



Shropshire
Council

Joint Strategic Needs Assessment (JSNA) place-based approach

Stakeholder Event – Whitchurch



Overview

- What is a JSNA
- Why and what is a needs assessment?
- Initial work to date
- Next Steps



What is a 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. We also believe they should support local **partners/communities' priorities**.

In Shropshire, our JSNA takes three types:

- Web based profiling Tool
- Thematic Needs Assessments - e.g., pharmacy, drug and alcohol and children
- **Place Based Needs Assessments**



Shropshire Health and Wellbeing Strategy 2022 – 2027

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%			
Estimated dementia diagnosis rate (aged 65 and over)	2022	→	3,251	60.1%	58.9%	62.0%	41.2%			
(significantly)	< 66.7%									
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			5.0
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%			8.8%
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 Shropshire are living longer, but not necessarily healthier lives...

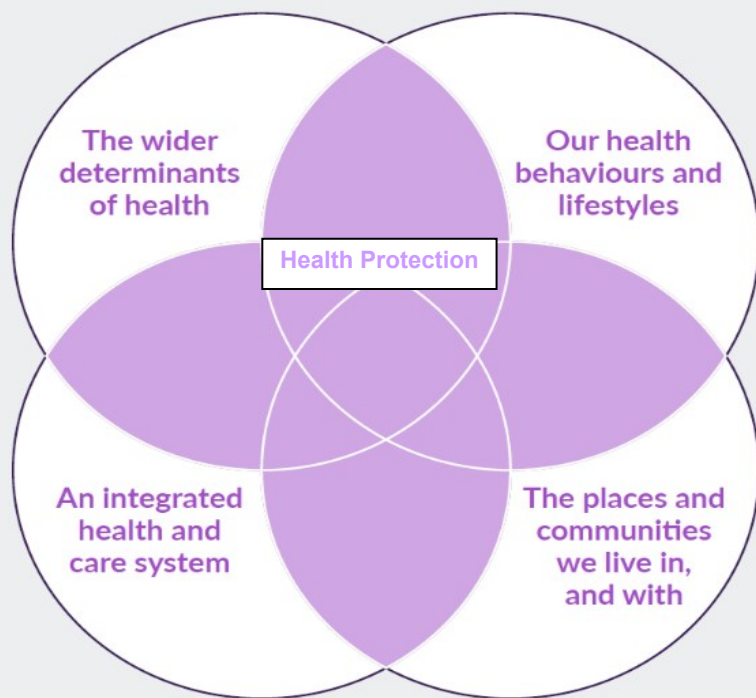
Measure	England	Shropshire	Range (Ward)	Range (Ward)
IMD Score	21.7	17.2	3.7 (Copthorne)	37.6 (Harlescott)
Life expectancy at birth, (Male)	79.7	80.5	75.3 (Sundorne)	85.8 (Copthorne)
Life expectancy at birth, (Female)	83.2	83.6	79.5 (Tern)	89.6 (Clun)
Deaths all causes, all ages, SMR	100	96.7	65.4 (Copthorne)	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

Ward	Whitchurch North	Copthorne
Male Life Expectancy	76.6 years	85.8 years
Female Life Expectancy	83.5 years	87.7 years

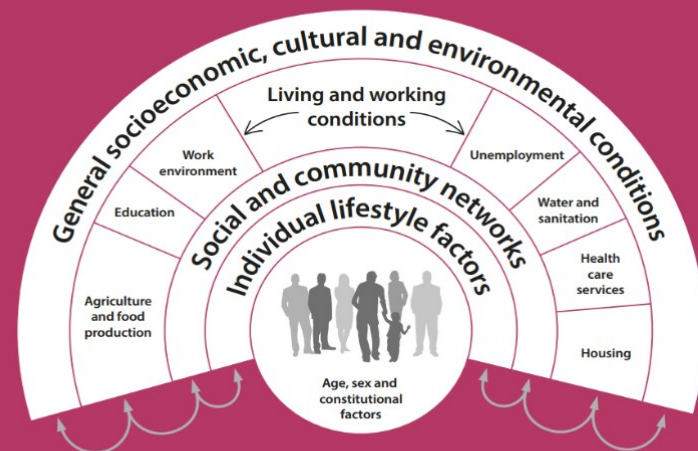
What makes us healthy?

Understanding and Addressing Inequalities
– taking a preventative approach



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

What makes us Healthy?

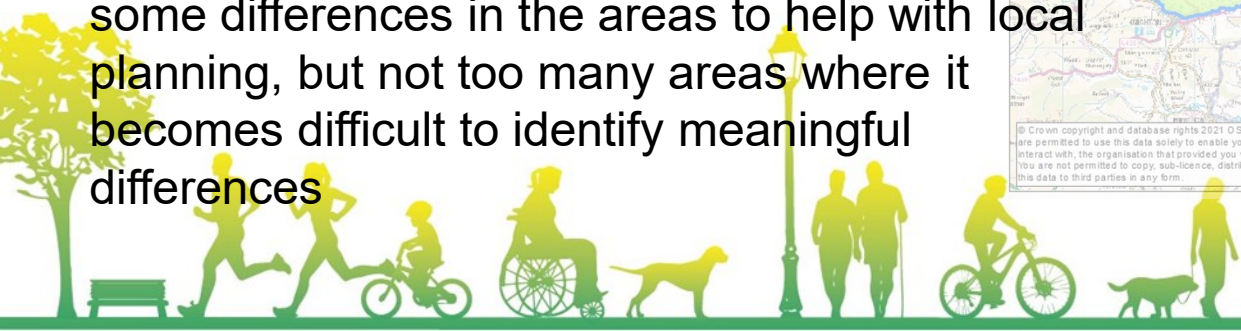
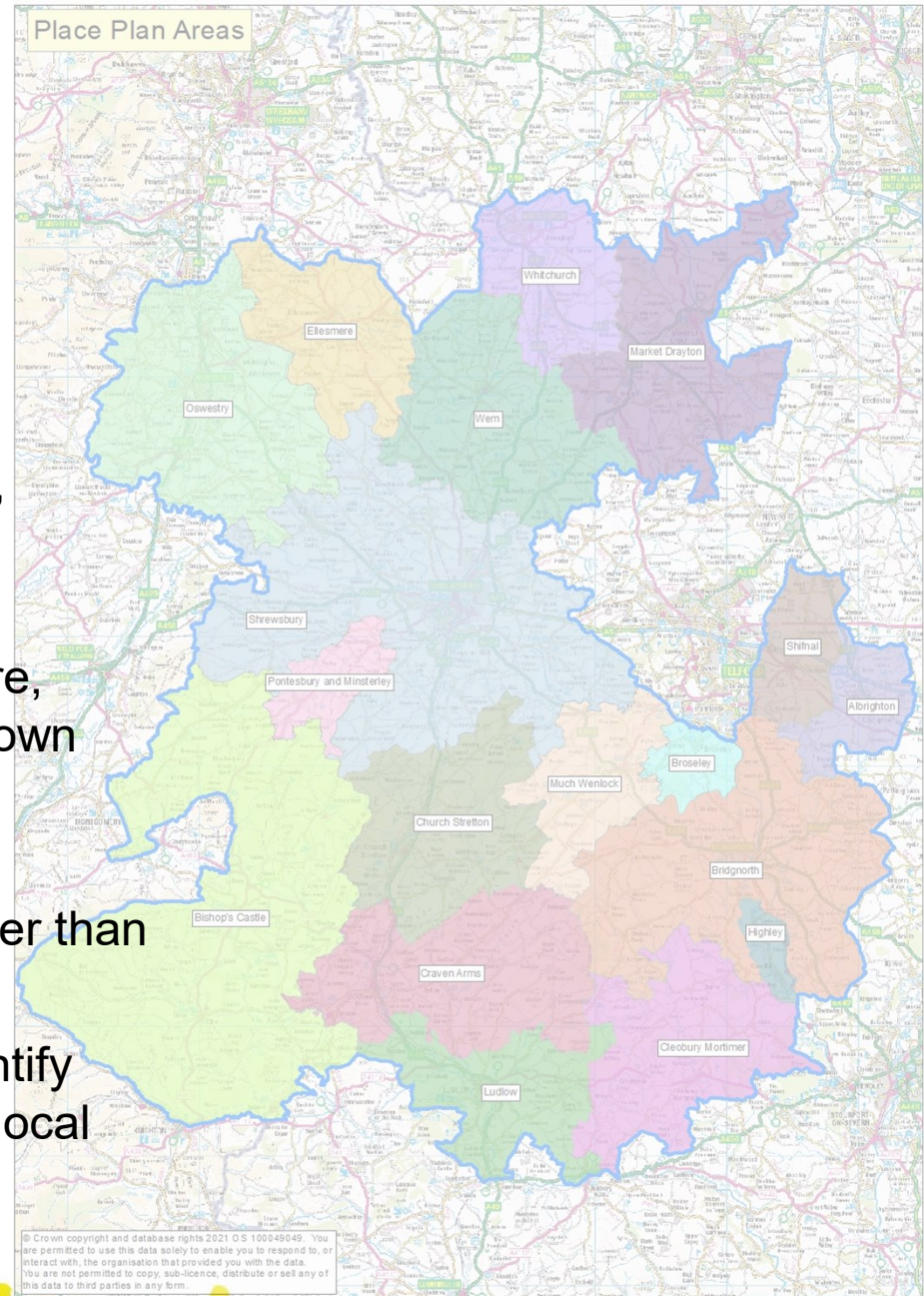


Dahlgren and Whitehead 1991

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

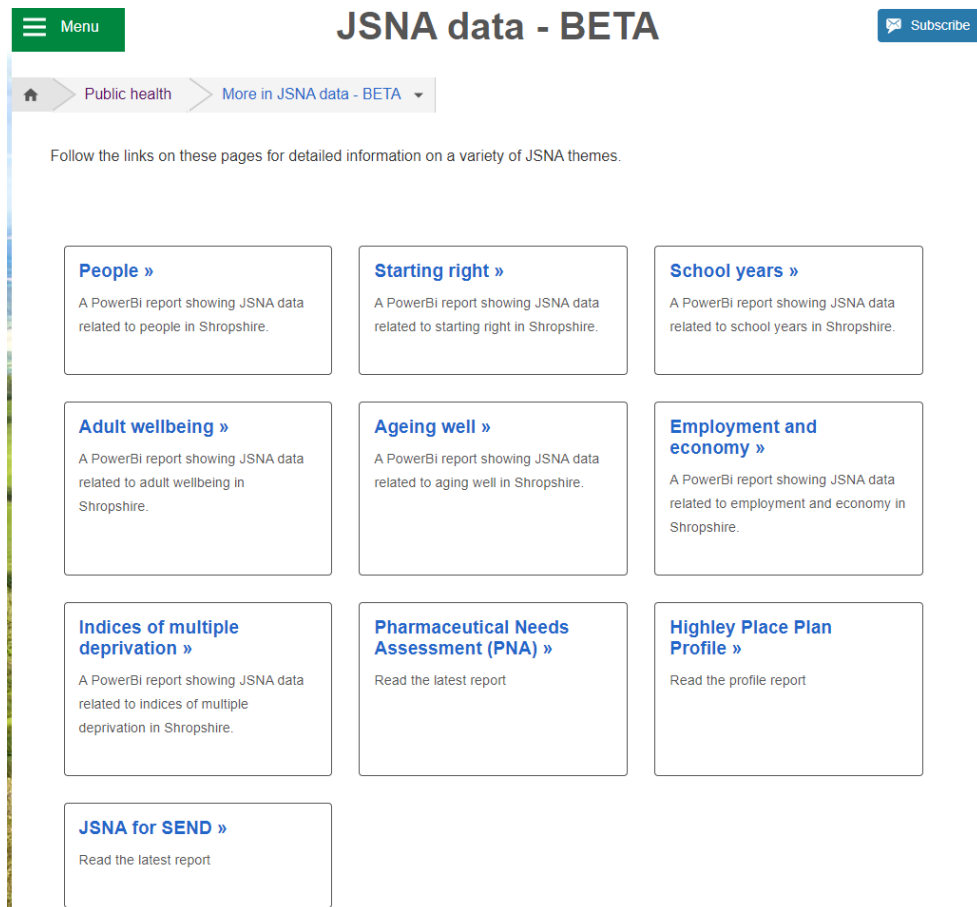
JSNA Place Based Geographies

- 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



JSNA Web Based Profiler Tool

<https://www.shropshire.gov.uk/public-health/jsna-data-beta/>



The screenshot shows the 'JSNA data - BETA' web interface. At the top, there is a green 'Menu' button on the left and a blue 'Subscribe' button on the right. Below the header, a breadcrumb trail shows 'Public health' and 'More in JSNA data - BETA'. A paragraph states: 'Follow the links on these pages for detailed information on a variety of JSNA themes.' The main content area features a grid of nine cards, each with a title, a link icon (»), and a brief description of the PowerBI report. The cards are: 'People', 'Starting right', 'School years', 'Adult wellbeing', 'Ageing well', 'Employment and economy', 'Indices of multiple deprivation', 'Pharmaceutical Needs Assessment (PNA)', and 'Highly Place Plan Profile'. A tenth card, 'JSNA for SEND', is located at the bottom left.

JSNA data - BETA

Menu Subscribe

Public health More in JSNA data - BETA

Follow the links on these pages for detailed information on a variety of JSNA themes.

- People »**
A PowerBI report showing JSNA data related to people in Shropshire.
- Starting right »**
A PowerBI report showing JSNA data related to starting right in Shropshire.
- School years »**
A PowerBI report showing JSNA data related to school years in Shropshire.
- Adult wellbeing »**
A PowerBI report showing JSNA data related to adult wellbeing in Shropshire.
- Ageing well »**
A PowerBI report showing JSNA data related to aging well in Shropshire.
- Employment and economy »**
A PowerBI report showing JSNA data related to employment and economy in Shropshire.
- Indices of multiple deprivation »**
A PowerBI report showing JSNA data related to indices of multiple deprivation in Shropshire.
- Pharmaceutical Needs Assessment (PNA) »**
Read the latest report
- Highly Place Plan Profile »**
Read the profile report
- JSNA for SEND »**
Read the latest report

The web-based JSNA is an interactive tool that allows users to explore data relating to health need in Shropshire.

