

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

Stakeholder Event – Broseley place plan area



Overview

 What is a Joint Strategic Needs Assessment JSNA

Why undertake a needs assessment

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.

To identify **current** and **future health and wellbeing needs** in the local population and identify strategic **priorities** to inform commissioning of services based on needs.

These priorities inform the **Health and Wellbeing Strategy** and **Integrated**Care Strategy as a basis for commissioning health and social care services in Shropshire. We also believe they should support local partners / communities' priorities.

In Shropshire, our JSNA takes three forms:

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



JSNA Web Based Profiler Tool



JSNA data - BETA



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.

Adult wellbeing »

A PowerBi report showing JSNA data related to adult wellbeing in Shropshire.

Indices of multiple deprivation »

A PowerBi report showing JSNA data related to indices of multiple deprivation in Shropshire.

Ageing well »

Starting right »

A PowerBi report showing JSNA data related to aging well in Shropshire.

A PowerBi report showing JSNA data

related to starting right in Shropshire.

Employment and economy »

School years »

A PowerBi report showing JSNA data related to employment and economy in Shropshire.

A PowerBi report showing JSNA data

related to school years in Shropshire.

Pharmaceutical Needs Assessment (PNA) »

Read the latest report

Highley Place Plan Profile »

Read the profile report

The web-based JSNA is an interactive tool that allows users to explore data relating to health need in Shropshire. https://www.shropshire.gov.uk/public-health/jsna-data-

.

beta/

JSNA for SEND »

Read the latest report



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

	Shropshire		Region England			England			
Indicator	Period	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
Under 75 mortality rate from all cardiovascular diseases	2017 - 19	-	616	59.4	77.0	70.4	121.6		39
Under 75 mortality rate from cancer	2017 - 19	-	1,239	119.0	135.0	129.2	182.4		O 37
Suicide rate	2018 - 20	-	96	11.4	10.5	10.4	20.3		5
njuries 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
Hip fractures in people aged 65 and over	2020/21	-	455	553	584	529	746	0	
Cancer diagnosed at early stage (experimental statistics)	2017	-	693	49.2%	51.4%	52.2%	36.8%	0	61.0
Estimated diabetes diagnosis rate	2018	-	-	71.4%	86.3%	78.0%	54.3%		
Estimated dementia diagnosis rate (aged 65 and over) < 66.7% (significantly)	2022	•	3,251	60.1%	58.9%	62.0%	41.2%		-
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
Admission episodes for alcohol-related conditions Narrow): Old Method	2018/19	•	2,368	689	739	664	1,127	q	3
Smoking Prevalence in adults (18+) - current smokers APS)	2019	-	36,082	13.7%	14.1%	13.9%	27.5%	Image: Control of the	.4
Percentage of physically active adults	2020/21	-	-	72.9%	63.0%	65.9%	48.8%		0 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
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
nfant mortality rate	2018 - 20	-	37	4.7	5.6	3.9	8.3		
Year 6: Prevalence of obesity (including severe obesity)	2019/20	-	-	15.1%*	23.9%	21.0%	30.1%		0
nequalities									
Deprivation score (IMD 2015)	2015	-		16.7		21.8	42.0		0
Smoking prevalence in adults in routine and manual occupations (18-64) - current smokers (APS)	2019	-	-	25.6%	23.3%	24.5%	60.3%	o o	3.5
nequality in life expectancy at birth (Male)	2018 - 20	-	-	5.5	10.1	9.7	17.0		0
nequality in life expectancy at birth (Female)	2018 - 20	-	-	3.5	7.9	7.9	13.9		0
Nider determinants of health									
Children in low income families (under 16s)	2016		5,850	12.2%	20.3%	17.0%	31.8%		0
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 val	ues for a spine cha
/lolent crime - hospital admissions for violence including sexual violence)	2018/19 - 20/21	-	170	20.0	37.7	41.9	116.8		0
Health protection									
Excess winter deaths index	Aug 2019 - Jul 2020	-	190	16.7%	18.0%	17.4%	50.2%	Þ	0.7
New STI diagnoses (exc chlamydia aged <25) / 100,000	2020	→	582	299	442	619	3,547		1:
FB incidence (three year average)	2018 - 20	-	19	2.0	9.8	8.0	43.1		Ö



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	Broseley	Much Wenlock
Male Life Expectancy	80.5 years	78.8 years
Female Life Expectancy	82.7 years	82.7 years
Fingertine Local Health I	Public Hoalth Data for	emall

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



JSNA Place Based Geographies

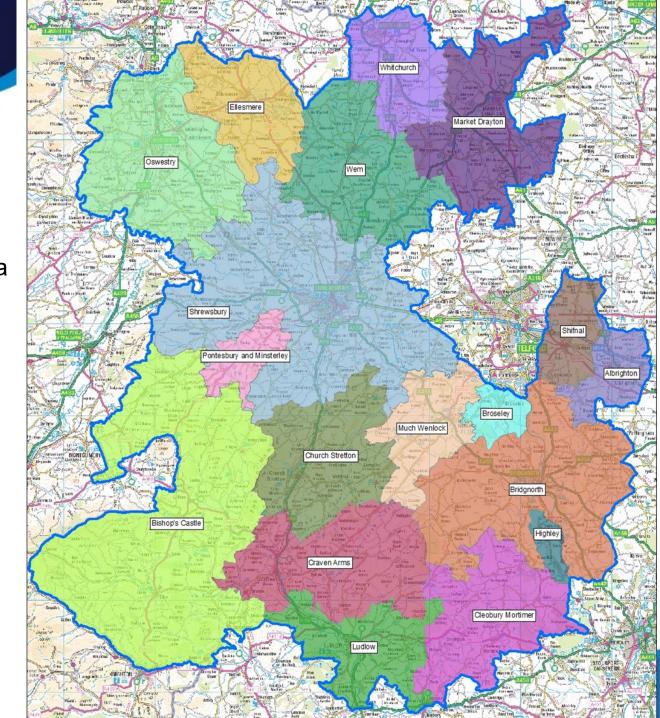
JSNA's for Shropshire and Place Plan Areas (PPA)

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.

