

# **Joint Strategic Needs Assessment (JSNA): Place-based approach**

## **Stakeholder Event – Ludlow**



# 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**



# JSNA Web Based Profiler Tool

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

 Menu

JSNA data - BETA

 Subscribe

 Public health > More in JSNA data - BETA ▾

**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

**Highley 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.



## 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   |

# People in Shropshire are living longer, but not necessarily healthier lives...

| Measure                                     | England | Shropshire | Range (Ward)     | Range (Ward)      |
|---------------------------------------------|---------|------------|------------------|-------------------|
| IMD Score (higher score = more deprivation) | 21.7    | 17.2       | 3.7 (Copthorne)  | 37.6 (Harlescott) |
| Life expectancy at birth, (Male)            | 79.5    | 80.3       | 75.6 (Sundorne)  | 85.4 (Copthorne)  |
| Life expectancy at birth, (Female)          | 83.2    | 83.6       | 78.7 (Sundorne)  | 89.2 (Clun)       |
| Deaths all causes, all ages, SMR            | 100     | 95.7       | 62.8 (Copthorne) | 141 (Worfield)    |
| Deaths all causes, under 75, SMR            | 100     | 88.3       | 45.9 (Clun)      | 144.6 (Sundorne)  |
| Preventable deaths, under 75, SMR           | 100     | 84.3       | 41.9 (Clun)      | 157.0 (Underdale) |

| 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                   | Ludlow North | Clee       |
|------------------------|--------------|------------|
| Male Life Expectancy   | 77.8 years   | 83.0 years |
| Female Life Expectancy | 82.2 years   | 86.2 years |

Fingertips, Local Health, Public Health Data for small geographic areas

## JSNA Place Based Geographies

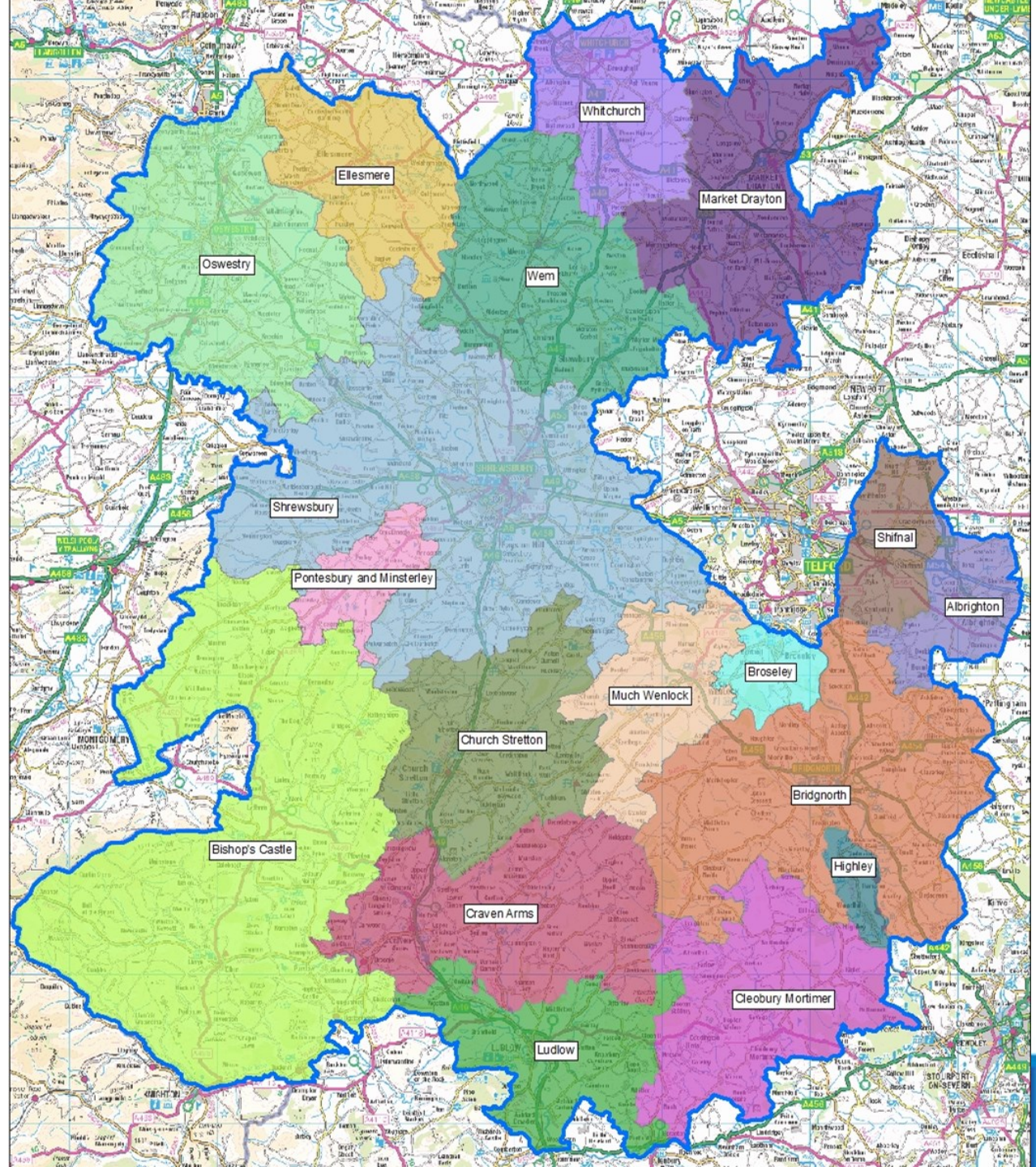
JSNA's for Shropshire and Place Plan Areas (PPA)

18 PPA focused mainly on a market town and its surrounding rural communities.

PPA's are based along geographical/communities' boundaries not political ones.

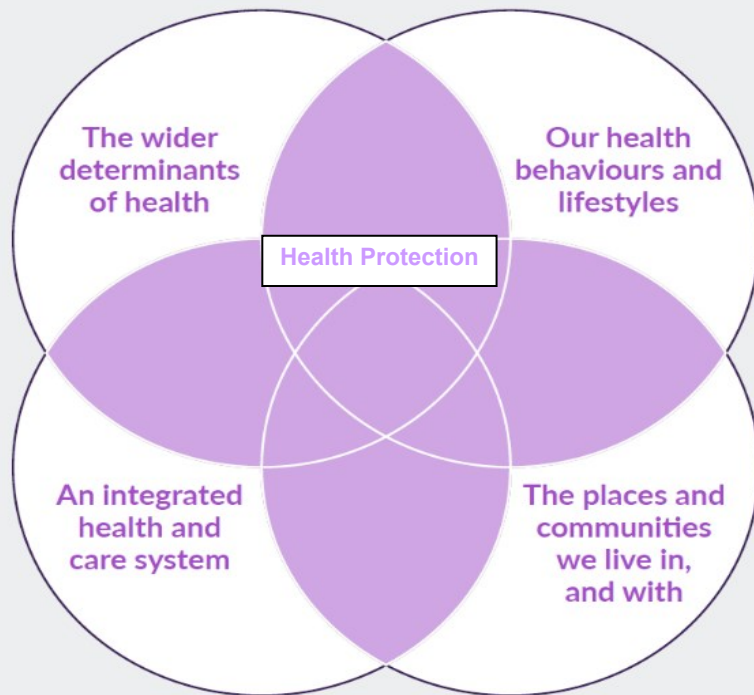
Capture the uniqueness of the areas in Shropshire.

Identify meaningful local differences and areas of need.



# What makes us healthy?

Understanding and Addressing Inequalities  
– taking a preventative approach



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

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

## What makes us Healthy?



Dahlgren and Whitehead 1991

# Our Approach

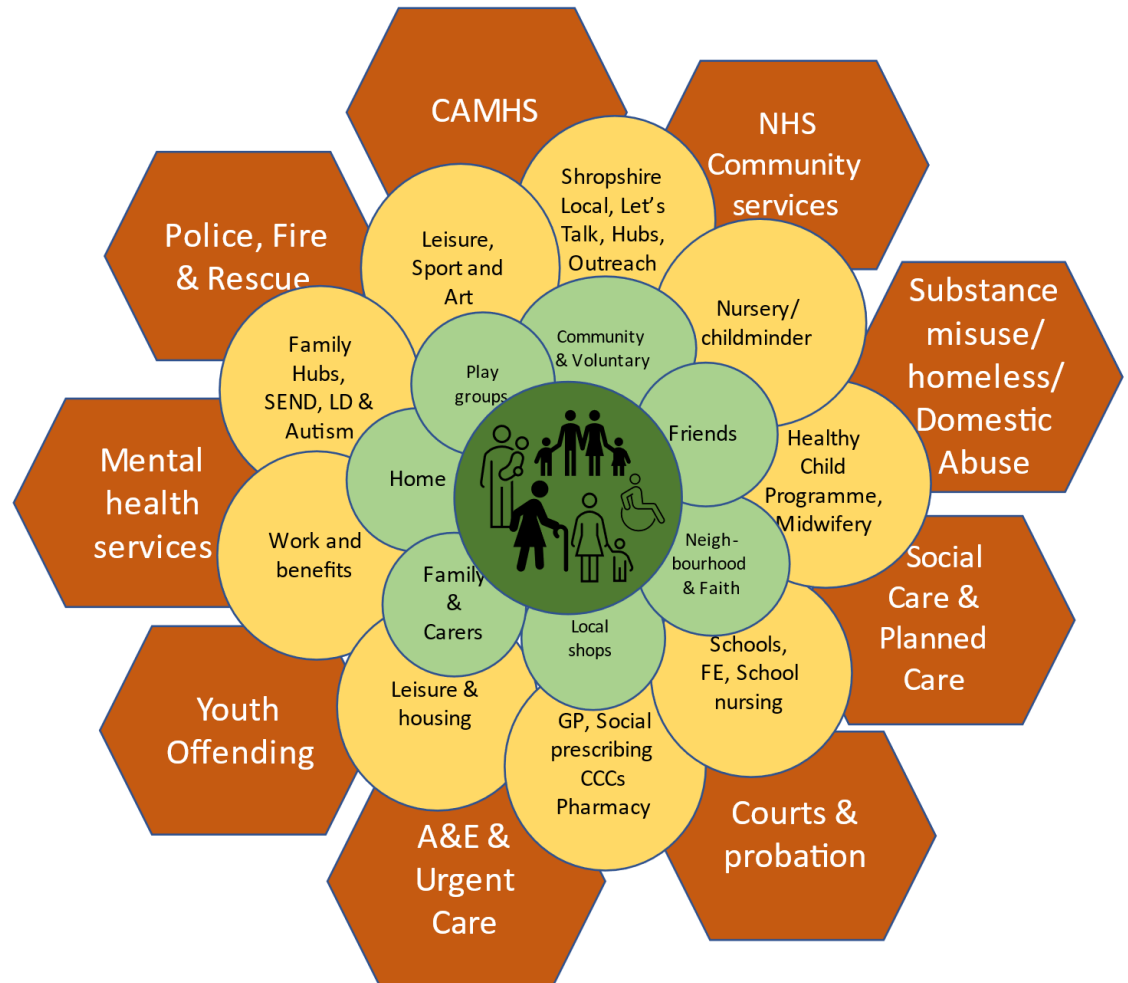
## Person-Centered Care

People and communities are the cornerstone of how we will work.

Our programmes will focus first on supporting people to help themselves, followed by ensuring there is high quality, integrated, easily understood universal services for people to access, where they need it, when they need.

If further intervention is needed our approach will ensure high quality, integrated, easily understood specialist services are available.

- Ludlow and Area Community Partnership (LACP)



## DRAFT - FAMILY & COMMUNITY HUB/ named by community

Single Function – Co-Located Team  
Single Manager

Person Centred Care – Underpinned by Trauma Informed Approach and Making Every Contact Count

### CYP & Families

National Hubs Model  
Front Door – EHAAT  
Universal Offer  
Targeted Early Help – Family Support

#### Potential Hub & Spoke Offer Public Services:

Early Help  
Parenting  
Housing  
Health Visiting  
Mobile Offer / Outreach  
MH/ CMHT  
PCNs: ARRS, OT, Social Prescribing,  
Vaccinations  
Best Start / 1001 Days  
Enable  
SEN / Autism  
Substance Misuse/ Domestic Abuse  
Women's Hub  
Elective Home Education Support?