Community Engagement

Stakeholder and Resident engagement via:

- ✓ Questionnaires to residents
- ✓ Interviews
- ✓ Focus Groups
- ✓ Attending key meetings/groups



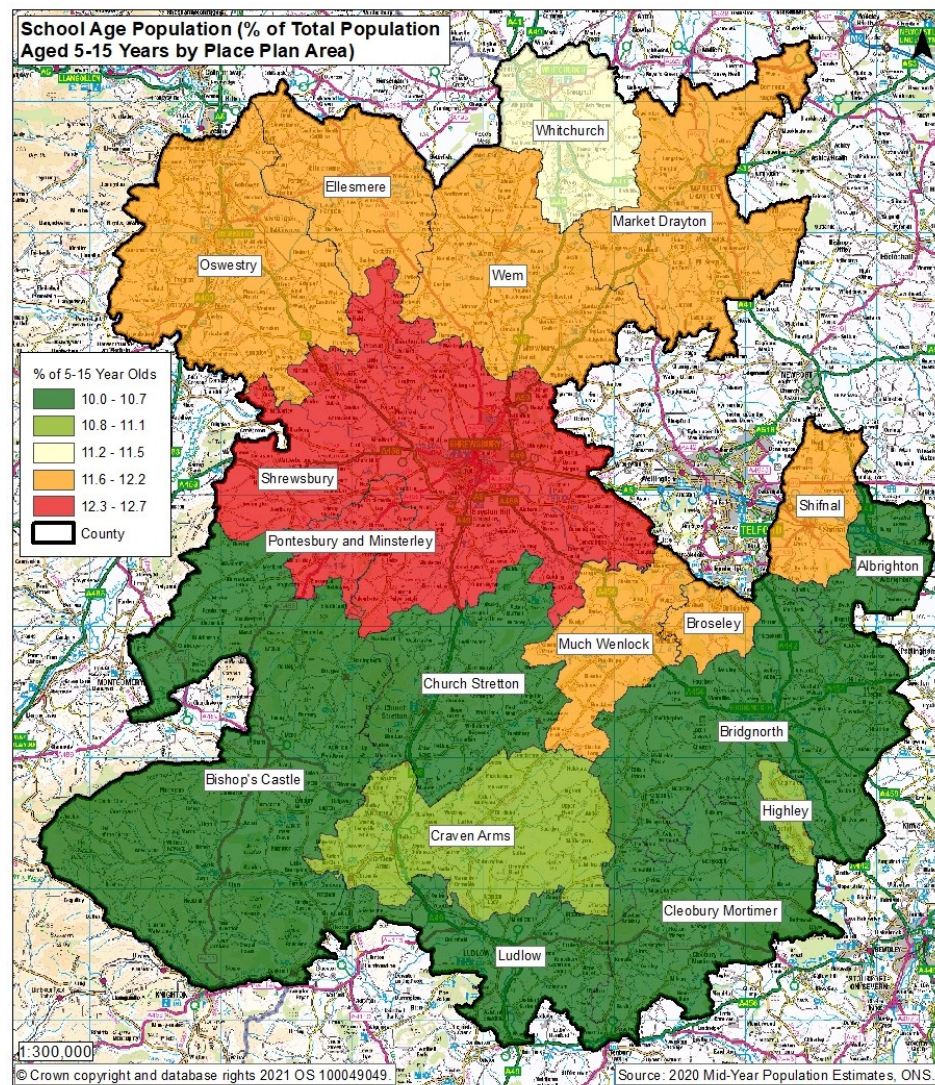
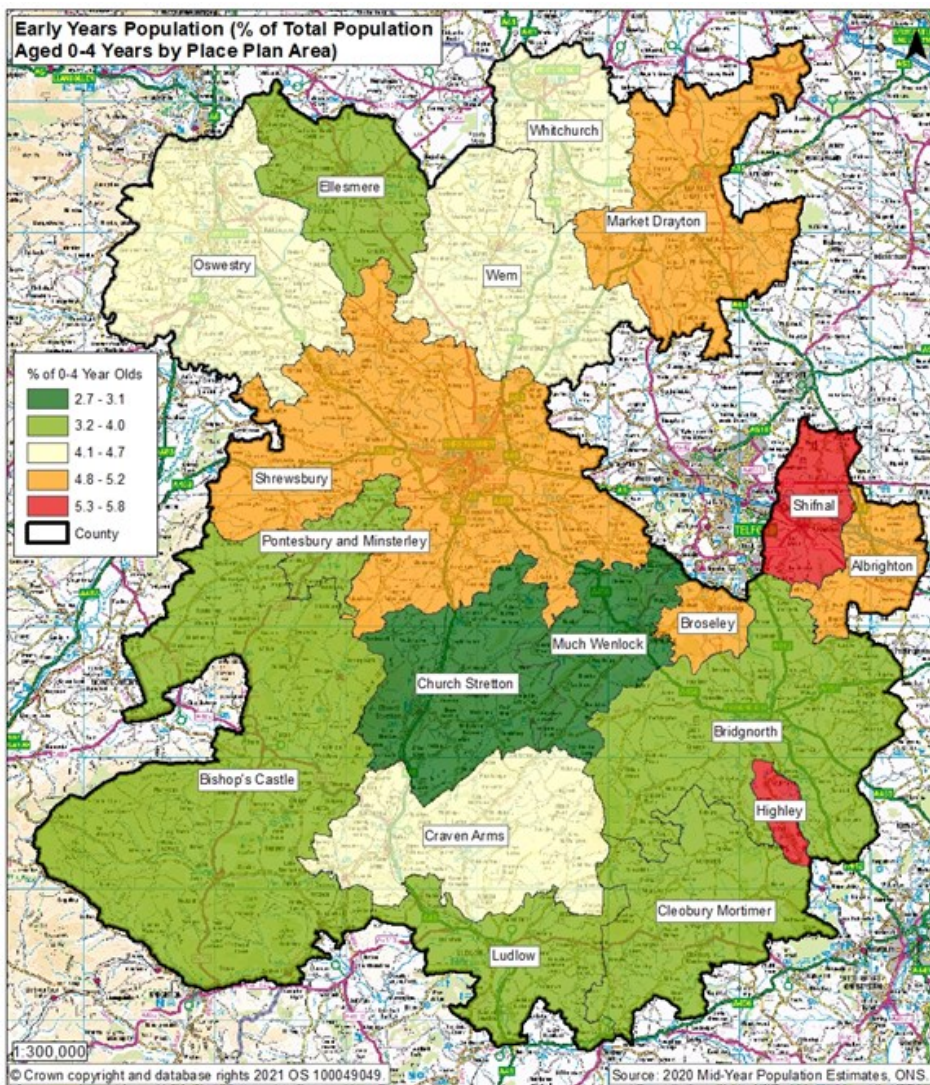


Whitchurch Place Plan

Examples of Key Health and Wellbeing Data



Early Years and School Age Population



Ranking of Wards in Whitchurch Place Plan Area in metrics

	Ranking of Ward in Indicator out of 62 wards in Shropshire – lowest number is worse		
Indicator	Prees	Whitchurch North	Whitchurch South
Unemployment	33	4	18
Child Poverty, English Indices of Deprivation, 2019	18	12	37
Income deprivation, English Indices of Deprivation, 2019	27	11	20
IMD Score, 2019	7	17	12
Long term unemployment	49	16	30
General fertility rate: live births per 1,000 women aged 15-44 years	16	15	26
Low birth weight of live babies	28	12	28
A&E attendances in under 5 years old, three year average	22	26	39
Emergency admissions in under 5s	30	15	26
Emergency hospital admissions for injuries in under 15 years old	4	34	37
RANK OF AVERAGE RANK (lower number is worse)	23	16	27

Whitchurch Health and Wellbeing Index Overview

The following slides are an attempt to summarise a large amount of data metrics that have been obtained for each place plan area for the JSNA. Due to the wide variety of data obtained, these have been placed into different domains which have had an overall score for each place plan

As time goes on, more data will be obtained to feed into these domains. For example, at present, data on school attainment is not included, only the average distances to get to educational settings.

The two charts on the next slides show whether the domain scores for the place plan area are better or worse than Shropshire.

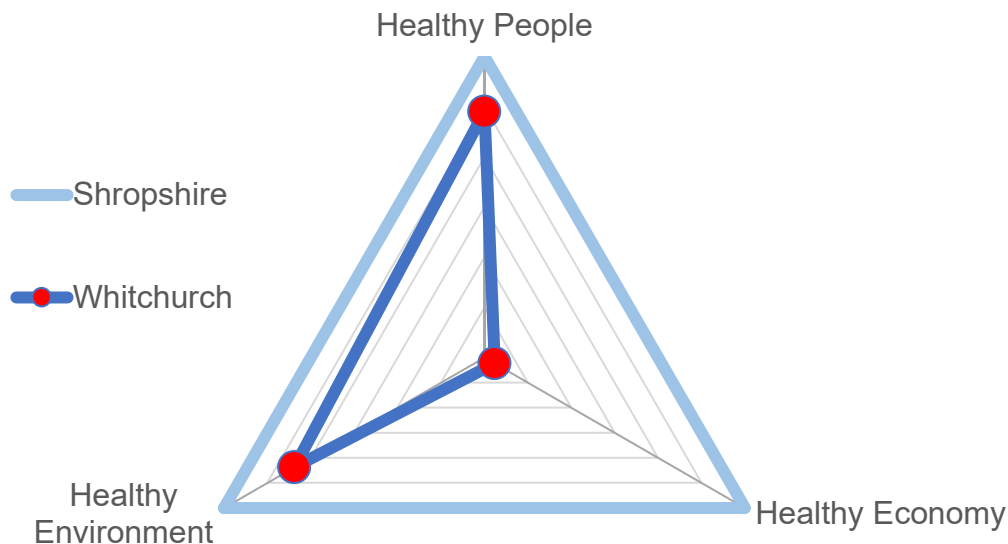
In the first chart, these domains are “Healthy People”, “Health Environment” and “Healthy Economy”.

The second chart expands these domains further, with the “Healthy People” domain, further broken down to “Education and Learning Access”, “Health” and “Relationships and Trust”. The “Healthy Environment” domain is broken down to “Transport, Mobility and Connectivity”, “Housing and Occupancy” and “Environment”. While the “Healthy Economy” domain feature “Equality”, “Economy, Work and Employment” and “Cost of Living Vulnerability”



Healthy People	Education and Learning	Average Journey Time (Minutes) to Primary school
	Education and Learning	Average Journey Time (Minutes) to Secondary school
	Education and Learning	Average Journey Time (Minutes) to Further Education
	Education and Learning	CYP Sub-domain
	Education and Learning	Adult Skills
	Health	Male LE 2013-17
	Health	Female LE 2013-17
	Health	Aggregate conditions for disease prevalence from QOF (AF %CHD %Heart Failure %Hypertension %Peripheral arterial disease %Stroke and transient ischaemic attack %COPD %Asthma (6+) %Obesity (18+) %Musculoskeletal group, osteoporosis (50+) %Musculoskeletal group, rheumatoid arthritis (16+) %)
	Health	High dependency and other long term conditions score (canc, diab mel, CKD, palliat care)
	Health	MH and neurology score (dementia, LD, MH, depression, epilepsy)
	Health	CHILD VAXX AVE UPTAKE %
	Health	Child weight score
	Health	Maternal Health score
	Relationships and Trust	All Crimes Rate per 1,000
	Relationships and Trust	Pensioners living alone - %
	Relationships and Trust	% population aged 0-15
Healthy Economy	Equality	Ratio Median/Mean RV
	Equality	House prices / affordability - Lower Quartile (year end 24th August)
	Equality	Ratio Income 10/10
	Equality	IMD: IDAOPI - score
	Equality	IMD: IDACI - score
	Economy, Work and Employment	Working age unemployment (% , monthly average)
	Economy, Work and Employment	Average of Current Rateable Value
	Economy, Work and Employment	Median Income
	Economy, Work and Employment	2020 Dependency Ratio (0-15s and 65+ / 16 to 64 pop)
	Cost of Living Vulnerability	Income Lower Quartile
	Cost of Living Vulnerability	September 2021 Claimant Count ONS / DWP
	Cost of Living Vulnerability	Proportions of households withich are fuel poor 2019, BEIS
Healthy Environment	Transport, Mobility and Connectivity	Local geo barriers score
	Housing and Occupancy	Median Affordability Ratio
	Housing and Occupancy	Occupancy rating -1 (%)
	Housing and Occupancy	Occupancy rating -2 or less (%)
	Housing and Occupancy	Households with no central heating - per cent
	Housing and Occupancy	IMD: Barriers to Housing and Services – score
	Environment	Outdoors sub-domain

Whitchurch Health and Wellbeing Index Overview



Better than the Shropshire average in no measures

Worse than the Shropshire average for measures relating to People, Environment and Economy

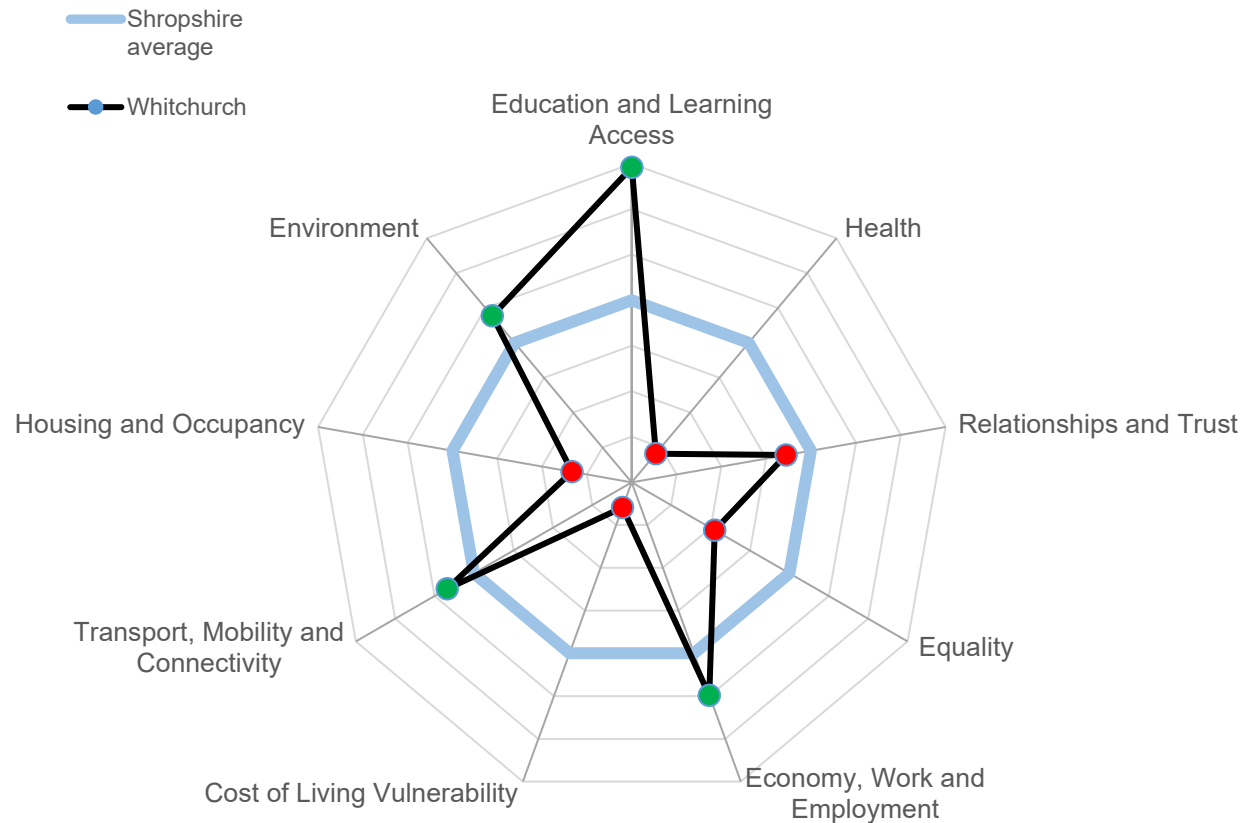


Whitchurch Health and Wellbeing Index Overview

This graph provides more detail to the previous slide.

