

Joint Strategic Needs Assessment (JSNA) Place-based Approach Stakeholder Event: Highley



Welcome

Mark Williams – Shropshire Councillor for Highley



Overview & Context

Rachel Robinson – Director of Public Health



Overview

- Why are **we** all here?
- Why and what is a needs assessment?
- Why are **you** here?
- **Today** and moving forward



Vision: For Shropshire people to be the healthiest and most fulfilled in England

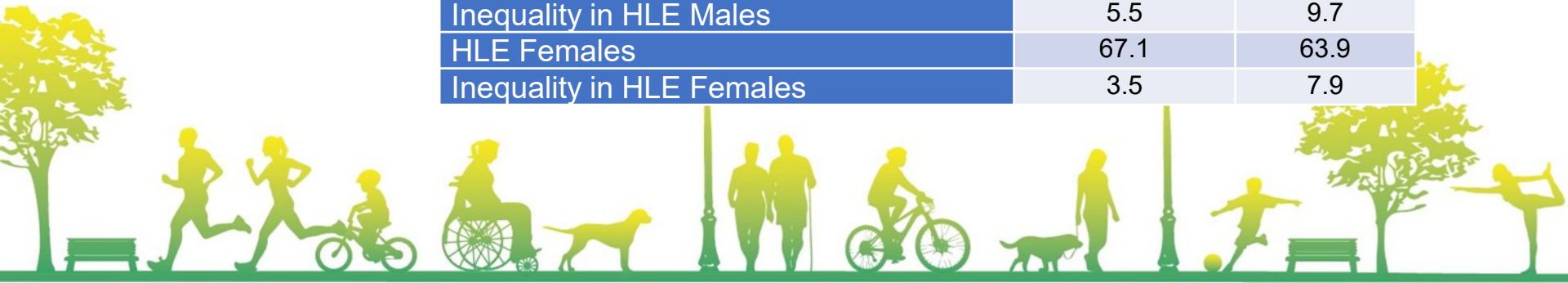
- Reducing inequalities
- Improving Population Health
- Working with and building strong and vibrant communities
- Joined up working

Indicator	Period	Shropshire			Region England		England		
		Recent Trend	Count	Value	Value	Value	Worst/ Lowest	Range	Best/ Highest
Life expectancy and causes of death									
Life expectancy at birth (Male)	2018 - 20	-	-	80.2	78.5	79.4	74.1		
Life expectancy at birth (Female)	2018 - 20	-	-	83.7	82.5	83.1	79.0		
Under 75 mortality rate from all causes	2018 - 20	-	3,043	296.5	365.2	336.5	570.7		220.1
Under 75 mortality rate from all cardiovascular diseases	2017 - 19	-	616	59.4	77.0	70.4	121.6		39.8
Under 75 mortality rate from cancer	2017 - 19	-	1,239	119.0	135.0	129.2	182.4		37.4
Suicide rate	2018 - 20	-	96	11.4	10.5	10.4	20.3		5.0
Injuries and ill health									
Killed and seriously injured (KSI) casualties on England's roads (historic data)	2016 - 18	-	-	-	-	-	-		-
Emergency Hospital Admissions for Intentional Self-Harm	2020/21	→	435	146.8	166.6	181.2	471.7		41.5
Hip fractures in people aged 65 and over	2020/21	→	455	553	584	529	746		
Cancer diagnosed at early stage (experimental statistics)	2017	→	693	49.2%	51.4%	52.2%	36.8%		61.0%
Estimated diabetes diagnosis rate	2018	-	-	71.4%	86.3%	78.0%	54.3%		9%
Estimated dementia diagnosis rate (aged 65 and over)	2022	→	3,251	60.1%	58.9%	62.0%	41.2%		< 66.7% (significantly)
Behavioural risk factors									
Admission episodes for alcohol-specific conditions - Under 18s	2018/19 - 20/21	-	40	22.2	24.9	29.3	84.0		7.7
Admission episodes for alcohol-related conditions (Narrow): Old Method	2018/19	↑	2,368	689	739	664	1,127		389
Smoking Prevalence in adults (18+) - current smokers (APS)	2019	-	36,082	13.7%	14.1%	13.9%	27.5%		4.4%
Percentage of physically active adults	2020/21	-	-	72.9%	63.0%	65.9%	48.8%		3.4%
Percentage of adults (aged 18+) classified as overweight or obese	2020/21	-	-	68.0%	66.8%	63.5%	76.3%		
Child health									
Under 18s conception rate / 1,000	2020	→	62	11.5	15.1	13.0	30.4		2.1
Smoking status at time of delivery	2020/21	→	264	11.0%	10.6%	9.6%	21.4%		1.8%
Breastfeeding initiation	2016/17	-	2,019	78.4%	68.9%	74.5%	37.9%		96.7%
Infant mortality rate	2018 - 20	-	37	4.7	5.6	3.9	8.3		0.8
Year 6: Prevalence of obesity (including severe obesity)	2019/20	→	-	15.1%*	23.9%	21.0%	30.1%		
Inequalities									
Deprivation score (IMD 2015)	2015	-	-	16.7	-	21.8	42.0		3.0
Smoking prevalence in adults in routine and manual occupations (18-64) - current smokers (APS)	2019	-	-	25.6%	23.3%	24.5%	60.3%		3.5%
Inequality in life expectancy at birth (Male)	2018 - 20	-	-	5.5	10.1	9.7	17.0		
Inequality in life expectancy at birth (Female)	2018 - 20	-	-	3.5	7.9	7.9	13.9		
Wider determinants of health									
Children in low income families (under 16s)	2016	↓	5,850	12.2%	20.3%	17.0%	31.8%		9.8%
Average Attainment 8 score	2020/21	-	146,700	50.3	49.5	50.9	42.7		
Percentage of people in employment	2020/21	→	139,300	76.4%	73.7%	75.1%	59.5%		
Statutory homelessness - Eligible homeless people not in priority need	2017/18	→	388	2.8	1.1	0.8	-		Insufficient number of values for a spine chart
Violent crime - hospital admissions for violence (including sexual violence)	2018/19 - 20/21	-	170	20.0	37.7	41.9	116.8		7.9
Health protection									
Excess winter deaths index	Aug 2019 - Jul 2020	-	190	16.7%	18.0%	17.4%	50.2%		0.7%
New STI diagnoses (exc chlamydia aged <25) / 100,000	2020	→	582	299	442	619	3,547		158
TB incidence (three year average)	2018 - 20	-	19	2.0	9.8	8.0	43.1		0.3

Today people in Highley are living longer, but not necessarily healthier lives...

Measure	England	Shropshire	Range (Ward)	Range (Ward)
IMD Score	21.7	17.2	3.7 (Cophorne)	37.6 (Harlescott)
Life expectancy at birth, (Male)	79.7	80.5	75.3 (Sundorne)	85.8 (Cophorne)
Life expectancy at birth, (Female)	83.2	83.6	79.5 (Tern)	89.6 (Clun)
Deaths all causes, all ages, SMR	100	96.7	65.4 (Cophorne)	145 (Worfield)
Deaths all causes, under 75, SMR	100	89.7	55.2 (Clun)	149 (Sundorne)
Preventable deaths, under 75, SMR	100	85.7	48.2 (Corvedale)	160.6 (Sundorne)

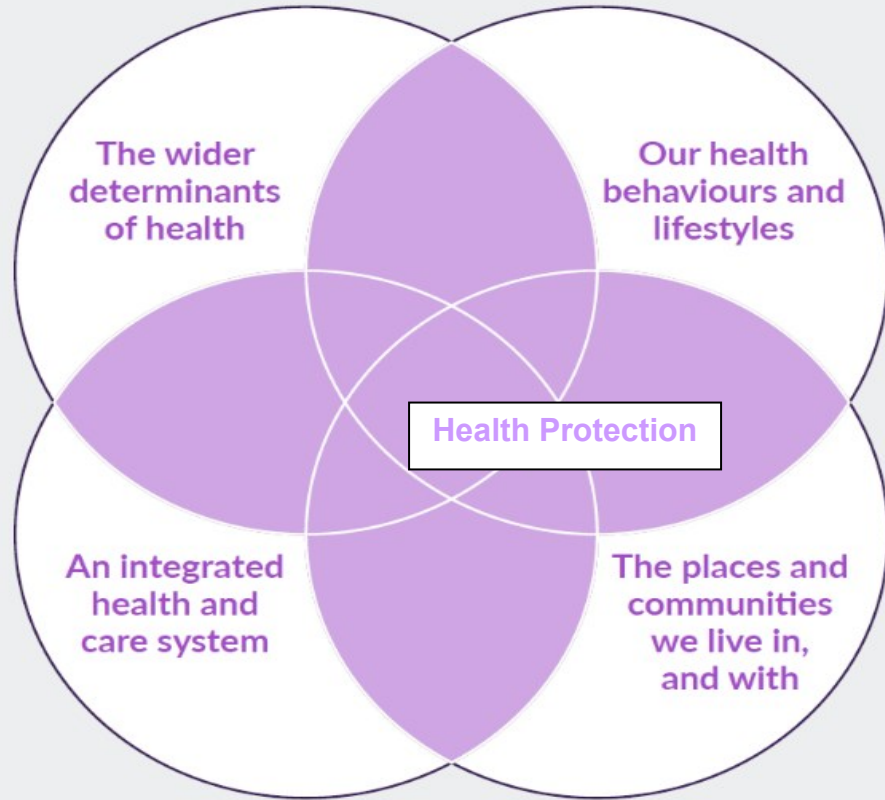
Indicator	Shropshire	England
Healthy Life Expectancy (HLE) Males	62.8	63.1
Inequality in HLE Males	5.5	9.7
HLE Females	67.1	63.9
Inequality in HLE Females	3.5	7.9



