



East Staffordshire – Enhanced Joint Strategic Needs Assessment (e-JSNA) submission – November 2012



Foreword

- On behalf of the East Staffordshire Local Strategic Partnership, we are pleased to submit to the Health & Well-Being Board an Enhanced Joint Strategic Needs Assessment (eJSNA) for East Staffordshire.
- The eJSNA presents a local picture of health and well-being within the Borough taking into account the wider determinants of health such as the economy, housing, community safety and the environment. It also gives a voice to the many groups and communities that make up our Borough.
- What we have tried to create is an interesting, informative and easily digestible document that succinctly summarises the key needs of our local communities.
- The eJSNA is intended to be a living document which will be updated regularly by partners and provides the basis for informing the commissioning plans of health bodies and local public service organisations.



Andy O'Brien

Andy O'Brien, Chief Executive, East Staffordshire Borough Council



Richard Grosvenor

Cllr Richard Grosvenor, Leader of East Staffordshire Borough Council

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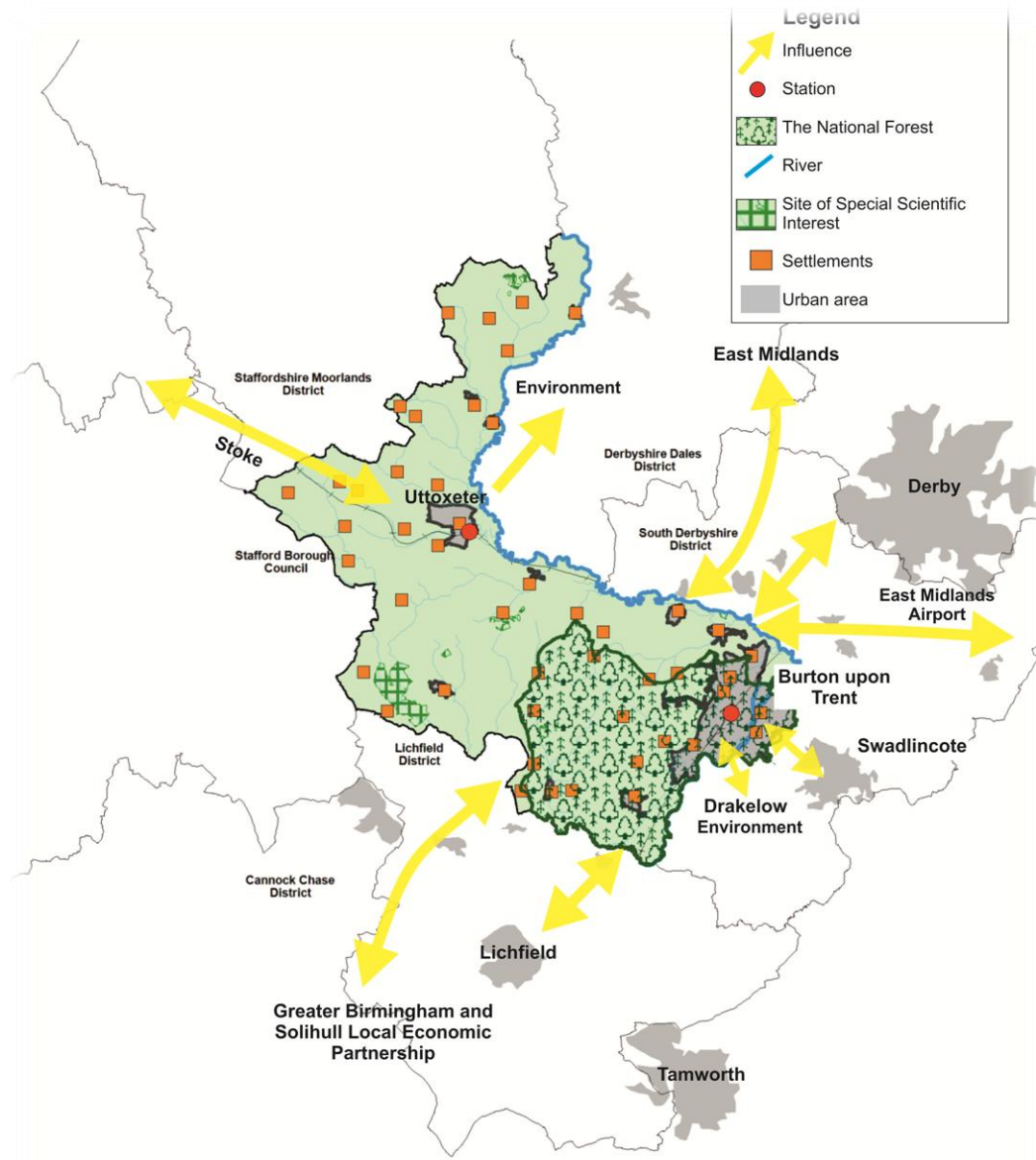
East Staffordshire approach