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

For example, whilst overall Whitchurch is **weaker** specifically in terms of, **housing and occupancy; health; relationships and trust; equality and cost of living vulnerability** and **stronger** in measures of **environment; education and learning access; economy, work and employment; and Transport, Mobility and Connectivity**



Whitchurch Health and Wellbeing Index Overview

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

Healthy
People

1

Education and
Learning Access

Healthy
Economy

12

Equality

Healthy
Environment

6

Transport, Mobility
and Connectivity

Top Strengths:

Education and Learning Access
e.g. Average Journey time to Further Education

Economy, Work and Employment
e.g. Median Income

Transport, Mobility and Connectivity
e.g. Local Geographical barriers

Top Challenges:

Health
e.g. Life Expectancy

Relationships and Trust
e.g. Crime Rate

Cost of Living Vulnerability
e.g. Fuel Poverty

Housing and Occupancy
e.g. Affordability

17

Health

4

Economy, Work and
Employment

15

Housing and
Occupancy

16

Relationships and
Trust

16

Cost of Living
Vulnerability

10

Environment

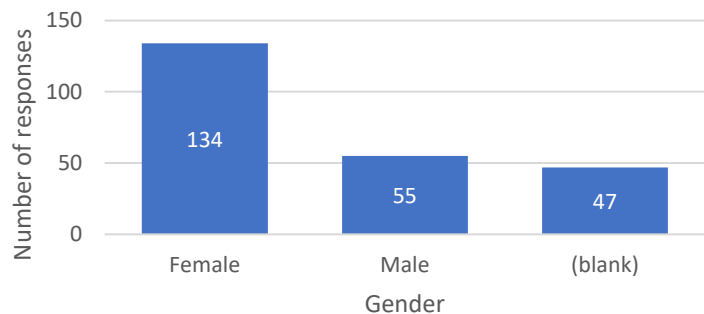


Community Engagement Survey Results

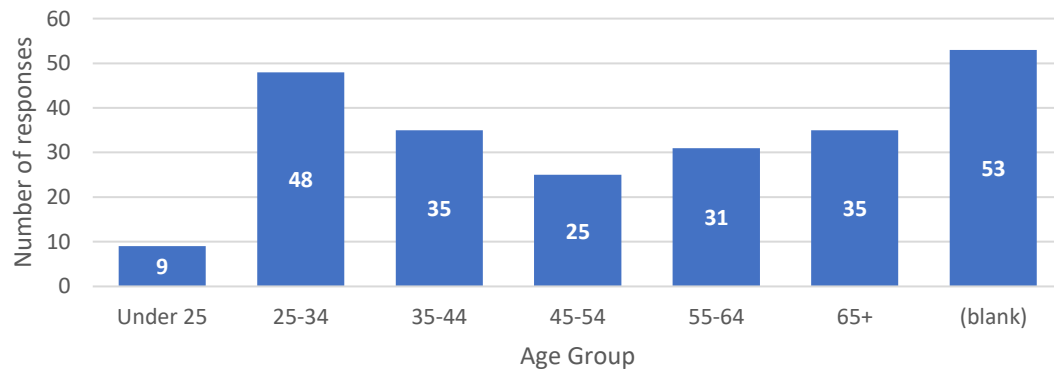
- 236 survey results from the Whitchurch area
- 179 responses completed in person
- 57 completed online



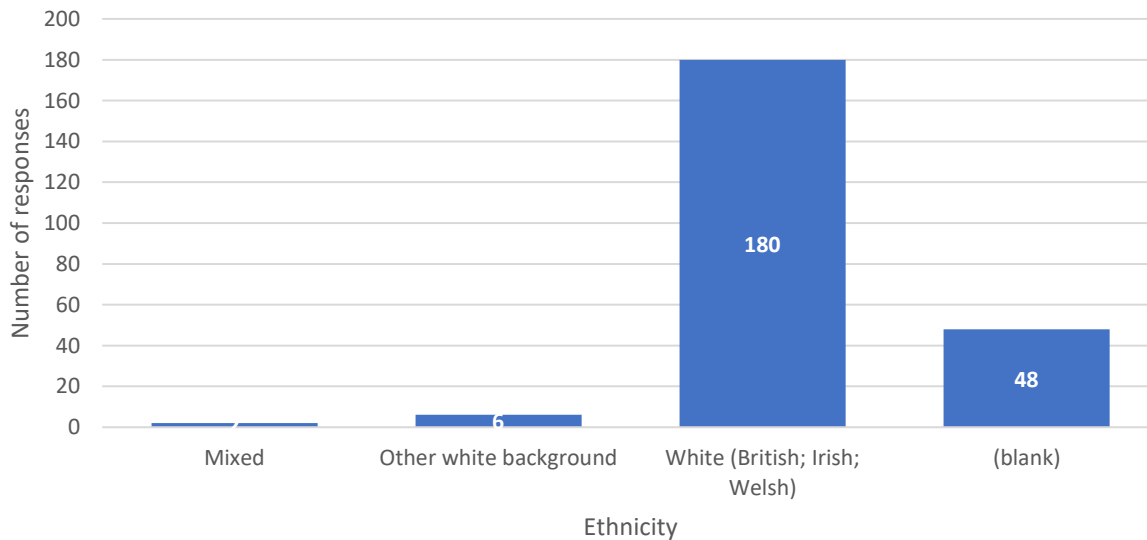
Gender



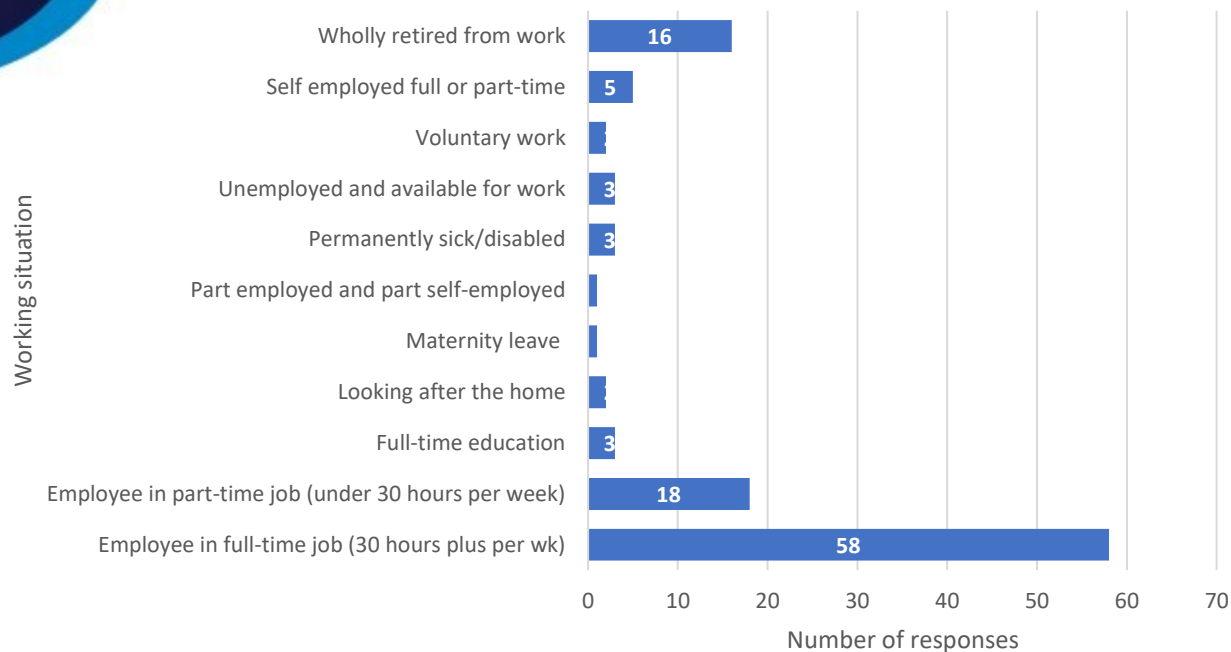
Age Group



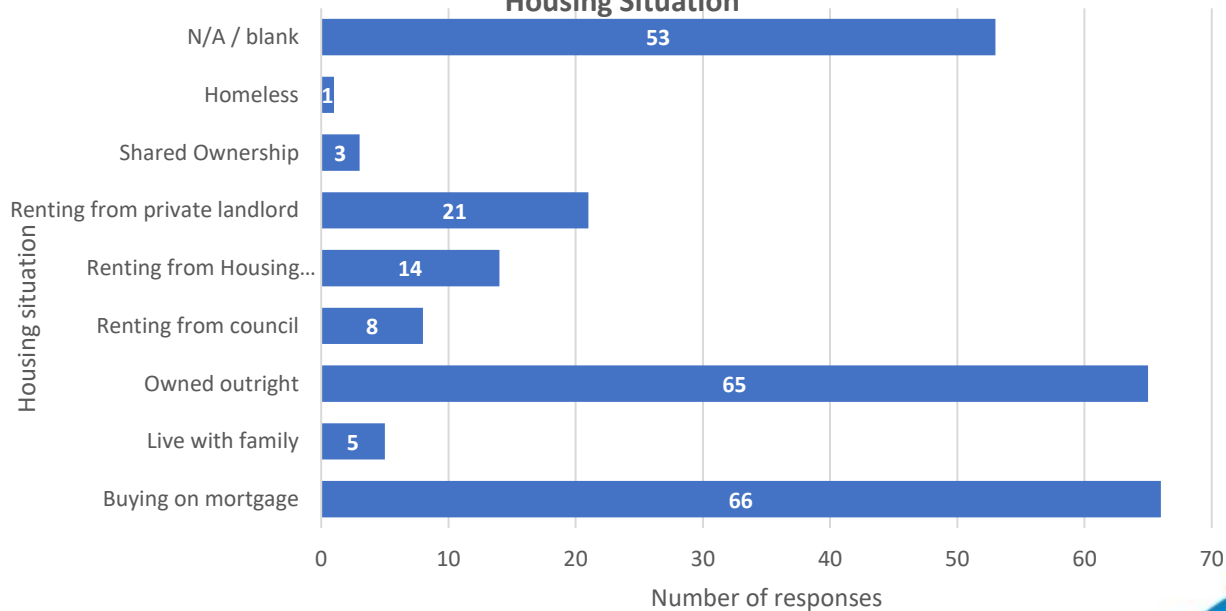
Ethnicity



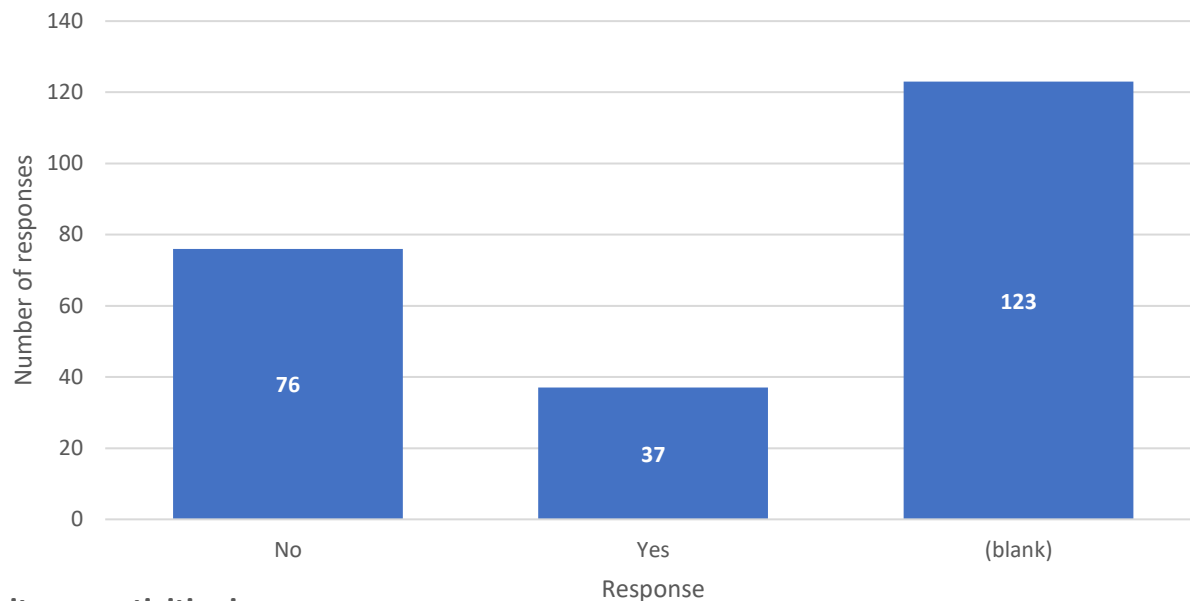
Working Situation



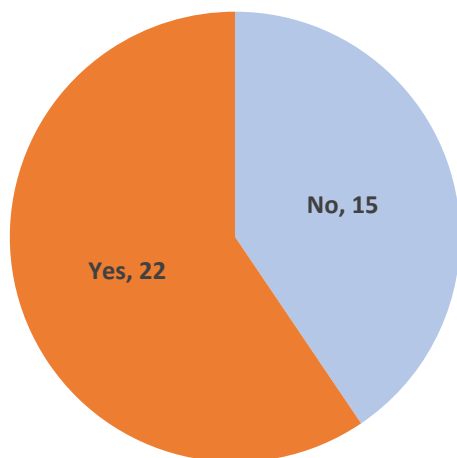
Housing Situation



Do you have any long-standing illness and/or disability? (long-standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time) (online only)



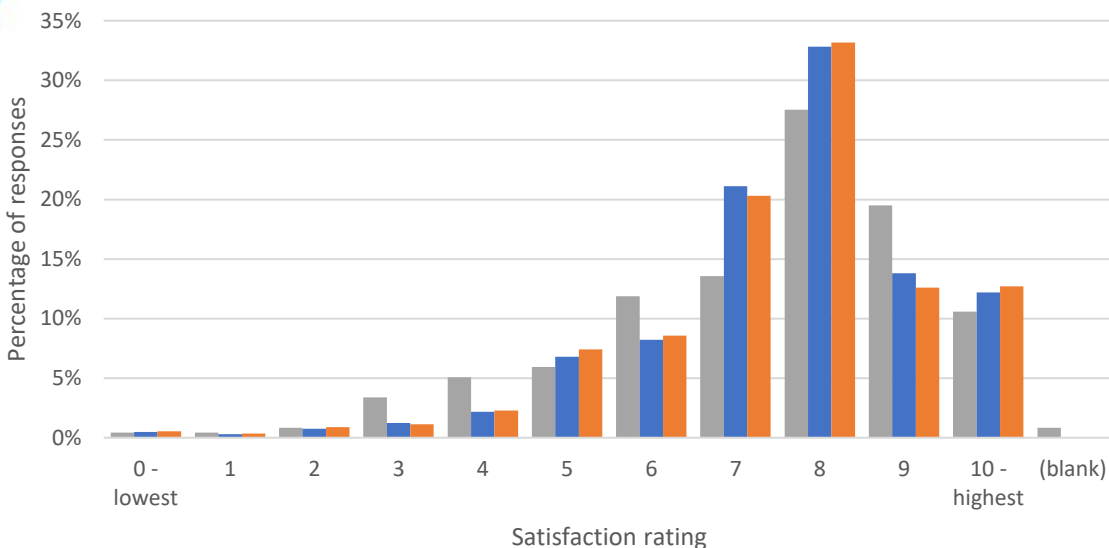
If yes, does this illness or disability limit your activities in any way? (online only)



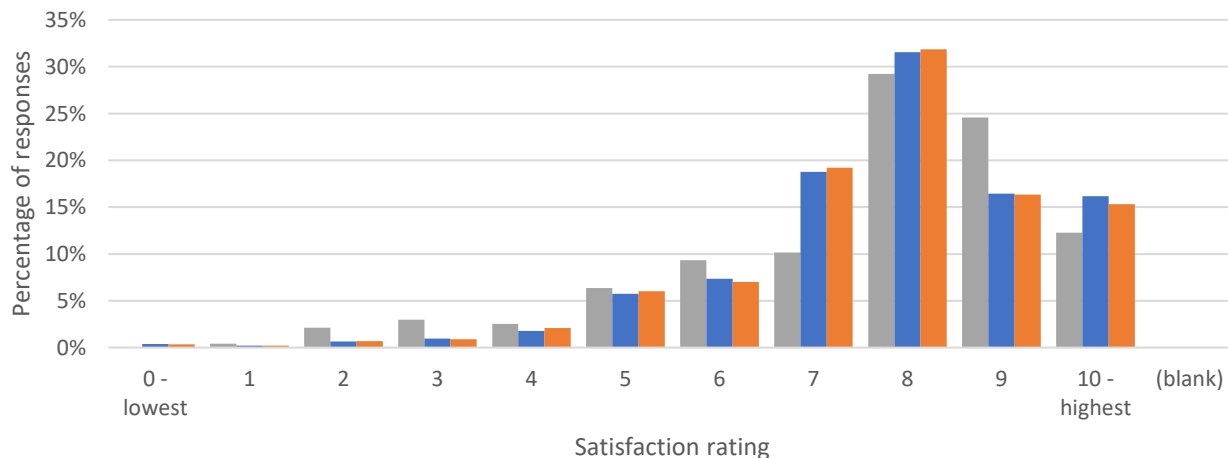
England and West
Midlands figures from
Annual Population
Survey, ONS, for year
ending March 2022

Whitchurch figures from
local survey

Overall, how satisfied are you with your life nowadays on a scale of 0-10?