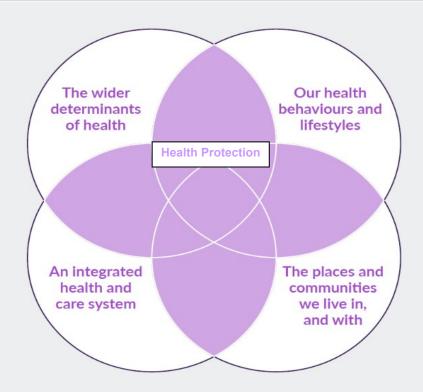




What makes us healthy?

Understanding and Addressing Inequalitiestaking a preventative approach

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



Work environment Conditions

Work environment Conditions

Water and sanitation

Agriculture and food production

Dahlgren and Whitehead 1991

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



Broseley Place Plan Area

Key Health and Wellbeing Data





- Various local data indicators used
- Metrics 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 areas to enable comparisons between areas
- Metrics will be revisited and expanded to consider further and updated data sources
- Health and Wellbeing Index is data based and not related to the resident survey results
- The data metrics have been grouped together to give an overview of each place plan area



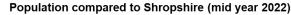
Broseley Place Plan Area

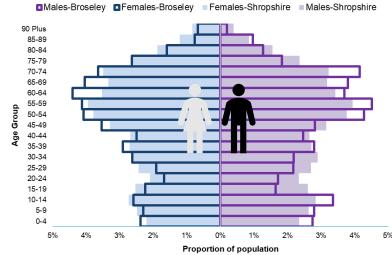
Interactive map here:

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



Population of area (mid year 2022) ■Females ■Males 90 Plus 85-89 80-84 75-79 208 70-74 237 231 65-69 217 252 211 60-64 55-59 Age Group 50-54 245 45-49 40-44 143 141 30-34 125 124 20-24 192 131 160 157 200 100 300 Number of residents







Broseley Place Plan Area

Interactive map here:

https://shropshire.maps.arcgis.com/apps/webappviewer/index.html?id=fa75f921e7 71451382533a854cce6a1e

Broseley

5,939

Population Mid year 2020

52% 48% Male **Female**

England Broseley 1.8 persons 4.4 persons per hectare per hectare Broseley ■ England 26.8% 6.5% 0-15% 16-64% 65+ %

3,272 Hectares

16.9 **Deprivation score** (2019)

£40,015 Median household

income

Rankings

out of 18 1= largest out of 18

1= most deprived

out of 18

1 = highest

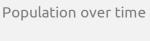
Broseley

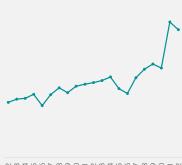
7.6%

Population change 2002-2022

Shropshire

15.5%





Life expectancy (2013-17)



Shropshire 80.5 84.1

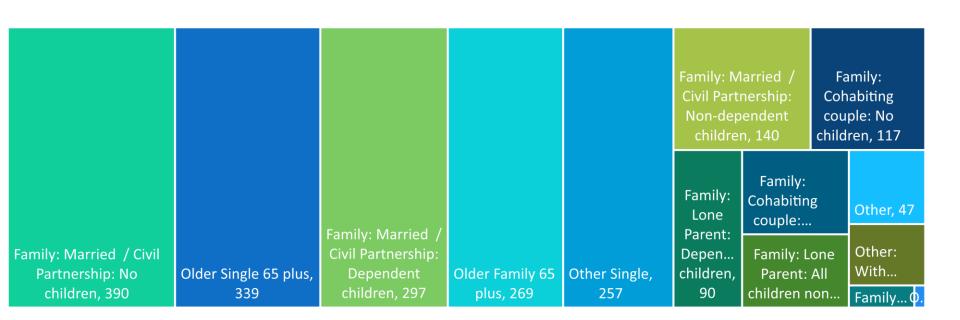
Live births (2000-2019)

930 Live births 2%

of all births in **Shropshire**



Household composition from 2021 Census





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 Broseley compare to the other 17 areas?