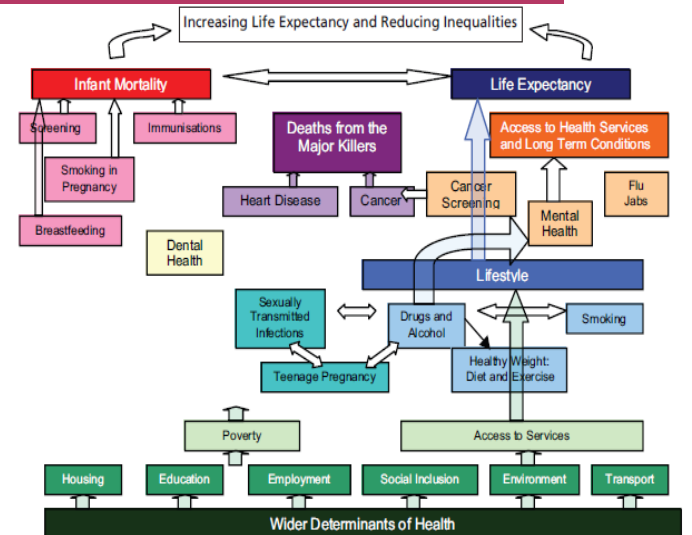
What makes us healthy?

10% of a population's health and wellbeing is linked to healthcare access

Understanding and Addressing Inequalities – taking a preventative approach



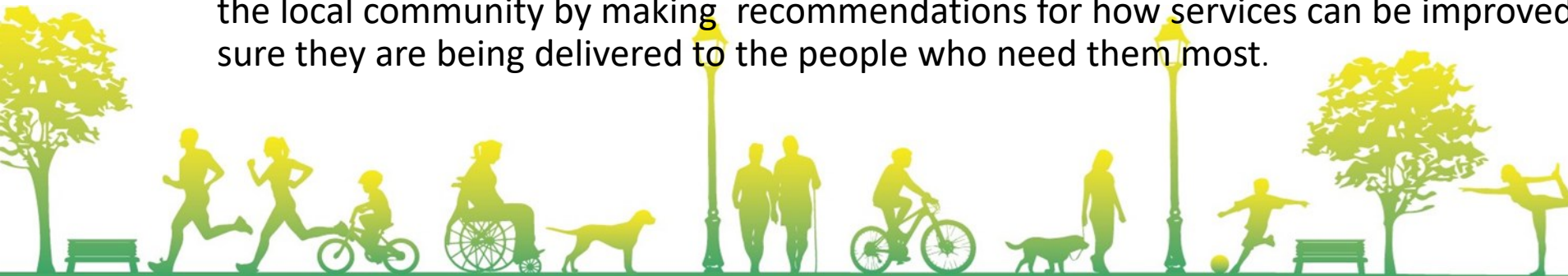
What makes us Healthy?



Understanding our Population Health/Population Health Management (Insight/JSNA)

Highley: Joint Strategic Needs Assessment

- Local Authorities and CCGs (now ICS) have a legal Statutory Duty to undertake a Joint Strategic Needs Assessment (JSNA), through the health and wellbeing board.
- The JSNA seeks to identify **current** and **future health and wellbeing** needs in the local population and identify strategic **priorities** to inform commissioning of services based on those needs.
- These priorities in turn inform the **Health and Wellbeing Strategy** and **Integrated Care Strategy**, key documents as a basis for commissioning health and social care services in the local area.
- The JSNA aims to achieve the following through an evidence base and consultation:
 - Identify the health and wellbeing needs of the population of Highley;
 - Map the services/assets in the area;
 - Define achievable improvements in health and wellbeing outcomes for the local community.
 - Target services and resources where there is most need
 - Support commissioners, stakeholders and communities to deliver better health and wellbeing outcomes for the local community by making recommendations for how services can be improved / redesigned to make sure they are being delivered to the people who need them most.



Strategic priorities in 2019 and 2020 are highlighted below:

Starting well

- Smoking in pregnancy and local maternity services
- Child and adolescent mental health
- Educational outcomes for vulnerable children and young people
- School Readiness
- LD and Autism
- Oral Health

Living well

- Alcohol
- Healthy Weight including healthy eating, nutrition and Physical activity
- Diabetes
- Smoking Cessation
- Cardio-vascular Disease
- Cancer
- Road Traffic Collisions
- Mental Health and Suicide

Ageing well

- Dementia
- Falls and MSK - Link to Physical Activity
- End of Life
- Isolation
- Carers
- Frailty

Vulnerable communities

- Youth Unemployment
- Low Workplace Earnings
- Food Poverty
- Homelessness
- County Lines
- Domestic Abuse
- Adverse Childhood Experiences

Wider Determinants

Needs assessments were/are produced for those priorities for which a demonstrable and imminent commissioning decision needed to be made.

Shropshire's JSNA – Place based

Priorities place-based from 2019 onwards, focusing on local places/ localities/communities. Why?

- Common/shared and best available evidence base
- Collectively understand the health and wellbeing needs of communities
- Understand the unique needs of people in a given location by working together to gain local knowledge and insight.
- Asset-based approach that seeks to highlight the strengths, capacity and knowledge of all those involved.



“The JSNA should be the source of the spring from which everything flows”

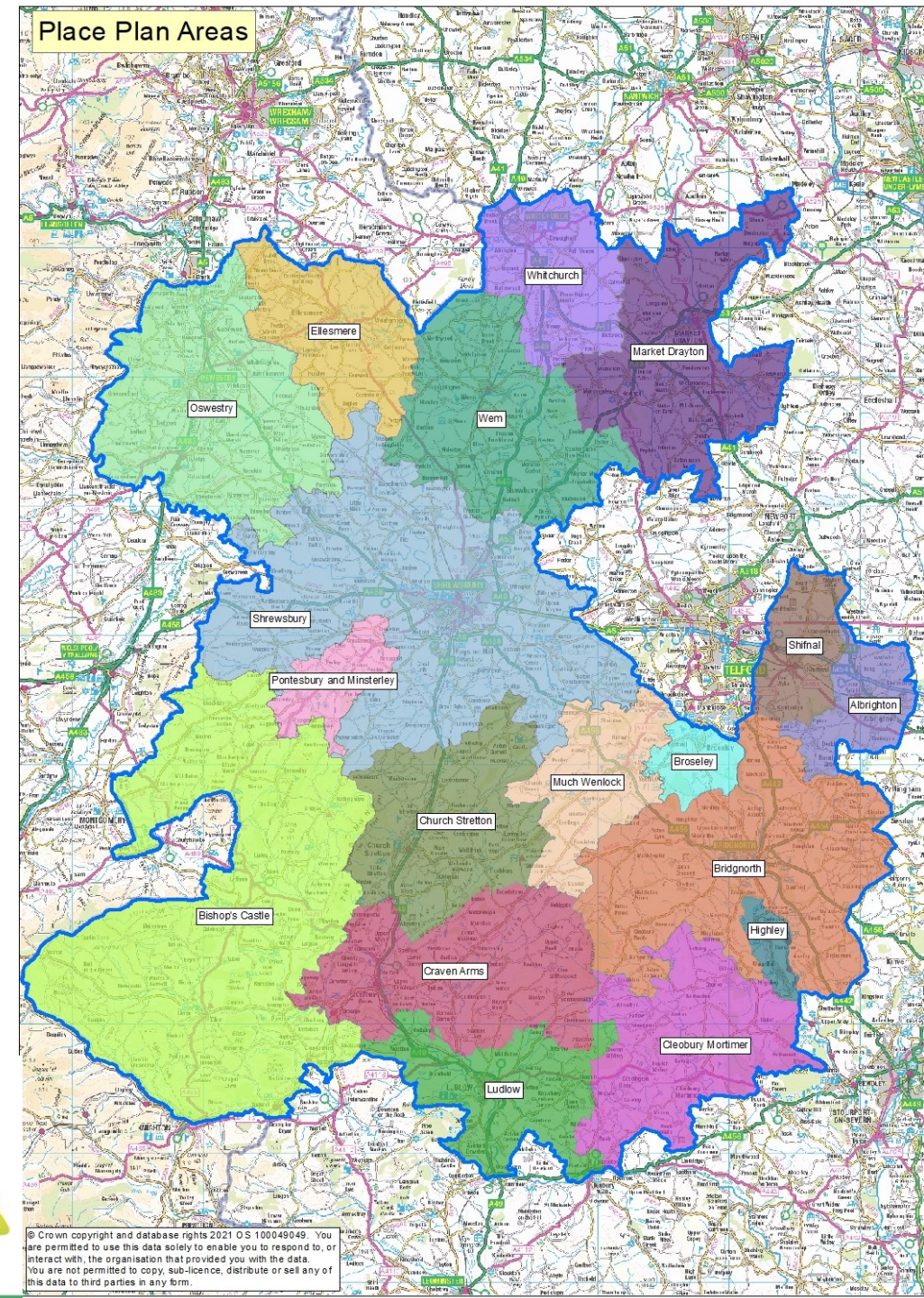


as we are not the provider of this service

The JSNA should be the single source of evidence for place based activity

Phase 1: Place Based

- As well as the overall JSNA for Shropshire, JSNAs are being produced around smaller localities – namely Place Plan Areas
- There are 18 place plan areas in Shropshire, usually (not always) focused on a market town and its surrounding rural communities.
- Place Plan Areas are based along geographical/communities boundaries rather than political ones
- There are enough Place Plan Areas to identify some differences in the areas to help with local planning, but not too many areas where it becomes difficult to identify meaningful differences
- As you can see from the map – Highley is one of the smallest place plan areas