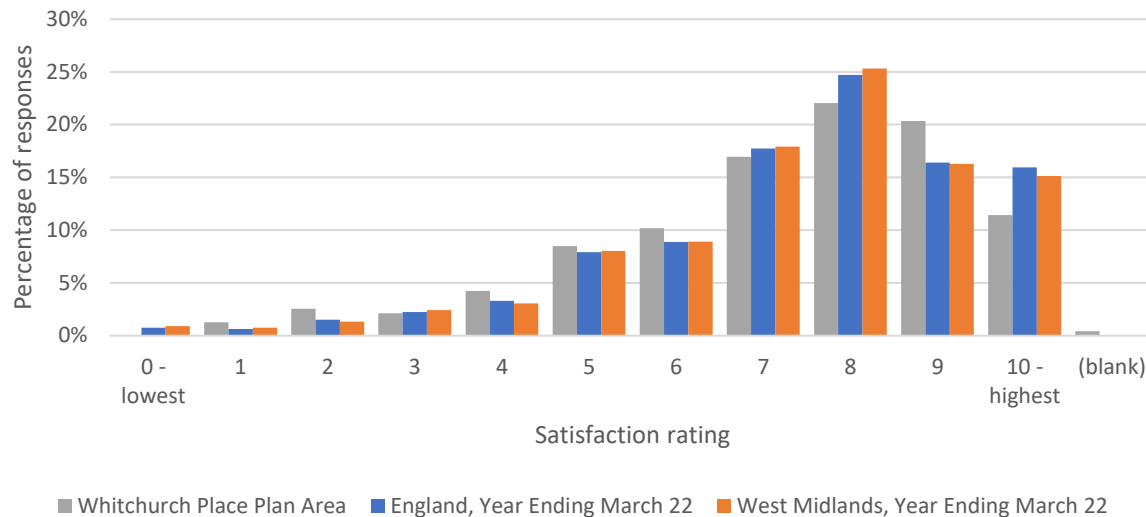
On a scale of 0-10, with 0 being lowest and 10 being highest, overall, to what extent do you feel that the things you do in your life are worthwhile?



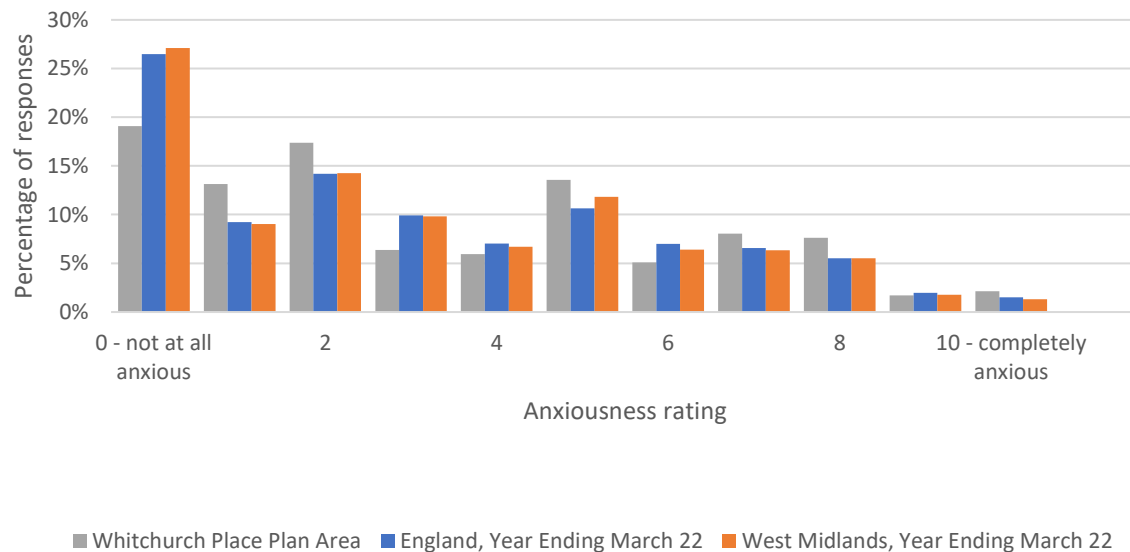
England and West
Midlands figures from
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ending March 2022

Whitchurch figures from
local survey

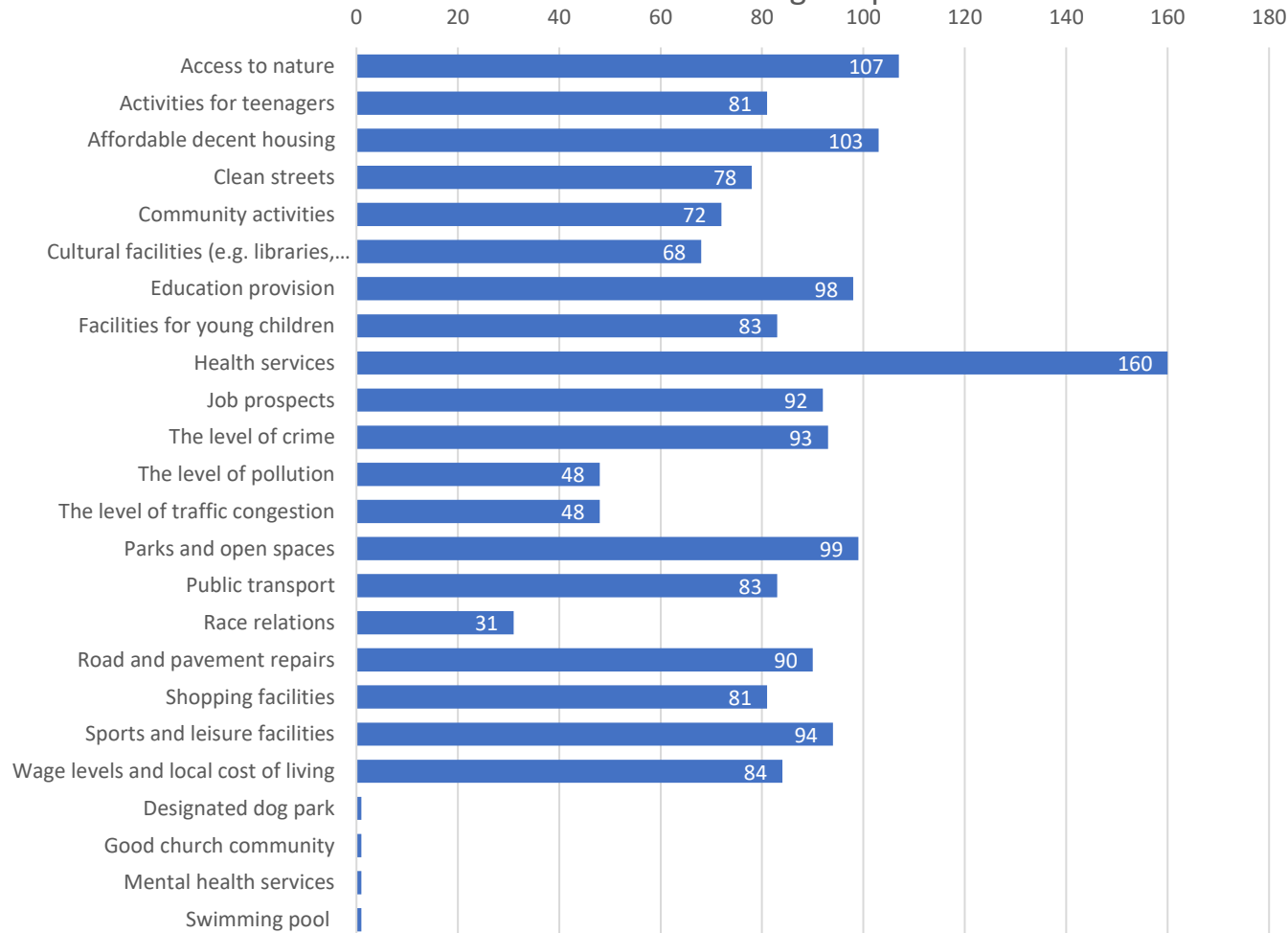
On a scale of 0-10, with 0 being lowest and 10 being highest, overall,
how happy did you feel yesterday?



On a scale where 0 is “not at all anxious” and 10 is “completely
anxious”, overall, how anxious did you feel yesterday?

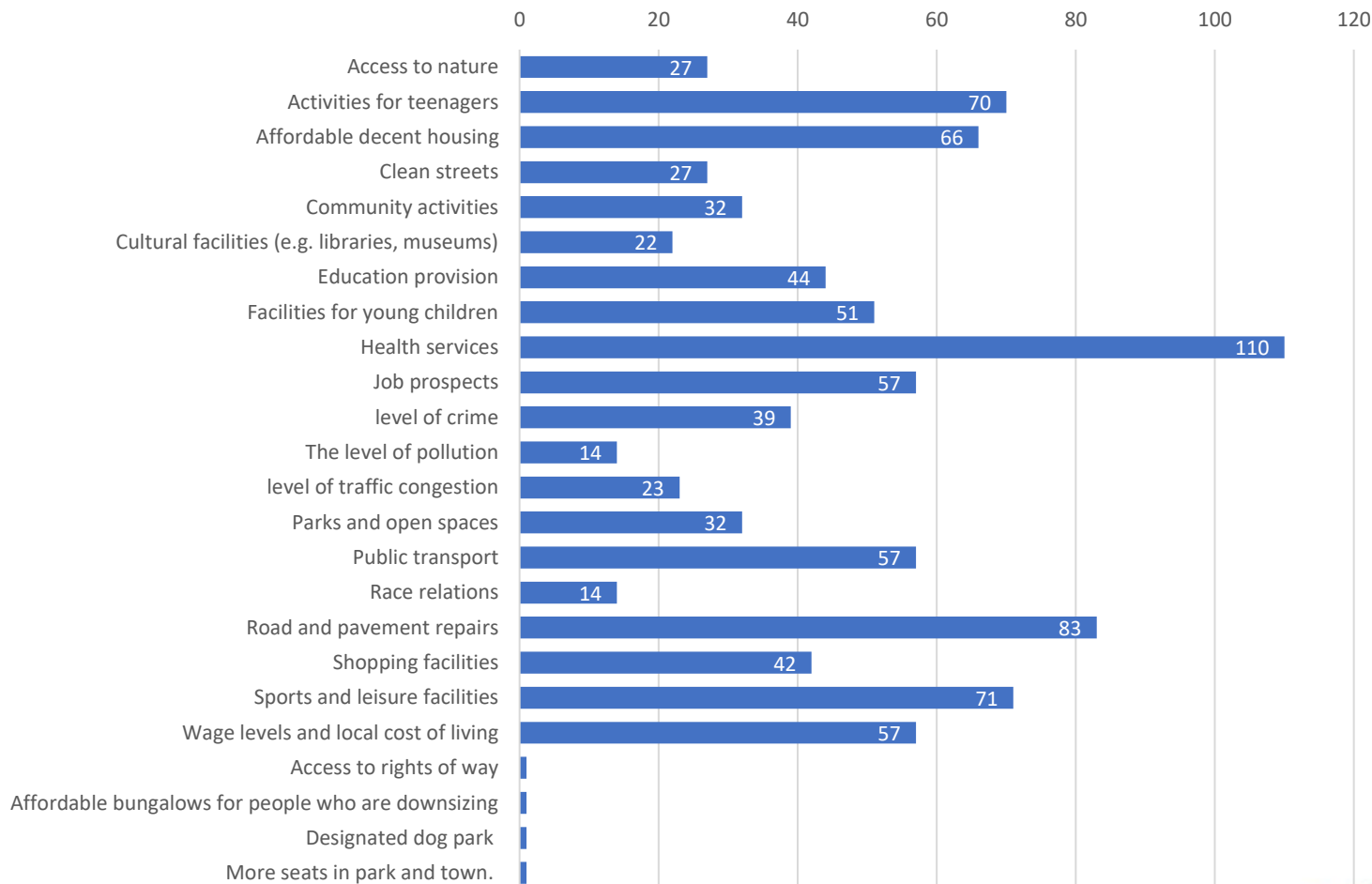


Thinking generally, which of the things below would you say are the most important in making somewhere a good place to live?



"10,000 population. Why no ambulance" "Affordable housing is really important Activities for the youth are really important, youth clubs and the like. Activities for the elderly as well" "Cost of living is having an affect on many people and we need services to address that." "Lack of ambulance and doctors services" " Location to family and friends" " Noise pollution is an important aspect" "Public transport limited, train line less then it was. Good to go shopping but not necessarily for work" " Swimming pool closed and waiting on new to be built" "You can't walk down the high street some days with the amount of cars parked on the pavement "

Thinking about this local area, which things do you think most need improving?



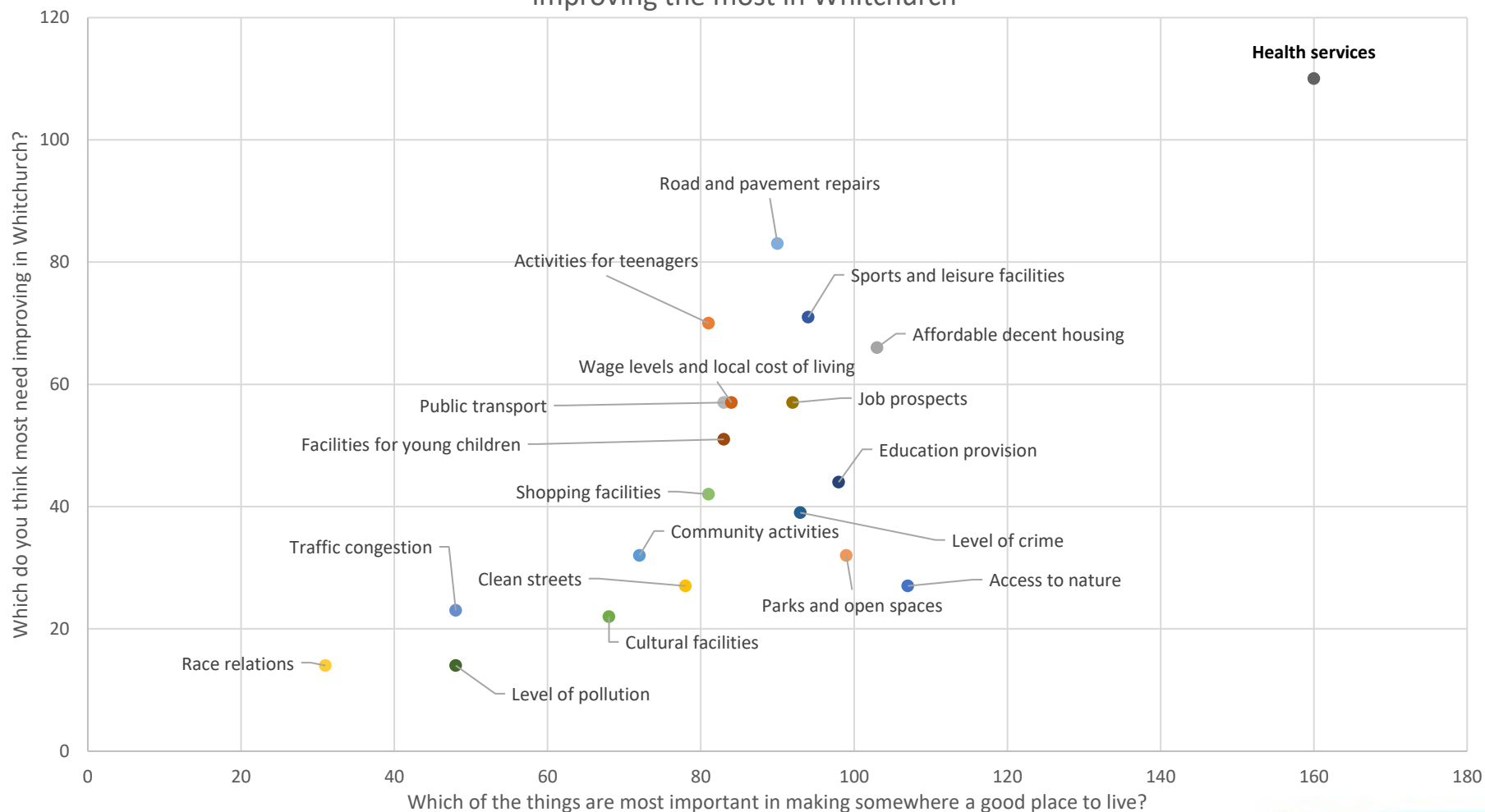
“A Whitchurch Sports and Leisure centre with a well-equipped gym, swimming pool, etc would be a huge addition to the town”

“Civic centre is under used”