Strengths

- Transport, Mobility and Connectivity
- Housing and Occupancy
- Health

Challenges

- Equality
- Cost of Living Vulnerability
- Relationships and Trust
- Environment



Definition

Top 25% of the 18 Place plan areas Areas that lie between 25% and 50% in the rankings Areas that lie between 50% and 75% in the rankings Worst 25% of the 18 Place plan areas

Label

Best Better than average Worst than average Worst



Smoking at time of delivery

- Broseley had 168 deliveries between 2017/18 and 2021/22, which is the 14th highest of the 18 place plan areas.
- However, the rate of smoking (13.7%) was the 6th highest place plan area, statistically similar to Shropshire's (12.3%)

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

Area name	Number of deliveries	Percentage of mothers who were known to be smoking at time of delivery	Statistical comparison against Shropshire
Broseley Place Plan Overall	168	13.7%	Similar
Shropshire	9,626	12.3%	-
England		10.1%	



Disease Prevalence

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

Disease or condition	Broseley Place Plan Area	NHS Shropshire, Telford and Wrekin CCG	ENGLAND
Atrial Fibrillation Prevalence	0.9%	2.5%	2.1%
CHD Prevalence	4.3%	3.5%	3.0%
Heart Failure Prevalence	0.8%	0.9%	1.0%
Hypertension Prevalence	16.0%	15.6%	14.0%
Peripheral arterial disease Prevalence	0.7%	0.8%	0.6%
Stroke and transient ischaemic attack Prevalence	3.2%	2.4%	1.8%
COPD Prevalence	2.1%	2.0%	1.9%
Cancer %	4.7%	4.0%	3.2%
Palliative care %	0.2%	0.4%	
Dementia Prevalence	0.6%	0.9%	0.7%
Learning disabilities Prevalence	0.3%	0.5%	0.5%
Mental health Prevalence	0.5%	0.8%	0.95%
Asthma Prevalence (6+)	6.8%	7.1%	6.5%
Rheumatoid arthritis (16+) %	0.9%	0.9%	0.8%
Diabetes mellitus (17+) %	6.9%	7.3%	7.1%
Obesity Prevalence (18+)	4.5%	7.3%	9.7%
Chronic kidney disease (18+) %	5.1%	5.7%	4.0%
Depression Prevalence (18+)	13.7%	14.5%	12.7%
Epilepsy (18+) %	0.9%	0.9%	0.8%
Non-diabetic hyperglycaemia (18+) %	3.3%	4.6%	6.1%
Osteoporosis (50+) %	0.4%	0.9%	0.8%



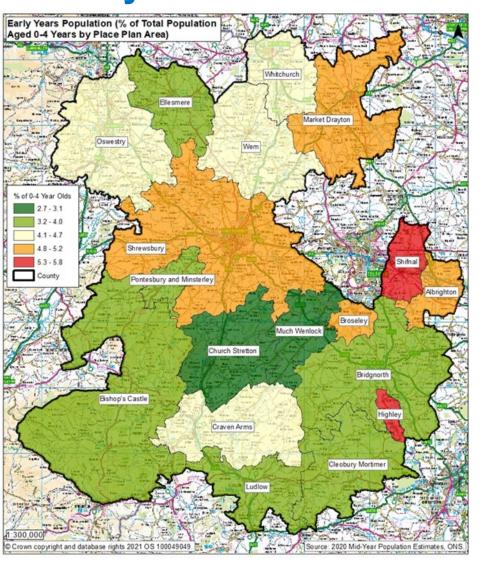
Wider determinants of health

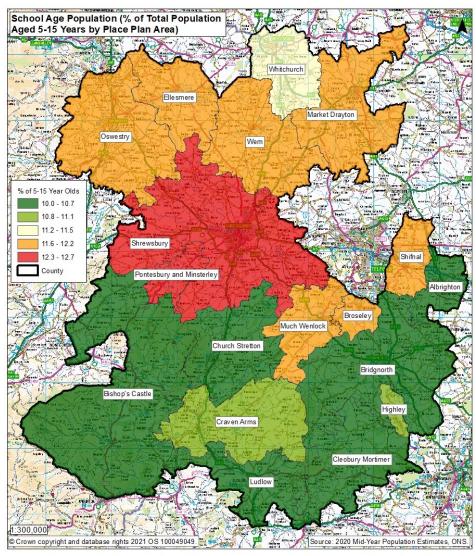
There are differences between wards within the Broseley area across a number of wider determinants, Ranking : **1 = worst**, **63 = best**)

Ward (2022)	Unemploym ent, 2021-22	English Indices of	Income deprivation, English Indices of Deprivation , 2019	IMD Score, 2019	ent, 2021-22	' '	years old,	aumieeinne
Broseley	10	24	15	36	20	21	18	20
Much Wenlock	17	51	41	47	45	54	53	34



Early Years and School Age Population







Community Engagement

Resident and Stakeholder engagement via:

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





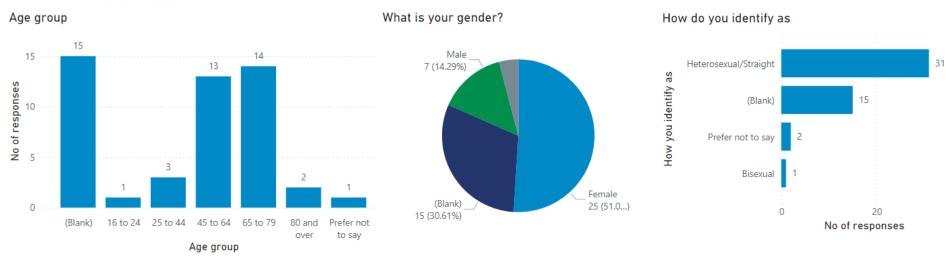
Survey Results

- 49 surveys responses during the consultation period Summer to November 24
- Survey results are unrelated to the previous data metrics

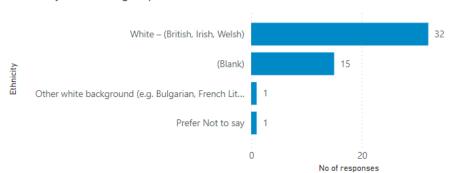
 However, used together can build a more detailed picture of the health and wellbeing situation and needs of our residents



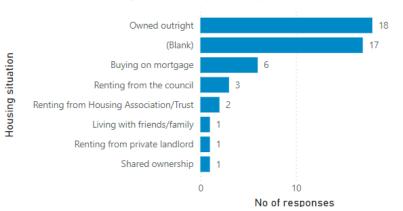
Survey Respondents: Demographics



What is your ethnic group?