### Access

Open Door/ easy online access  
One Shropshire  
Signposting/Self Help Support  
Navigation/ Social Prescribing  
Drop-in Sessions (for specific needs)  
Appointment Making, social care, nhs etc  
SFRS, WMP, VCSE  
Healthwatch

### Voluntary and community sector offer

Peer Support  
Befriending  
Food and food banks  
Community Activity  
Infrastructure support  
Falls and postural stability  
Housing support  
Warm Welcome  
COL

### Adults

National Hubs Model  
Front Door – VCSE, ASC, NHS  
Universal Offer  
Prevention  
Targeted Early Help

#### Potential Hub & Spoke Offer Public Services:

Social Prescribing (SP)  
Making It Real  
Lets Talk Local  
Enable  
LD / Autism  
MH  
Memory Team  
PCNs: ARRS, OT, Social Prescribing, VAXX  
Proactive Care  
Falls & Frailty  
Housing  
Substance Misuse/ Domestic Abuse  
Care at Home / Re-ablement  
Women's Hub



# Community Engagement

## Stakeholder and Resident engagement via:

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





# **Ludlow Place Plan**

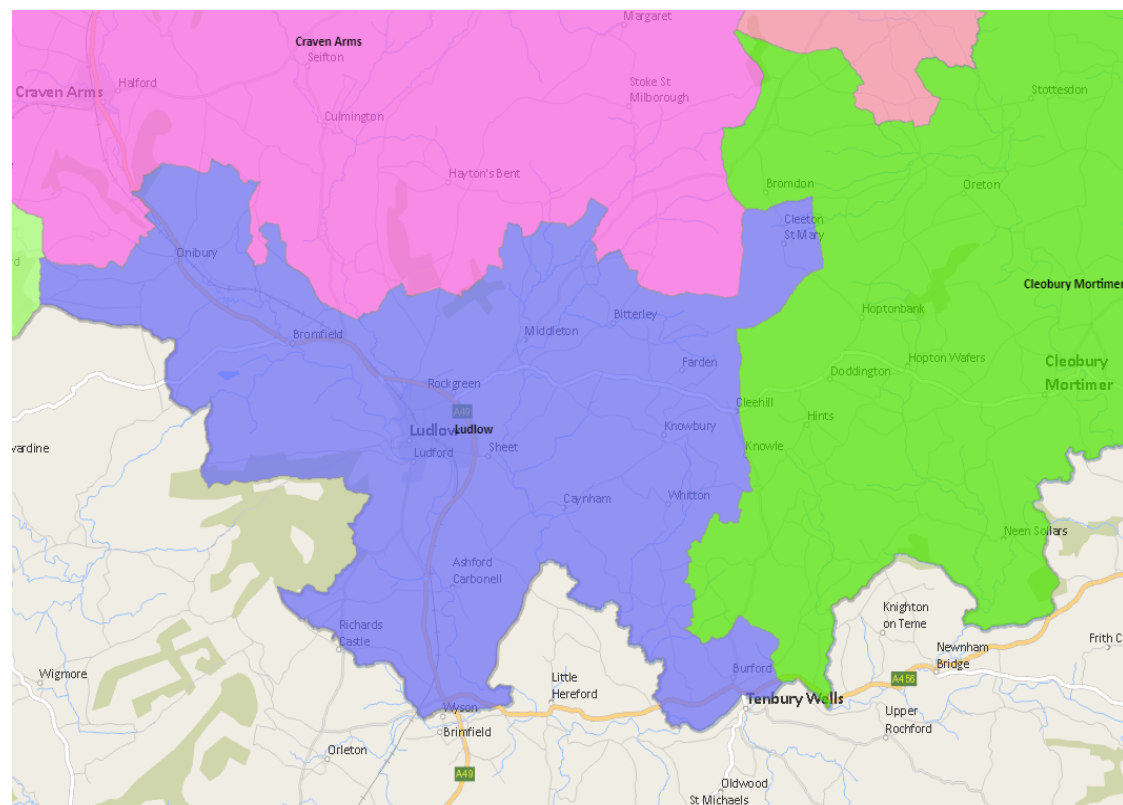
## **Examples of Key Health and Wellbeing Data**



# Ludlow Place Plan Area

Interactive map here:

<https://shropshire.maps.arcgis.com/apps/webappviewer/index.html?id=fa75f921e771451382533a854cce6a1e>

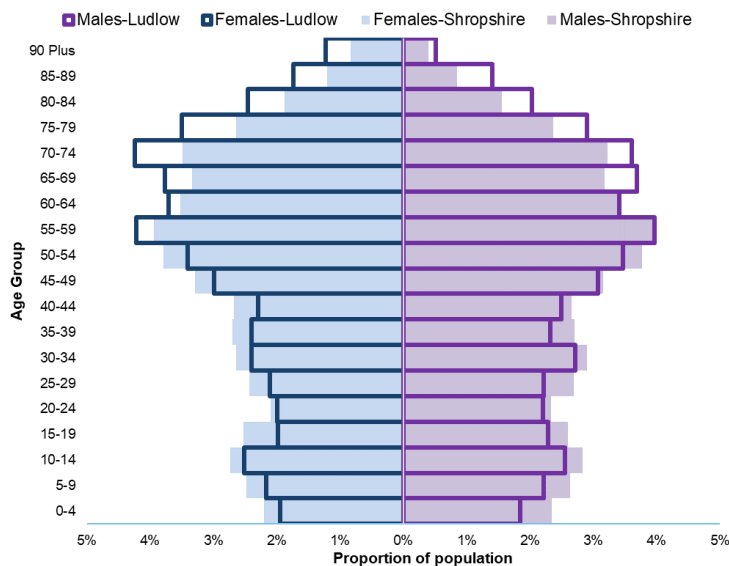


**16,969**

Population estimate  
(all ages)



Population compared to Shropshire (mid year 2020)



# Ludlow Place Plan Area

Interactive map here:

<https://shropshire.maps.arcgis.com/apps/webappviewer/index.html?id=fa75f921e771451382533a854cce6a1e>

Ludlow

**16,969**

Population  
Mid year 2020

Ludlow



**1.3** persons

per hectare

England



**4.3** persons

per hectare

**12,678**

Hectares

**18.2**

Deprivation score  
(2019)

**£30,248**

Median household  
income

Rankings

**11**

out of 18

1 = largest

**5**

out of 18

1 = most deprived

**17**

out of 18

1 = highest

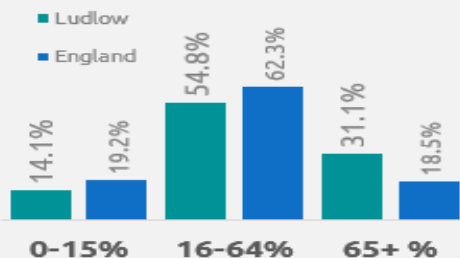


**49%**

Male

**51%**

Female

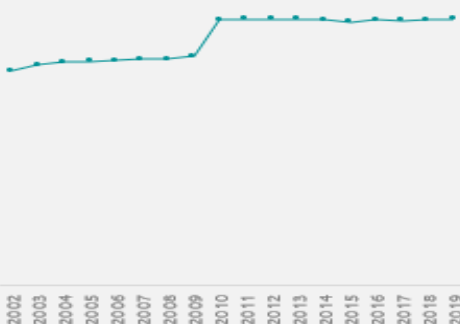


Ludlow

**27.3%**

Population change  
2002-2020

Population over time



Life  
expectancy  
(2013-17)

Ludlow

♂ | ♀  
**80.5** | **83.7**

Shropshire

♂ | ♀  
**80.5** | **84.1**

Shropshire

**17.2%**

Live births  
(2000-2019)

**2,834**

Live births

**5%**

of all births in  
Shropshire

- We collected various data indicators locally
- The metrics were based on nationally collected data where it is possible to break down to a smaller geography
- Same metrics have been used in the previous place plan events (Highley, Oswestry, Bishop's Castle, Whitchurch and Shrewsbury)
- This is a starting point. These metrics will be revisited and expanded to take into account further data sources
- These metrics are data based and completely unrelated to the engagement survey shown later!
- We have grouped these data metrics together in order to give an overview of each place plan area – breakdown on following slides

# Healthy People

## Education

How far to  
people need to  
travel?

What are the  
needs of  
adults?

How are school  
children  
performing?

## Health

How long are  
people living?

How well are  
people living?

How many  
people have a  
long-term  
illness?

## Relationships & Trust

What is the  
crime rate?

How many  
people older  
people are  
living alone?

# Healthy Economy

## Equality

Are houses affordable?

Is the income of residents similar?

Are some areas wealthier than others?

## Economy

How many working age people are unemployed?

What's the medium income?

How many people have a dependent?

## Cost of living

How many people claim benefits?

Can people heat their homes?

How many households are on low income?

# Healthy Environment

## Transport & mobility

How far is the  
nearest  
supermarket?

How close is  
the local  
primary  
school?

How close is  
the GP?

## Housing

Are houses  
affordable for  
residents?

Is the housing  
suitable for  
people's needs

What is quality  
of the houses  
in the area?

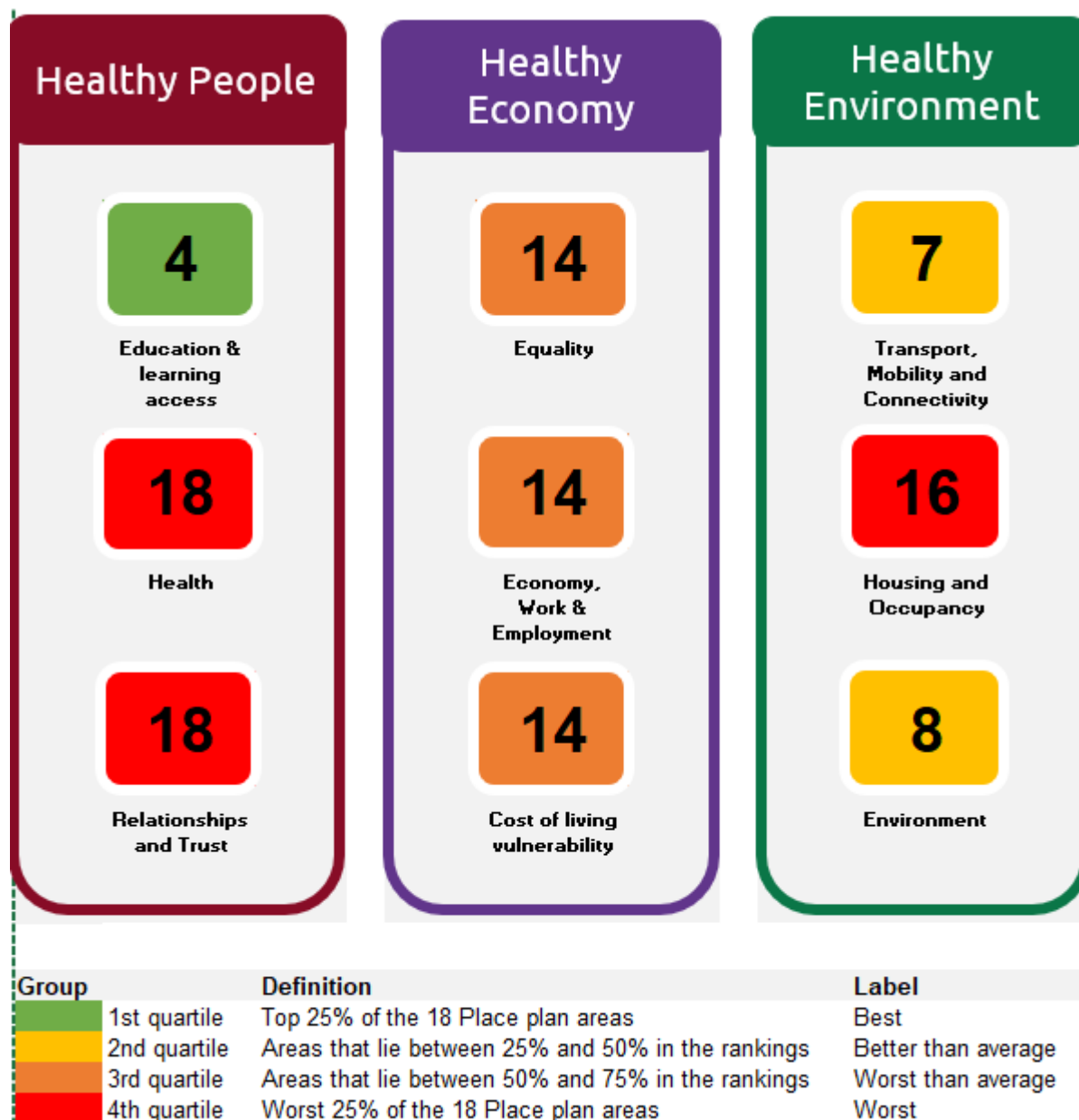
## Environment

Do people have  
access to green  
space?

What is the air  
quality like?

How many road  
traffic accidents  
are there?

# How does Ludlow overall compare to the 17 other areas?



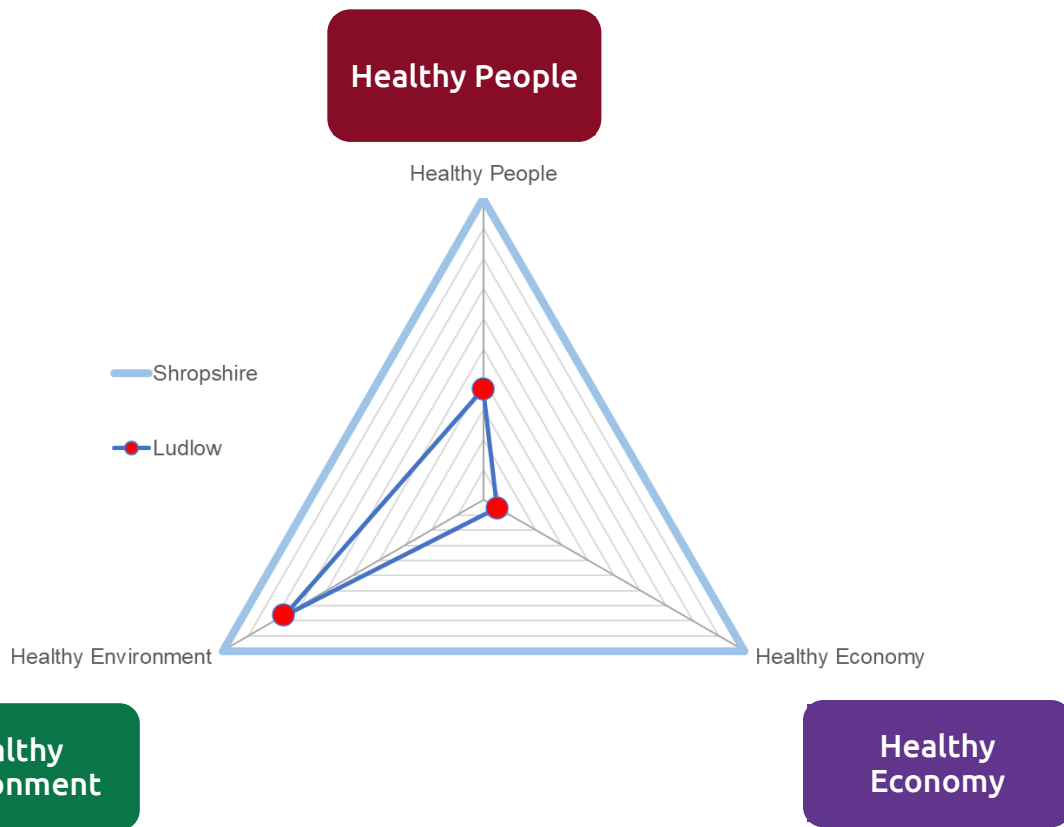
## Strengths

- Education and Learning Access e.g. Average journey time to Further Education
- Environment e.g. Access to Outdoors
- Transport, Mobility and Connectivity e.g. Local Geographical barriers

