason a calculation was devised to aggregate out practice based information to place plan areas.

Highley Health and Wellbeing Index Overview



Better than the Shropshire average in terms of **Environment** measures

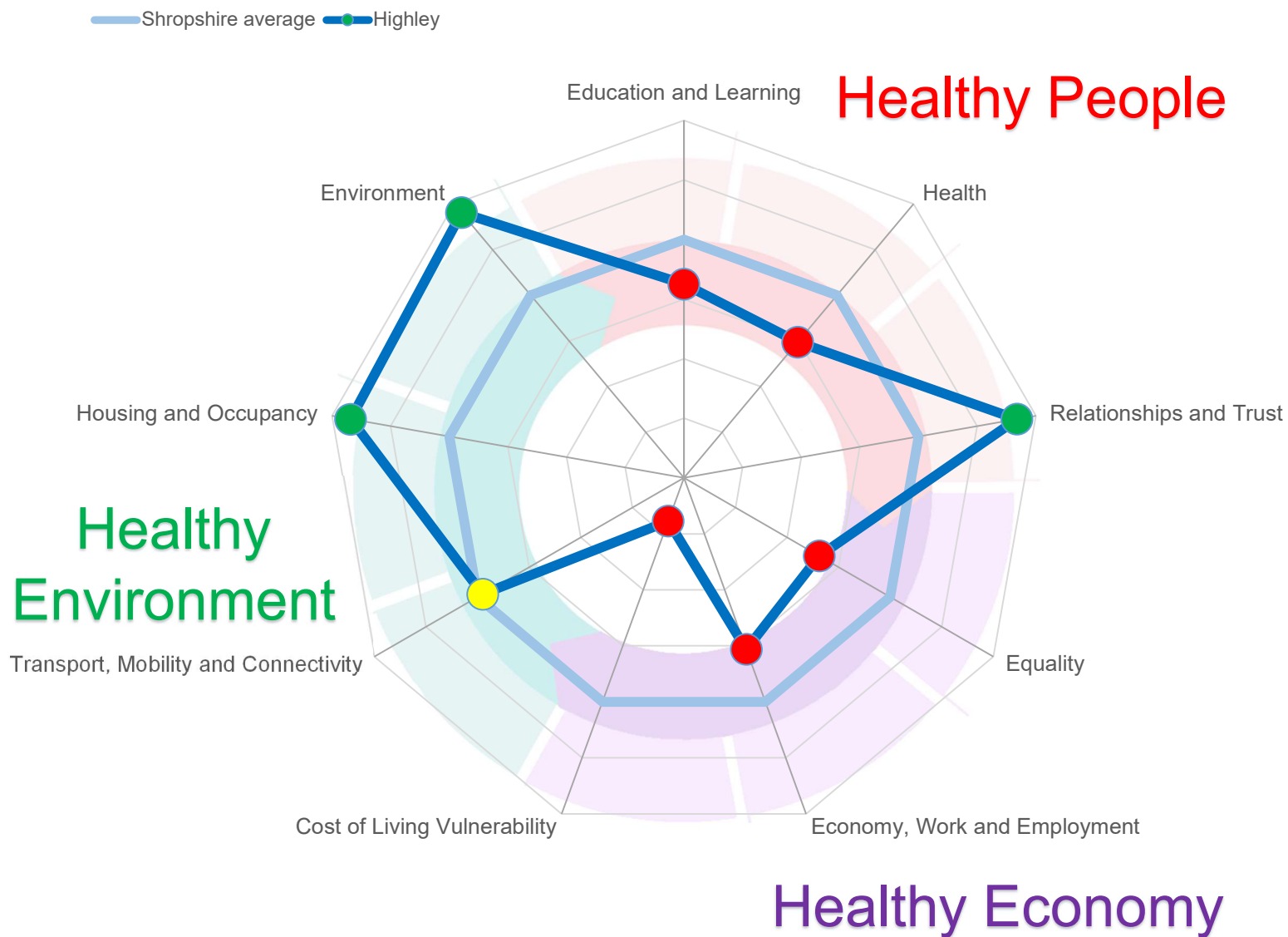
About **average** within Shropshire for **People** measures

Worse than the Shropshire average for measures relating to **Economy**

This graph provides more detail to the previous slide.