Which of these housing situations applies to you?

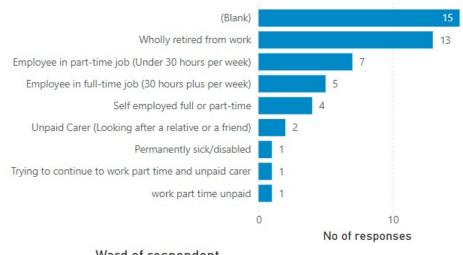


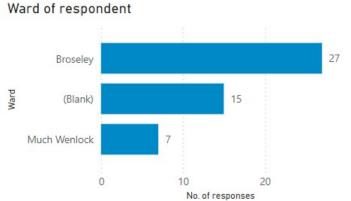


Employment status

Survey Respondents: Demographics

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





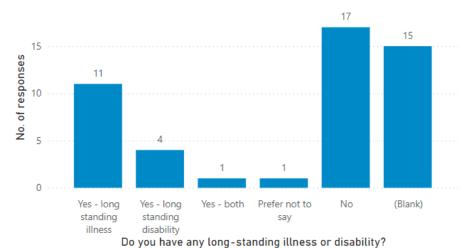




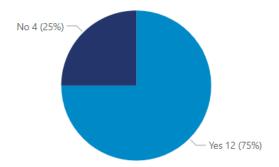


Survey respondents: Demographics

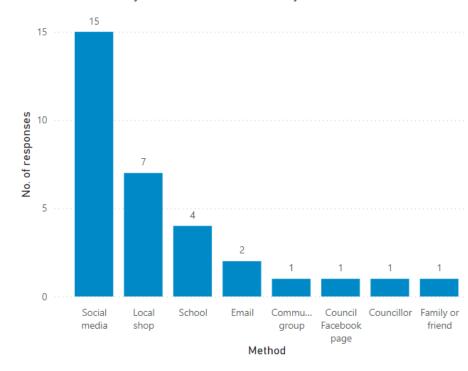
Do you have any long-standing illness or disability?



If you have a long-standing illness or disability, does it limit your activities in any way?



Please tell us how you heard about this survey

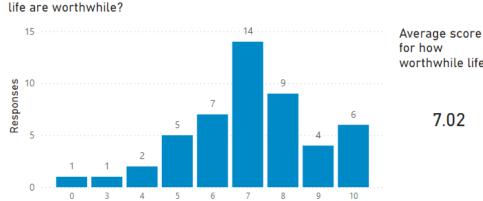


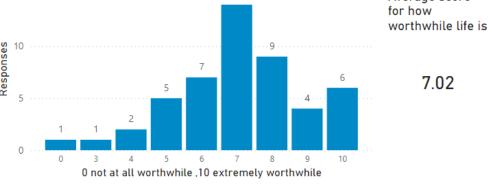


ONS Personal Wellbeing Questions

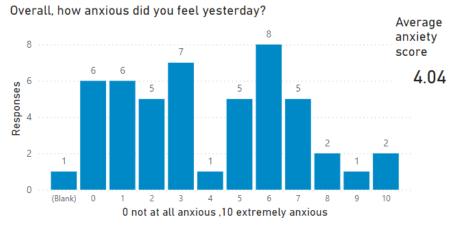
Overall, to what extent do you feel that the things you do in your