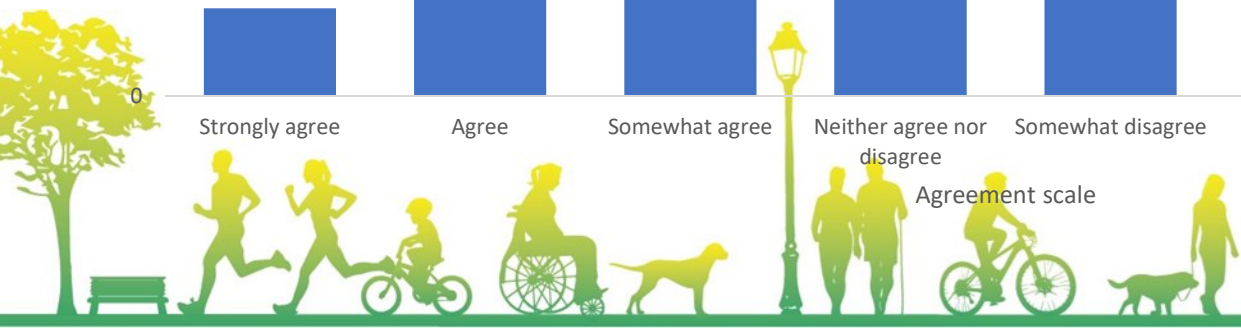
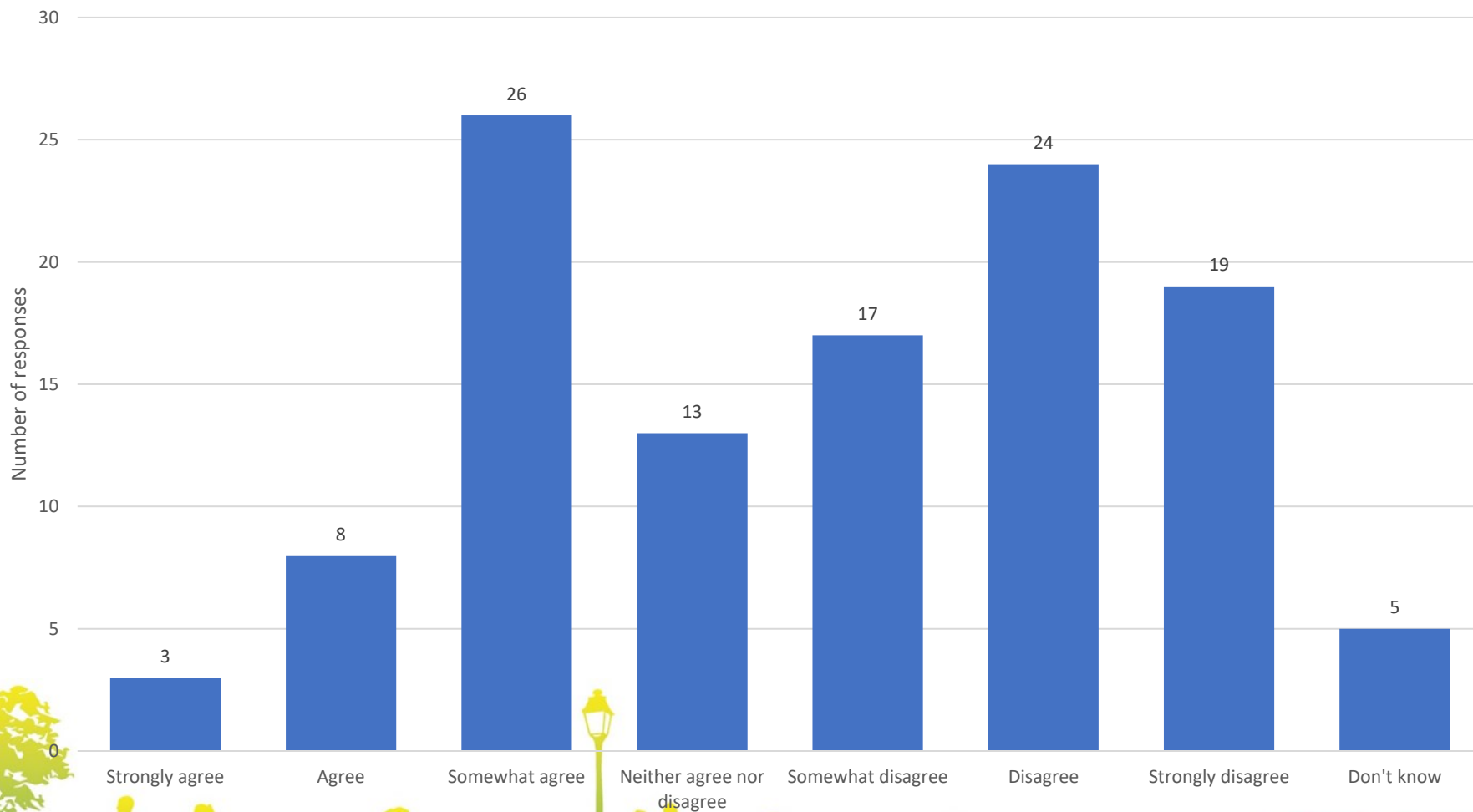
“There is only one GP practice that is already oversaturated to serve the whole area that’s still growing. There are no cost effective leisure facilities in a reasonable distance/ accessible for the area. “

“We need access to a swimming pool for our children to learn how to swim and for for general health and wellbeing “

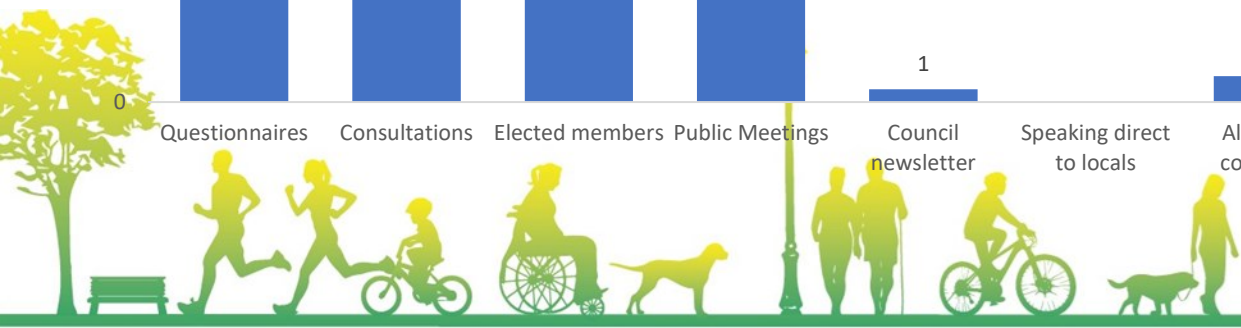
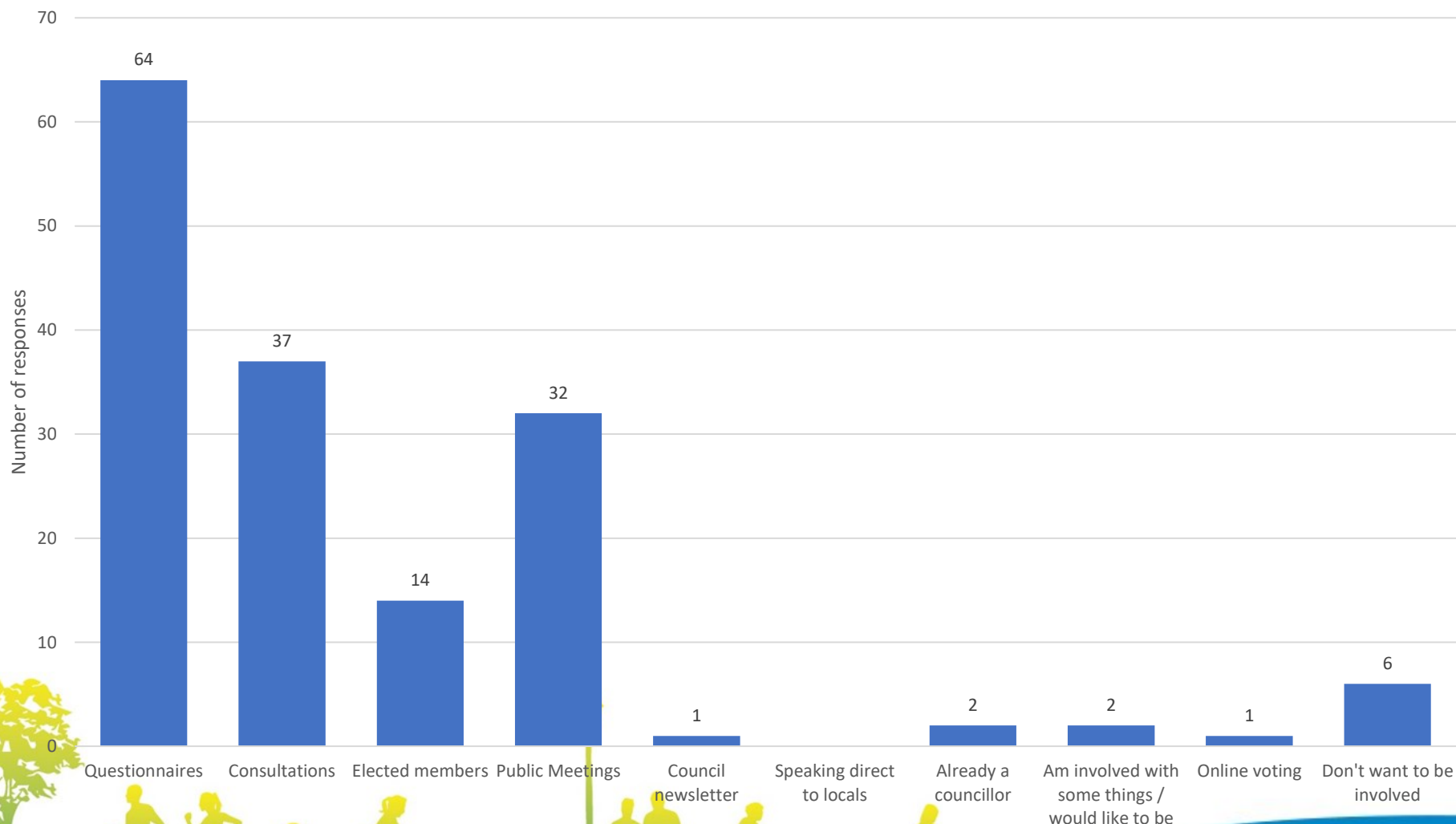
What are the most important factors in making somewhere a good place to live v What needs improving the most in Whitchurch



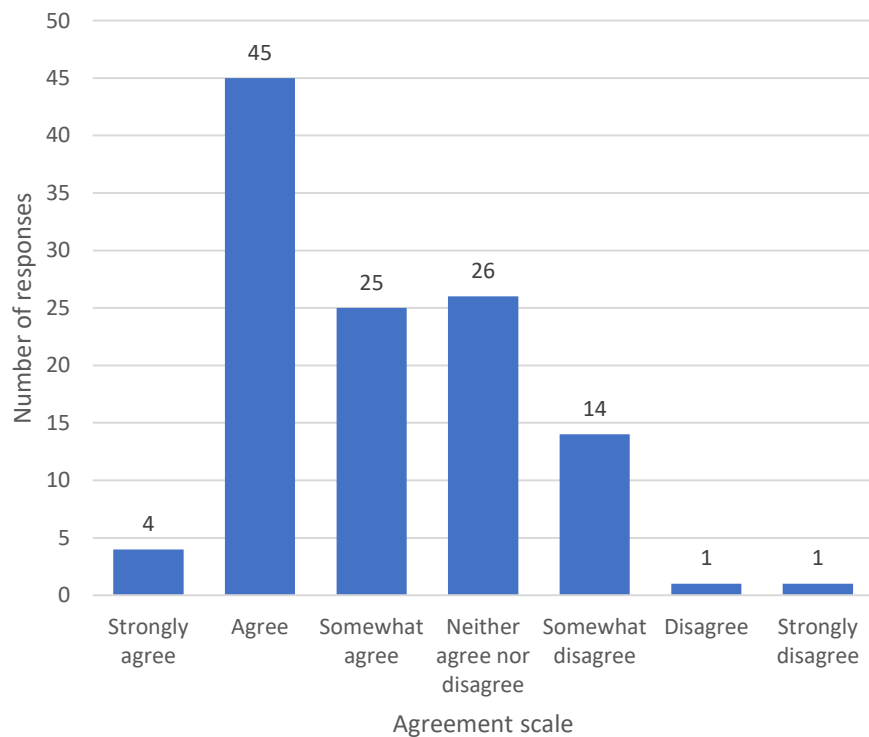
Do you agree or disagree that you can influence decisions affecting your local area? (Online only)



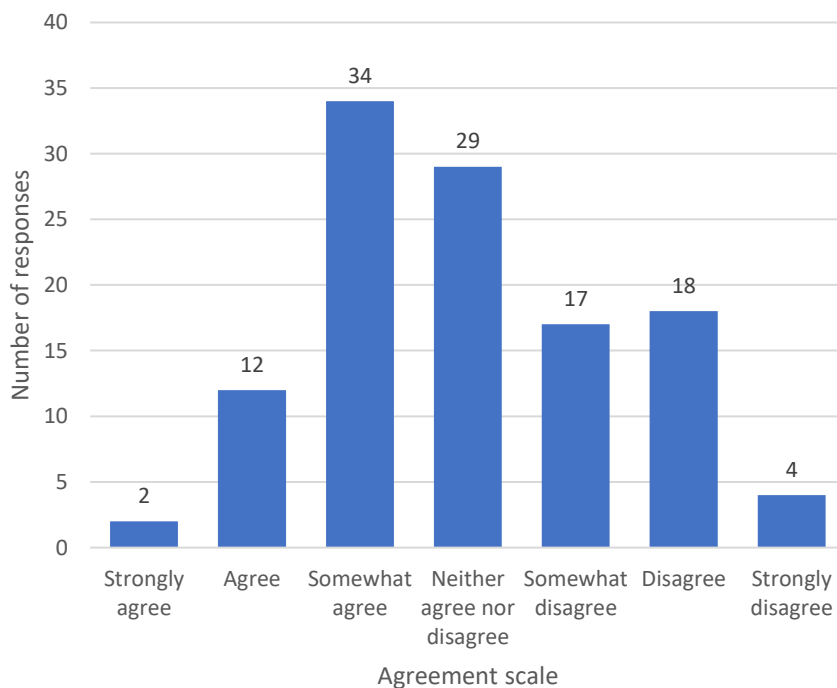
How would you like to be involved in decisions affecting your local area? (Online only)



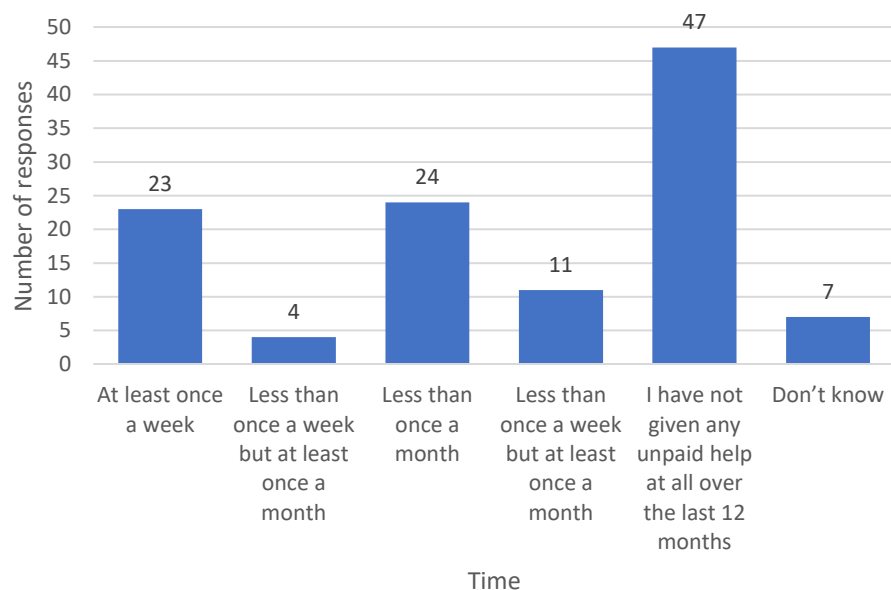
To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? (Online only)