## Challenges

- Relationships and Trust e.g. Crime Rate
- Housing and Occupancy e.g. Affordability
- Health e.g. Disease Prevalence

# Ludlow Health & Wellbeing Index: Overview



Compared to  
Shropshire average:

**Better:**

**None**

**Worse:**

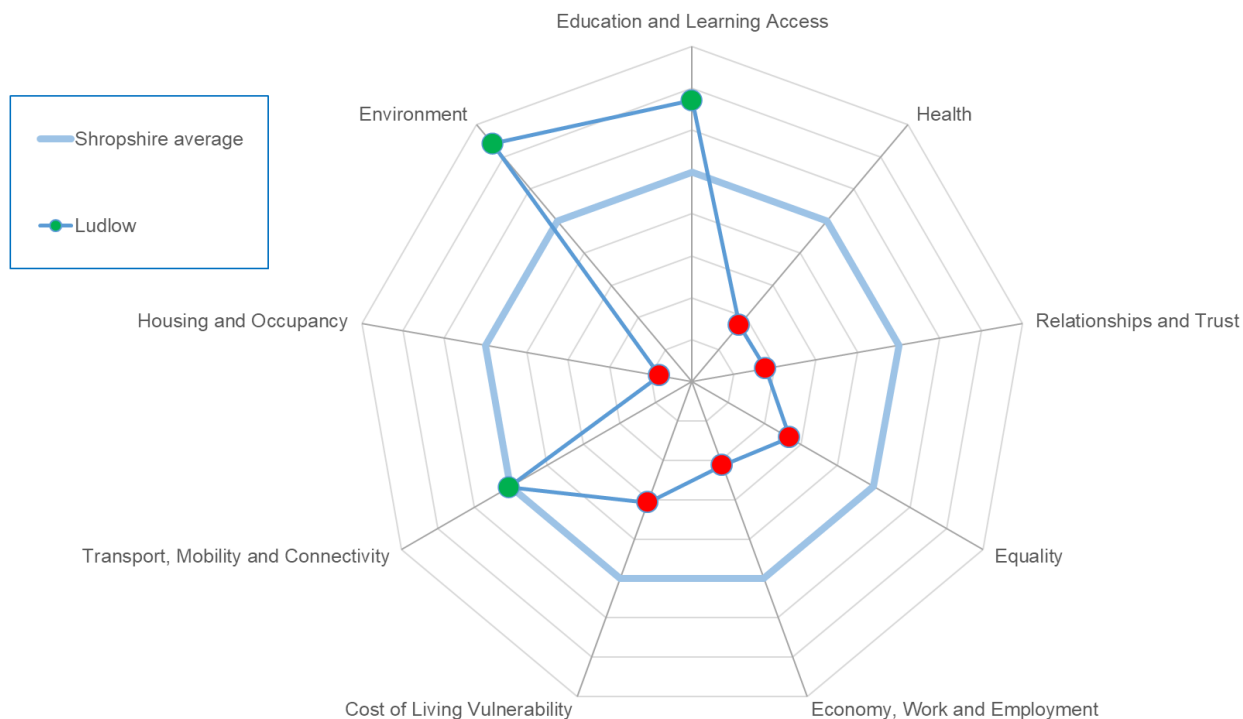
Healthy People

Healthy Environment

Healthy Economy



# Ludlow Health & Wellbeing Index: Sub-themes



Identifies where Ludlow is **stronger** or **weaker** for the specific themes.

## Stronger:

- Education and learning access
- Transport, Mobility and Connectivity
- Environment

## Weaker:

- Health
- Relationships and trust
- Equality
- Economy, Work and Employment
- Cost of living vulnerability
- Housing and occupancy

# Smoking at time of delivery

- Ludlow had 249 deliveries between 2017/18 and 2021/22, which is the 9<sup>th</sup> highest of the 18 place plan areas.
- 1 in 11 mothers were smoking at delivery for Ludlow, statistically similar to Shropshire's (10.7%)

## Smoking at Delivery data for Shropshire and Ludlow Place Plan Area, 2017/18 to 2021/22

| Area name                 | <br>Number of deliveries | <br>Percentage of mothers who were known to be smoking at time of delivery | Statistical comparison against Shropshire |
|---------------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| Ludlow Place Plan Overall | 249                                                                                                       | 11.2%                                                                                                                                                       | Similar                                   |
| Shropshire                | 9,626                                                                                                     | 10.7%                                                                                                                                                       | -                                         |
| England                   |                                                                                                           | 10.1%                                                                                                                                                       |                                           |

# Disease Prevalence

There are differences in disease prevalence within the Ludlow area. RAG rating place plan area against Shropshire, Telford and Wrekin CCG prevalence

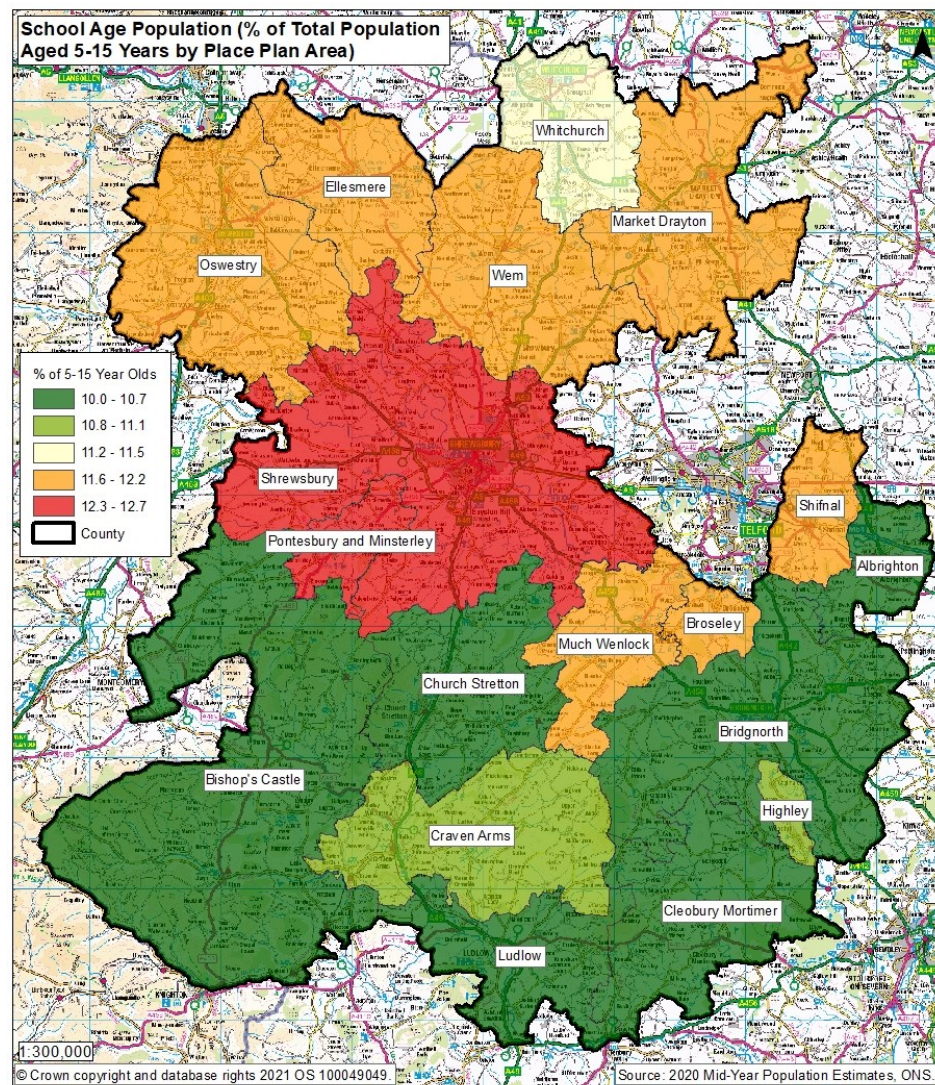
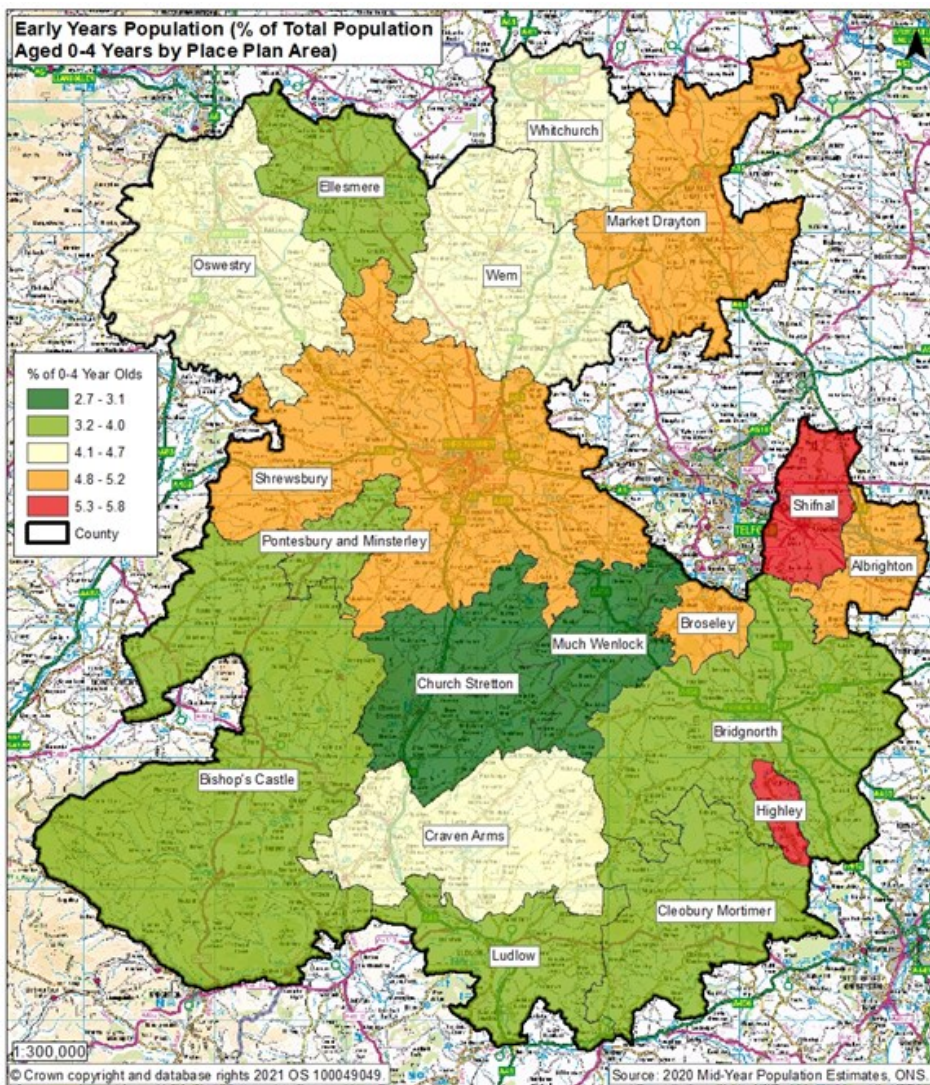
| Disease or condition                             | Ludlow Place Plan Area | NHS Shropshire, Telford and Wrekin CCG | ENGLAND |
|--------------------------------------------------|------------------------|----------------------------------------|---------|
| Atrial Fibrillation Prevalence                   | 3.6%                   | 2.5%                                   | 2.1%    |
| Asthma Prevalence (6+)                           | 7.3%                   | 7.1%                                   | 6.5%    |
| CHD Prevalence                                   | 4.6%                   | 3.5%                                   | 3.0%    |
| COPD Prevalence                                  | 2.4%                   | 2.0%                                   | 1.9%    |
| Dementia Prevalence                              | 1.4%                   | 0.9%                                   | 0.7%    |
| Depression Prevalence (18+)                      | 17.8%                  | 14.5%                                  | 12.7%   |
| Heart Failure Prevalence                         | 1.5%                   | 0.9%                                   | 1.0%    |
| Hypertension Prevalence                          | 20.2%                  | 15.6%                                  | 14.0%   |
| Learning disabilities Prevalence                 | 0.6%                   | 0.5%                                   | 0.5%    |
| Mental health Prevalence                         | 0.9%                   | 0.8%                                   | 0.95%   |
| Obesity Prevalence (18+)                         | 8.1%                   | 7.3%                                   | 9.7%    |
| Peripheral arterial disease Prevalence           | 1.0%                   | 0.8%                                   | 0.6%    |
| Stroke and transient ischaemic attack Prevalence | 3.1%                   | 2.4%                                   | 1.8%    |

# Wider determinants of health

There are differences between wards within the Ludlow area across a number of wider determinants, Ranking : **1 = worst, 63 = best**)

| Ward (2022)       | Unemployment,<br>2021-22 | Child Poverty,<br>English Indices of<br>Deprivation, 2019 | Income<br>deprivation,<br>English Indices<br>of Deprivation,<br>2019 | IMD Score,<br>2019 | Long term<br>unemployment,<br>2021-22 | General fertility<br>rate: live births<br>per 1,000<br>women aged<br>15-44 years,<br>2016-20 | A&E<br>attendances in<br>under 5 years<br>old, three year<br>average | Emergency<br>admissions in<br>under 5s,<br>2016/17 to<br>2020/21 |
|-------------------|--------------------------|-----------------------------------------------------------|----------------------------------------------------------------------|--------------------|---------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------|
| Clee              | 48                       | 57                                                        | 49                                                                   | 28                 | 45                                    | 36                                                                                           | 12                                                                   | 42                                                               |
| Cleobury Mortimer | 40                       | 29                                                        | 40                                                                   | 37                 | 38                                    | 32                                                                                           | 38                                                                   | 40                                                               |
| Corvedale         | 61                       | 38                                                        | 52                                                                   | 9                  | 45                                    | 28                                                                                           | 29                                                                   | 22                                                               |
| Ludlow East       | 12                       | 24                                                        | 23                                                                   | 41                 | 8                                     | 52                                                                                           | 2                                                                    | 56                                                               |
| Ludlow North      | 34                       | 29                                                        | 34                                                                   | 46                 | 45                                    | 51                                                                                           | 11                                                                   | 18                                                               |
| Ludlow South      | 17                       | 7                                                         | 7                                                                    | 8                  | 41                                    | 35                                                                                           | 1                                                                    | 49                                                               |