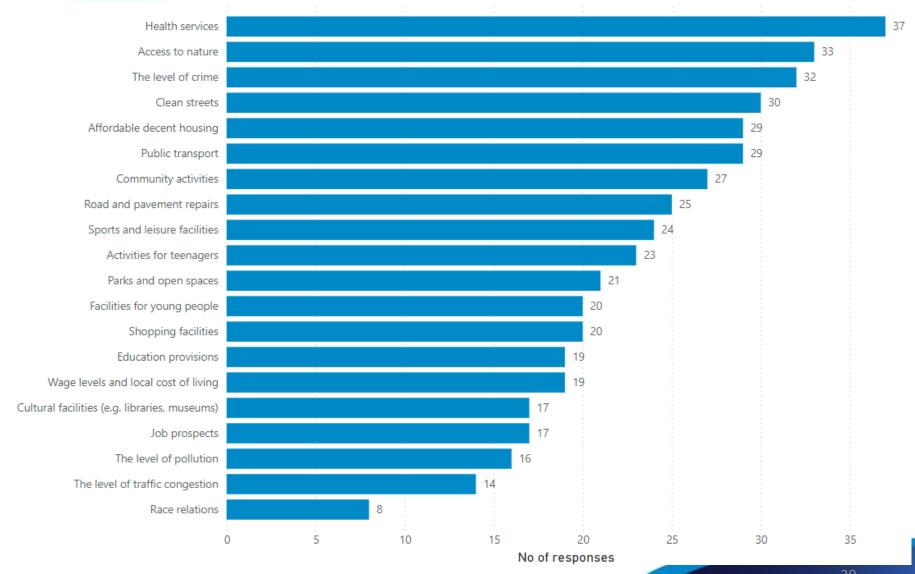


Comparison of ONS Survey scores against other completed place plan areas



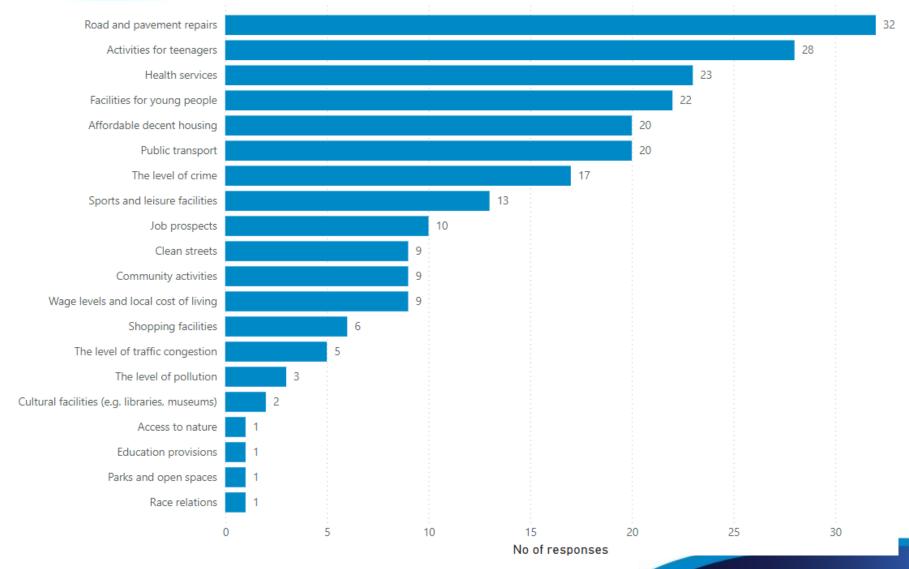


Thinking generally, which of the things below would you say are the most important in making somewhere a good place to live?





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





With regard to what need improving, can you say more?

"Broseley is a great town but the minority criminal population dominate and make it difficult to feel safe in our town."

"More needs to be done with children and young people and youth to keep them off the streets. Need more of a police presence, there aren't enough in the area for the need. Lots of speeding in the town. The roads need repairing. Stealing and crime is on the rise here - drug taking and addition are the cause"

"Need more places for the younger generation to go, buses and times need to be improved, so you're not waiting hours before or after getting somewhere (they are the times we NEED! them)"

"Most of the things I ticked are controlled by budgets, but the budgets are controlled by people 'out of touch' with reality and deaf to any suggestions, while those same decisions makers constantly pay themselves an annual increase. Intelligent people should NOT have to be TOLD but should know because they take an interest and have an understanding. So this leads me to think such people have no intelligence or no interest in anything other than the ridiculous money they get paid for their ignorance."

"Our council tax is one of the highest yet out amenities compared to other Shropshire towns are extremely poor. Very unfair"

"More responsibility for commitments from County Council"

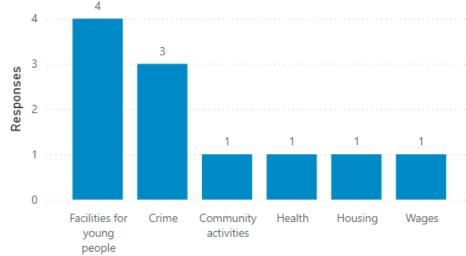
"Don't close Princes Royal Hospital A&E"

"More opportunities for young adults with special needs , more respite for parents and carers"

Keywords



With regard to what needs improving, can you say more?

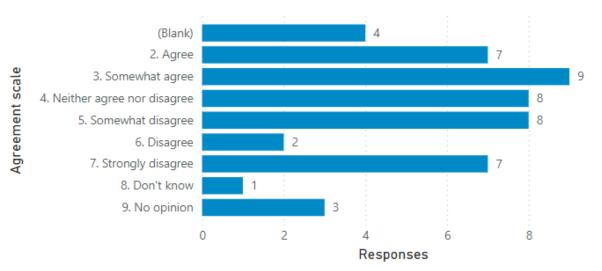


Theme

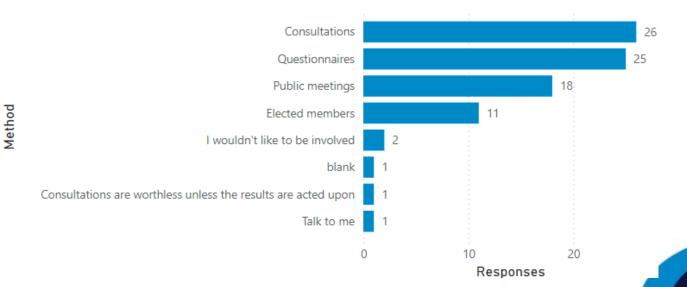


Survey responses: Influence / involvement in decisions

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



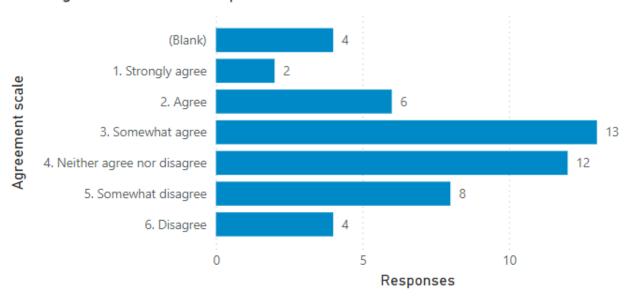
How would you like to be involved in decisions affecting your local area?