Phase 2 - JSNA Place-based profiler tool



The screenshot displays a web application interface for the Shropshire JSNA - Draft. The interface features a dark blue header with the Shropshire Council logo and the text "Shropshire Council". Below the header, a navigation menu is visible on the left side, listing "Welcome", "Instructions", "Glossary", "Healthy People", "Healthy Economy", and "Healthy Environment". The main content area is titled "Shropshire Joint Strategic Needs Assessment" and contains a placeholder text "[Intro text to go here]". The date and time "27/05/2022 16:14:52" are displayed in the bottom right corner. A "Go back" button is located in the bottom left corner.

Shropshire JSNA - Draft

Welcome

Welcome

Instructions

Glossary

Healthy People

Healthy Economy

Healthy Environment

Shropshire Council

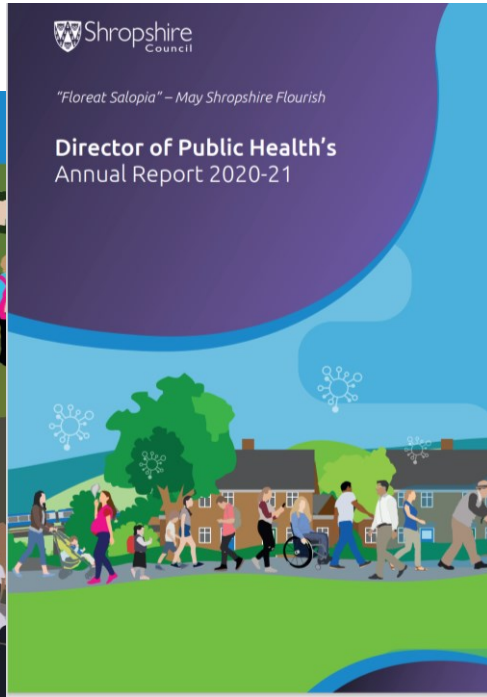
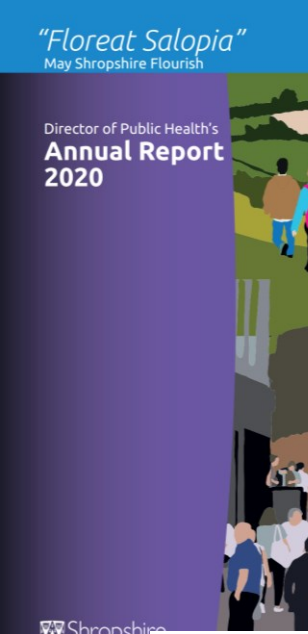
Shropshire Joint Strategic Needs Assessment

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27/05/2022 16:14:52

← Go back

The evidence Facts & figures



If you wish to create your own reports from the base data you can do so using the Excel file attached to this page. You may find it easier to view this data using the 'full screen' function, simply by clicking on the diagonal arrow icon in the bottom-right corner of the report. Just press escape to then return to the standard page view.

Living with Coronavirus - One Year On

Lockdown has cut global emissions by **7%**

11,000 calls made to our COVID-19 helpline

£125m worth of support to local businesses

£235k worth of support grants given to Shropshire residents

2781 Use of Shropshire PPE

Living with Coronavirus - One Year On

96% of care homes have received their vaccination

40% of adults in Shropshire received a COVID-19 vaccination by end of Feb 22

12,000 calls made by our vaccination support line

We helped **280** vulnerable residents without transport get to their vaccination appointment.

20% Increase in Looked After Children

50% Drop in number of unprofitable businesses during the pandemic

20% of adults aren't mental wellbeing affected

19% say they have a less healthy diet

27% say they are drinking more alcohol

30% of adults say they have put on weight

10,000 new Universal Credit claimants early data shows by December 20 up by 11%

35% of businesses reported cash flow problems

72% More pupils are now claiming school meals using local foodbanks

Indicator	Period	Shropshire		Region England		England		Range	Best Highest
		Report	Count	Value	Value	Worst	Lowest		
Life expectancy and causes of death									
Life expectancy at birth (Males)	2016-20	-	-	80.2	78.5	79.4	74.1		
Life expectancy at birth (Females)	2016-20	-	-	83.7	82.5	83.1	79.0		
Under 75 mortality rate from all causes	2016-20	-	-	3,043	295.9	300.2	308.5		220.1
Under 75 mortality rate from all cardiovascular diseases	2017-19	-	-	616	59.4	77.0	70.4		39.8
Under 75 mortality rate from cancer	2017-19	-	-	1,239	119.0	135.0	129.2		77.4
Suicide rate	2016-20	-	-	96	11.4	10.5	10.4		20.3
Figures and causes of death									
Killed and seriously injured (KSI) casualties on England's roads (historic data)	2016-18	-	-	-	-	-	-		-
Emergency hospital admissions for intentional self-harm	2020/21	+	406	148.8	166.6	181.2	471.3		41.6
Top fractures in people aged 65 and over	2020/21	+	405	553	504	520	746		746
Cancer diagnosed at early stage (empirical estimate)	2017	+	693	49.2%	51.4%	52.2%	56.8%		61.0%
Estimated diabetes diagnosis rate	2018	-	-	71.4%	86.3%	78.0%	54.3%		-
Estimated dementia diagnosis rate (aged 65 and over)	2022	+	3,201	60.1%	58.9%	62.0%	41.2%		-
Behavioural risk factors									
Admission episodes for alcohol-specific conditions - Under 16s	2016/19 - 2021	-	40	22.2	24.9	29.3	84.0		7.7
Admission episodes for alcohol-related conditions (Mental) - 65 and over	2016/19	+	2,368	689	739	664	1,127		389
Smoking Prevalence in adults (16+) - current smokers (APRS)	2019	-	-	36,082	13.7%	14.1%	13.9%		4%
Percentage of physically active adults	2020/21	-	-	72.9%	63.0%	65.9%	48.8%		34%
Percentage of adults (aged 16+) classified as overweight or obese	2020/21	-	-	66.0%	66.8%	63.5%	76.3%		-
Child health									
Under 16s conception rate (1:100)	2020	+	62	11.6	10.1	13.0	30.6		2.1
Smoking rates at time of delivery	2020/21	+	264	11.0%	10.6%	9.9%	21.4%		1.8%
Breastfeeding initiation	2016/17	-	-	2,019	78.4%	68.9%	74.5%		56.7%
Under 5 mortality rate	2016-20	-	-	37	4.7	5.6	9.9		2.8
Year 5 - Prevalence of obesity (including severe obesity)	2019/20	-	-	15.1%	23.9%	21.0%	36.1%		-
Inequalities									
Deprivation score (IMD 2015)	2015	-	-	16.7	-	21.8	42.0		5.0
Smoking prevalence in adults in routine and manual occupations (16+); current smokers (APRS)	2019	-	-	25.6%	23.3%	24.5%	60.3%		3.5%
Inequality in life expectancy at birth (Males)	2018-20	-	-	5.5	10.1	9.7	17.0		-
Inequality in life expectancy at birth (Females)	2018-20	-	-	3.5	7.9	7.9	13.9		-
Wider determinants of health									
Children in low income families (under 16s)	2016	+	5,860	12.2%	20.3%	17.0%	31.8%		8%
Average Attainment 8 score	2020/21	+	148,700	50.3	49.5	50.9	42.7		42.7
Percentage of people in employment	2020/21	+	139,300	76.4%	73.7%	75.1%	59.5%		59.5%
Statutory homelessness - Single homeless people not in priority need	2017/18	+	308	2.8	1.1	0.6	-		-
Violent crime - hospital admissions for violence (including sexual violence)	2016/19 - 2021	-	170	20.0	37.7	43.9	116.6		7.9
Health protection									
Excess winter deaths index	Aug 2019 - Jun 2020	-	-	190	16.7%	18.0%	17.4%		0.7%
New STI diagnoses (inc chlamydia aged <25) / 100,000	2020	+	962	298	442	619	3,247		150
TB incidence (three year average)	2016-20	-	-	19	2.0	9.8	8.0		43.1

SHROPSHIRE COUNCIL ELECTORAL DIVISION PROFILES

Please use the filter and buttons below to select required Electoral Division and data

Selected Electoral Division: **Abbeley**

Electoral Division Name: **Abbeley**

This profile report provides key data for all Electoral Divisions in Shropshire.

The report presents a range of information to help us better understand our communities and to give a brief overview of the data available for the 63 Electoral Divisions in Shropshire.