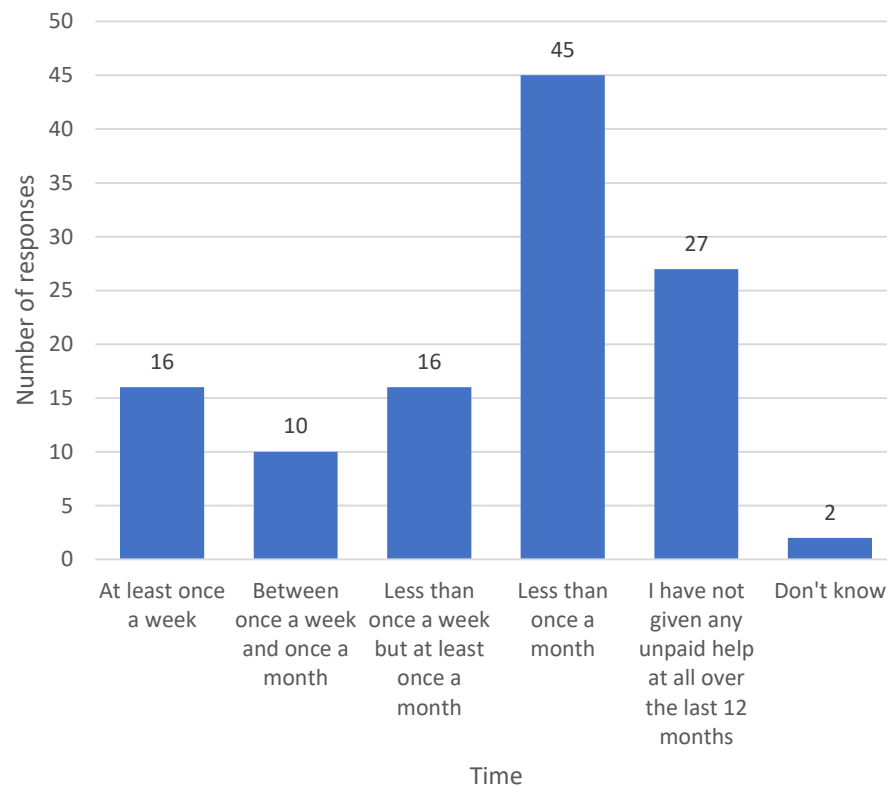
In your local area, would you agree that there's a problem with people not treating each other with respect and consideration? (Online only)



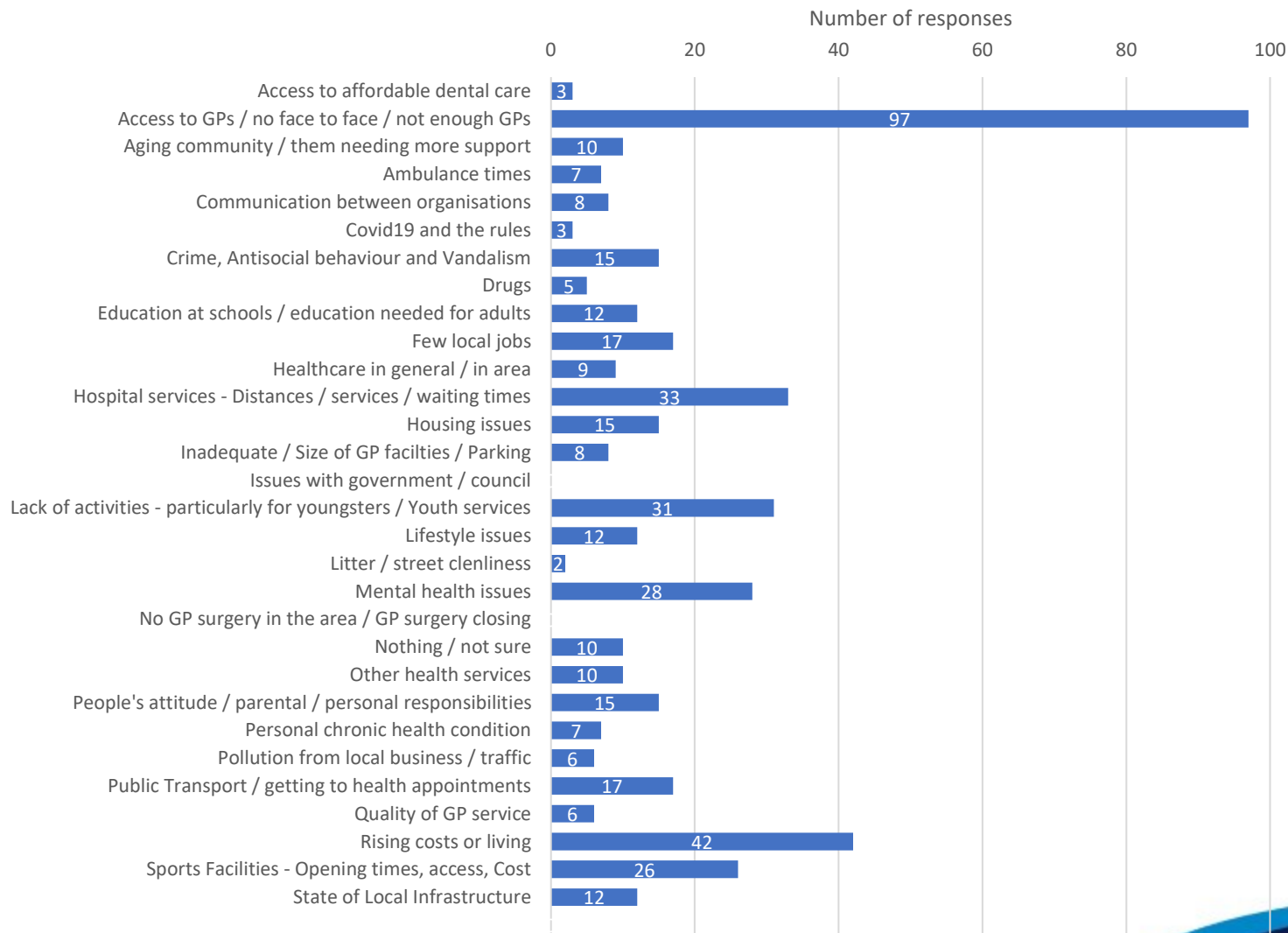
Overall, about how often over the last 12 months have you given unpaid help to any group(s), club(s) or organisation(s)? Please only include work that is unpaid and not for your family (Online only)



Overall, about how often have you given unpaid help as a neighbour? (Online only)

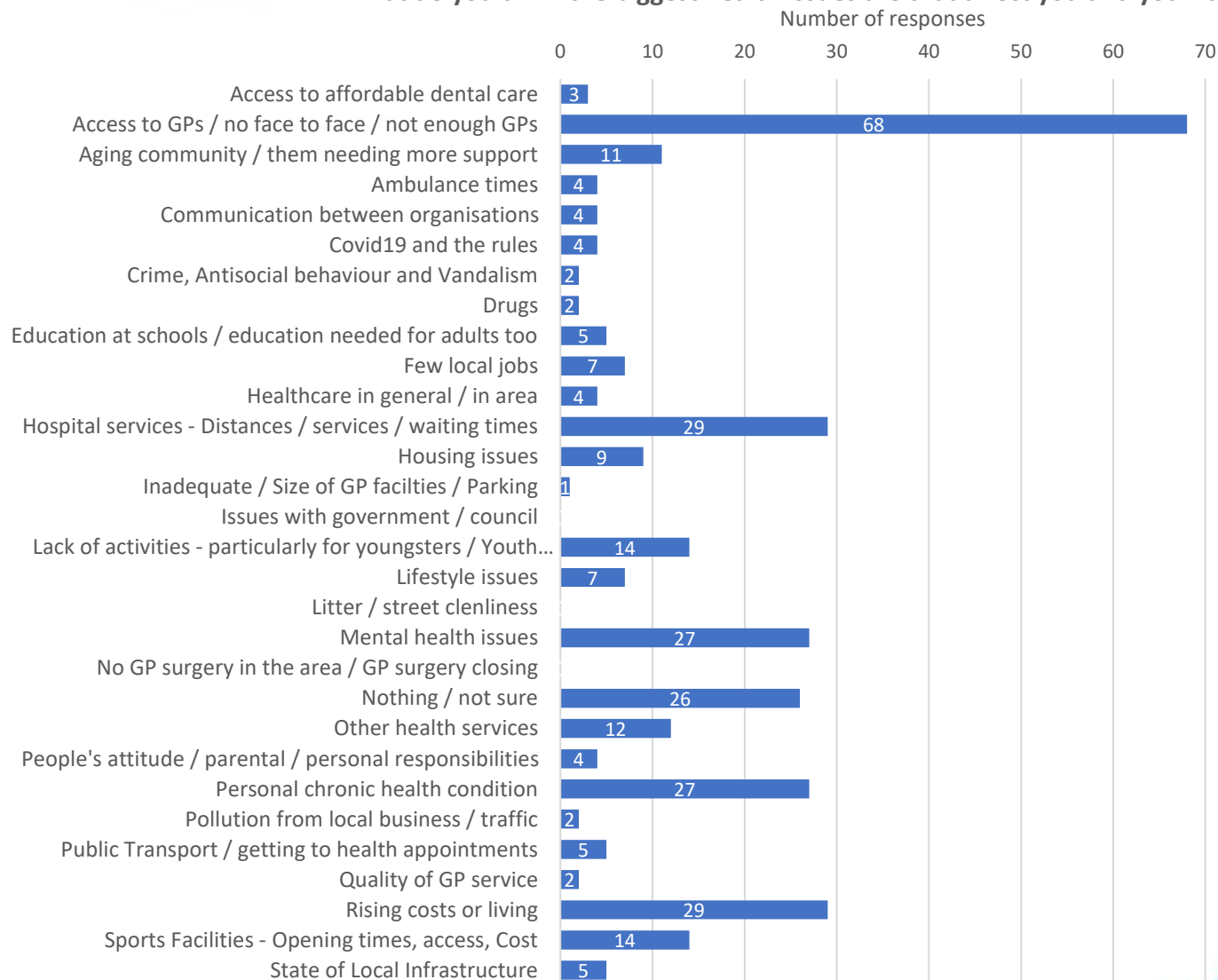


What do you think the biggest issues are regarding health and wellbeing in your area?



"being part of community"
 "Careless, fast driving."
 "Dependence on oil, not enough being done to invest in renewables"
 "Fast roads, a41 deaths, motorbikes"
 "People are lovely"
 "Pot holes around whitchurch and road surfaces, speed on a41, no facility to swi,"
 "Putins behaviour in Ukraine"

What do you think the biggest health issues are that affect you and your family?



"Being able to access appointments with a doctor within suitable time frame. Having to wait up to a month for a non urgent appointment is too long. "

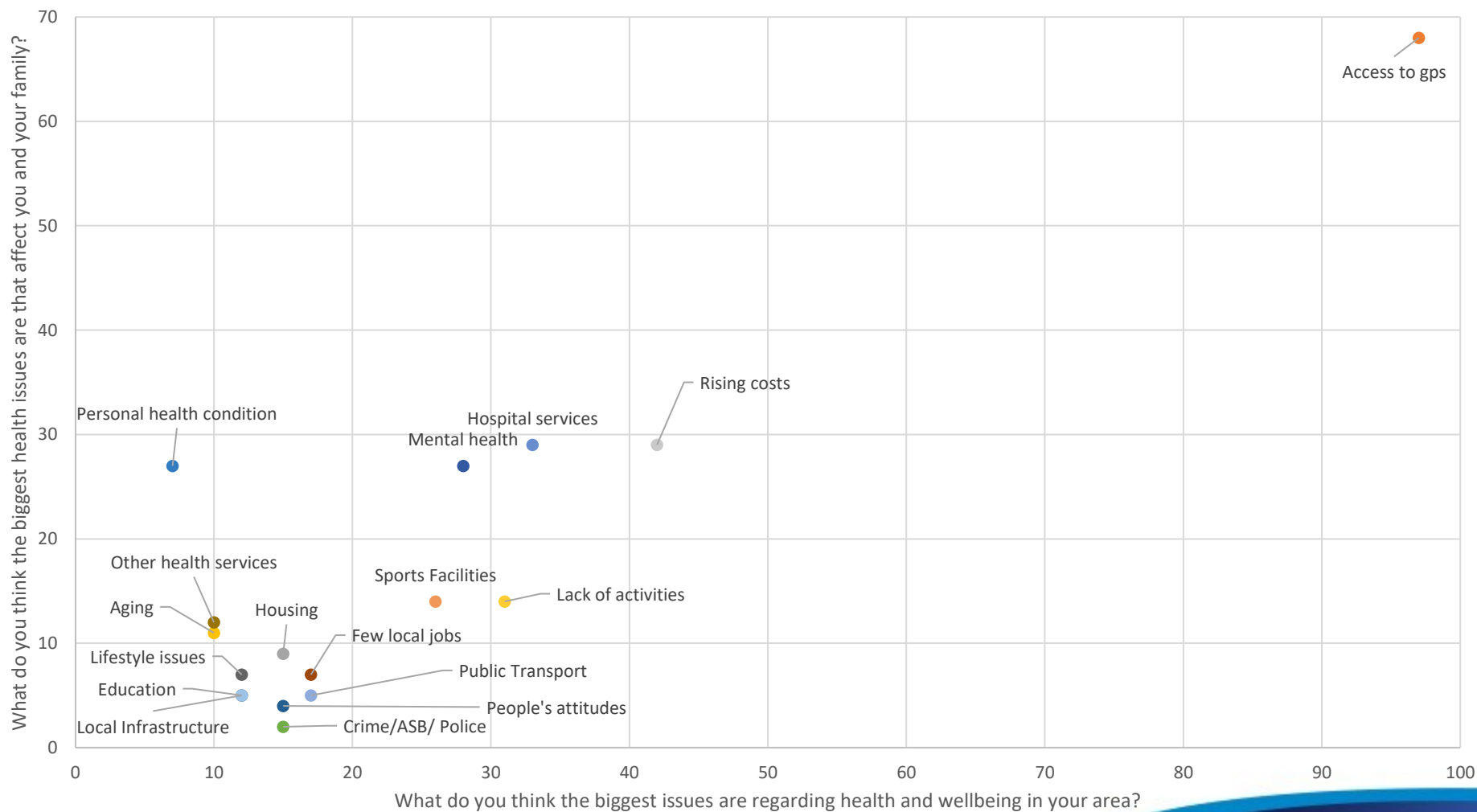
"Overwhelmed GP services and resulting long waits for all but urgent appointments "

"I have Elderly Parents, they need help from say a falls team"

