

**TELFORD & WREKIN COUNCIL**

**HEALTH & WELLBEING BOARD**

**16 SEPTEMBER 2019**

**REPORT TITLE: JSNA UPDATE: UNDERSTANDING TELFORD AND WREKIN 2019: A DEMOGRAPHIC, HEALTH AND SOCIO-ECONOMIC PROFILE OF OUR COMMUNITIES**

**REPORT OF: LIZ NOAKES, ASSISTANT DIRECTOR: HEALTH AND WELLBEING**

## **PART A) – SUMMARY REPORT**

### **1. SUMMARY OF MAIN PROPOSALS**

'Understanding Telford and Wrekin: A demographic, health and socio-economic profile of our communities in 2019' is now available. The purpose of this report is to highlight to board members the release of the document, highlight key messages from the document and signpost members to where to access the full profile.

The purpose of the profile is to:

- Provide an overview of the population of Telford and Wrekin
- Build a picture of the social, cultural, health and economic needs of communities in the borough
- Help the council and partners identify the communities and groups most in need of support
- Help the council and partners to evaluate the appropriateness of services and activities currently offered and whether these meet the needs of communities
- Help the council and partners to set appropriate priorities and targets as part of the service and financial planning process.

This document also forms a key foundation of the Telford and Wrekin Joint Strategic Needs Assessment (JSNA).

The profile is formed of 6 chapters:

- **Chapter One: Introduction, Executive Summary and Headline Messages**
  - The purpose of the document
  - JSNA Executive Summary
  - JSNA Headline Messages: Understanding Telford & Wrekin
  - JSNA Headline Messages by topic: population & household characteristics; being healthy; staying safe; enjoying & achieving; economic wellbeing
  - JSNA Headline Messages by locality: Hadley Castle; The Wrekin; Lakeside South

- JSNA Headline Messages by age group: young people; working age adults; older people
- **Chapter Two: Population and Household Characteristics**
  - Population estimates and projections, including fertility and mortality rates
  - Demographic information including ethnicity, religion, sexual identity, migration
  - Cross border service users
  - Household composition including dependent children, lone parents, carers
- **Chapter Three: Being Healthy**
  - General health of the population, including life expectancy, mortality, long term limiting illnesses, physical disability, mental health, dementia, loneliness
  - Prevalence of various health conditions
  - Hospital attendance and admissions, including by reason
  - Low birth weight, teenage pregnancy rates, smoking in pregnancy and breastfeeding rates
  - Healthy lifestyle rates including smoking, binge drinking, drug use, physical activity, excess weight and obesity
- **Chapter Four: Staying Safe**
  - Hospital admissions for accidental and deliberate injuries
  - Rates of children presenting to Safeguarding services, presenting needs of families
  - Homelessness and households in temporary accommodation
  - Crime and anti social behaviour rates by crime type
  - Drug and alcohol service users
- **Chapter Five: Enjoying and Achieving**
  - Attainment rates at all key stages, absence rates, attainment gaps and population qualifications
  - Special educational needs
- **Chapter Six: Economic Wellbeing**
  - Income deprivation rates, unemployment, benefit claimant rates, NEETs, fuel poverty
- **Appendix to each chapter:**
  - Ward and children centre data for each topic

The document can be accessed in full at [www.telford.gov.uk/populationprofile](http://www.telford.gov.uk/populationprofile)

## **2. RECOMMENDATIONS (AND TO WHOM ACTIONS APPLY eg CCG, Council)**

- Board members to note the publication of ‘Understanding Telford and Wrekin: A demographic, health and socio-economic profile of our communities’
- That the JSNA informs the refresh of the Health & Wellbeing Strategy
- Board members to consider any developments to current workstreams based on any new intelligence

## **3. IMPACT OF ACTION - (How it is intended that action will make a difference)**

By continually developing our use of intelligence, our understanding of services, communities and the demands they place on public sector organisations will improve. Intelligence led service planning and decision making will contribute to understanding the impact of actions across the Health and Wellbeing Board.