Step 1: Select the Electoral Division that you wish to view information about from the drop down menu above.

Step 2: Select the theme that you wish to view information about from the buttons at the bottom of the page.

Data Sources:

Mid Year Population Estimates (2019), Office for National Statistics. © Crown copyright and database rights 2021

Indices of Multiple Deprivation, Ministry of Housing, Communities & Local Government. © Crown copyright 2021

Mortality & Health Data, 2017 Census, Office for National Statistics. © Crown copyright and database rights 2021

Job Sector & Number of Jobs Data, Business Register and Employment Survey (BRES), 2021

Economic Activity by Qualification Data, 2017 Census. © Crown copyright and database rights 2021

Navigation: Contents Page | Electoral Division Introduction | Councillors & MPs | Population | Indices of Deprivation | Health | Housing Type / Tenure | Household Composition | Economic Data (1) | Economic Data (2)



Community and Rural Strategy
Collaborate, change together and achieve
September 2020



Phase 3 - Place-based Needs Assessments

Production of a set of detailed needs assessments for each JSNA area

- providing strategic planners and commissioners with an in-depth understanding of the specific local needs of each community
- approach is being piloted in Highley

The next step is to agree the most effective method for delivering the detailed needs assessment phase of work

- Including prioritisation, content, resource and ownership

Complete Pilot and agree documentation and approach

- Needs Assessments
- Issues and Recommendations
- Working draft action plan



Phase 3 – 2 Roll Out

This will be a two-year work programme with the main work restarting in summer 2022:

- Highley
- Oswestry (and surrounding)
- Whitchurch (and surrounding)
- Bishops Castle (and surrounding)
- Shrewsbury (and surrounding)
- Ludlow (and surrounding)
- Market Drayton (and surrounding)
- Bridgenorth (and surrounding)



Why are you here?

- The evidence
- **You!!** - The key stakeholders
 - people with an interest in the area
 - Know what's happening in Highley
 - Additions – are there gaps?
 - Identify key themes
 - Develop recommendations for action
- Targeted work arising from Needs Assessment
- Learning about place based approach & lessons learnt
- Starting Point



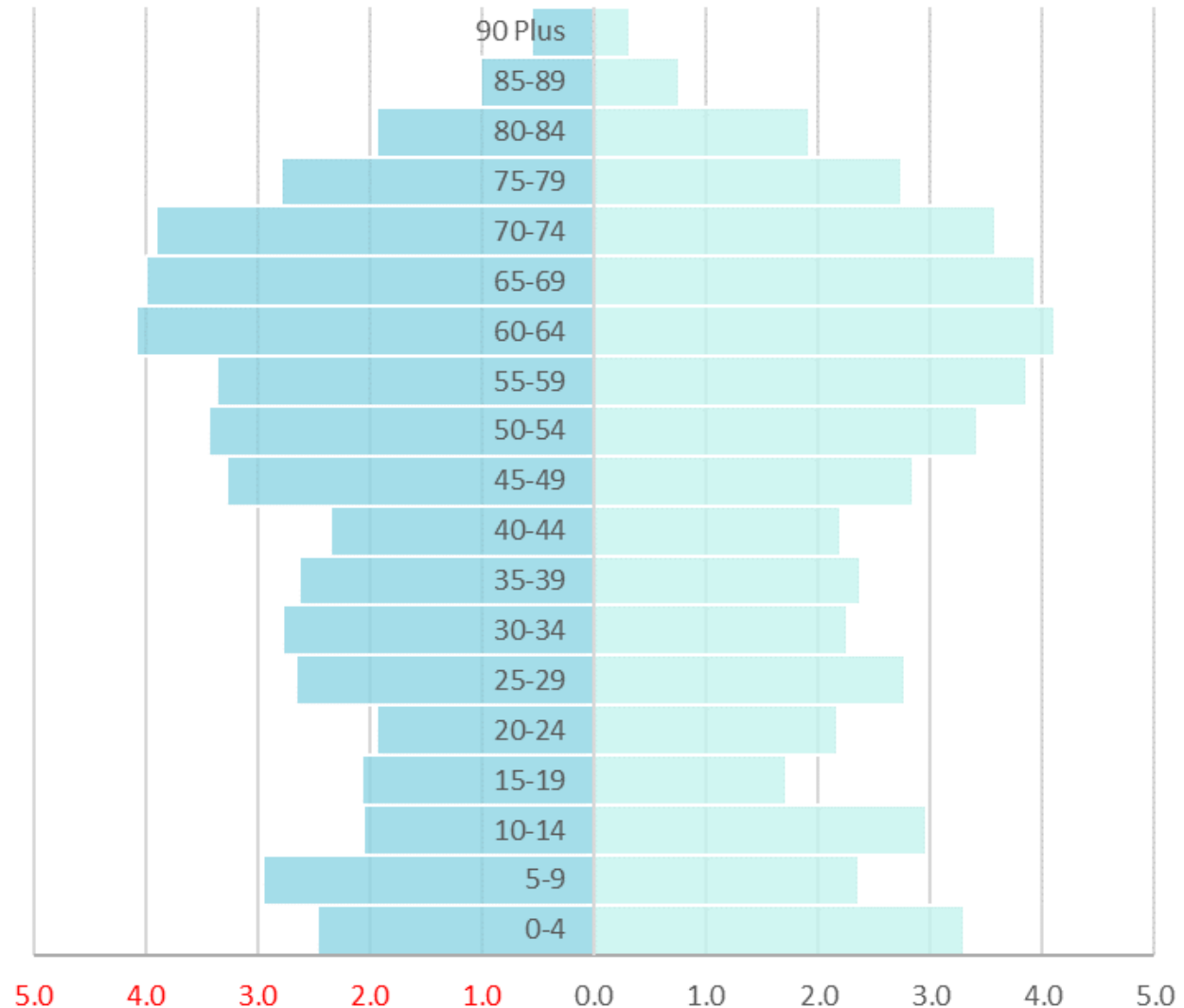
Highley 2020 Population

Age Group (years)	Highley Place Plan Area		Shropshire	England
	No.	%	%	%
Early Years (0-4)	250	5.8	5.7	5.7
School Age (5-15)	481	11.1	11.8	13.5
Working Age (16-64)	2,405	55.6	58.7	62.3
Older Active (65-84)	1,805	24.8	21.7	16.0
Older (65 Plus)	1,189	27.5	25.0	18.5
Elderly (85 Plus)	115	2.7	3.3	2.5
Total	4,325			

Males	2,147 (49.6%)
Females	2,178 (50.4%)
Average Age (mean)	46 years
Dependency Ratio	100 independent : 80 dependent
Population Density	2.2 persons per hectare
Area (Hectares)	1,965
Urban (hectares)	76.6 (3.9%)
Rural (hectares)	1,888.4 (96.1%)

Female Population

Male Population

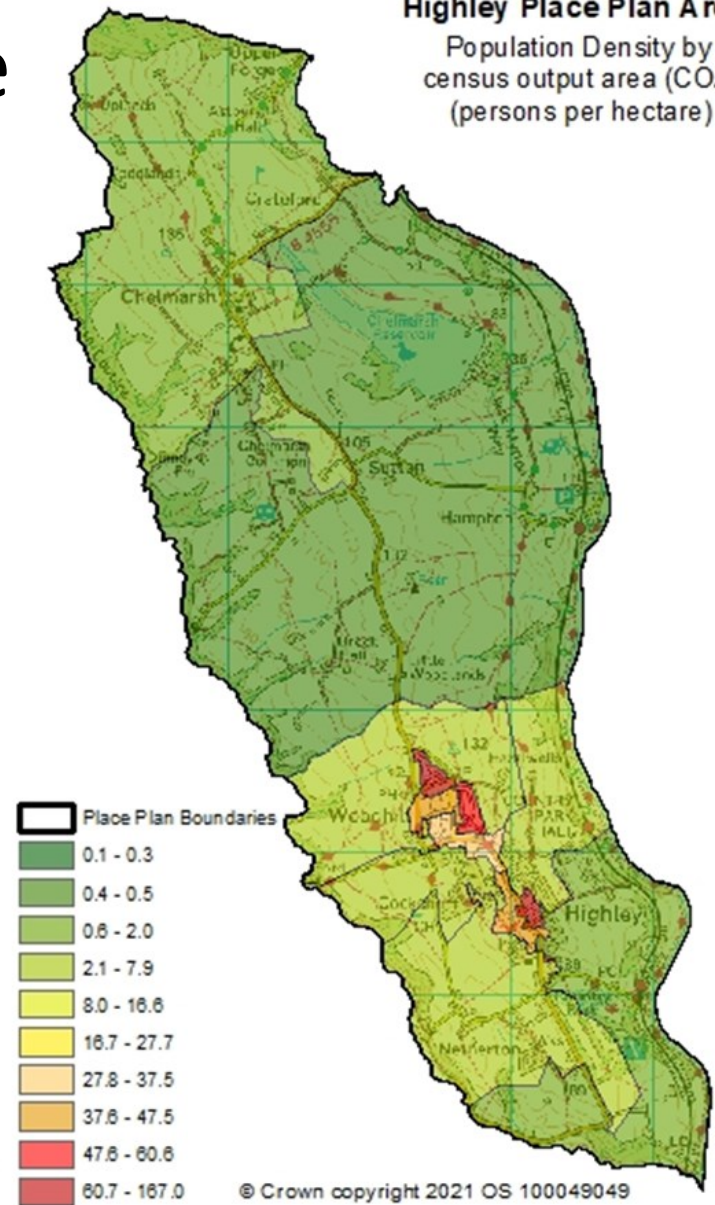


Highley Population Change

Highley Place Plan Area

Population Density by census output area (COA) (persons per hectare)