# Early Years and School Age Population





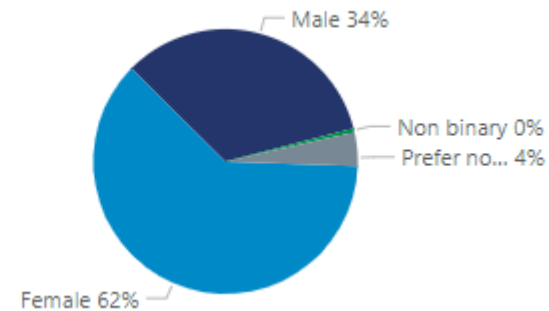
## Community Engagement Survey Results

- 850 surveys completed during the consultation period which ran between August and October
- Again, the data in the survey is completely unrelated to the data metrics that were shown before



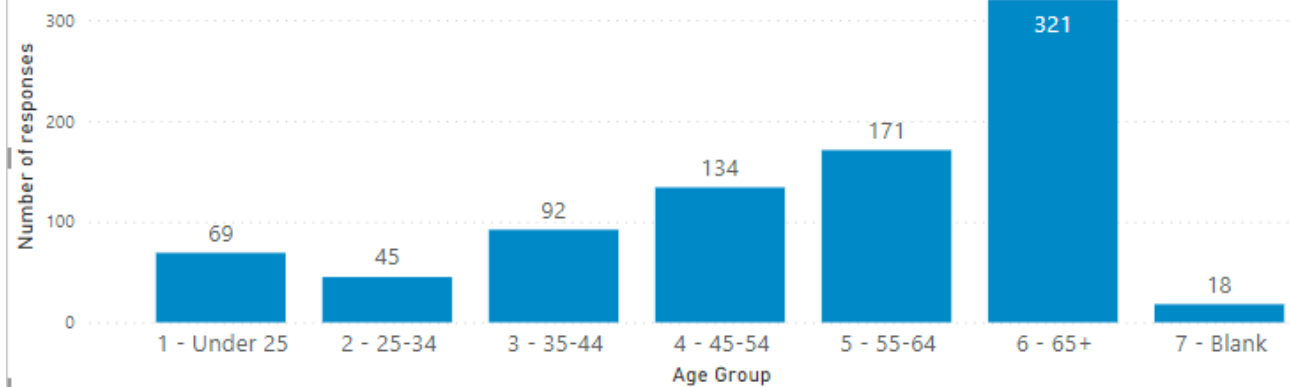
# Survey Respondents: Demographics

What is your gender?

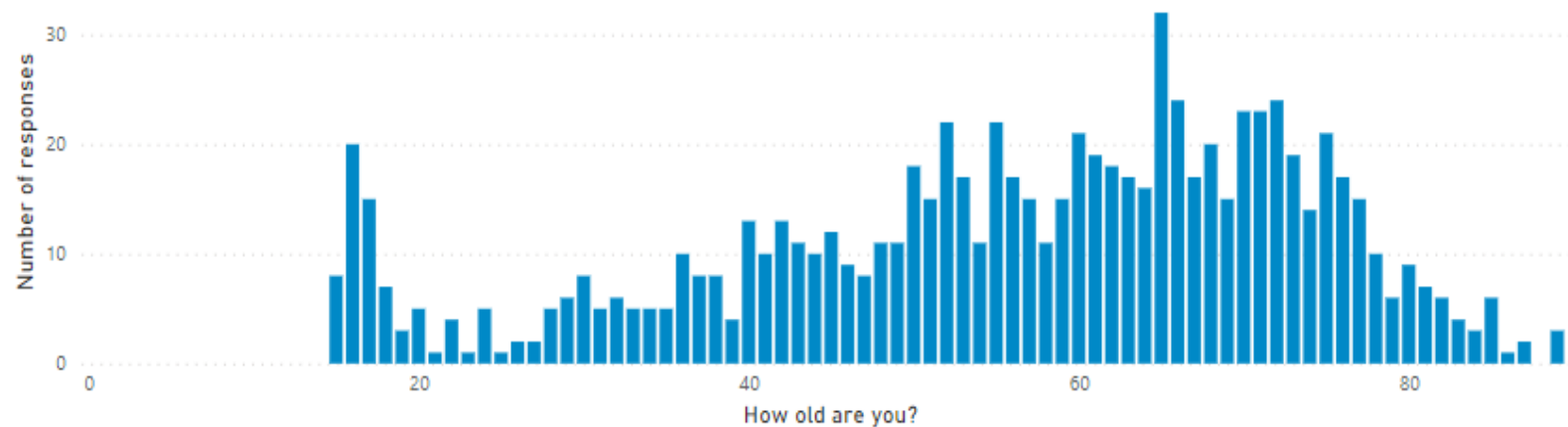


Average  
Age = 55.8

Age group



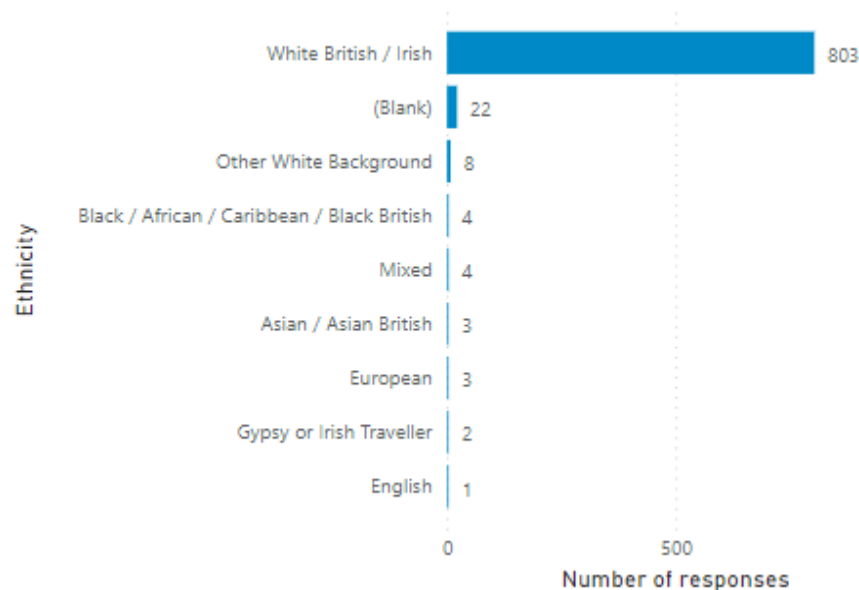
How old are you?



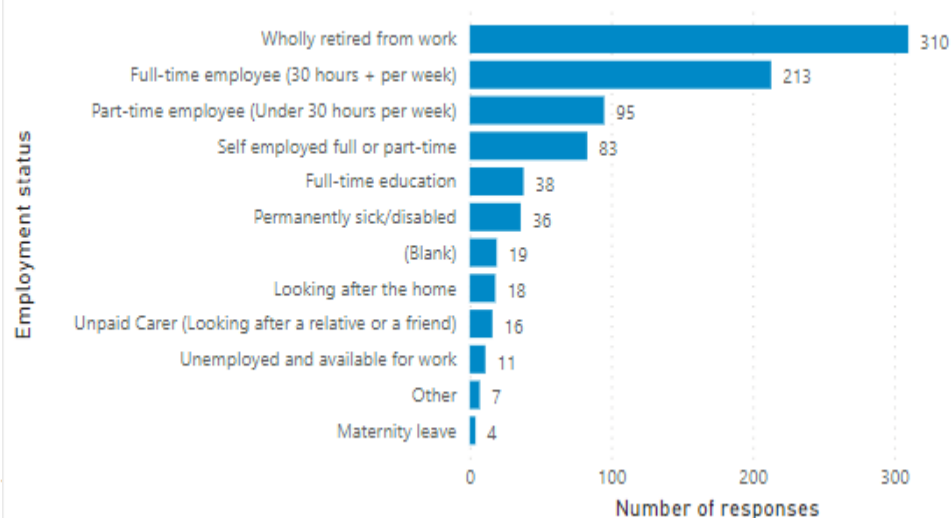


# Survey Respondents: Demographics

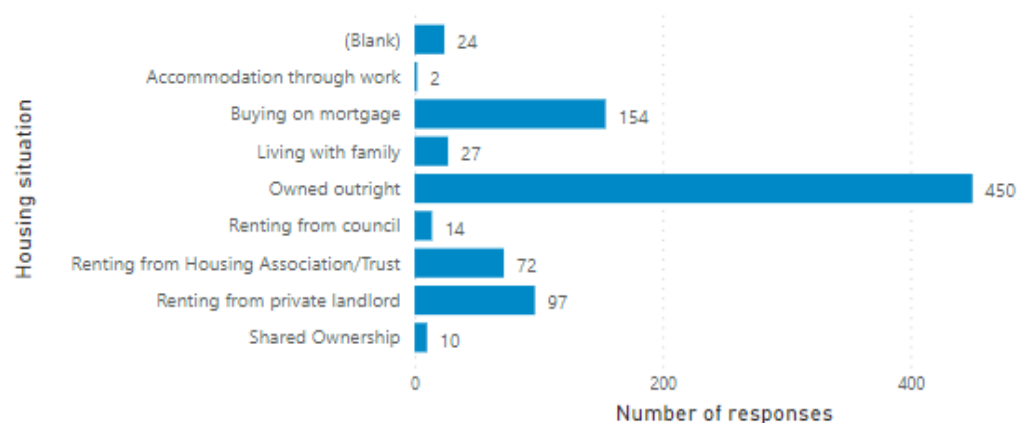
To which of these groups do you belong to?



Employment status; which of these best describes what you are doing at present?

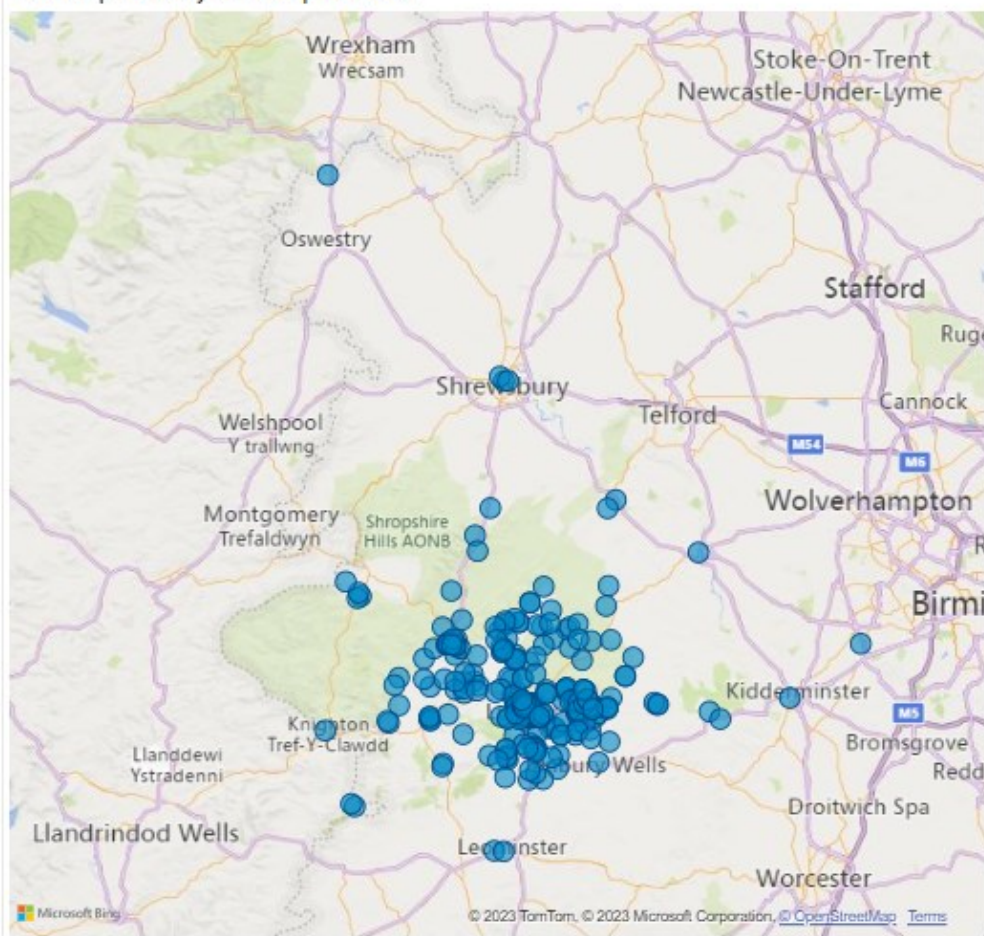


Which of these housing situations applies to you?