- Influence priority setting, decision making and the identification of population outcomes
- Signal to current and potential providers changes in service provision that will be required to achieve these improvements
- The eJSNA is an ongoing, iterative process – the information resource will build over time
- The information will be updated as data becomes available to ensure that the eJSNA remains 'live'
- The eJSNA will inform commissioning plans
- Final eJSNA has been signed off by LSP Public Services Board

Place summary

- East Staffordshire located in strategic position on the edge of the West Midlands
- Land area of 387 square kilometres (150 square miles)
- Significant social and economic links with the East Midlands
- Borough characterised by a mix of urban, semi-rural and rural areas
- Burton upon Trent is the area's commercial and economic centre, dominating employment and housing provision and has close links with Swadlincote in South Derbyshire
- Green Belt of 714 hectares between Burton & Swadlincote designated to prevent the coalescence of these two urban areas
- Uttoxeter is the Borough's second town, and is traditional market town with links to the Staffordshire Moorlands and Stafford Borough
- Large rural area supported by number of villages and hamlets – 25% of the Borough's population is classified as living in a rural area or community

East Staffordshire – The Place



Population profile

- The population of the Borough is 113,600 (Census 2011)
- An increase of 9,800 from 2001, as such the population has grown by 9.5%, which is higher than the county wide figure of 5.2% and national figure of 7.9%
- Ageing population – population has grown for all age groups over age of 40 but reduced for 5–14 age group between period 2001–2011
- However, under 4 age group has increased by 10% over last 10 years, this growth is creating an additional need for primary school places
- On average there are 283 people per sq km living in East Staffordshire, which is lower than the regional figure
- Neighbouring South Derbyshire saw a 15.9% increase in its resident population, the largest increase in its county. Such large increases may place a demand on local services
- 8% of the population come from an ethnic minority background (8,500 people) – this figure has increased since 2001 (source: 2009 – mid year pop estimates)
- Increase in economic migrants (Polish / Eastern European), particularly in parts of Burton upon Trent

Population growth

- Projections show that East Staffs population will grow by 22% up to 2035 compared with 19% for England (source: ONS – 2010 mid year population projections)
- There will be an increase in the numbers of children aged under 16
- An increase in working age people aged 16–64
- Anticipated that there will be significant growth in people aged 65 and over – 81%
- Significant increase in elderly residents over the age of 80
- This will place demands on housing, health and social care provision in the future
- The Local Plan Preferred Option consultation document states that ESBC needs to plan for 8,935 houses within East Staffordshire up to 2031; pressure for growth in urban areas of the Borough and improved facilities & services