	2001 pop	2020 pop	% change in Highley PPA 2001-20	% change in Shropshire 2001-20	% of Highley's population	% of Shropshire's population
0-4	228	250	9.6%	-2.6%	5.8%	5.7%
5-15	544	481	-11.6%	-1.2%	11.1%	11.8%
18-24	215	232	7.9%	4.2%	5.4%	6.3%
16-64	2,386	2,405	0.8%	7.4%	55.6%	58.7%
65+	583	1,189	103.9%	58.3%	27.6%	25%
65-84	543	1,074	97.8%	56.4%	24.8%	21.7%
85+	40	115	187.5%	71.5%	2.7%	3.3%

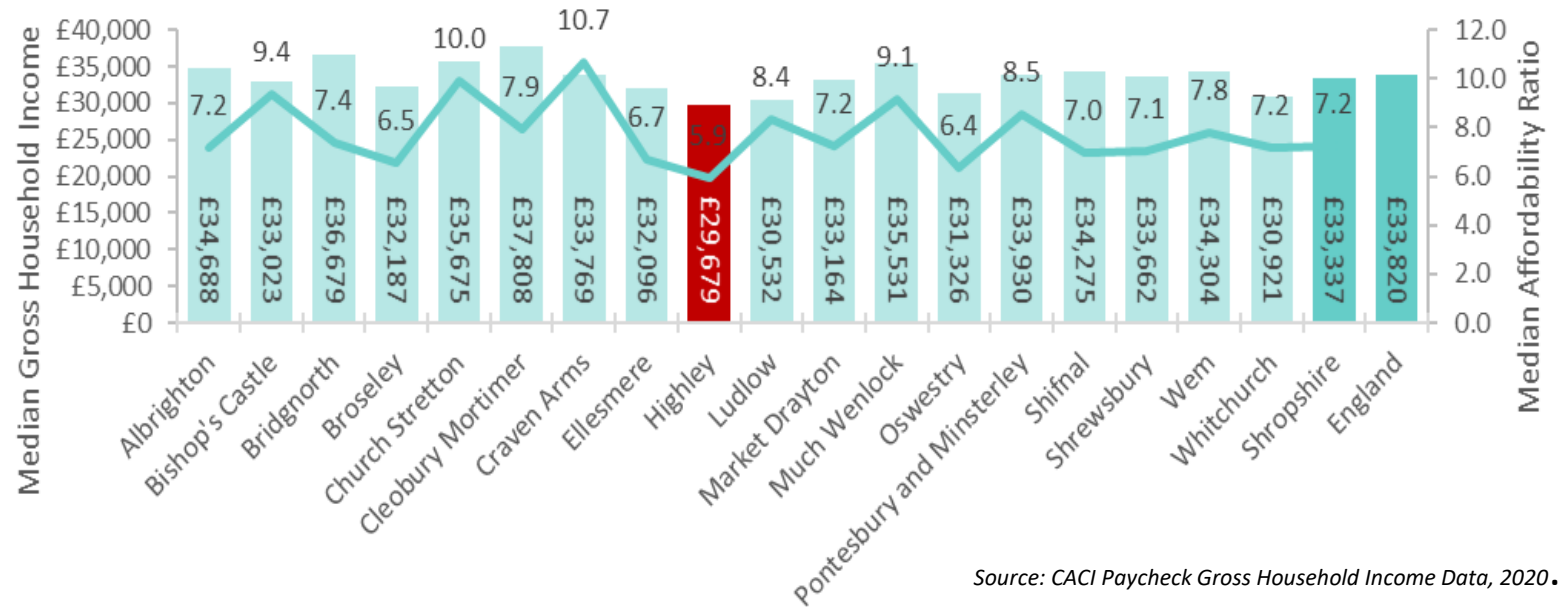
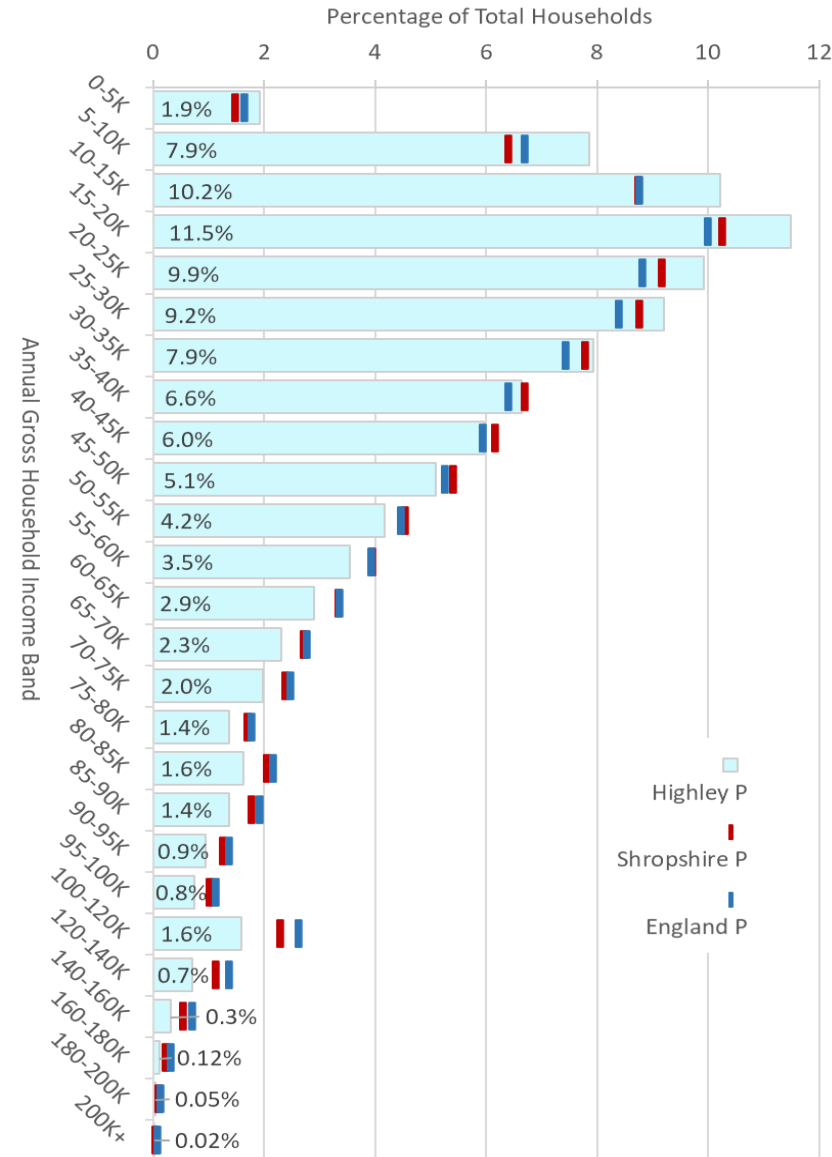


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Highley Income Levels

- Highley Place Plan Area has a significantly higher percentage of households in the lower income bands between 0-30k. The highest percentage of households (11.5%) fall into the 15-20k household income band.
- Highley Place Plan Area has a much lower percentage of households in all income bands exceeding £40k, when compared with Shropshire and nationally. This is most noticeable in the higher income bands.
- Highley Place Plan Area has the lowest median housing affordability ratio (5.9) when compared to the least affordable areas in the south west of Shropshire (exceeding 10). This reflects lower median house prices in Highley, combined with the lowest median gross household income levels (£29,679) in Shropshire.



Source: CACI Paycheck Gross Household Income Data, 2020.

Housing affordability is generally measured by using 'affordability ratios'. These reveal the gap between income / earnings and housing costs in an area. The higher the ratio, the less affordable housing is for households with lower income levels.