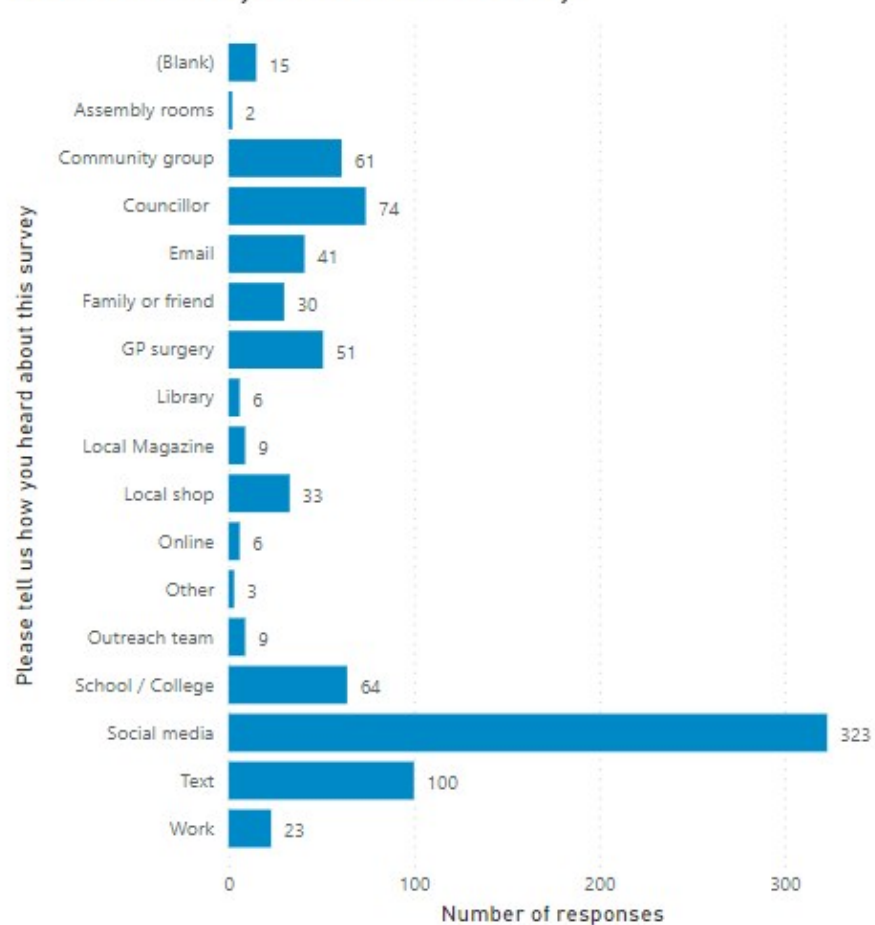


# Where responses came from

Please provide your full postcode

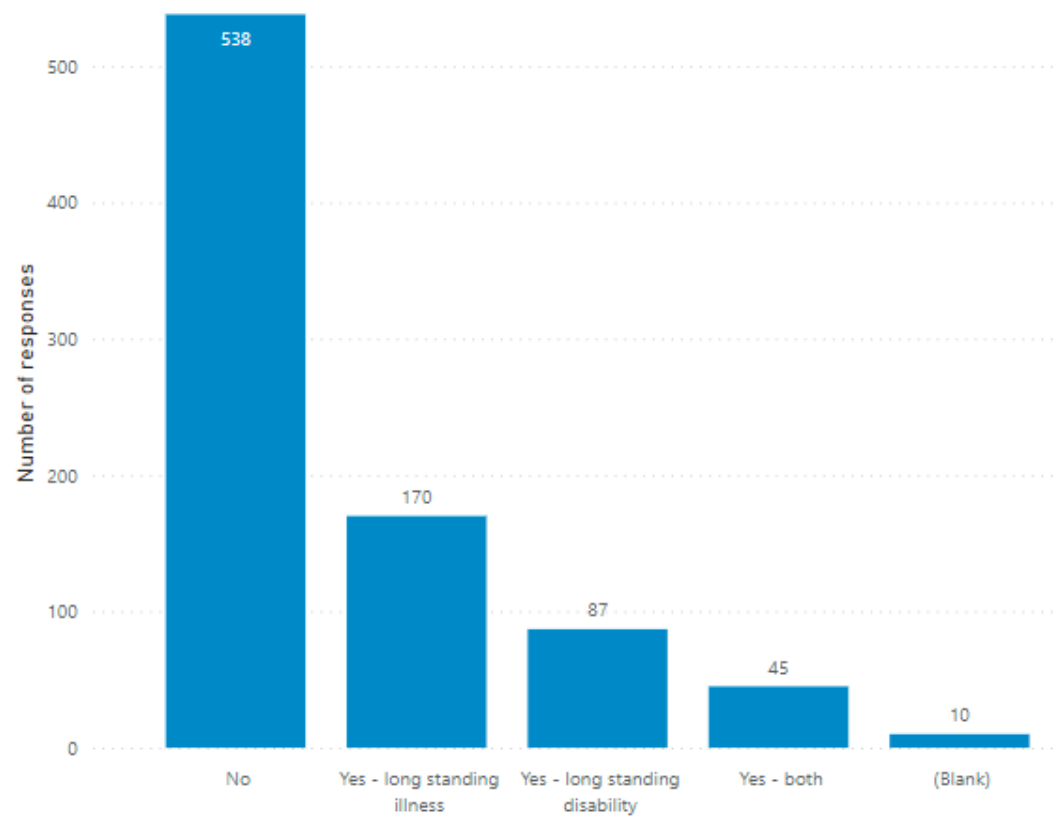


Please tell us how you heard about this survey

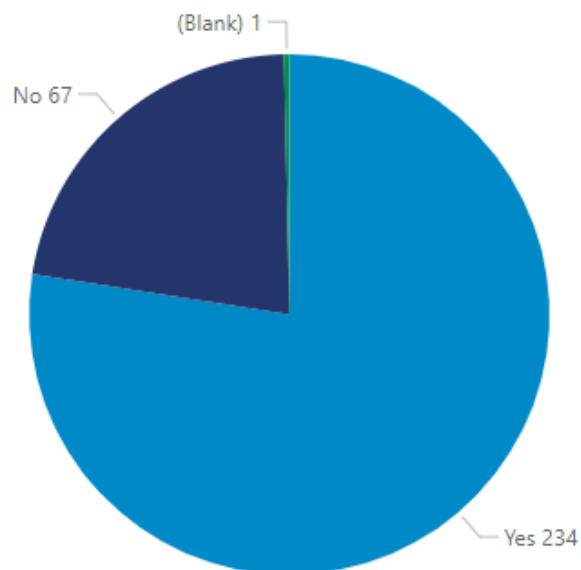




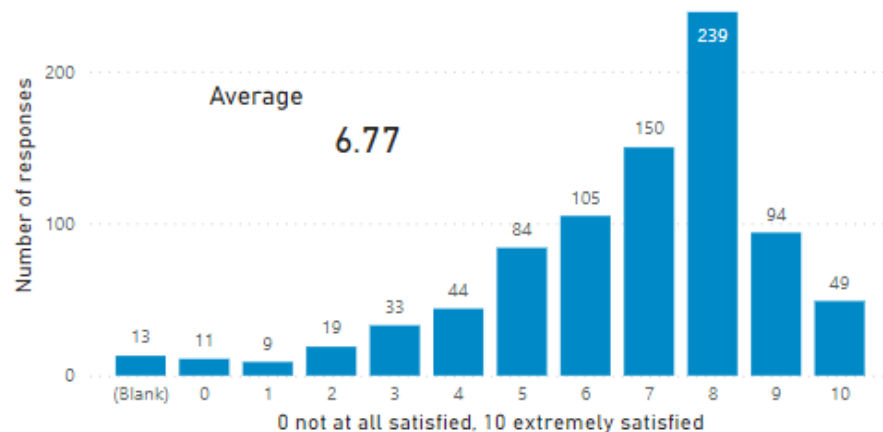
Do you have a long standing illness and/or disability?



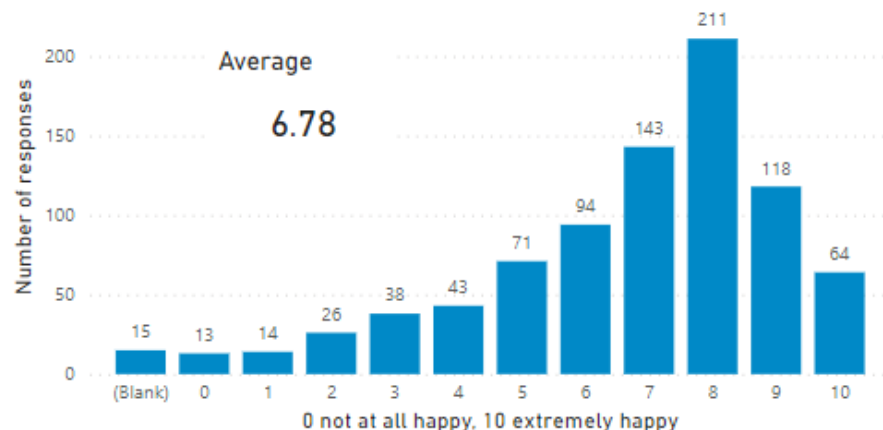
If yes, does this illness or disability limit your activities in any way?



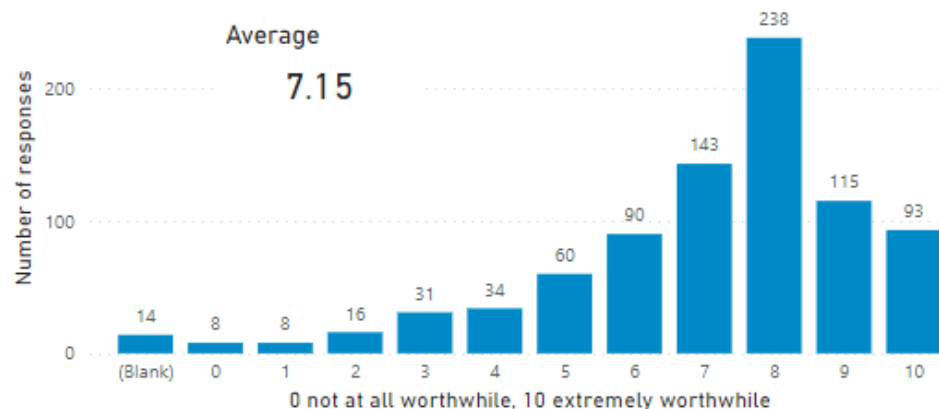
Overall, how satisfied are you with your life nowadays?



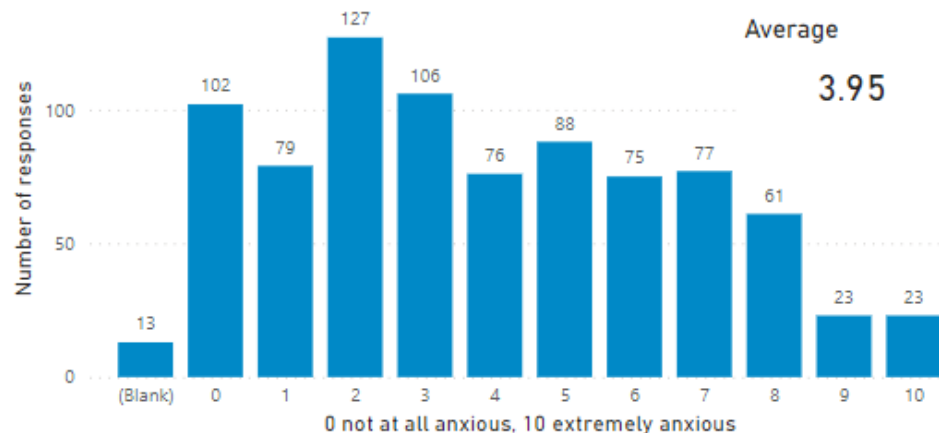
Overall, how happy did you feel yesterday?



Overall, to what extent do you feel that the things you do in your life are worthwhile?

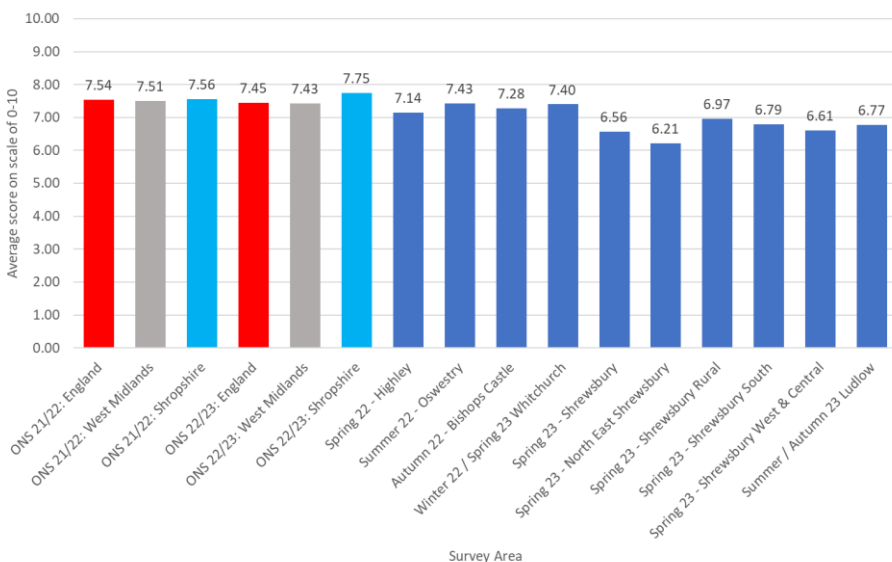


Overall, how anxious did you feel yesterday?

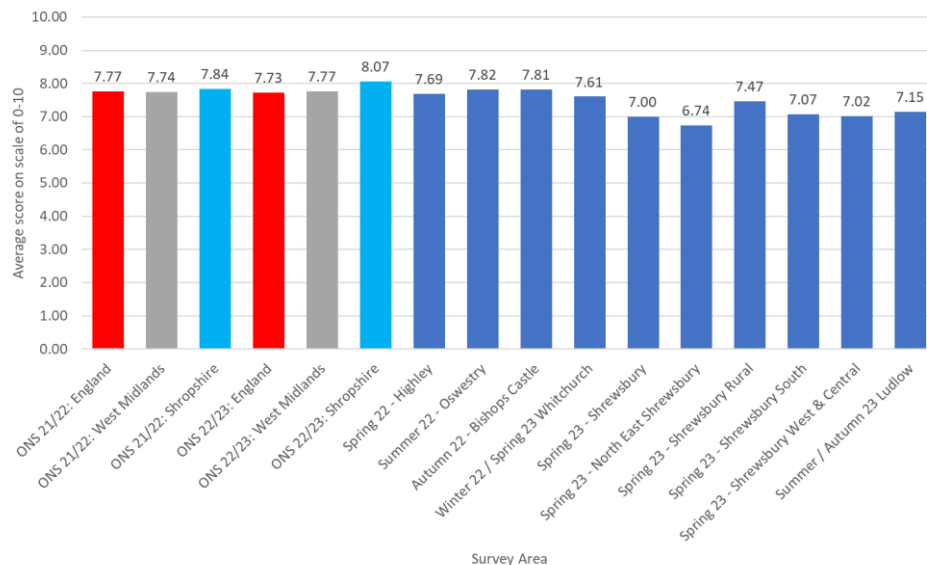


# Comparison of Survey Scores to other areas

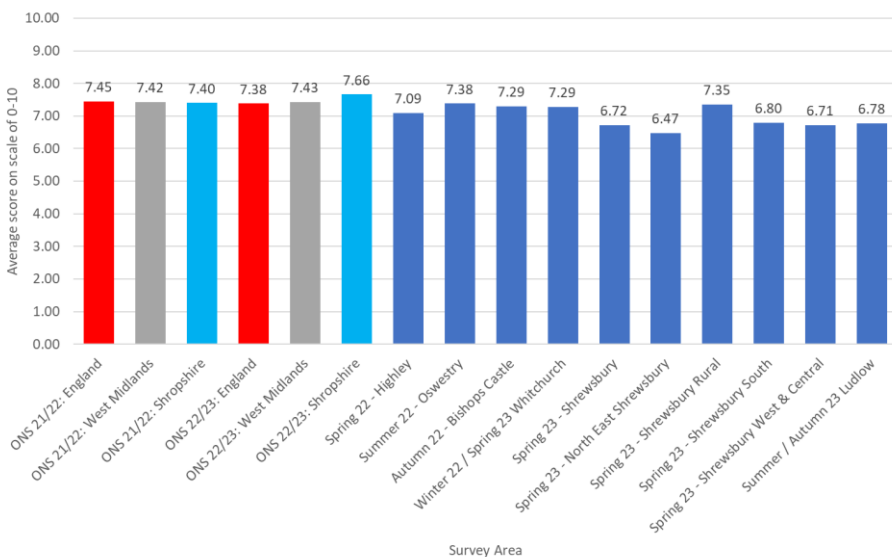
Overall, how satisfied are you with your life nowadays?