#### **4. SUMMARY IMPACT ASSESSMENT**

<b>COMMUNITY IMPACT</b>	Do these proposals contribute to a specific HWB Priority	
	Yes	<i>all</i>
	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	<i>All</i>
	Will the proposals impact on specific groups of people?	
	No	
<b>TARGET COMPLETION/DELIVERY DATE</b>	<i>Insert date and if more than 6 months after the date of the Cabinet report, list key milestones</i>	
<b>FINANCIAL/VALUE FOR MONEY IMPACT</b>	Yes/No	<p>There are no direct financial implications foreseen from accepting the recommendations of this report.</p> <p>Information and intelligence about the demand likely to accrue to health and social care services is already in use by the Council to create financial modelling and forecasting. Data identified and developed as part of this work will be helpful in refining the future financial models necessary to identify the impacts of demand and a changing health picture on Care services. It may also help to identify the impact on the Council of changes and demands elsewhere in the public services. This information will be valuable in producing information to support future budget strategy decisions.</p> <p>TAS 5/9/19</p>
<b>LEGAL ISSUES</b>	Yes	Section 116 of the Local Government and Public Involvement in Health Act 2007 (as amended) places a duty upon the Council and each of its

		<p>partner clinical commissioning groups (CCGs) to produce and publish a joint strategic needs assessment (JSNA) through the Health and Wellbeing Board.</p> <p>The JSNA must be produced in co-operation and with regard to any statutory guidance issued by the Secretary of State and involve the Local Healthwatch organisation for the area and involve people who live or work in the area. The aim is to develop local evidence based priorities for commissioning which will improve the public's health and reduce inequalities.</p> <p>The statutory guidance upon Joint Strategic Needs Assessments and Joint Health and Wellbeing Strategies was last issued by the Secretary of State on 26<sup>th</sup> March 2013. Additional guidance is issued from time to time, for example "Guidance for Local Authorities and NHS commissioners on assessing the hearing needs of local populations" published in June 2019 KF 5/9/19</p>
<b>EQUALITY &amp; DIVERSITY</b>	Yes	<i>The JSNA demonstrates inequalities in Telford and Wrekin, including variations in need due to characteristics or geographical factors.</i>
<b>IMPACT ON SPECIFIC WARDS</b>	Yes	<i>The JSNA highlights variations in levels of need in different communities and contains ward-level information.</i>
<b>PATIENTS &amp; PUBLIC ENGAGEMENT</b>	No	<i>If yes, briefly summarise event</i>
<b>OTHER IMPACTS, RISKS &amp; OPPORTUNITIES</b>	No	<i>If yes, briefly list any other significant impacts, risks &amp; opportunities-</i>

## **5 PART B) – ADDITIONAL INFORMATION**

This section of the report provides an Executive Summary of the Understanding Telford and Wrekin 2019 Profile.

### **5.1 Understanding Telford and Wrekin 2019**

“Understanding Telford and Wrekin 2019” gives a detailed insight into demographic, health and socio-economic landscape of the Borough and its communities, and is designed to support needs-based planning.

The report reinforces that the Telford & Wrekin is a place of contrast and difference. Much of the Borough is prosperous, and 12% of the population live in the least deprived areas in England. However, a significant number of our neighbourhoods are not, and 27% of the population live in the most deprived areas in England.

These levels of deprivation significantly impact local people’s lives, drive our key health challenges, and generate additional demand on public sector and other support services.

## **5.2 Population and Household Characteristics**

Telford & Wrekin is one of the fastest growing local authority areas outside of London, largely due to record levels of housing growth. The population of the borough is forecast to grow from 175,800 to 196,900, an increase of over 20,000 people in the next 12 years – with about 1,000 new homes built each year.

As the population grows and ages it is becoming more diverse. Much of the population growth is driven by internal migration – that is people within the UK moving to the borough.