Child Health Data

Indicator	Highley Place Plan Area	Shropshire Overall
Number of deliveries	194	10,282
Percentage of mothers who were known to be smoking at time of delivery	16.0%	12.8%
Percentage of mothers who were known to be smoking at time of booking	17.5%	14.0%
Percentage of mothers who initiated breastfeeding in first 48 hours	73.6%	79.3%
% of mothers of healthyweight at booking	39.9%	43.8%
% of mothers obese at booking	25.9%	24.1%
% of mothers overweight at booking	31.1%	29.8%
% of mothers overweight or obese at booking	57.0%	53.9%

Source: SATH Maternity Dataset for 2016/17, 2017/18, 2018/19, 2019/20 and 2020/21

Source: National Childhood Measurement Programme for 2014/15, 2015/16, 2016/17, 2017/18 and 2018/19

Reception	Highley Place Plan Area	Shropshire Overall
Number of children measured	242	12,908
Healthyweight	76.4%	77.3%
Very Overweight	8.3%	8.4%
Overweight or Very Overweight	22.7%	22.1%

Year 6	Highley Place Plan Area	Shropshire Overall
Number of children measured	235	12,817
Healthyweight	73.6%	68.2%
Very Overweight	14.0%	16.5%
Overweight or Very Overweight	26.0%	30.7%

Area	1 year old						2 years old						5 years old					
	Eligible children	DTaP/ IPV / Hib / Hep B %	Men B %	PCV1 %	PCV2 %	Rota %	Eligible children	DTaP/ IPV / Hib / Hep B %	MMR1 %	Hib / Men C %	PCV booster %	Men B %	Eligible children	DTaP/ IPV / Hib %	Hib / Men C %	DTaP IPV booster%	MMR1%	MMR2%
Highley PPA – 19/20	50	97.7%	97.7%	N/A	97.7%	93.3%	51	97.0%	98.3%	98.7%	98.8%	98.0%	52	93.9%	91.9%	90.9%	91.5%	89.1%
Shropshire CCG – 19/20	2670	96.3%	96.2%	N/A	96.9%	94.3%	2794	96.9%	94.5%	94.6%	94.4%	93.2%	2991	97.4%	96.6%	90.6%	97.0%	91.1%
Highley PPA – 20/21	49	95%	95%	96.8%	94.7%	93.9%	50	97.8%	93.4%	93.4%	93.5%	93.5%	59	97.7%	95.4%	93.3%	97.1%	93.3%
Shropshire CCG – 20/21	2597	96.6%	96.5%	98%	96.9%	94.5%	2715	97.2%	95.0%	94.9%	95.0%	94.5%	3124	97.6%	95.7%	90.8%	96.4%	91.4%

Children's Data by Family Hub Area

		South East	South West	Central North	Central South	North East	North West	Shropshire
	No Children 2020/21	9,725	5,315	9,765	8,530	9,660	8,730	51,725
Deprivation	CYP aged 5 to 18 living in 20% most deprived quintile relative to Shropshire	972	1,097	1,473	1,742	2,375	1,698	9,357
	CYP aged 5 to 18 living in 20% most deprived quintile relative to England	0	203	753	1,112	326	339	2,733
	Deprivation (IMD)	15.1	19.5	15.5	17.1	20.2	18.3	17.1
Safeguarding	Children in need	113	65	158	177	147	175	835
	Child protection	66	50	135	123	114	126	620
	Looked after children	74	67	92	114	96	115	563
	Total	253	182	385	414	357	416	2,018
Troubled Families	Families	45	32	29	48	43	50	247
	Children	208	154	136	229	203	226	1,156
	Rate per 1,000 aged 0-18	17.3	24.6	13	18.7	17.3	21.1	18.2
Crime	Crime No	2,490	1,508	2,599	3,913	2,579	2,294	15,383
	Crime Rate per 1,000 pop	37.9	40.2	52.4	65.9	43.9	43.8	47.6
	ASB	1125	560	1,111	1651	996	928	6,371
	ASB Rate per 1,000 pop	14.9	17.7	22.4	27.8	19.7	17	17.1
Domestic Violence	Count	531	297	560	680	644	503	3,215
	Rate per 1,000 pop	8.1	7.9	11.3	11.5	11	9.6	9.9

Indicator	Highley Place Plan Area	NHS Shropshire, Telford and Wrekin CCG
AF Prevalence	3.2%	2.5%
CHD Prevalence	3.9%	3.5%
Heart failure Prevalence	1.2%	0.9%
Heart failure due to LVSD Prevalence	0.7%	-
Hypertension Prevalence	17.9%	15.6%
Peripheral arterial disease Prevalence	0.9%	0.8%
Stroke and transient ischaemic attack Prevalence	2.7%	2.4%
COPD Prevalence	2.4%	2%
Asthma Prevalence (6+)	6.1%	7.1%
Obesity Prevalence (18+)	4.5%	7.3%
High dependency and other long term conditions group, cancer Prevalence	5.1%	4%
High dependency and other long term conditions group, palliative care Prevalence	0.3%	0.4%
Mental health and neurology group, dementia Prevalence	0.9%	0.9%
Mental health and neurology group, learning disabilities Prevalence	0.4%	0.5%
Mental health and neurology group, mental health Prevalence	0.5%	0.8%
Musculoskeletal group, rheumatoid arthritis Prevalence (16+)	0.8%	0.9%
High dependency and other long term conditions group, diabetes mellitus Prevalence (17+)	7.9%	7.3%
High dependency and other long term conditions group, chronic kidney disease Prevalence (18+)	5.4%	5.7%
Mental health and neurology group, depression Prevalence (18+)	15.8%	14.5%
Mental health and neurology group, epilepsy Prevalence (18+)	0.8%	0.9%
Non-diabetic hyperglycaemia group, non-diabetic hyperglycaemia Prevalence (18+)	4.8%	4.6%
Musculoskeletal group, osteoporosis Prevalence (50+)	0.7%	0.9%

Key to colour codes on table	
Area is statistically higher for this indicator than Shropshire	
Area is statistically similar for this indicator to Shropshire	
Area is statistically lower for this indicator than Shropshire	

COVID Cases Data

Covid 19 - Indicator	Highley Place Plan Area	Shropshire Overall	Highley % v Shropshire
Total Cases	1,398	92,523	
Case rate per 1,000 population	250.4	284.3	Lower
Cases in under 20 population	404	25,314	
Case rate per 1,000 population aged under 20	369.6	382.0	Lower
Cases in under 60 population	1,172	77,740	
Case rate per 1,000 population aged under 60	327.1	350.8	Lower
Cases in Over 60 population	225	14,780	
Case rate per 1,000 population aged over 60	112.5	142.4	Lower

Source: UKHSA Covid-19 situational awareness explorer, specimen dates up to 31/3/22



Index of Multiple Deprivation 2019

The indices of deprivation 2019 provide A set of relative measures of deprivation for small areas (lower-layer super output areas) across England, based on seven different domains of deprivation:

- Income deprivation
- Employment deprivation
- Education, skills and training deprivation
- Health deprivation and disability
- Crime
- Barriers to housing and services
- Living environment deprivation

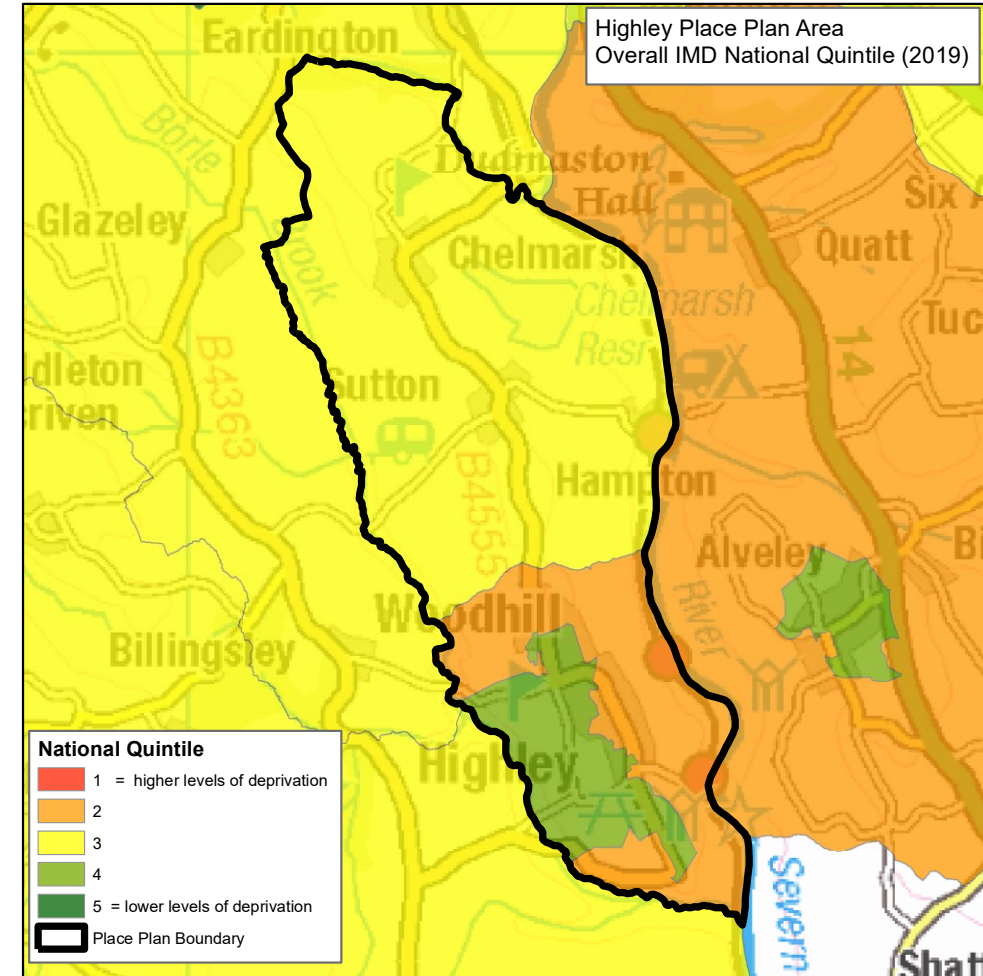
The index of multiple deprivation overall 2019 combines information from the seven domains to produce an overall relative measure of deprivation.

It is important to note that not all deprived people live in areas with high levels of deprivation and, conversely, not everyone living in a highly deprived area is deprived.