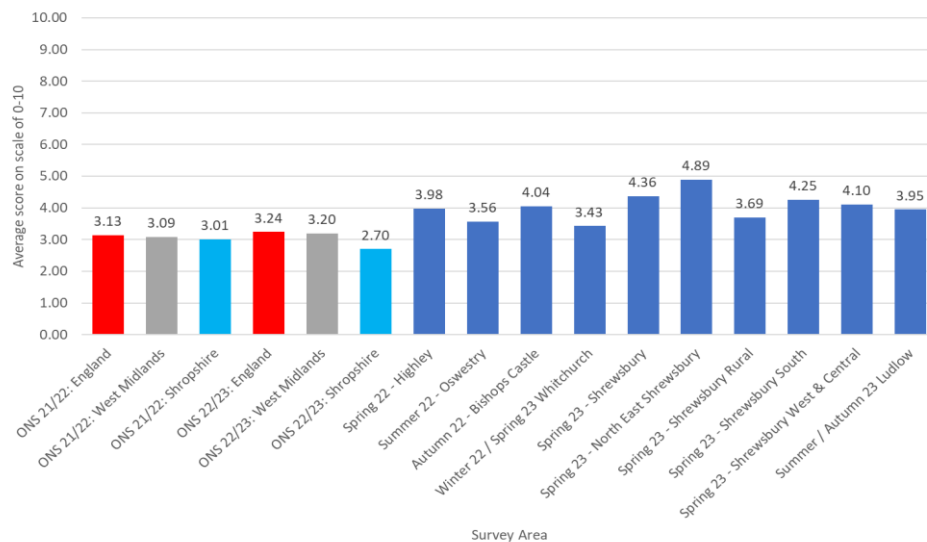
Overall, to what extent do you feel that the things you do in your life are worthwhile?



Overall, how happy did you feel yesterday?



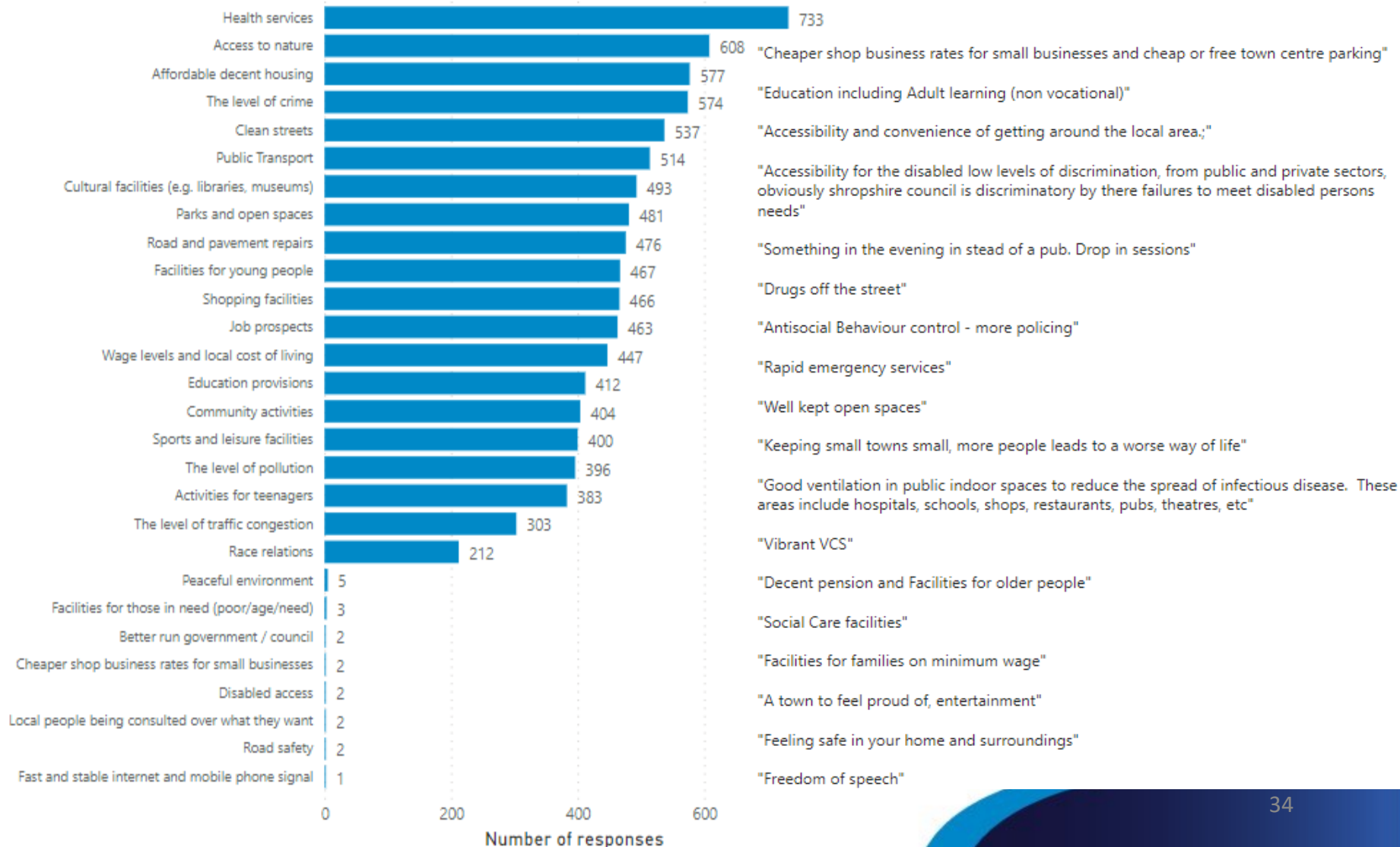
Overall, how anxious did you feel yesterday?



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

Thinking generally, which things are most important in making somewhere a good place to live?

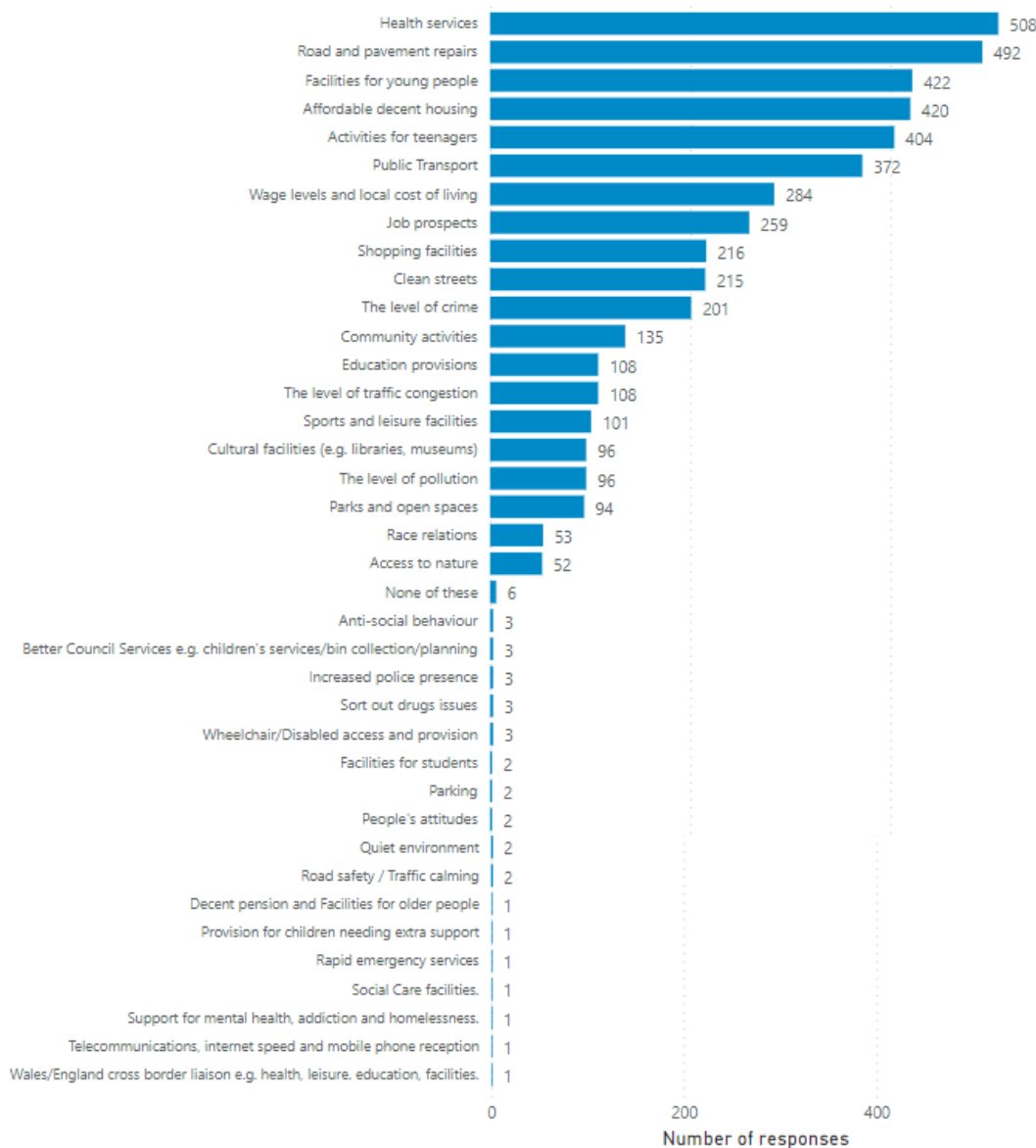
Most important things in making somewhere a good place to live



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

In your local area, which things, do you think most need improving?

Things that most need improving in your local area



"Fuel costs too high. Petrol. Coal. Electricity. Council tax too high with little recognisable benefits received"

"Railway bridge walkway on sheet road is treacherous in icy snowy weather. This and sheet road, upper and lower gaelford pavements need gritting regularly"

"Many pavements are not user friendly for the disabled, uneven pavements, pot holes, no drop curbs, steep gradients that are man made, overgrown hedges due to home owners neglect of many years, preventing wheelchair users to use pavements, train station is a jungle. Unreliable train service, expensive train fare, no concession for train transport as is the case for buses provided by council, buses don't have toilets and the journey is too long for some people, there has been for over 35 years a pathetic, limited and substandard provision of adult education in the county, that doesn't reflect the multi cultural and educational needs of residents, many shops not accessible and some on request which makes you loose your independence, poor offering of care in the home, council led care is substandard and discriminatory, unacceptable provisions for the glbt community, poor selection of shops, especially clothing and budget stores, no nhs dentist? no proper hospital facilities, slow internet"

"Access to Facilities for disabled children"

"Better access to dentists; Increased police presence"

"Feeling safe in your home and surroundings;"

"Skateboarding at night is an issue, something more for kids;"

"Better Council Services including children's services that are fit for purpose,;"

"Cheaper shop business rates for small businesses and free parking"

"Worried about the loss of banks,;"

"Its appalling that racism still exists which i believe is due to ignorance;"

"Getting noise levels down would be a big help to me;"

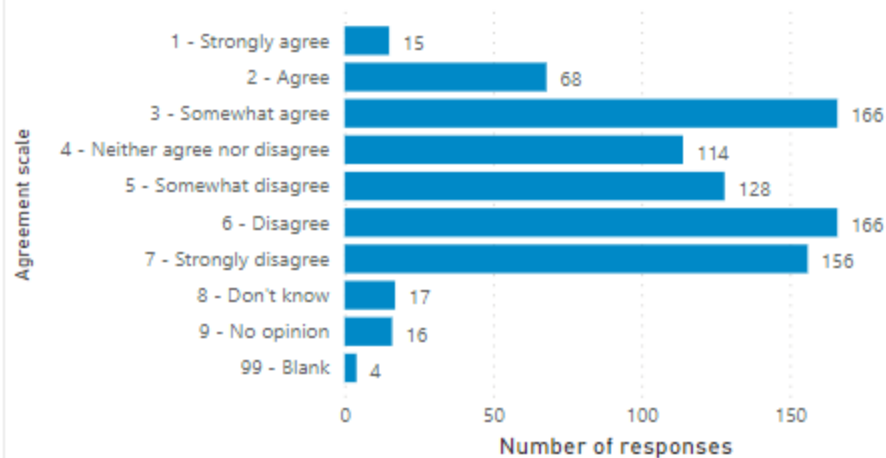
"Services such as GPs to be more responsive to patients needs, less tied to drug prescribing and offering more flexibility in ways to move towards wellness, ;"

