Shropshire Council

From 18 JSNAs to action

The JSNAs show that Shropshire has strong communities and generally good outcomes, but important and avoidable inequalities remain between towns, villages and neighbourhoods.

What the 18 JSNAs tell us

- Overall life expectancy is higher than the England average, but there is significant variation within Shropshire.
- Some communities experience poorer access to services, mental-health concerns, gaps in support for children and young people, poor housing and greater cost-of-living vulnerability.
- These differences affect life expectancy and healthy life expectancy and are unfair and avoidable.
- The action plans capture work already under way, good practice and the further action needed.

R1. Place-based, neighbourhood and community working

Renew commitment to local neighbourhood working, recognise the essential role of communities and continue shifting investment into community and voluntary-sector support.

R2. Alignment

Use neighbourhood guidance, community hubs and JSNA intelligence to align future services in distinct local areas and build existing programmes at scale.

R3. Intelligence-led action

Improve the evidence base for rural outcomes and inequalities. Continue involving communities in developing and delivering action plans with collective ownership.

R4. One Shropshire

Work as one community of partners, asking “How can we help?”, and enable communities and the voluntary and community sector to play a more central role in service development.

key themes across the County:

Access to Health Services: A recurrent theme across the majority of our communities (17), focusing on improving access to NHS dentists, community healthcare, GP services and addressing issues related to hospital and emergency services.

Children & Young People (CYP): Another recurrent theme across the majority of our communities (15), including improving youth services, activities, and future opportunities, also providing support for children and young people to be present and safe in communities.

Mental Health: A key theme across the majority of our communities (15) affecting health and wellbeing, identifying the need for better and earlier mental health support and services across all age ranges.

Transport & Infrastructure: A key theme to improve accessibility, as better transport links and infrastructure are seen as essential for accessing services and overall community wellbeing. This is a theme in 12 of our communities, including Market Drayton, Cleobury Mortimer and Ellesmere

Crime and Safety: Improving community safety, the perception of safety and reducing crime rates which impact community cohesion and wellbeing is a key theme in 11 of our communities including Shrewsbury, Bridgnorth and Ludlow

Cost of Living: The rising cost of living is a concern in 12 of our communities across Shropshire including Highley, Pontesbury & Minsterley and Whitchurch, including the need for information on support available and early intervention to prevent crisis.

Housing: A key theme in 10 of our communities including Bishop Castle, Craven Arms, Albrighton and Church Stretton. The focus is on affordable housing, improving housing suitability and quality and addressing housing-related challenges.

Delivery, learning and next steps

The action plans demonstrate progress and good practice. The next phase is to understand delivery consistently across all 18 areas and determine what should be sustained, scaled or refreshed.

Area	Themes addressed	Work delivered or developing, including link to recommendations	Further action / next focus
Highley	Access to health services; CYP; Mental health; Transport; Cost of living; Prevention; Physical activity; Healthy ageing	The relocation of the GP practice into the Severn Centre has supported a broader health and wellbeing offer, including Health Visiting, mental-health support, social prescribing, physiotherapy and other wellbeing services. Stop-smoking support and wider prevention activity are being developed alongside work to make better use of outdoor spaces, walking routes, community venues and existing local assets. The Place Universal Offer (PUO) provides an opportunity to test new approaches locally, particularly around physical activity, prevention, active environments and strengthening community capacity. Workplace health checks provide another route to identify health risks earlier and connect people with appropriate support. Work around cardiovascular risk management (CVRM) and frailty provides an opportunity to strengthen prevention and earlier intervention, particularly for residents at greater risk of poor health. A regular community drop-in provides an accessible local point where residents can receive cost-of-living information, advice and wider support, bringing different VCSE and community partners together in one place. This supports earlier intervention, better signposting and connections into wider health, wellbeing and community services. A regular local steering group helps coordinate the different strands of neighbourhood work, bringing partners together across health, the VCSE sector, community organisations and the Parish Council, rather than services working separately.	Join the different strands into a coherent neighbourhood prevention offer. Strengthen referral and signposting pathways, build on the community drop-in, develop physical activity and outdoor-space opportunities, target people experiencing inequalities or at greater health risk, and use the steering group and PUO evaluation to understand impact, identify gaps and scale what works.

Area	Themes addressed	Work delivered or developing, including link to recommendations	Further action / next focus
Market Drayton	Access to Health Services; Children & Young People; Mental Health; Transport & Infrastructure; Crime & Safety; Cost of Living; Housing and wider determinants	Market Drayton has a strong foundation for neighbourhood working through the Community Covenant, Community & Family Hub development, Active Market Drayton, local councils, VCSE organisations and wider community partners.. Mental-health and wellbeing pop-ups are taking support into community settings, helping residents access advice and support earlier and linking people with mental-health services, social prescribing, stop-smoking support, physical activity and wider wellbeing support. Community health checks, including outreach at livestock markets, are also helping reach farming and rural communities who may be less likely to access traditional preventative services, providing opportunities to identify health risks earlier and signpost into appropriate support. The Baby Bank, Foodbank and other VCSE/community provision provide practical support to families and residents experiencing financial pressures and create opportunities to connect people with wider health, wellbeing, housing and family support. The Place Universal Offer (PUO) is building on this existing activity, with Market Drayton acting as a test-and-learn neighbourhood to understand barriers to being active and healthy, including transport, access, social isolation, awareness of opportunities and fragmented referral pathways. Existing work around frailty, diabetes and prevention provides another foundation to build on. Work with children and young people is also developing through youth transformation and co-design, with opportunities for young people to influence activities, physical activity, open spaces and wider place shaping.	The next focus is to bring these different strands together into a more coordinated Market Drayton neighbourhood offer, using the Community Covenant to connect Health, VCSE partners, local councils, and community organisations. Build on mental-health pop-ups and livestock-market/community health checks to reach residents who may not traditionally engage with services, while strengthening referral routes into primary care, social prescribing, stop-smoking, mental-health and wider prevention services. Continue developing opportunities for children and young people, including youth voice and access to safe and active spaces. Address barriers such as transport and access to services and connect cost-of-living support more closely with housing, health and wellbeing services.