Estimated Population (Mid year estimates 2020) within each National Quintile

Area	Quintile 1 (most deprived)	Quintile 2	Quintile 3	Quintile 4	Quintile 5 (least deprived)
Highley PPA Population	0	2,045	527	1,753	0
Highley PPA Percentage of Total Population	0%	47%	12%	41%	0%
Shropshire Population	15,082	69,014	117,193	79,758	44,368
Shropshire Percentage of Total Population	5%	21%	36%	25%	14%

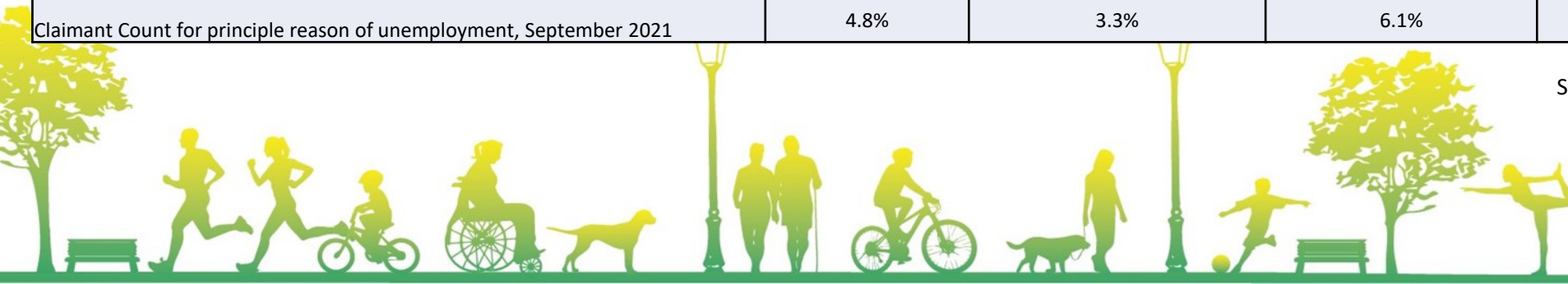
*Data Sources: Indices of Multiple Deprivation, Ministry of Housing, Communities & Local Government, © Crown copyright 2021
Mid Year Population Estimates 2020, Office for National Statistics, © Crown copyright 2021*



Attendance Allowance is paid to people who are ill or disabled after their 65th birthday and who need someone to help them with their personal care.

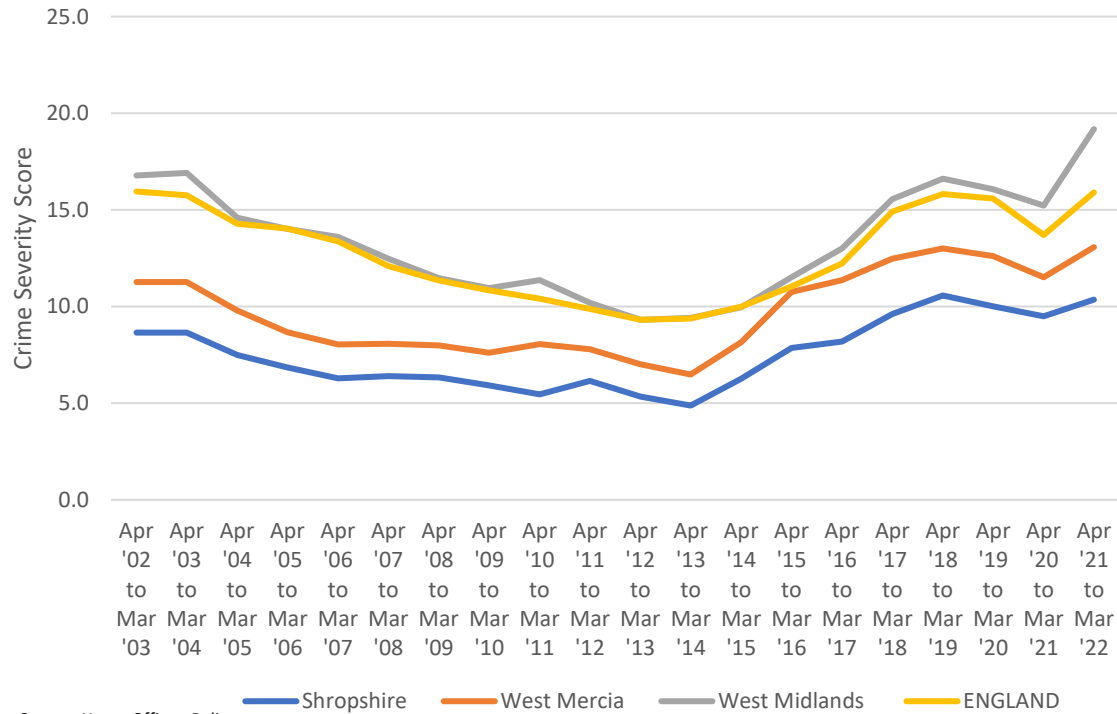
Area	Highley	Shropshire Council Area	West Midlands	England	Great Britain
Attendance Allowance February 2020	128	8,781	140,181	1,211,833	
Attendance Allowance February 2021	149	8,742	135,095	1,172,543	
% Change February 2020 to February 2021	16.4%	-0.4%	-3.6%	-3.2%	
Number of persons aged 16+ in receipt of carers allowance Feb 2020	69	3,242	94,348	761,436	
Number of persons aged 16+ in receipt of carers allowance Feb 2021	73	3,404	98,650	794,816	
% change February 2020 to February 2021	6%	5%	5%	4%	
Proportion of Households which are fuel poor, 2019 (Source BEIS)	15.2%	12.3%			
Proportion of 16-64 population claiming universal credit, September 2021	10.6%	10.5%	15.8%	14.3%	
Number of households on universal credit, May 2021	14.5%	12%		18.4%	
Growth in households on universal credit, March 2020 – May 2021	90.5%	86.9%	76.1%		84.2%
Median Household earnings 2020 (CACI paycheck data)	£29,679	£33,820		£33,337	
Claimant Count for principle reason of unemployment, September 2021	4.8%	3.3%	6.1%		5%