"Improving ventilation in indoor public spaces will reduce the spread of infection and pressure on health services. If public spaces are safer people who wish to avoid illness will frequent shops, restaurants, theatres, etc and improve the local economy,;"

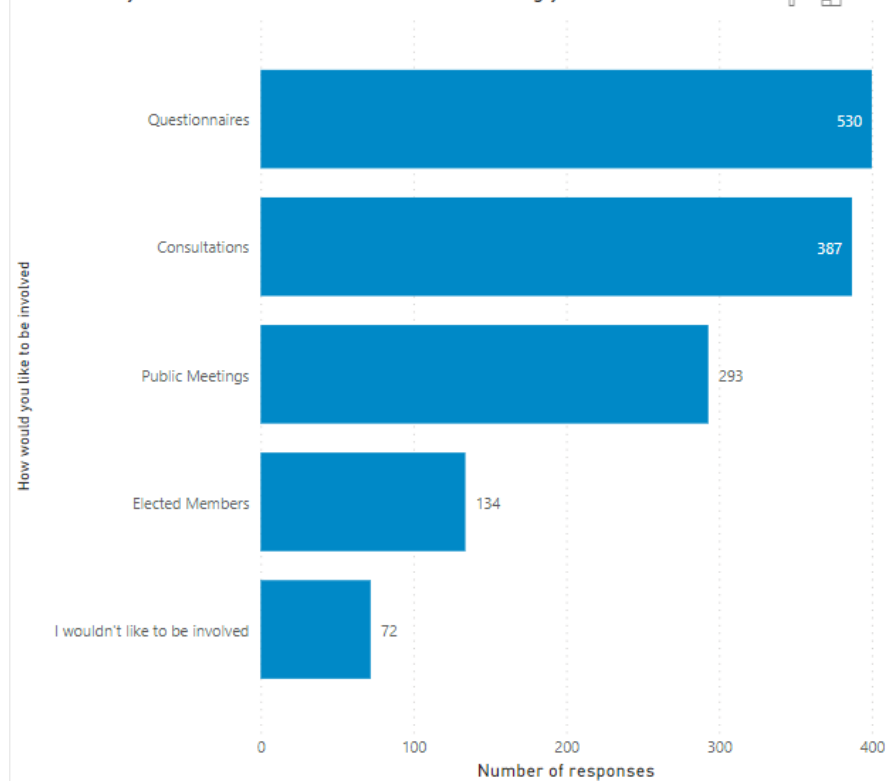
"More Theakstons best bitter real ale house's,;"



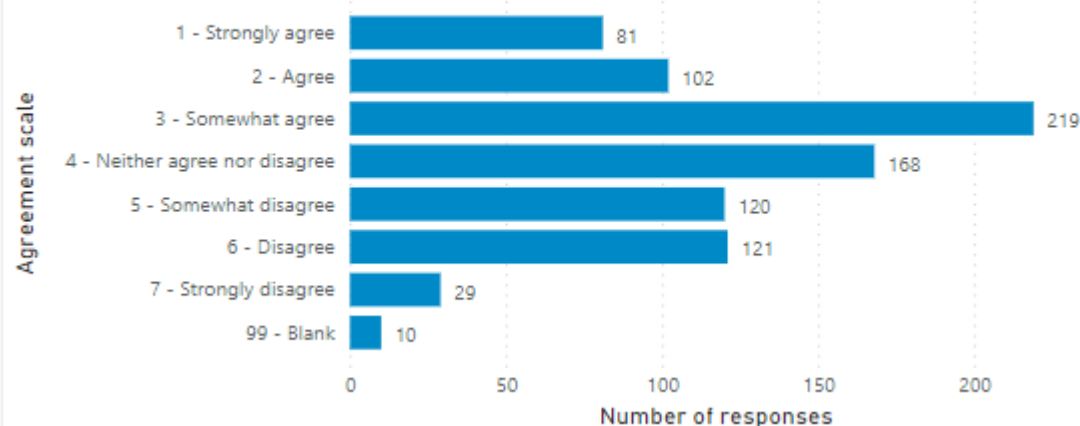
### Do you agree or disagree that you can influence decisions affecting your local area?



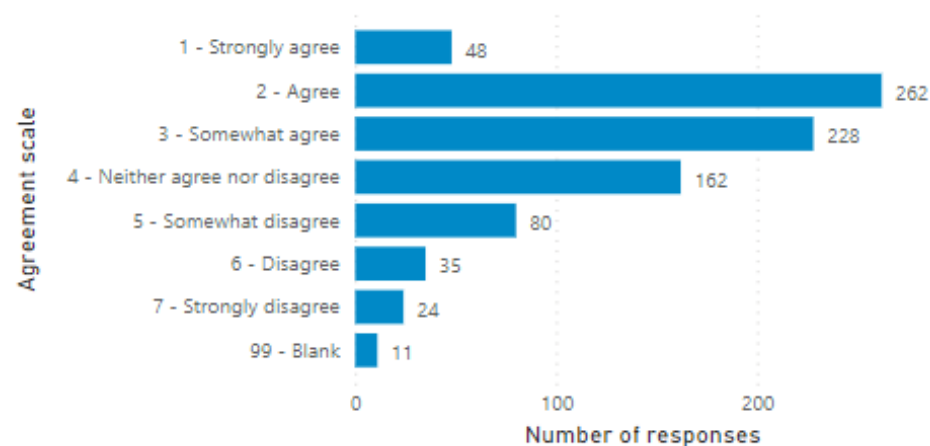
### How would you like to be involved in decisions affecting your local area?



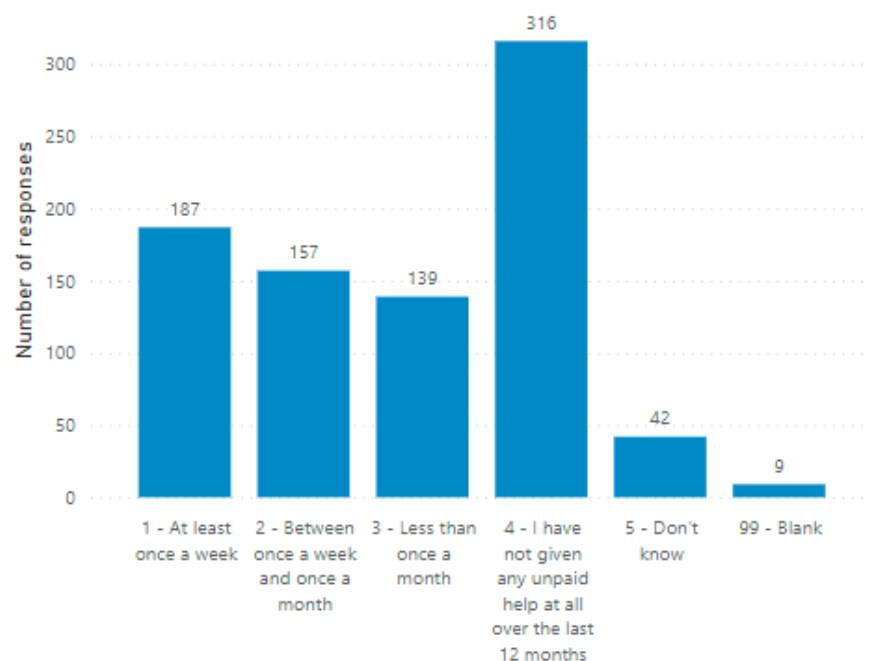
In your local area, would you agree that there's a problem with people not treating each other with respect and consideration?



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

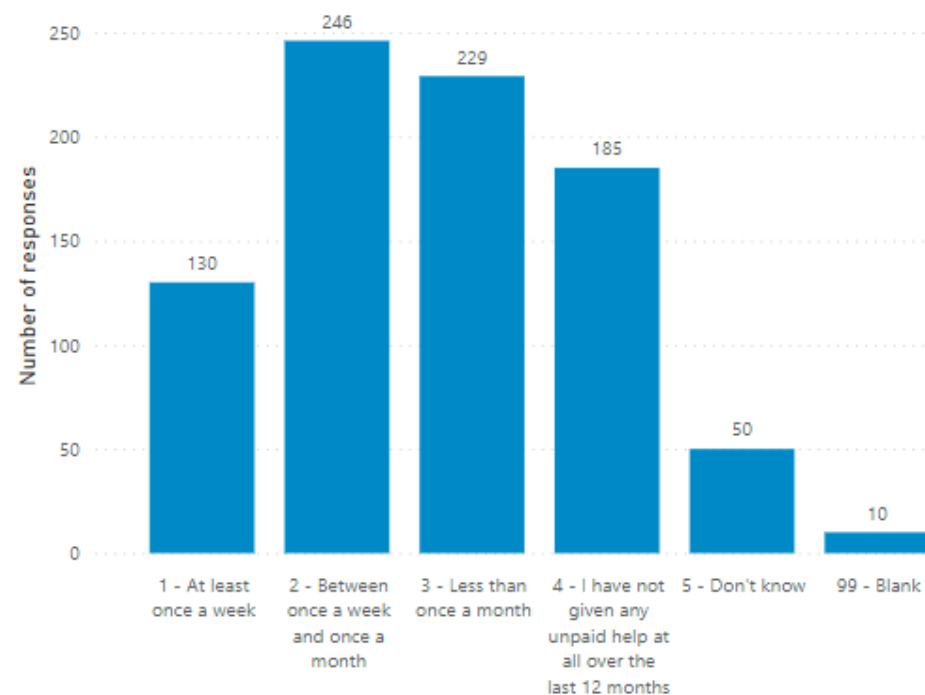


Overall, about how often over the last 12 months have you given unpaid help to any groups, clubs or organisations? Please only include work that is unpaid and not for your family.



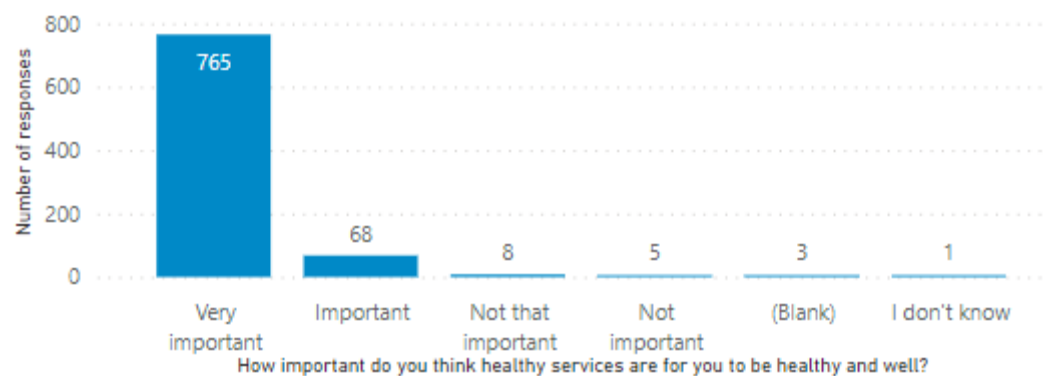
How often you have given unpaid help to groups

Overall, how often over the last 12 months have you give unpaid help to a neighbour?

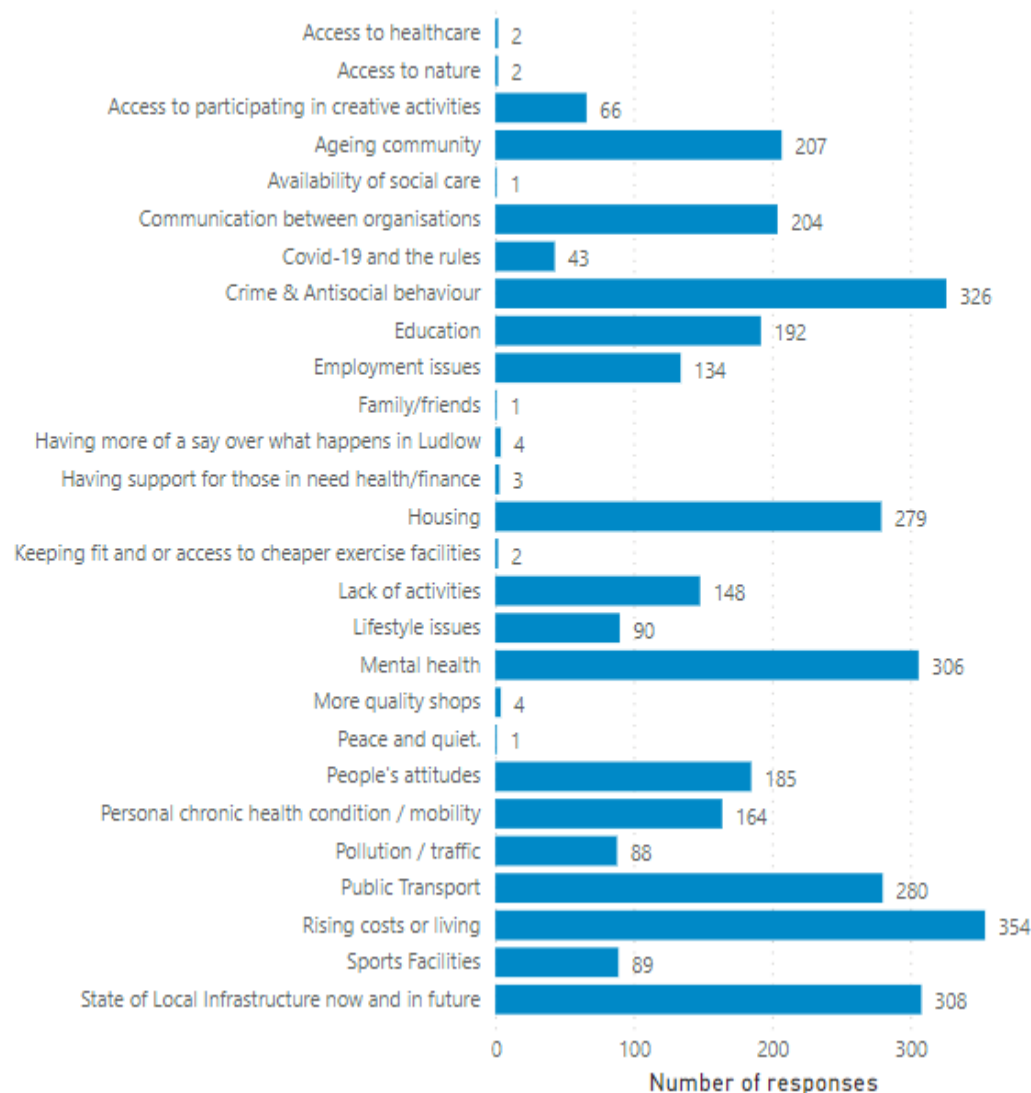


How often you have given unpaid help to a neighbour

How important do you think health services (GP, dentist, hospital, other) are for you to be healthy and well?