We will see notable changes in the age profile of our population: There will be 3,700 more 0 to 15 year olds (a 10% increase) and 3,400 more people aged 85+ (a 98% increase) by 2031. However, only 5,500 (just over a quarter) of the overall population increase will be in working age people, meaning the ratio of working aged population (16 to 64) population to non-working aged population will fall from 1.6 to 1.4 to 1.

Again these demographic changes will impact on the future demand for services, impacting on housing and labour supply, and specific roles such as carers.

## **5.3 Being Healthy**

Over the past 21 years the health of the borough has improved significantly. Life expectancy is now 78.3 years for men and 81.8 years for women. Healthy life expectancy is increasing at a greater rate than the national average, and men can now expect to live 60.9 years in good health and women 62.4 years in good health.

Despite this improvement, health inequalities have widened as the health of our poorest communities has either worsened or not improved. The inequality in life expectancy between the most and least deprived areas is 9.6 years for men and 6.4 years for women.

A number of key measures of health and wellbeing show that residents have poorer health than those seen on average in England. Whilst smoking prevalence in adults has reduced to 16.2% and is no longer worse than the national average, the level of maternal smoking is still high at 17.2%. Excess weight in 10-11 year olds has increased to 38.0% and is significantly worse than average.

Supporting communities to adopt and sustain healthier lifestyles and improving wellbeing needs to be considered alongside other wider determinants such as housing and employment.

#### **5.4 Staying Safe**

Three consistent challenges to keeping our population safe are domestic abuse, mental health and substance misuse. National research and our own local analysis demonstrate that these are too often related to individuals seeking support from local services including health, Police and safeguarding services.

The most common risk factors identified in 1,800 annual assessments completed by Children Safeguarding Teams were domestic violence (43.4%), mental health (43.4%) and drug misuse (24.5%). The majority of the 600 families who are assessed under our Strengthening Families programme in 2017/18 are reported as having some mental and emotional health needs. We know that these issues affect large numbers of people in our communities and can often be the drivers of other needs.

There are also challenges to local partners and communities to provide support to our most vulnerable people, including those who are homeless, misuse drugs or alcohol, are socially isolated or have increased care needs due to dementia, mental health or disabilities.

#### **5.5 Enjoying and Achieving**

The majority of children in the borough attend 'good' or 'outstanding' schools, and children in our primary schools achieved good results, with Early Years, Key Stage One and Key Stage Two above the national average in 2018. The challenge remains to improve the attainment of pupils in all of our secondary schools to consistently above the England average and also to narrow the attainment gap for disadvantaged children.

The levels of educational attainment in the population are also lower than the national average, with the borough having higher levels of working age residents with low levels of qualifications than the national average.

#### **5.6 Economic Wellbeing**

The most significant challenge to "economic wellbeing" in Telford & Wrekin is poverty. In our JSNA this is expressed as multiple deprivation measured by the Index of Multiple Deprivation. The Index shows us:

- 17.3% of the population (30,500 people) live in income deprivation. In Lakeside South this is 23.8%.
- 23.9% of children (to the age of 15) live in income deprived households. In Lakeside South the rate is 34.7%.
- 18.1% of the 60+ population are income deprived.

There are numerous factors that influence this. From an economic perspective, the borough has a good rate of employment and a successful track record of attracting investment to secure and create jobs. However, we have specific challenges around

the number of young people who are “not in education, employment or training”, relatively low wage rates and a higher proportion of low/unskilled jobs. A key challenge is to ensure that all of our communities benefit from growth and prosperity.

Through geographic analysis of demographic, health and socio-economic data, “Understanding Telford and Wrekin 2019” demonstrates that there are significant differences between the neighbourhoods of the Borough. It is essential that these are considered when services are designed and commissioned to ensure that the specific needs of communities are effectively met.

**Report prepared Helen Potter, Research & Intelligence Manager, Telford & Wrekin Council**