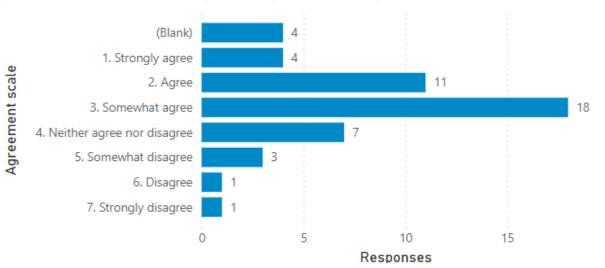


Community Spirit

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



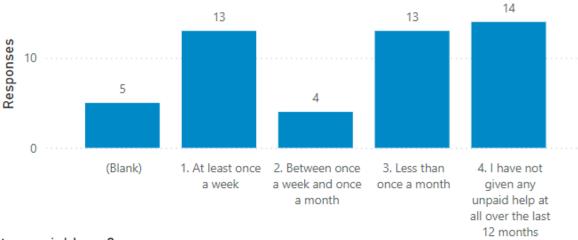
To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together?



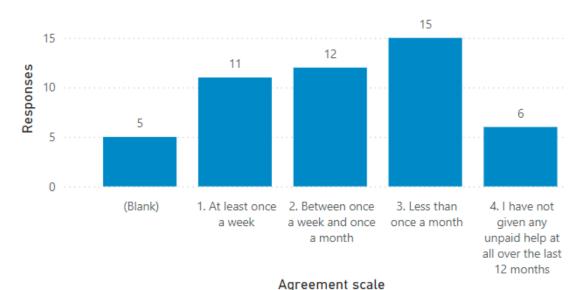


Community Spirit

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.



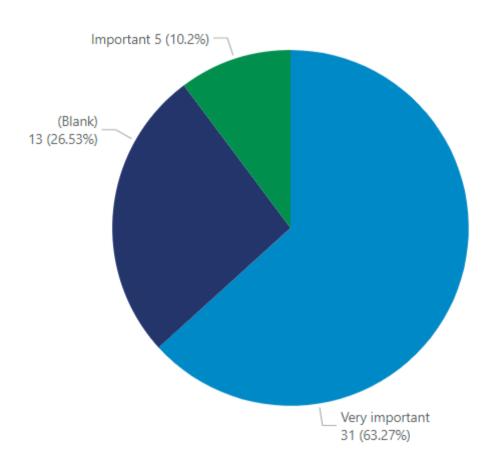
Overall, how often have you give unpaid help to a neighbour?



Agreement scale



How important are health services for you to be healthy and well?





Tell us more about your *local health* services what works well

"GP though telephone appointment gateway can be frustrating."

"Responsive local GPs surgery(Ironbridge) New local hub at Halesfield for routine tests eg Blood tests."

"There is a dentist - but limited NHS availability"

"Not had a problem with local health services, only no appointments available but I think that is wide"

"Local surgery is excellent and works I conjunction with the pharmacy "

"Broseley Medical practice is excellent and the chemist is improving. Social services is not fit for purpose, are hard to engage but (after a lengthy wait) is staffed with hard working individuals e.g. district nurse"

"GPS in Broseley are good, available and friendly. No nhs dentists will see you, very poor!"

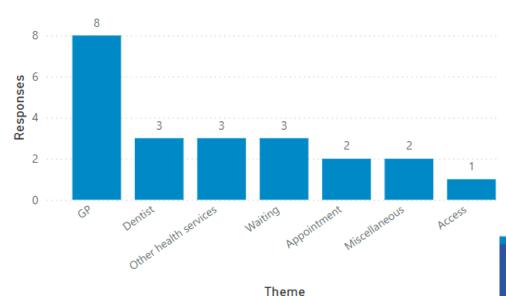
"Good communication with receptionists so they can help you find the correct health practitioner"

"Broseley GP is managing fantastically considering the volume of people and issues. District nurses, one you get into a regular routine with them, are superb but overstretched."

Keywords









Tell us more about your local health services, what could be better

These are a summary of the main themes from the comment. Although most comments touched on several different themes

"Local health trust reorganisation has taken forever and results are not patient focussed with reference to location of services and stove pipe specialisms."

"Had to become a private dental patient as no NHS places.currently I'm on a 90 week waiting list to see a consultant for knee surgery."

"The GP surgery has gone down hill. It used to be a great service with personal connections-you knew and trusted your GP. You can't get a GP appointment without going through triage and You dont always want to share with anyone apart From your doctor."

"Personally, the dentist in Broseley is awful you can never get booked in and they are so expensive. I had a bad tooth and jaw problem and still to this day I can't get in or be seen. Being 19 and not driving it's really awkward for me to get to a dentist. "

"Length of waiting times for referral e.g. heart specialist, first point of contact, hearing issues for the elderly. Once you are 'in process' action is professional."

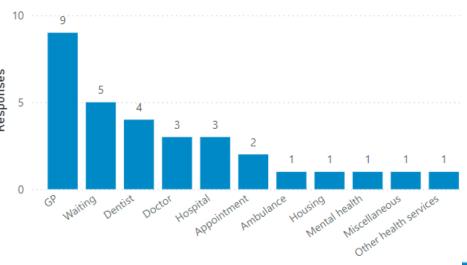
"The local GP led health centre is poor at communication and not good at interacting with the community it serves."