## Not including health services, which things do you think are most important to your health and wellbeing in the place where you live?



"Water pollution and other essentials"

"There is too much noise and street lights are getting brighter and brighter which is also overwhelming and very hard to live with"

"Number of new houses being built, but schools & GP facilities are not expanding at the same time"

"Falls cause a lot of problems for older people and the uneven pavement's in Ludlow often Co tribute to them"

"Support for elderly family members"

"With so many Ludlow shops empty, rates and rent policies need to be reviewed. Parking charges are off putting and deter visits. Poor roads and broadband in rural areas."

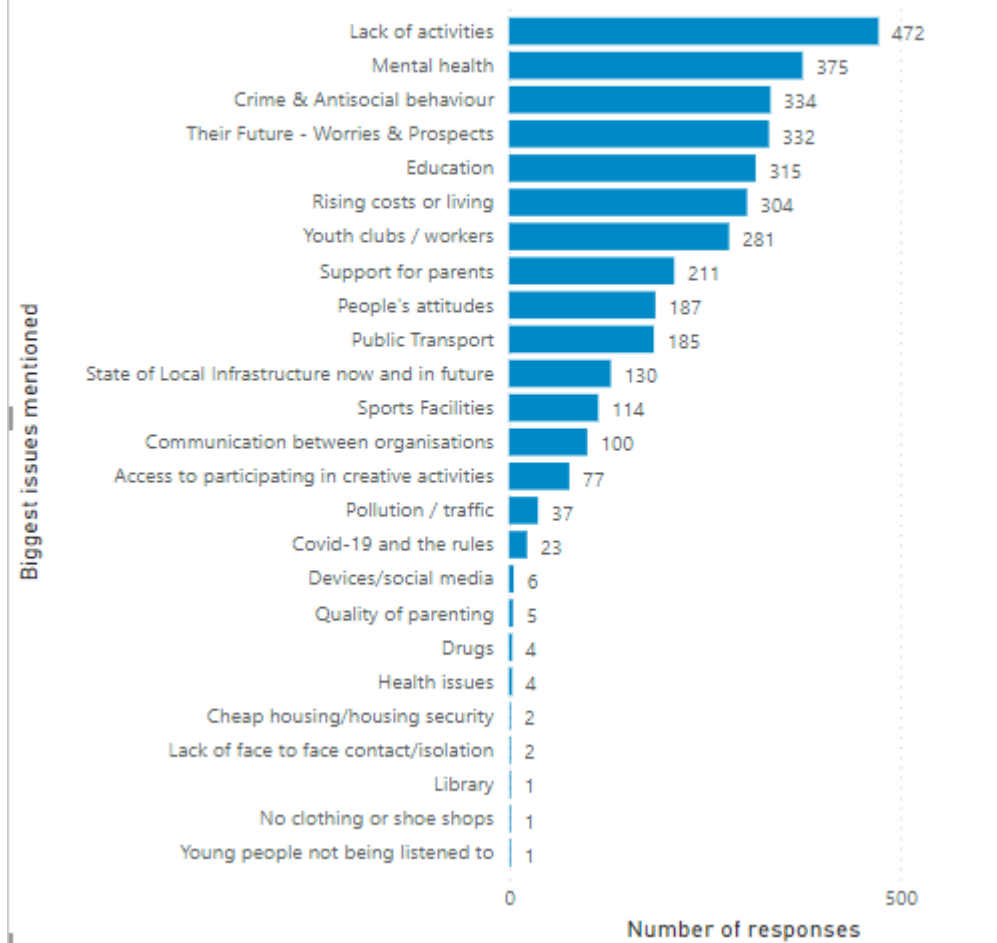
"Handling of the covid pandemic was a disaster and the biggest policy failure of my lifetime. The damage caused by this is staggering. Lockdowns and denying people access to visit loved ones in hospital, care homes etc was the most inhumane decision."

"Access to a local GPS and emergency services in Ludlow. Distance an ambulance needs to travel to get to Ludlow. No A&E nearby;"

"My concern is with the diminishing sense of agency and influence over our own town. Only we know it well, understand our needs and priorities and truly care. But too many decisions, and jobs that determine and deliver our future are centralised and we end up with no local ability, or even understanding, to manage ourselves. We need real local ownership. A reinstatement of a South Shropshire local council where everyone understands the realities of small, rural, remote market towns and their communities. Shrewsbury is dominated by its large conurbations."

"Housing, lack of activities, people's attitudes - It's an exclusive area, not inclusive"

Not including health services, which of the things below do you think are the biggest issues facing children and young people's health and wellbeing where you live?



"Adults not recognising /acknowledging signs of health issues or neuro-divergency, or dismissing/not listening to children trying to share their struggles;"

"Lack of future job prospects in area"

"Pier Pressure"

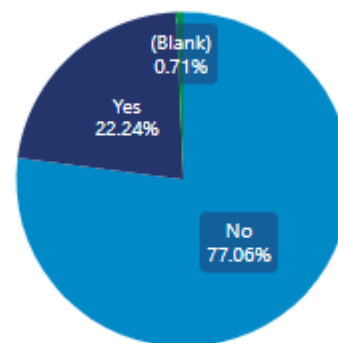
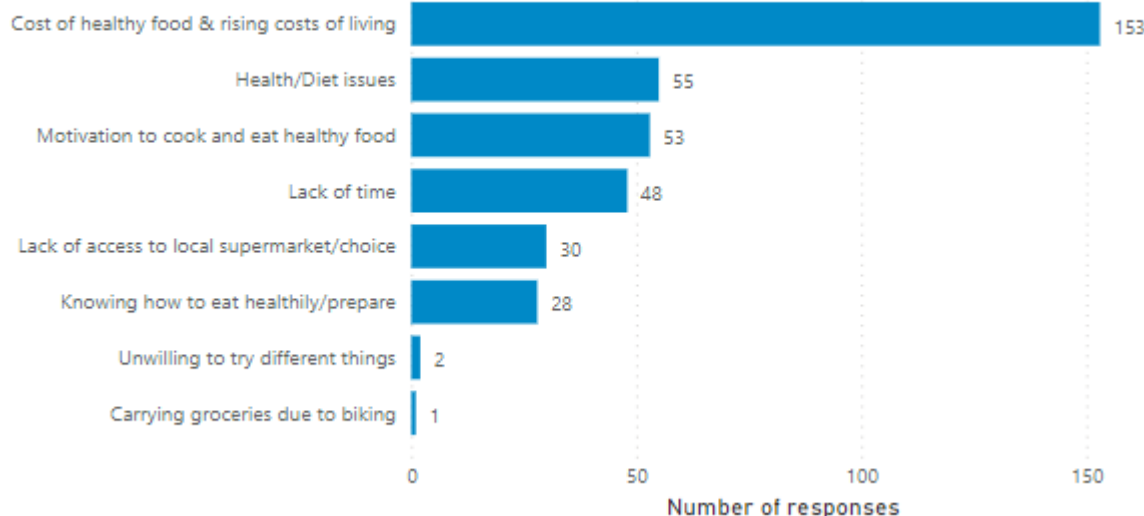
"Lack of medical provisions especially dentistry"

"Exposure to pathogens such as repeatedly contracting covid and other respiratory viruses unnecessarily. Schools should be adequately ventilated to prevent long term damage to children's health and that of teachers and their families. Would improve attendance and education opportunities"

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

### What the challenges mentioned were to eating healthy food

What the challenges mentioned were



"Choice is not there, all ultra processed food"

"Difficulty getting a wide range of healthier foods, processed is much easier to get"

"Finding something we can all agree on to eat!!"

"My autistic son dislikes trying new foods"

"Permanent nausea and ability to actually swallow some foods (ie carrots get stuck in my throat)"

"Lack of cooking classes at school"

"Transport to nearby towns. No transport to nearby Tenbury or Bridgnorth"

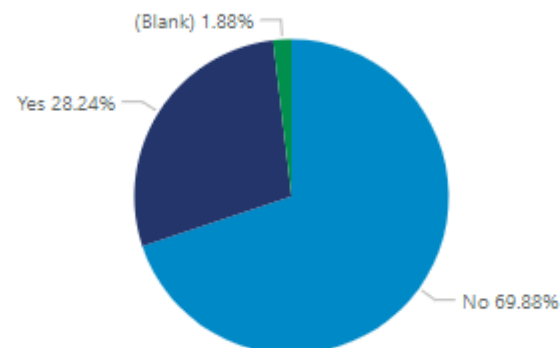
"Local supermarkets are more expensive than Waitrose or M&S! But not the same quality"

"High cost of allergen free foods, the majority have to be bought from outside the town, being used by supermarket to gain monies and with the backing of the government, our shopping bill has tripled just for basics"

"I am a nutrition professional so it is not really a challenge, however, the challenge is ensuring your child eats well when they want to eat sugary, unhealthy foods due to marketing etc"

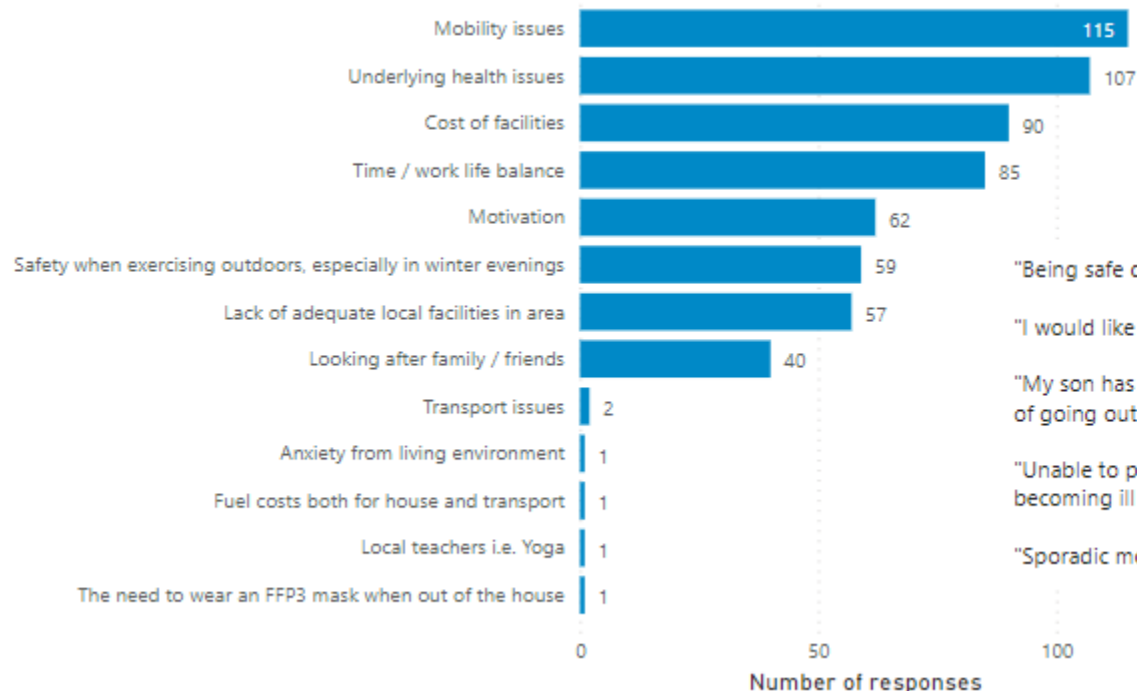
"Lack of healthy food due to dangerous farming method. Out of date dietary advice given by GPs. Lack of access to proper functional medicine and dietary advice for people with chronic health problems. Lobbying big business influencing guidelines as to what is considered healthy/unhealthy so that members of the public still think that margarine is healthier than butter, among other bad ideas"

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



What the challenges mentioned were to being active

What the challenged mentioned were



"Being safe during a seizure"

"I would like to cycle more but it is unsafe"

"My son has ongoing mental health users and is often isolated due to fear of going out and rejection by local community"

"Unable to participate in indoor communal activities owing to risk of becoming ill as most are poorly ventilated."

"Sporadic mobility issues relating to arthritis"

# Sarah's story: Her story of living in her community in Ludlow

Sarah said that when she has applied for work you tell the potential employer you are from Sandpits, they just won't interview you, you are not given an opportunity, the minute they hear the name Sandpits forget it. Sarah said nothing has improved in her lifetime in Sandpits if anything things are worse.

Her Personal experience with her own family disabilities where she has had to fight for everything, has led her to help others who live in her community, she has become their voice they don't have anyone speaking up for them. The struggle to provide evidence such as bank statements, identification, legal documents, everything has become paperless or online, don't have access, services have closed, can't walk into a bank anymore and ask to print off a bank statements because they don't exist. Everything has become less accessible.

She has experienced random people who have entered her home trying to take things, she can't leave her door unlocked at all, she has had to install security cameras into her home, to keep herself and family safe. She and her family have been victimised after speaking out about an incident, consequently she has taken the decision to stay at home after dark. To this day she and her family are bullied and are subject to abusive and threatening language.

When shopping for her family, there is no suitable clothes shops that are affordable, it's all for the rich people, nothing for teenagers, youngsters even retired people. She and her family must travel to Leominster by train to buy school uniforms public transport is very poor.

She has openly told me that they live daily amongst the drug runners, it's a normality for them and has openly said until county lines are dealt with the drug runners will always exist.

My daily life in Sandpits consists of dealing with humiliation, constant denial of accusations, burglaries, house theft (house got broken into last night at 4am from across the road), abuse, drug raids, drug runners and eventually once I have dealt with all that I can provide for my family.



# Group Discussion

1. What are the key themes for the Ludlow Plan Areas?
2. What is already happening around the key themes?
3. What actions do we need to take to improve the key themes?