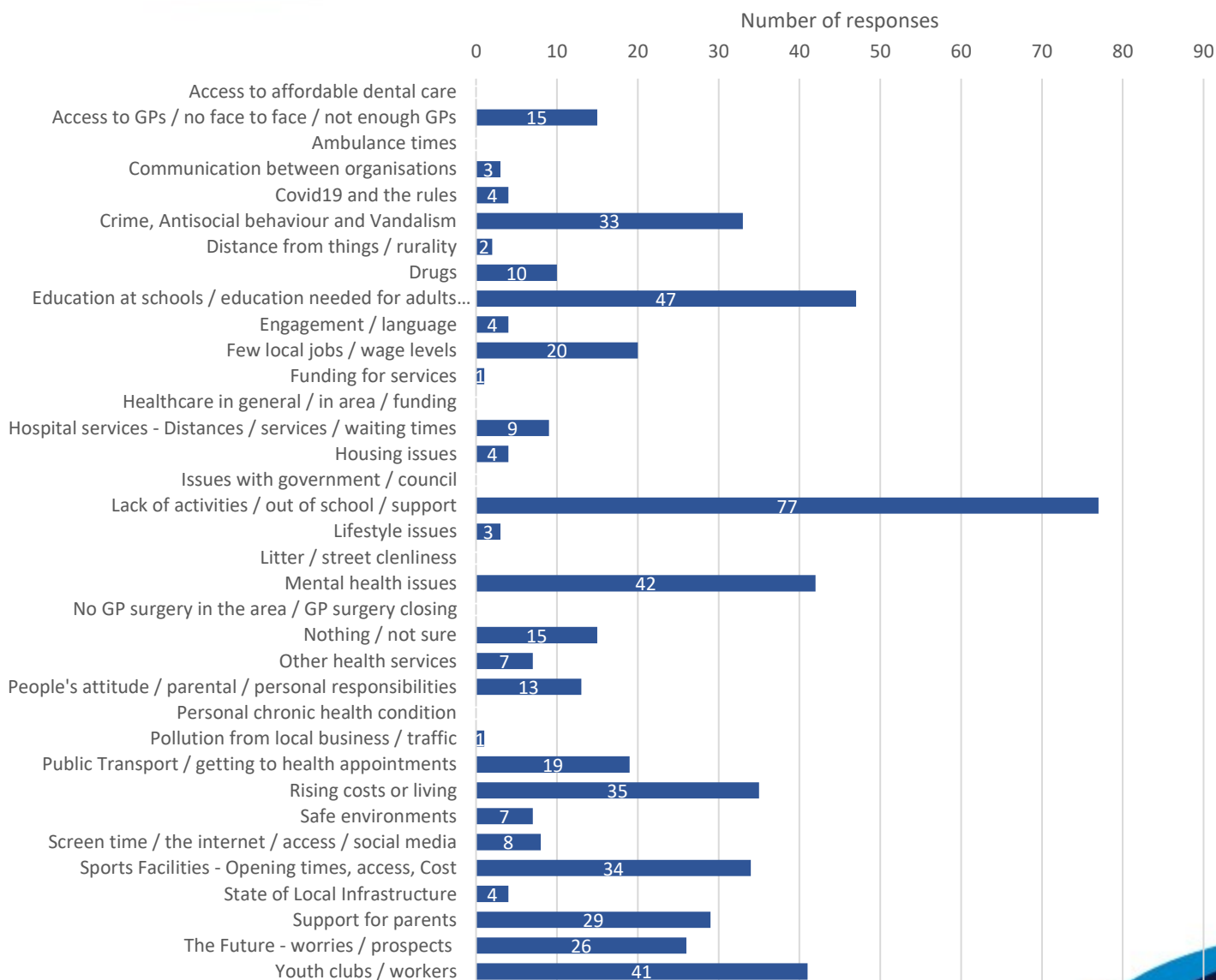
"Feel we get very good service from Prees Medical Centre."

"Health issues associated with cost of living - ie due to not using heating as frequently or affording as healthy meals "

What do you think the biggest health issues are regarding health and wellbeing in your area v What do you think are the biggest health issues affect you and your family



What do you think are the biggest issues facing children and young people?



"Access to Mental health services - waiting lists are very long"

"Both parents need to travel for work so they can't take children to the clubs they need or provide them with the support they need."

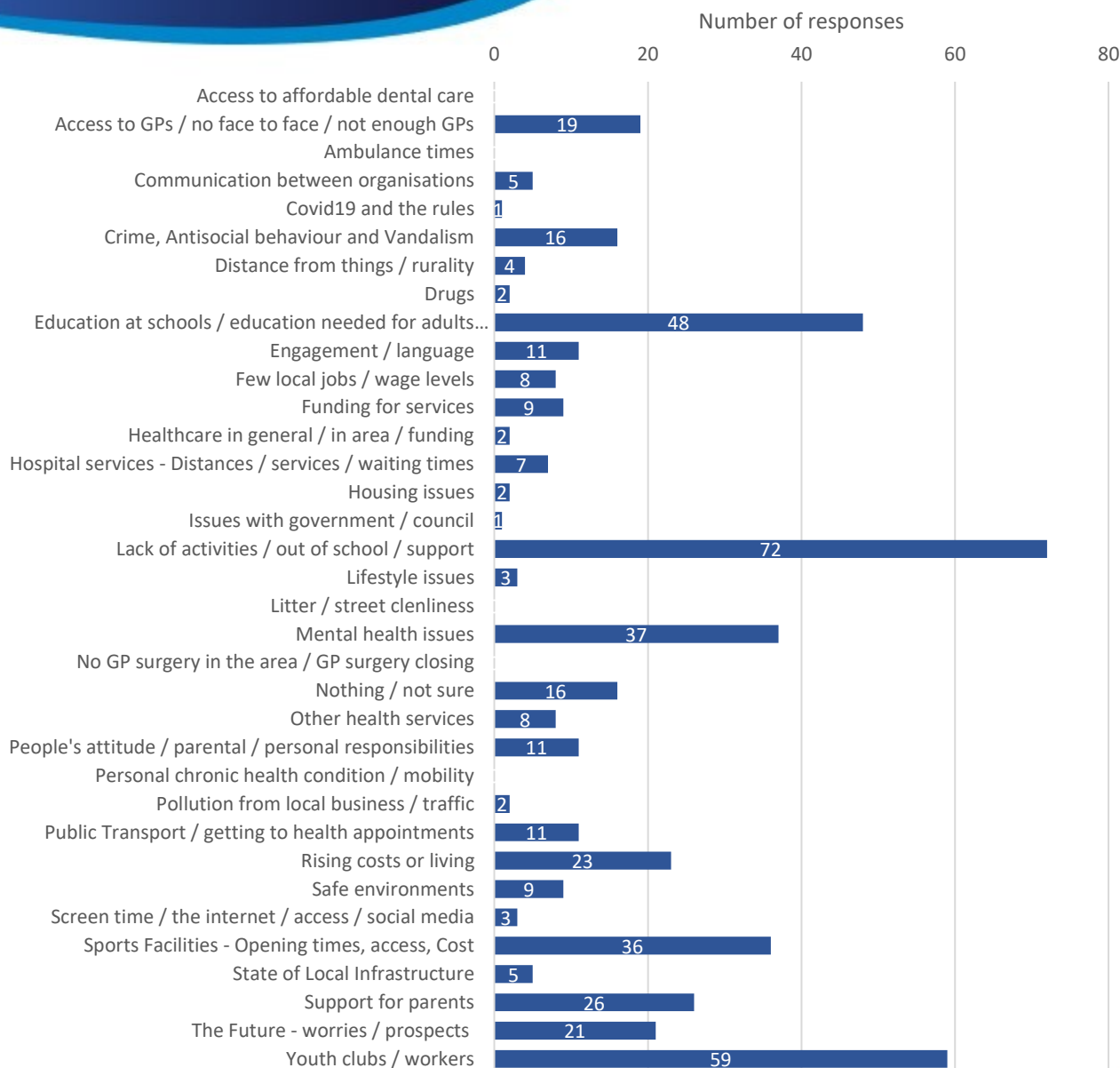
"Employment and support for vocational work"

"Facilities lacking since closure of Centre North East in Whitchurch. lack of excitement about the future, some almost seem to accept 'making do', depressed re the economy, climate change, feeling helpless. hopefully a Youth Club of sorts is to commence at The Civic?"

"Lack of free early years groups and early help support"

"Mental health issues following Covid"

What needs to be done to support children and young people?



"Better police presence, especially in Jubilee Park where drug dealing/taking happens"

"More help given in schools to cover mental health and catch up with lost school time from Covid disruption"

"Shrewsbury & Oswestry has a HUGE amount of facilities/clubs etc for children teens and Whitchurch has NOTHING. I feel the distribution of funding is in-balanced and should be spread more evenly and quickly, as these process due to the red tape of councils etc take SO long that children get missed, while decisions are made."

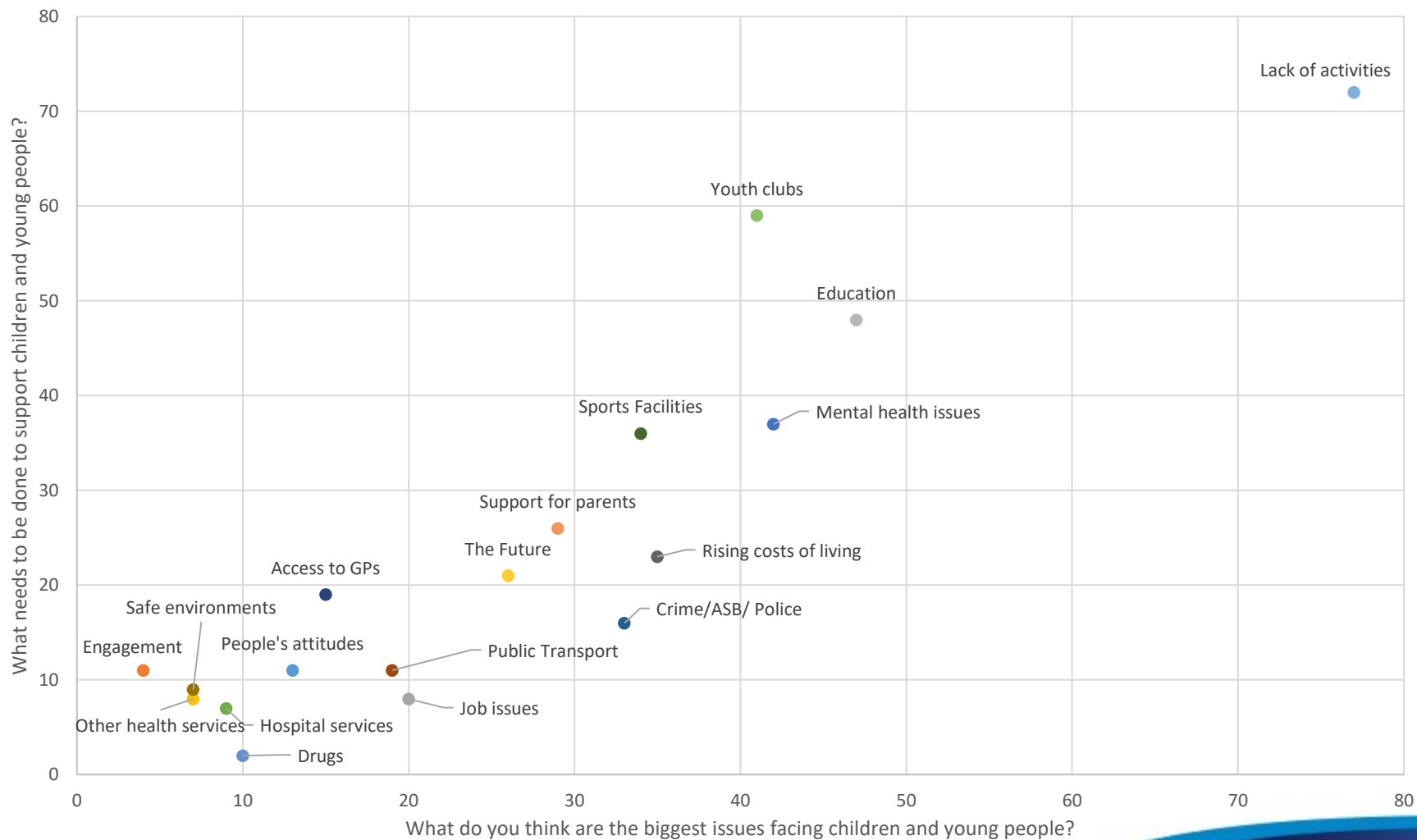
"Engage children & young people to develop safe places that they want to socialise in & learn new skills. Provide a local swimming pool. Provision of improved public transport. Accessible & appropriate health care that young people feel safe to use. Provision of mental health services suitable for young people."

"provision of local business and employment opportunities and centres to develop personal and social skills and wellbeing"

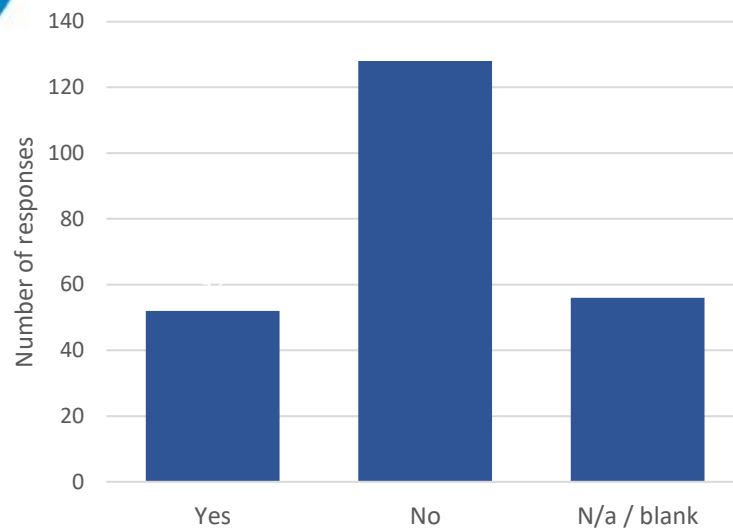
"I think listening to what they want and not presuming we know; making resources available for them"

"Free/inexpensive activities at weekends and school holidays, including meals - incorporating shopping/cooking/budgeting skills, fun exercise & fitness, opportunities to be listened to & to improve feelings of self worth & ambition"

What do you think are the biggest issues facing children and young people v What needs to be done to support children and young people



Are there challenges for you and your family in eating healthy food?

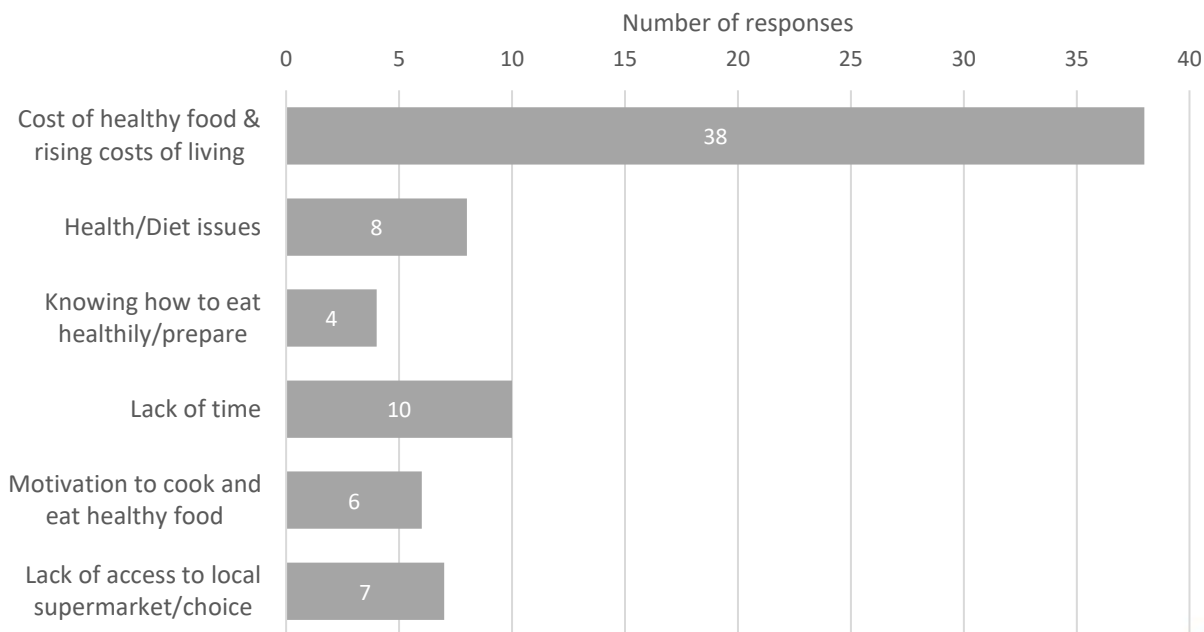


"Health eating is cheap - use more vegetables"

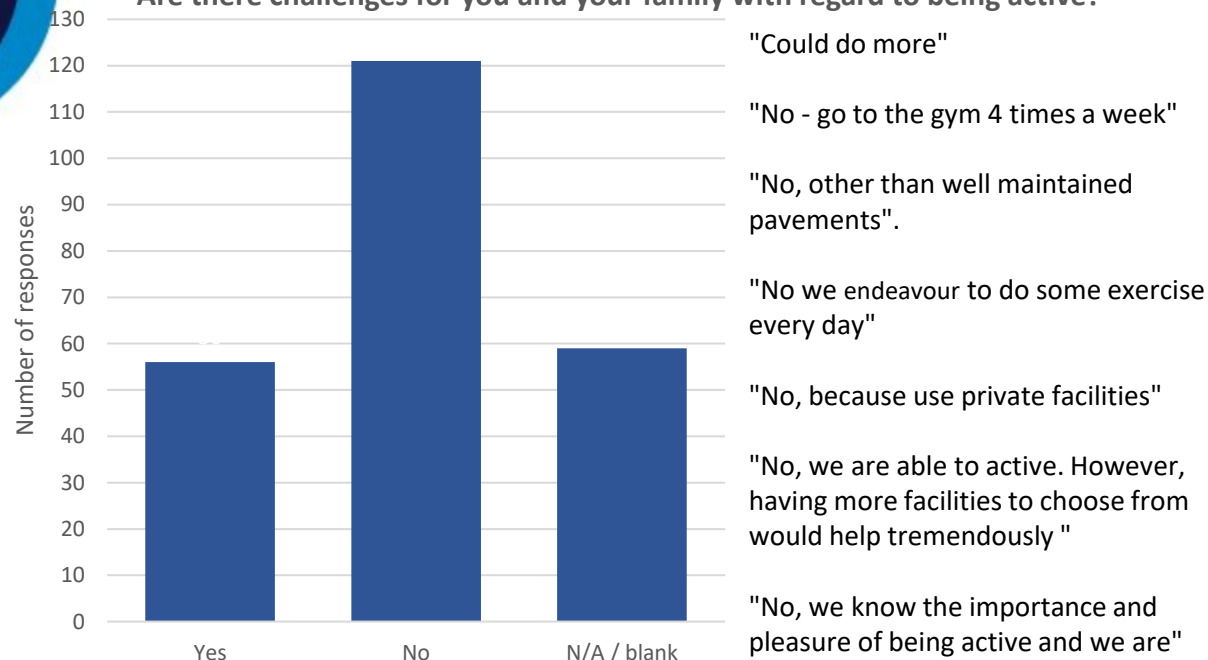
"It's just will power"

"We are lucky enough to be able to afford healthy food and I can"

What are there challenges for you and your family in eating healthy food?