"More appointments that are easier to get. Telford hospital not losing A&E More hospitals, more social care"





Main Theme





Tell us more about your local social services – what works well

These are a summary of the main themes from the comment. Although most comments touched on several different themes

"Good social care, good support when there and finally get the help"

"Not a lot! Once engaged and 'in process' District nurses and Broseley Medical Practice are professional, knowledgeable and caring."

"Again it's broken"

"local nursing home is improving, friendly bus very good"

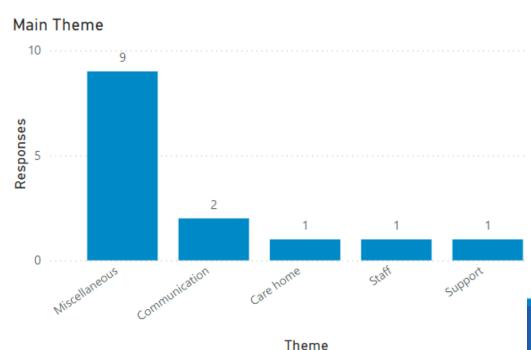
"Nothing it's too limited"

"Easy to contact by phone."

"First point of contact initial contact is good but then there is no follow up and huge waiting times."

Keywords







Tell us more about your local social services – what could be better

These are a summary of the main themes from the comment. Although most comments touched on several different themes

"Most of these I use locally are provided by charities or local groups, eg Friendly Bus"

"Better help for people who want to remain at home "

"Took a while to get help and support with care, needed lots of evidence that wasn't easy to gain, better if carers spent more time with us"

"Excellent voluntary groups in the town"

"I don't use them but help people that need them but can't get them because of budgets and bureaucracy."

"3 month waiting list! Still waiting for ccupational health services....."

"Everything as been put into priviate hands which isn't working "

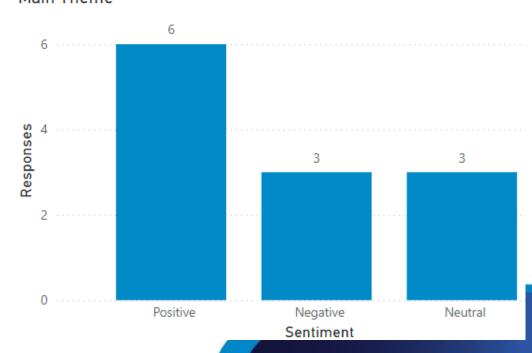
"More funding"

"Going back to having a named social worker for your child/young adult with needs, as they then get to know the nneds anf get the correct help. Also more help given when complaints are made."

Keywords

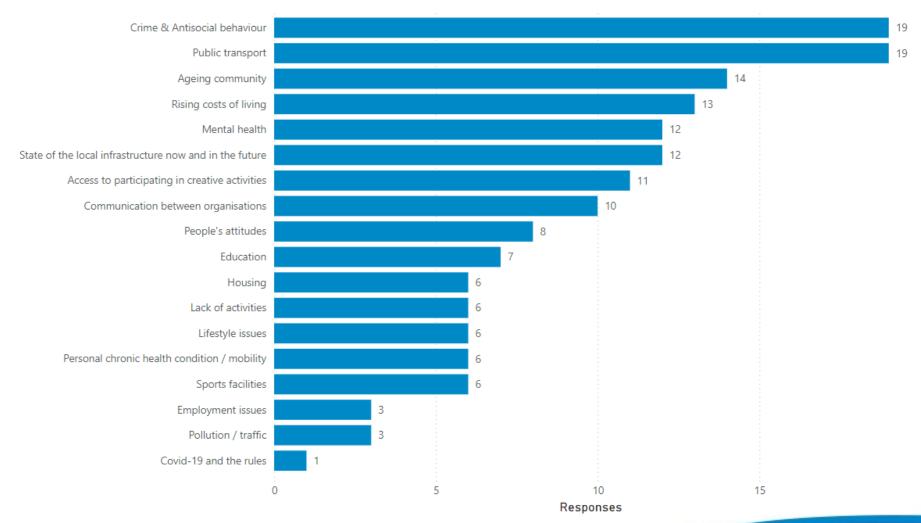


Main Theme





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





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

These are a summary of the main themes from the comment. Although most comments touched on several different themes

"Growing older - mobility, nhs waiting lists"

"Long waiting times for specialist care."

"Transport links means we lack ability to go far/to many places to be active or for enjoyment"

"Mental health, cancer, dementia"

"Trying to get to see a doctor! This should not be difficult but when you are ill and your first available appointment is 9 - 10 days time, something is wrong."

"Only the children are registered with a dentist due to lack of NHS patient spaces. The adults in the household are currently missing out on dental services"

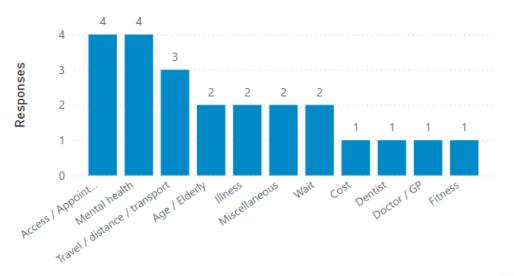
"Access to health care without good public transport"

"Caring for a family member 24 hours 7 days a week .If thye family is small like ours , it affects social , health anf mental well being."