This shows where Highley is **stronger** or **weaker** in terms of specific themes within the high level categories.

For example, whilst overall Highley is around average for measures of Healthy People, it is **weaker** specifically in terms of **education and learning**, and **health**, and **stronger** in measures of **relationships and trust**.



Highley Health and Wellbeing Index Detail

Rank of Highley compared to Shropshire's 18 Place Plan Areas (1 = best, 18 = worst)



Top Strengths:

Housing and Occupancy
e.g. Affordability

Relationships and Trust
e.g. Crime Rate

Environment
e.g. Air Quality

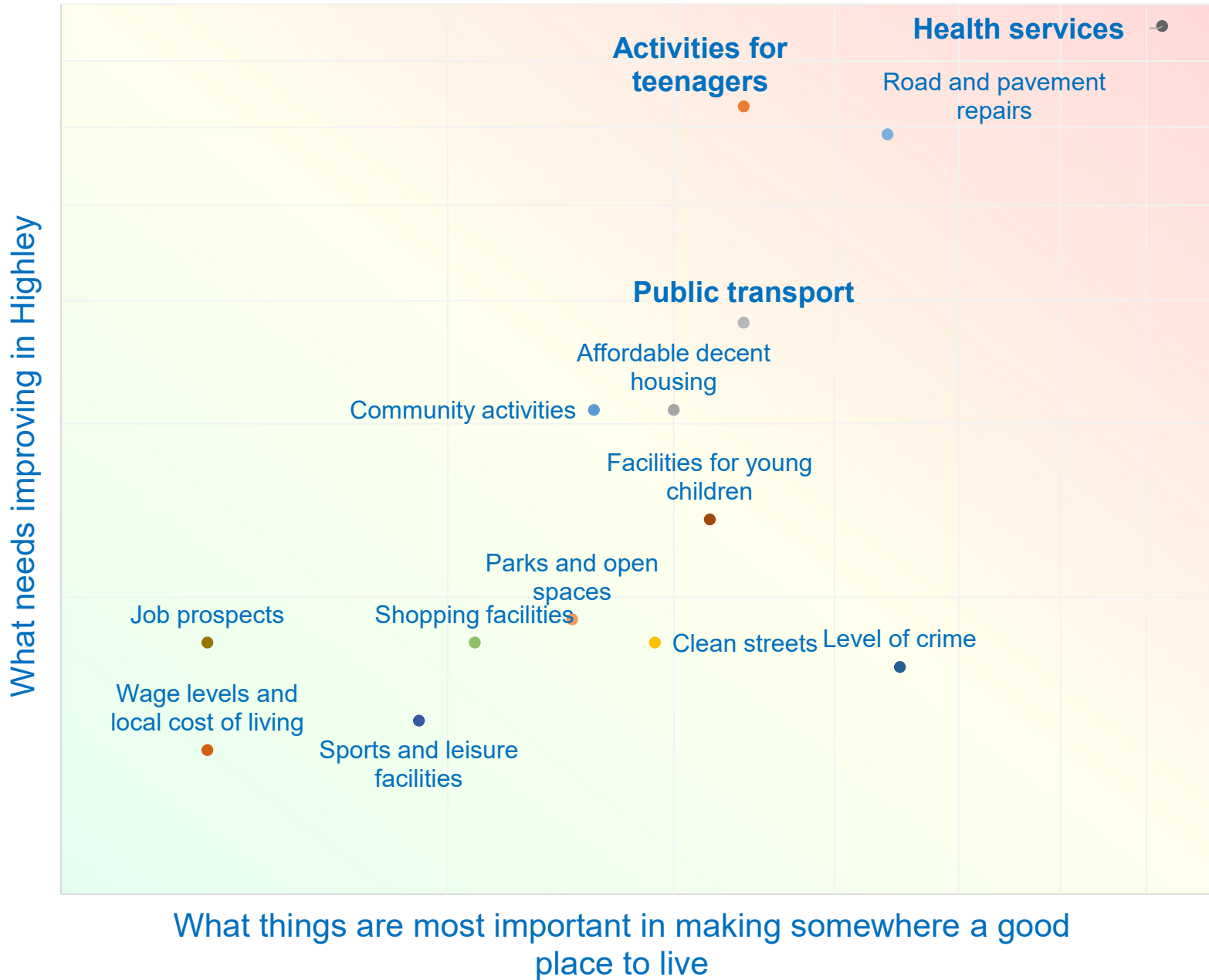
Top Challenges:

Cost of Living Vulnerability
e.g. Fuel Poverty

Equality
e.g. Ratio in earning of top/botto 10%

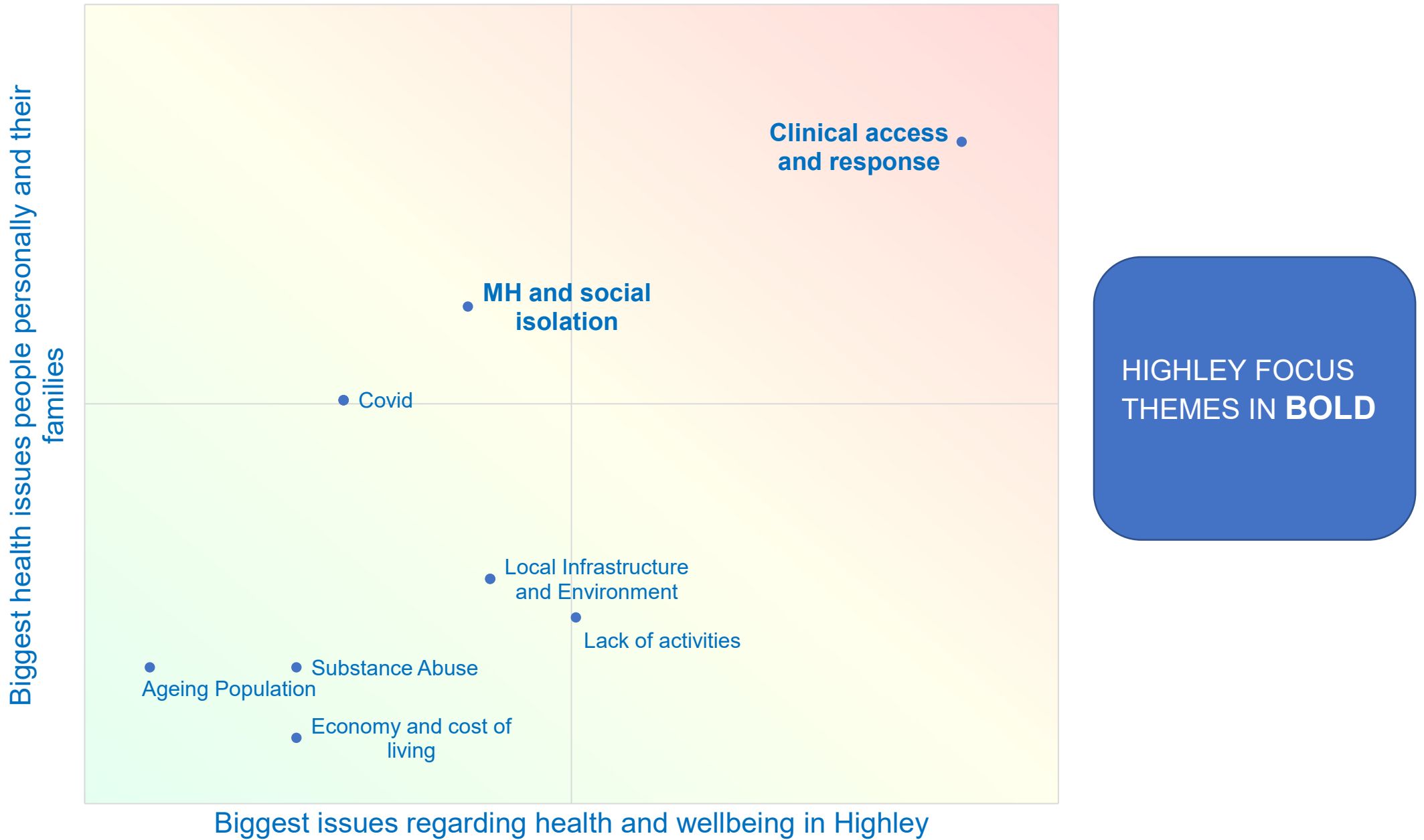
Health
e.g. Life Expectancy

What makes a good place to live vs What needs improving in Highley



HIGHLEY FOCUS THEMES IN **BOLD**

Biggest health and wellbeing issues – Highley area vs personally and for family



Biggest issues facing Children and Young People vs What needs to be done



HIGHLY FOCUS THEMES IN **BOLD**

Focus Theme 1 - Access to services and capacity

- The top theme of what is important to Highley residents in terms of making an area a good place to love in, and in term of what can be improved in Highley was “Health Services”.
- Also, overwhelmingly the consistent issue raised around needs at both a community and personal/family level was access to health services (GP & Specialist Care).
- Whilst Highley has above average geographical access to a GP via public transport/walking, cycling and car, it has below average access to a major town centre, with associated limitation in terms of employment and shopping (something mentioned as a characteristic of a “good place to live” by Highley survey respondents).
- While the majority of Highley place plan area’s residents are registered at the Highley Medical Practice (56%), there are a large number who are registered practices that are based in other place plan areas.

“Many patients go to Cleobury. The main hubs for Highley residents are Bridgenorth and Kidderminster due to where children and young people attend school.”

– the Place Plan Team

“Health services should come first; particularly the capacity of the system in Highley.

Shrewsbury is 20 mile away and there is no direct service to this location – Highley is served by Diamond Buses which are based in the West Midlands – it is easier for residents to travel out of the county than it is to travel within Shropshire for healthcare, education and employment.”