Are there challenges for you and your family with regard to being active?

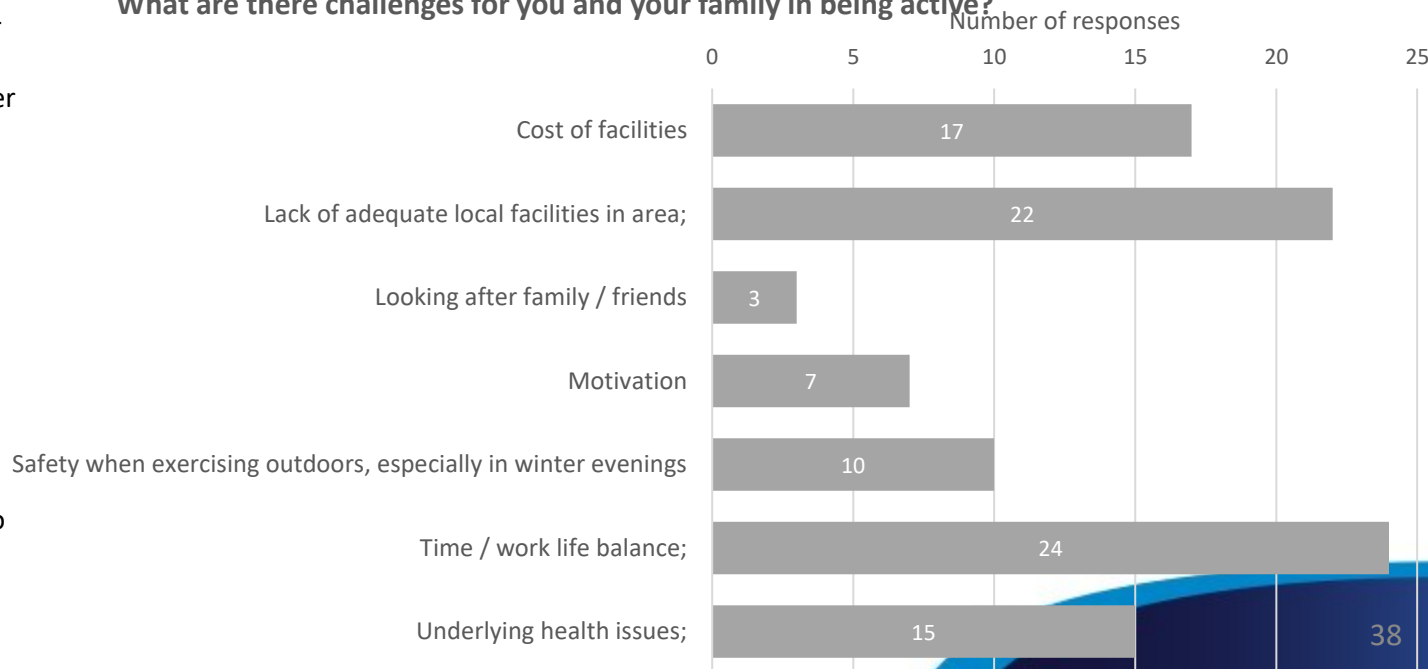


"Both of us used the swimming pool regularly for fitness. This is the only activity we could do together as my husband has many physical issues "

"Disability. Access due to poor public transport. No swimming facilities."

"Lack of adequate local facilities in area. I have a condition where I cant do high impact sports but swimming is great for cardio and it would be brilliant to access it locally"

What are there challenges for you and your family in being active?



Further Comments:

- 100% better access to local surgery. Better use of our local hospital, which has excellent facilities(new Xray machine) physio dept.etc.
- Green spaces an footpaths maintained and not built on or turned into estates.
- I feel that Whitchurch, being on the northern edge of the county is often overlooked by Shropshire council, particularly with regard to roads, schools, emergency and health services,
- I think it's time for the council to think about what the locals need rather than what the big businesses want, look after the locals and the locals will look after the town. There is a big community spirit which is being crushed by housing companies not considering the locals it is having a knock on effect on health services and schools and standards are slipping, we could be amazing but instead we are scraping by! Council Tax has risen and we can't see why we are paying more when we are getting less in return! Our council should be supporting us not making it harder for us to live comfortably
- I think making sure the business rates are kept low would also help our town retain their shops, cafes etc which keeps a little hub going. Whitchurch REALLY does require its youth club back, a place they can go, feel safe, maybe talk (especially after covid) and be occupied. The teens at the moment hang about the in the parks, which is fine but then that is where trouble can start.
- I would like higher heath to be as considered as much as Whitchurch so that we also get provisions. Signs coming into higher heath from Market Drayton are half hanging, street signs are faded, litter lined all across a41 (I litter pick now to try to limit it), we have 50mph on a41 but were on the ferry route and the noise and vibrations from the speeding lorries is ridiculous, we have no provision here but ongoing houses built, no street lights and yet I believe we pay as much as Whitchurch? I walked down the path to the woods and found a syringe in the bottom area which I didn't know what to do with it as I don't have access to a sharps bin. I've since been back and it's gone. There's dumped waste down there too on the public pathway. Is there any investment proportioned for higher heath?
- More doctors. NHS dentist. Swimming pool. Larger supermarket for more choice. Enough nursery places for children
- More natural volunteering available for all young and old would be beneficial to help people care for the environment around them reduce litter, improve mental health. Really need something done about dental services but appreciate this is across the regions. I'm not sure how bad the culture of area is in terms of racist views etc as my reference is on community group where you tend to get the loudest speakers so maybe a misrepresentation but it's not always a nice read on there
- really value the service from the library but would like longer opening hours.
- Swimming pool and leisure centre - why has every other town in England he UK got one?!
- The future plan needs to be holistic including all ages and all sectors of the community
- There is no money for anything north of Shrewsbury. Whitchurch has no support from the council in terms of housing or infrastructure. There needs to be more bus routes around north Shropshire.
- Too much infighting between town councillors, too. Much bullying and not enough transparency
- train station not accessible as need to go over a bridge to go to the other side. lack of affordable groups and clubs. opportunities for all levels.

Focus Theme 1 – Health Services

- In the survey, the top theme of what is important to Whitchurch residents in terms of making an area a good place to live in was “Health Services”, and this was also the top theme in terms of what can be improved in Whitchurch.
- Also, by far the most frequent issue raised around needs at both a community and personal/family level was access to GP services. Issues related to accessing hospital services was often mentioned too. These two had a low number of responses as issues facing children and young people though.
- In the top 5 responses for issues in the community and on a personal/family level, as well as issues facing children and young people, that they need support with was around mental health services.
- Whilst the health and wellbeing index overview (slide 17) rated Whitchurch as the 2nd worst place plan area for Health, on closer examination of some indicators revealed that the Whitchurch place plan area had the higher prevalence of several diseases according to the GP quality outcomes framework, as well as higher rates of year 6 children being very overweight in the national childhood measurement programme and higher rates of mothers smoking at the time of delivery. Life expectancy in Whitchurch for both males (79.3 years) and females (83.1 years) is below Shropshire’s overall too (80.5 and 84.1 respectively).

“There is only one GP practice that is already oversaturated to serve the whole area that’s still growing”

“Whitchurch cottage hospital is a brilliant facility but the A&E there should be open daily.”

“A persons health also has a knock on effect of job opportunities, although there is supposed to be equal opportunities for all, this doesn’t always seem the case. The support for businesses willing to hire people with hidden disabilities isn’t there which I feel is unfair! “

Focus Theme 2 – Housing and Cost of Living

- The health and wellbeing index overview (slide 17) rated Whitchurch as 15th out of 18 for “housing and occupancy” and 16th out of 18 for “cost of living vulnerability”
- In the year end up to August 2021, there had been 237 house sales in this area at a median sales price of £222,500, the 5th lowest of the 18 place plan areas, however, median gross household income at this point was £30,395, the 3rd lowest, which gives a median affordability ratio of 7.3 which is the 7th lowest place plan area – i.e. it is slightly easier to buy than it is in Shropshire overall.
- However, in the 2011 census, out of all place plan areas, Whitchurch had the joint 3rd highest percentage of households with an occupancy rating of -1 (3.5%) and the joint 2nd highest percentage of households with an occupancy rating of -2 (0.9%) - which implies that a household's accommodation has fewer bedrooms than required),
- Whitchurch has the 6th highest percentage of households without central heating at 3.7% compared to 3.3% in Shropshire.
- In September 2021, the Whitchurch place plan area had the 3rd highest percentage for claimant count according to the DWP at 4.1%, compared to Shropshire's 3.3%
- In the survey data, the 2nd most mentioned issue in the community and personally/family was the rising costs of living, and this was also mentioned frequently for issues affecting children and younger people.

“House prices and rent prices go up huge amounts every year but the wages people are on doesn't go up by enough to cover this extra expense. I am lucky enough to have affordable housing scheme where we brought half the house and rent the rest which helped us get onto the ladder. I think we need more opportunities like this and more options for rent to keep the prices affordable..”

“better council housing there's is so many family struggle inadequate housing from either poor maintenance or overcrowding”

Focus Theme 3 – Lack of Activities

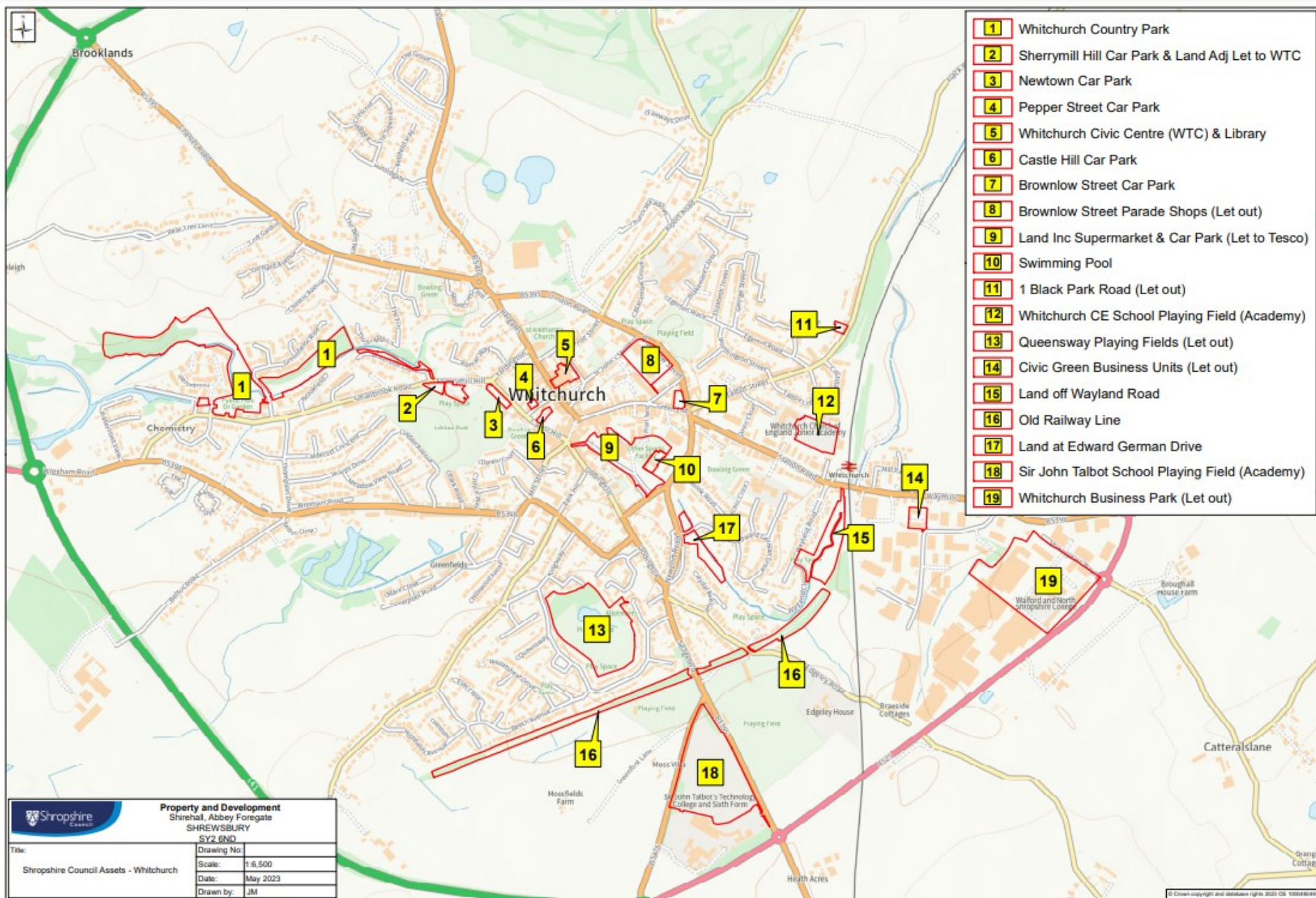
- While “Activities for Teenagers” was only down as the 4th most selected areas that most needs improving in Whitchurch according to the respondents, in the subsequent question regarding the biggest issues facing children and young people, the most mentioned things were around there being a lack of activities or youth services or out of school, and in the subsequent question about what needs to be done to support children and young people, again the issues related to the lack of activities were the most mentioned, with issues around youth services being the second most mentioned.
- Overwhelming response from the survey as the biggest issue facing children and young people was a lack of activities and things to do out of school. In addition, there were a lot of mentions for the lack of youth clubs / youth workers and there needing to be more, and issues to do with sports facilities and also for there to be safe places for them to go. Several people also mentioned that boredom led to unsociable / criminal behaviour..
- Whilst over two thirds of respondents said they did not face challenges to being active in their daily life, some of the ones who did have challenges mentioned said that the lack of local facilities in the local area was the second biggest reason, behind the time issue..

“Youth services and access to activities with financial aid to do so..”

“ More outdoor activity facilities“

“ More facilities such as a swimming pool and youth club activities”

“ Facilities lacking since closure of Centre North East in Whitchurch.”





Group Discussion

1. What is happening around each theme already?
2. How are we working with the local population?
3. Recommendations?