Source: Department for Work and Pensions

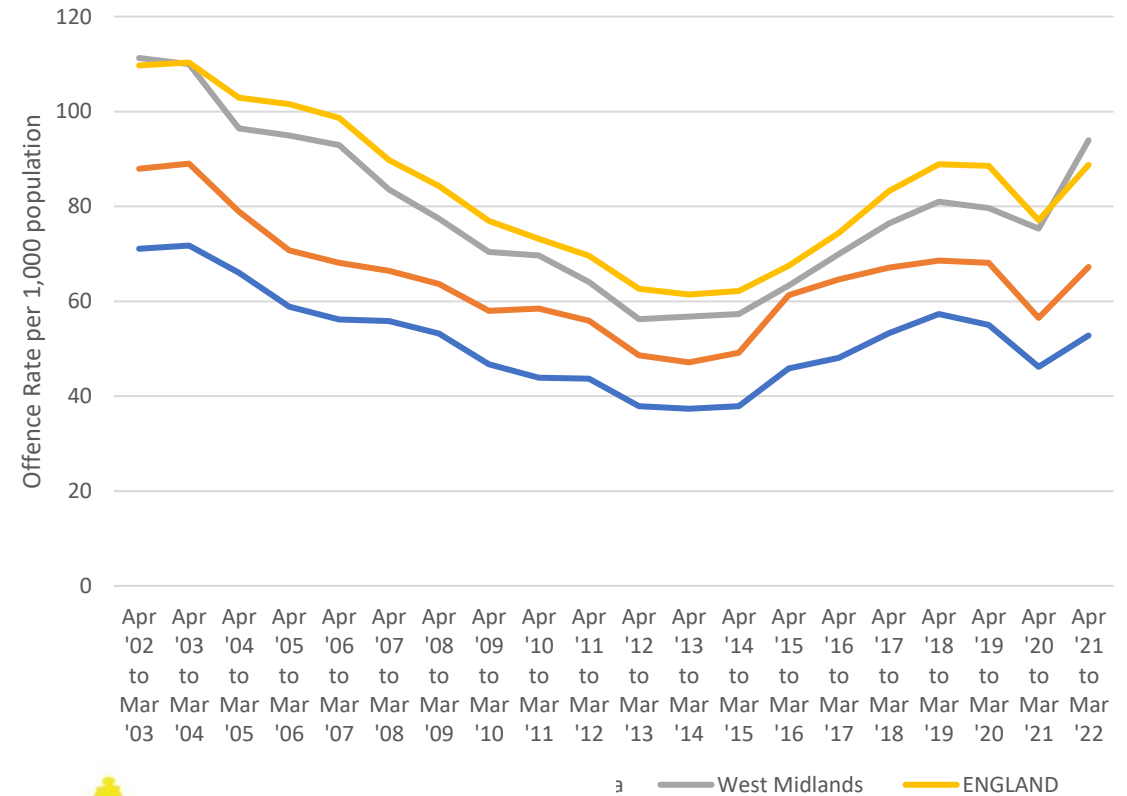


Crime Data

Crime Severity Score

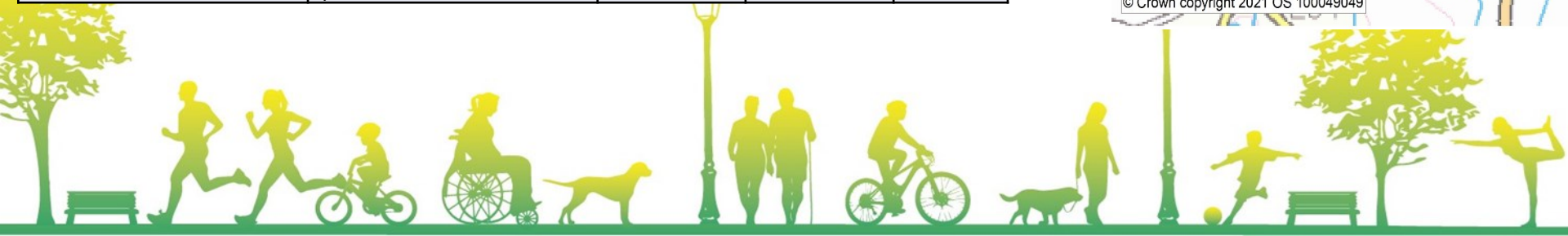
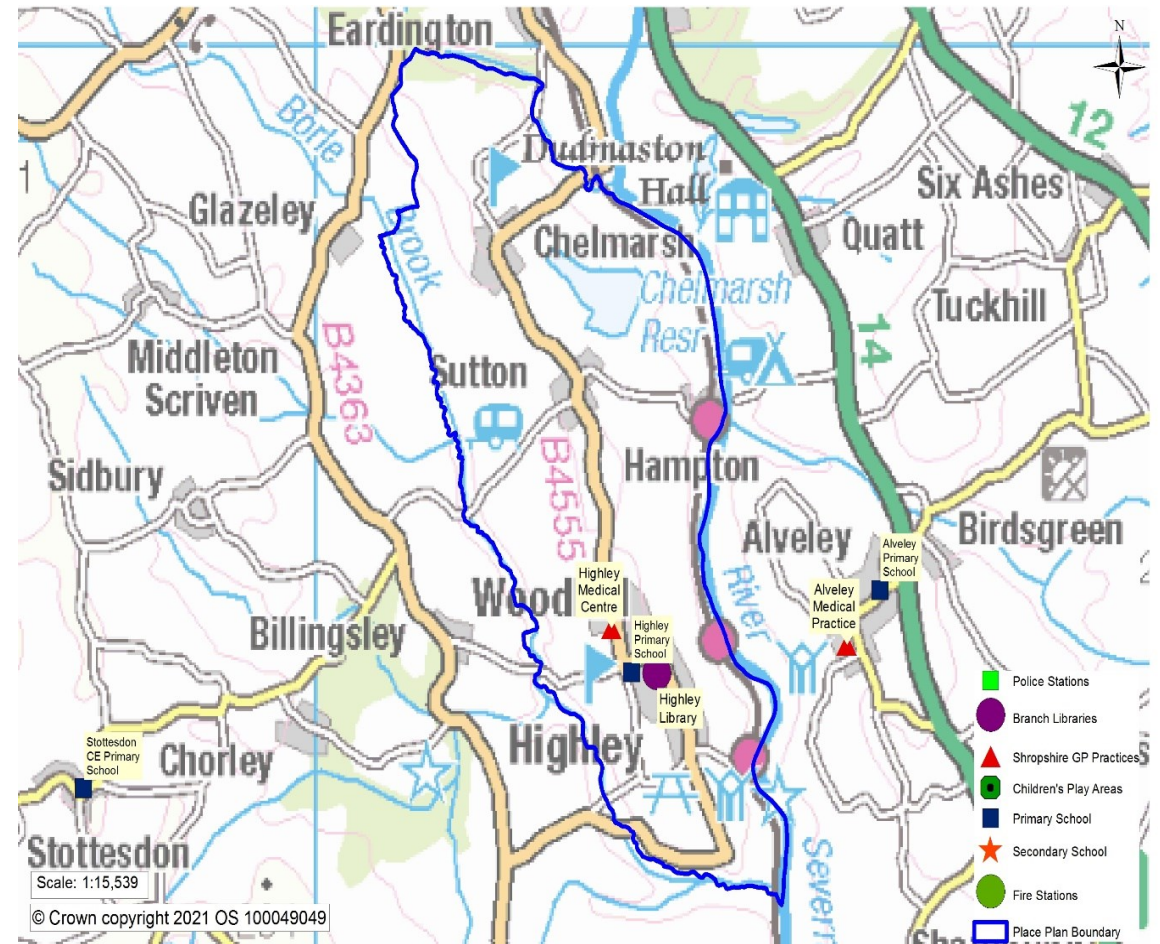


Crime Offence Rate per 1,000 population



Transport Data

Average Journey Time (Minutes)	Area	Highley	Shropshire	England
Primary school	Public Transport/On foot	19.5	13.1	9.3
	Cycling	13.6	10.4	8.7
	By Car	8.8	8.1	7.7
Secondary school	Public Transport/On foot	36.5	29.3	18.4
	Cycling	40.6	22.3	14.2
	By Car	18	12.7	10.5
Further education	Public Transport/On foot	35.5	36.7	21.4
	Cycling	41.9	33.7	17.1
	By Car	19.3	17.1	11.8
GP surgery	Public Transport/On foot	18	20.5	12.9
	Cycling	13.5	15.8	10.9
	By Car	9	10.2	8.6
Hospital	Public Transport/On foot	57.5	64	39
	Cycling	77.9	71.5	33.9
	By Car	30.8	28.6	19.6
Food store	Public Transport/On foot	16.8	15.7	8.9
	Cycling	12.5	12.2	8.8
	By Car	8.1	8.4	7.4
Town centre	Public Transport/On foot	35.9	29.9	20.6
	Cycling	41.6	26.8	17.4
	By Car	19.4	14.6	12.1



Reviewing Community Engagement

- Hannah Thomas – Community Wellbeing Manager
- Chris Hirons – Community Wellbeing Outreach Officer



Q1. How are people feeling?

- 81% of respondents are satisfied with their lives (8 and above)
- 78% of respondents feel their lives are worthwhile (8 and above)
- 59% of respondents felt happy yesterday (8 and above)
- 16% of respondents felt anxious yesterday



Q2. What's A Nice Place to Live?

Top 3 things that make somewhere a nice place to live –

- Shopping Facilities
- Health Services
- Access to Nature



Q3. Where can Highley Improve?

Top three things that respondents want to see improved in Highley –

- Road and Pavements
- Health Services
- Activities for Teenagers



Key Stakeholder comments on where can Highley Improve?

“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.”

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



Q4. The Biggest Health & Well-being Issues In Highley

- Overwhelmingly consistent issue raised is access to health services (GP & Specialist Care)
- The next highest issues, with equal ranking are:
 - Mental Health
 - Lack of Exercise Opportunities
 - COVID



Key Stakeholder comments on The Biggest Health & Well-being Issues In Highley

- “Many patients go to Cleobury”
- “A fundamental part of positive health & wellbeing is the need to feel safe & secure in your home and local environment; driven by perceived risk of harm and the reality of crime rates in the village”
- “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.”



Q5. Biggest Personal Health & Wellbeing Challenges

The biggest health issues that affect respondents and their families

- COVID
- Mental Health
- Access to GP



Key Stakeholder comments on the Biggest Personal Health & Well-being Challenges

- “We 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.”
- Regarding Mental Health – “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.”



Q6. Biggest Issues facing Young People

The top three issues raised by Respondents are:

- Lack of groups & things to do
- Social Media Influence
- Mental Health



Key Stakeholder comments on the Biggest Issues facing Young People

- “Youth ASB issues can be perceived issues, based on the mere presence of youths rather than their behaviour”
- “Teenage boredom can lead to disruptive behaviour... ..though those responsible are a very small minority”
- “Highley has a higher-than-average number of SEN students and those eligible for free school meals”



Q7. What Improvements are needed for Children & Young People?

Overwhelming response identified perceived need for more affordable activities

Respondents also suggested:

- Improving Public Transport
- Opportunities for them to be listened to



Key Stakeholder comments on What Improvements are needed for Children & Young People?

- “A great thing about Highley is its strong team of volunteers,”
- “Highley lacks safe places for young people to relax, be themselves and just hang out”
- “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.”
- “Children need to get outside more but then there needs to be activities & facilities available to them to allow this”



Healthy Eating

The overwhelming majority of respondents shared that they do not face challenges in eating healthily – 64%

Challenges faced by some respondents include:

- Cost – 6.8%
- Preferring unhealthy food – 5.5%



Challenges to Being active

- 64% of respondents do not face challenges to being active in their daily life
- An underlying health condition is a barrier to an active daily live for 11% of respondents



Other Stakeholder Comments

- “the concerns raised in the survey by the community mirror the feedback I received on the door while campaigning”
- “The primary school is community led & tries to engage with parents & the wider community as much as possible. Each year the school relies on seeking grants and external funding to purchase the enhanced equipment for teaching & learning.”



Emerging Trends & Priorities



- Transport
- Primary Care
- Children and Young People
- Mental Health



Group Discussion

- What is already happening around each priority?
- Recommendations?



Closing Remarks & Next Steps



Thank you