- Cllr Williams

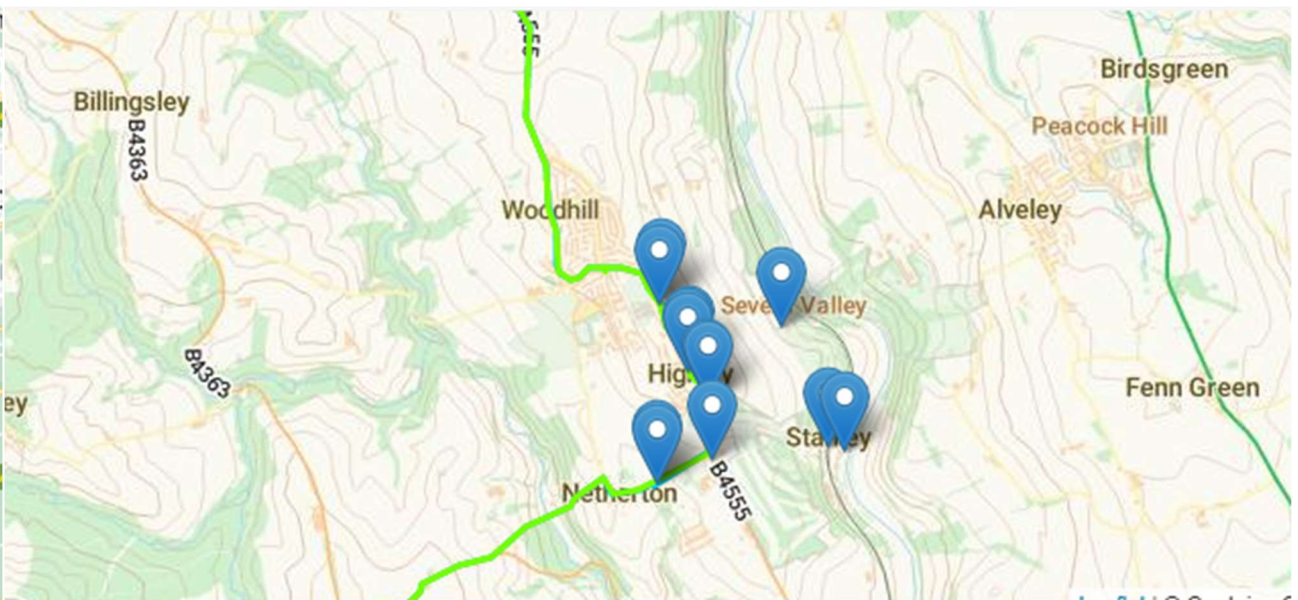
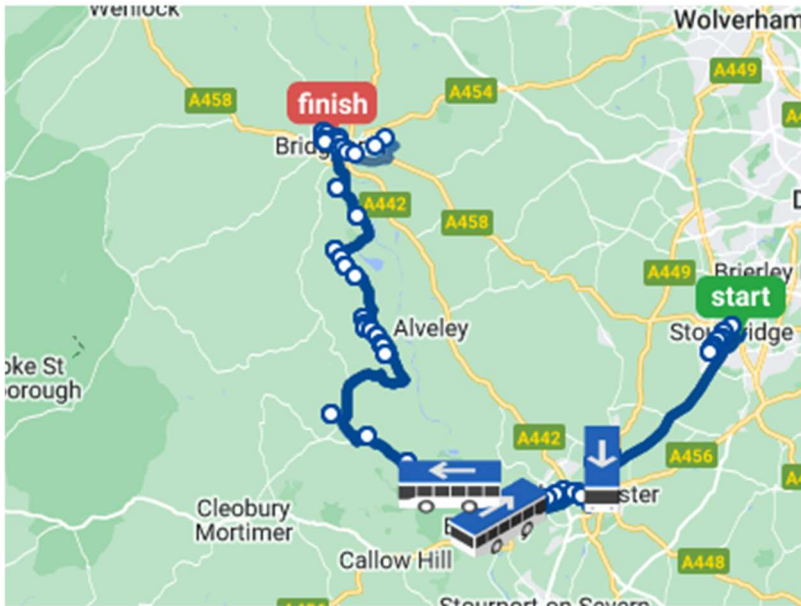
“Access to Emergency services when needed needs improvement.”

“Doctors’ surgery with adequate parking“

“Believe we could do with a larger Doctor’s surgery as the village has grown so big and the one we have does not suffice ”

“The surgery is too small for the village with poor access for wheelchair users, other nearby practices will not take on Highley residents.”

- Highley has one bus route, the 125, which goes between Bridgnorth and Stourbridge. This is about an hourly service, finishing at 6.30pm.



Monday to Friday ▾

Stourbridge to Bridgnorth

Show all stops

Stourbridge Interchange (Stand A)	08:05	09:10	15:10	16:20	17:20	18:25	
Broadwaters Drive (adj)	08:23	09:25	15:25	16:35	17:35	18:40	
Kidderminster Bus Station (Stand 6)	08:33	09:35	15:35	16:45	17:45	18:50	
Kidderminster, adj General Hospital	07:27	08:37	09:37	15:37	16:47	17:47	
Bewdley Load Street (Westbound)	06:30	07:45	08:55	09:55	15:44	16:54	17:54
Buttonoak, adj Wyre Cottage	06:36	07:51	09:01	10:01	15:55	17:05	18:05
Kinlet, adj Hall	06:43	07:58	09:08	10:08	16:01	17:11	18:11
Highley, adj Bache Arms	06:53	08:08	09:18	10:18	16:08	17:18	18:18
					16:18	17:28	18:28