Keywords

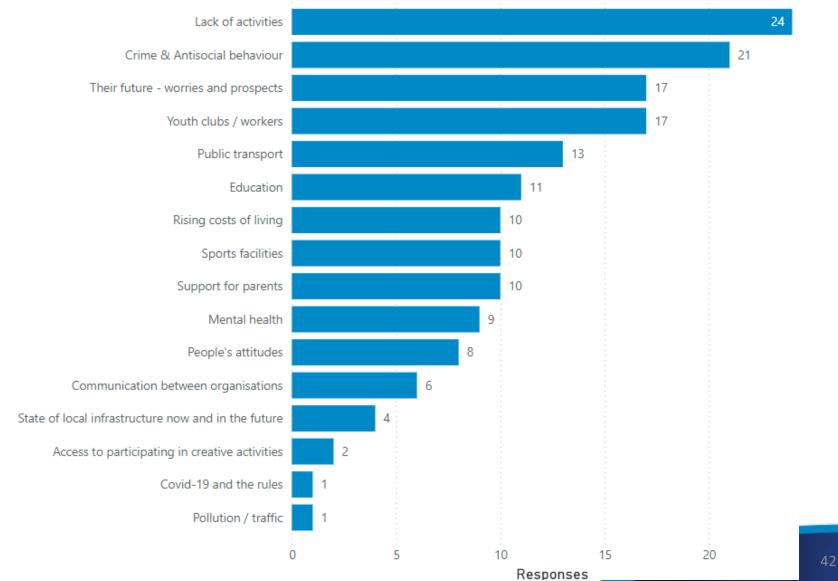


Main Theme





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?





What issues most need to be addressed to support children and young people?

These are a summary of the main themes from the comment. Although most comments touched on several different themes

Keywords

"There needs to be more available that they actually want to do or be involved in - there isn't enough for them that they respond to. Teenagers are bored and so look for their own fun in ways that may not be best for the community."

"Being able to talk without worry of others "

"community outreach by all organisations would help "

"Mental health support access "

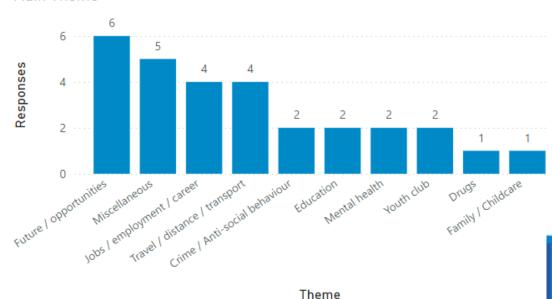
"Consistent provision for young people "

"respecting other people's boundaries "

"Giving them more community activities , working together as a group."



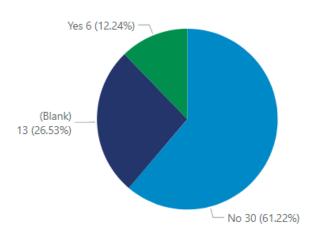






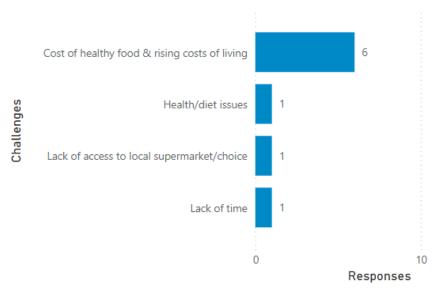
Health eating

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



What are the challenges to eating healthy food?

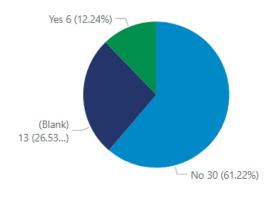
Does not change with age selection





Health activity

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



What are the challenges to being active in your daily life?

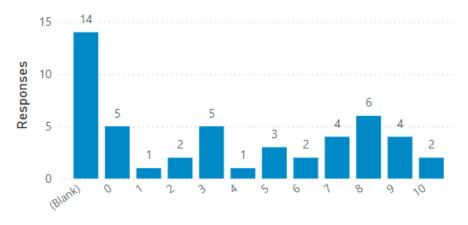
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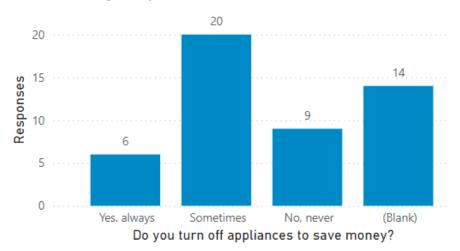
Energy use

How concerned are you about paying for energy and staying warm at home?

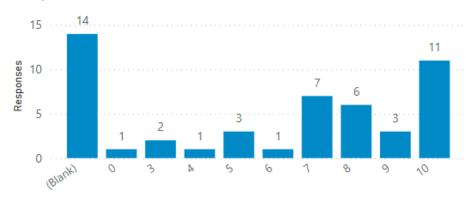


0 not concerned, 10 very concerned

To save money, do you turn off heating / appliances even if it means feeling chilly or cold?



How often are you able to heat your home to a comfortable temperature in cold weather?





Is there anything else you would like to add?

"I need joint replacement surgery, process ongoing since 2019. I'm currently a third of the way through a 90 week waiting list just to see a consultant."

"Broseley is always overlooked when it comes to improving the towns facilities. We need a leisure centre and a large health centre"

"Most important challenge to town and surroundings is potential for housebuilding on greenbelt and countryside - this is not needed in our town"



Preparation for Group Discussion:

- 1. What are the key themes for the Broseley Place Plan Area?
- 2. What is already happening around the key themes?
- 3. What actions do we need to take together to improve Health and Wellbeing?