Bridgnorth to Stourbridge

Show all stops

Stanmore Industrial Estate (adj)	07:24						
High Town, adj Sainsbury's	08:40	14:40	15:45	16:45	18:05		
Low Town, adj Falcon Hotel	07:32						
Eardington, adj Post Office	07:37	08:49	14:49	15:50	16:50	18:10	
Chelmarsh, adj Church	07:42	08:54	14:54	15:55	16:55	18:15	
Woodhill, opp Castle Inn	07:47	08:58	14:58	16:00	17:00	18:20	
Highley, opp Bache Arms	07:51	09:01	15:01	16:04	17:04	18:24	
Kinlet, adj Eagle & Serpent Inn	08:01	09:11	then hourly until	15:11	16:14	17:14	18:34

Focus Theme 2 – Mental Health

- The next highest issue in Highley was Mental Health, at both community and personal level.y
- In our engagement survey mental health was mentioned as one of the top 3 issues raised by respondents. The other 2 were social media influence and lack of groups and things to do, themselves being upstream factors for mental health issues.
- Highley has a prevalence rate for depression amongst over 18's of 15.8% - the 4th highest of communities in Shropshire and significantly higher than the county average.

“Social Media issues and Mental Health for C&YP go hand in hand – many YP’s mental health is impacted by their engagement with social media, however they are more likely to become dependent on social media if the provision of alternative activities is inadequate.”

- *Cllr Williams*

“For the past 2 years the school has bought into external services that offer mental health help & advice and can fast track some issues to be able to access specialist services. We also have a trained mental health lead that deals with low level mental health issues. We feel that this is very important, especially in the teaching sector where stress is the highest factor for absence.”

- *Highley Primary School*

“WMP are aware of the increased need to support our community with MH related issues and are aware that this demand puts a strain on agencies in Shropshire.”

- *Highley Safer Neighbourhood Team*

Focus Theme 3 – Children and Young People

- The second highest theme when citizens were asked where Highley can improve “Activities for Teenagers”

Areas of concern were split into some key themes

Lack of groups & things to do

- Overwhelming response identified a need for more affordable activities.
- Whilst 64% of respondents do not face challenges to being active in their daily life, Highley Primary School said that “Children need to get outside more, but there needs to be activities & facilities available to them to allow this”.

“We have a big leisure centre that isn't used to its full potential. After school clubs could be held here in the same way the nursery walks the kids round for after school club. More clubs could be offered to school children and they could work closer with the school”

“Teenage boredom can lead to disruptive behaviour... ..though those responsible are a very small minority. Highley lacks safe places for young people to relax, be themselves and just hang out”

- Cllr Williams

Improving Public Transport

- Highley has the 3rd highest average journey time (19.5 minutes) to a primary school in Shropshire and the 4th highest (36.5 minutes) to a secondary school.

“The main hubs for Highley residents are Bridgenorth and Kidderminster due to where C&YP attend school”

- The Place Plan Team

Social Media Influence and Mental Health

“Youth ASB issues can be perceived issues, based on the mere presence of youths rather than their behaviour.”

- *Highley Safer Neighbourhood Team*

“Services for young children are overwhelmed and it is difficult to get immediate advice. Waiting lists are getting longer & longer & therefore the children & parents are not getting the help they need.”

- *Highley primary School, regarding Mental Health*

“There is a lack of parenting and family support, with little Health Visitor time and no support for the Children's Centre initiative”

“(we need) Help and guidance towards children's stages of developments to prevent issues. Who to go to for help in different situations.”

“More training for teachers and official councils and government staff is needed in all aspects of mental health and physical disabilities to help them understand and to give dignity in all aspects of everyday life”

Opportunities for engagement

Focus Theme 4 - Cost of Living

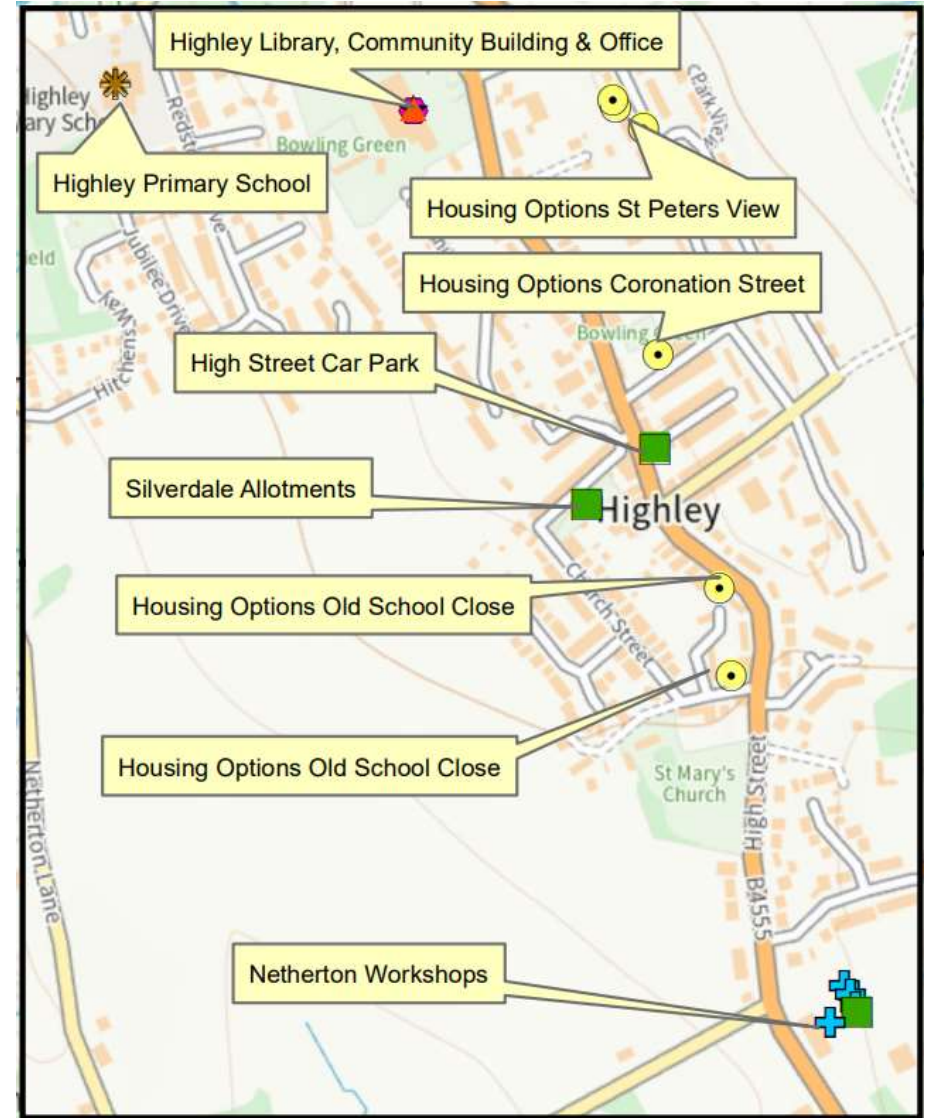
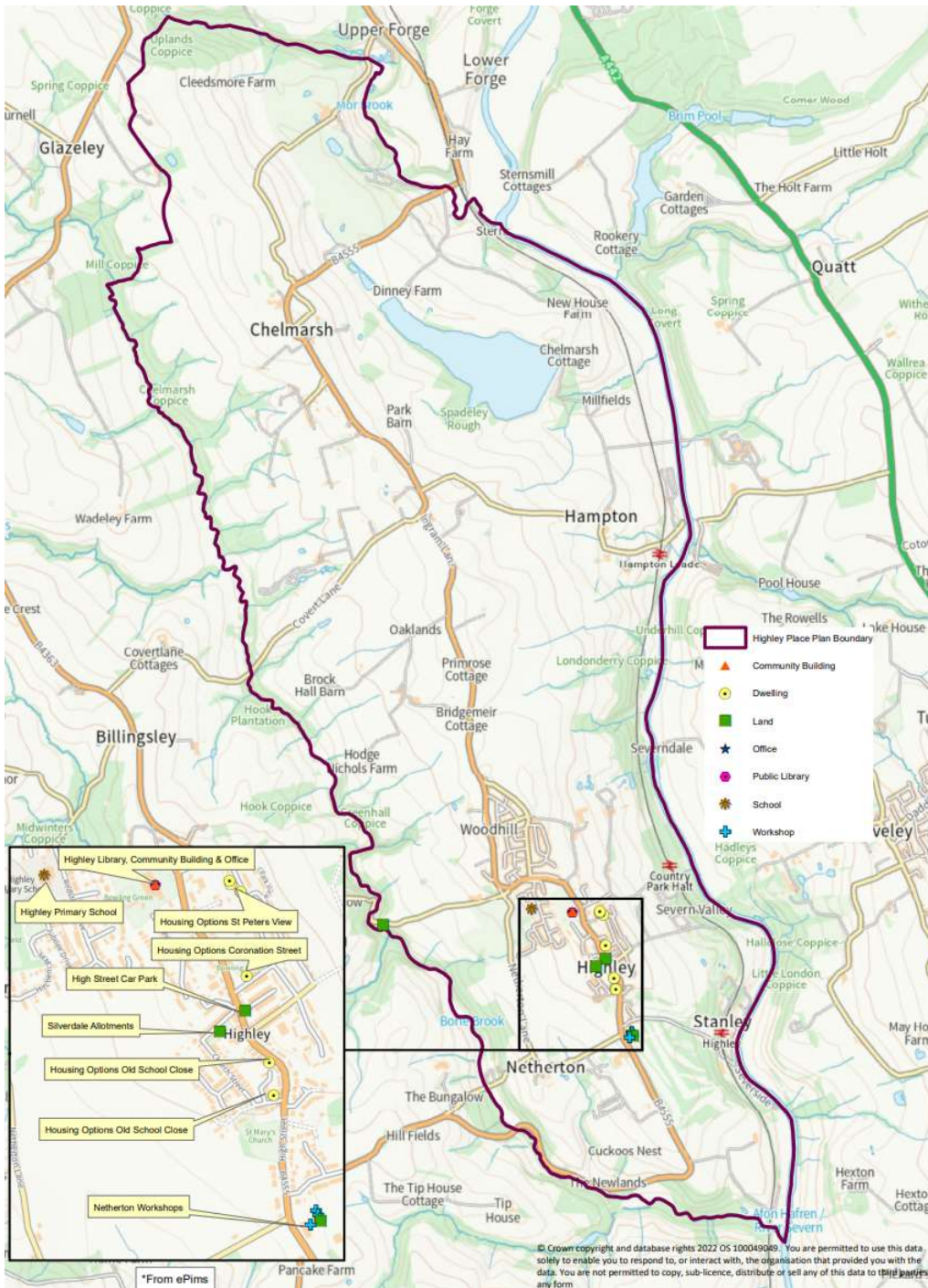
- Highley has the lowest median and lower-quartile household income level of all Shropshire's communities (£29,679 and £17,186 respectively).
- The community also has the highest proportionate claimant in Shropshire, with 4.8% in receipt of benefits principally for the reason of being unemployed, based on administrative data from the benefits system. This is primarily Jobseeker's Allowance but will also include certain Universal Credit claimants as the new benefit is introduced.
- Highley has the 5th highest proportions of households who are fuel poor, based upon data from the Department for Business, Energy and Industrial Strategy. These are households with an energy efficiency rating of D or lower and who are left with an income below the poverty line after spending the amount required to heat their home.
- Highley has the highest proportion of its children and the second highest proportion of its older people in income deprivation.
- Whilst our engagement work showed little difficulty for people eating healthily, local pressures in terms of access to cheaper food and special dietary requirements maybe compounded by cost of living pressures – in our survey the overwhelming reasons for not eating healthily were access and lack of choice, and cost.

"Being vegan, I have to travel all the time to buy my supplies "

"Cost of healthy food has always been far too expensive. Junk food has been cheap and easily accessible for low-income families "

"Fruit goes off quickly, easier to purchase the not so healthy items that keep longer"

HIGHLEY ASSET MAP



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NEXT STEPS.....