Employment & economic prosperity

BUSINESS PROFILE

- Burton upon Trent traditionally known as a 'brewing town' and is home to Molson Coors, Marstons and a growing number of small independent brewers
- Uttoxeter is a traditional market town, with strong links to agriculture and engineering through its ties with JCB
- Key sectors in East Staffordshire include manufacturing, business & Professional services, logistics and distribution public admin, health and education
- Notable number of employees work over the border at Toyota and Nestle
- 54,000 residents are economically active; this is equivalent to 77.5% of the working age population
- Higher proportion of workers employed in elementary / semi-skilled
- Lower proportion of workers (not residents) employed as managers /professionals

ASSETS

- Major 'blue chip' companies (JCB, Molson Coors)
- Manufacturing industry
- Strong business support environment
- East Staffs is a member of the Greater Birmingham & Solihull Local Enterprise Partnership
- SCC owned managed workspace / enterprise units

COMMUNITY VOICE

- Birmingham Chamber Economic 1/4ly survey (April-June 2012) covering the GBSLEP area reports that:
- Many manufacturers have reported an increase in domestic sales and advance export orders
- 14% of manufacturers reported that they had increased their workforce
- Manufacturers reporting increased cashflows
- Service sector businesses have seen increases in domestic sales / exports and improvements to cashflow
- Overall business confidence is increasing; 50% of manufacturers; 62% service sector report that they think turnover is set to increase over next quarter
- Feedback from companies who attend Job Opportunity Days is that they need more awareness of potential workers who have mental health issues
- Better mental health support for the unemployed
- Work with employers about mental health and wellbeing is important

Key messages:

- In general business confidence is increasing
- Higher proportion of workers employed in low skilled low paid work; there may be an opportunity to develop more effective workplace health schemes
- The Borough has an aspiration to meet its own employment needs and retain/upskill its current workforce
- Companies need more support to be able to take on workers who suffer from mental health conditions

Employment & economic prosperity

EMPLOYMENT PROFILE

- In July 2012, there were 2,007 job seekers in East Staffordshire, equating to 2.9% of the working age population
- Unemployment rates in the Borough are lower than the rates for West Midlands and England
- Unemployed residents predominantly live in 'Inner Burton wards'
- 30% of job seekers are aged between 18 and 24 years old
- There are just over 4,000 residents claiming incapacity benefits
- Earnings are in line with regional rates of pay
- 12.5% of residents are self-employed which is higher than the regional and national rate
- There are 1.6 JSA claimants per Job Centre Plus vacancy; this is one of the lowest rates in the West Midlands



ASSETS

- Worklessness Action Group
- Job opportunity days
- East Staffs CVS co-ordinate a network of work clubs, community buddies, volunteering opportunities
- Burton & South Derbyshire College wide range of learning opportunities, in company training courses and apprenticeships
- Schools yr 10 and post 16 work experience
- BACT offer opportunities for young people

COMMUNITY VOICE

- Some young people do not always have the right skills / aptitudes for the jobs that are available

Key messages:

- There is an opportunity to prioritise resources towards young people particularly those who are out of work and are at risk of suffering from mental health issues
- There is a general correlation between people being in employment and being in good overall health
- The employability and aspirations of young people needs to be improved through co-ordinated effort amongst agencies / employers / schools

Employment & economic prosperity

EMPLOYMENT – FUTURE GROWTH & DEMAND

- The Local Plan Preferred option identifies the need to ensure a diverse, dynamic and high value economy and improve the skills base and retain high value added jobs and people with high level skills
- The Local Plan states that the future focus will be to 'support and encourage the preservation of important manufacturing jobs within the local economy through the re-development of existing employment sites and release of new strategic sites to specifically accommodate the needs of higher value employers'.
- Future employment zones could include:
 - Pirelli site on Derby Road
 - Lawns Farm / Branston Locks
 - Land south of Branston
 - Land west of Uttoxeter



ASSETS

- A growing population / workforce
- Large potential development sites in Burton & Uttoxeter

COMMUNITY VOICE

- Could be opposition to large new employment sites coming forward to accommodate required growth

Key message:

- There will be a need to mitigate the impact of large scale employment growth within the Borough on other public services e.g. Transport, Air quality, Health, Education services

Housing

OVERVIEW

- Levels of new build currently low
- Poor viability limiting new affordable housing
- Large private rented sector – estimated 16% compared to 13% social rented
- Large numbers on housing benefit
- Lack of tenure security in private rented sector
- Poor housing conditions in some private rented sector
- Significant numbers of sofa-surfers
- Many people struggle to secure housing because of poor credit history and lack of a guarantor
- Single benefit claimants under 35 now only able to afford shared accommodation, and not always suitable
- Increased number of *filthy & verminous* homes
- Significant numbers of owner-occupiers living in unsuitable housing
- Fuel poverty an on-going issue for some households

ASSETS

- Wide range of housing
- Relatively affordable entry level purchase prices
- Large private rented sector
- Main housing association (Trent & Dove) investment in new housing and energy efficiency
- Range of homelessness prevention tools
- ESBC investment in IBHI schemes

COMMUNITY VOICE

- Over 1,000 households apply for social housing pa
- Over 1,200 households ask the Council for housing advice pa
- Large numbers of households complain about house conditions

Key message:

- **Housing is a key health determinant and the opportunities to achieve better outcomes by different ways of working between housing and health should be explored**

Housing



SPECIALIST HOUSING NEEDS

- Shared accommodation for single people under 35
- Access to more emergency accommodation
- Access to Crash Pad for young people
- Access to supported accommodation for people with complex needs
- Improved alcohol services
- Better access to mental health services
- Continuity of housing support for people leaving supported housing
- Housing support for others when moving into new accommodation
- *Spend to save* funding of disabled adaptations

ASSETS

- Supported housing
- Housing support services
- Home Improvement Agency
- 2 popular extracare schemes
- Community Alarm system

COMMUNITY VOICE

Feedback from Trent & Dove residents surveys

- Lengthy wait for disabled adaptations due to inadequate funding.
- Difficult to balance the needs of individuals supported in the community and wider community needs.

Key message:

- There are a range of specialist housing issues that impact on various partners, and partners should participate in developing new strategic approaches

Housing



FUTURE GROWTH & DEMAND

- House prices may be more stable
 - Benefit changes risk more homelessness
 - Growth in elderly population
 - Future need for more Extra-care housing, housing designed for the elderly, and disabled adaptations
 - Housing growth provides opportunities to deliver affordable and specialist housing but housing will only be built when the market improves
 - Need to safeguard continued demand for Inner Burton housing
 - Opportunity to integrate housing advice and mainstream housing support
 - Trent & Dove aim to provide/ acquire 100 new affordable homes per year
-
- 8,935 new homes required up to 2031; 2,233 of these are accounted for by existing planning permissions leaving 6,712 houses to plan for
 - Burton upon Trent to account for 3,900 of these new homes with 1,050 to be built in Uttoxeter

ASSETS

- A growing population
- Large potential development sites in Burton & Uttoxeter
- Opportunity for small scale development in strategic villages
- Service providers / RSL's

COMMUNITY VOICE

- Need for a range of affordable housing including specialist provision for the elderly
- Concern about pressure on infrastructure from planned increase in population
- Concern amongst some members of local community regarding future housing growth

Key messages:

- There needs to be a debate about how we meet future specialist needs i.e. Elderly population in the context of 6,712 houses to plan for in East Staffordshire by 2031
- The potential for large scale housing development in Burton and Uttoxeter will create additional demand for health services and facilities and village centres

Regeneration

REGENERATION

- Significant amount of regeneration activity planned for both Burton and Uttoxeter over next 5 to 10 years
 - Burton
 - Largest regeneration site in Burton is Bargates; following extensive public consultation, the preferred development mix for the site includes a residential led scheme with retail, office and cafe / restaurants
 - ESBC is currently progression acquisition of the Bargates site from its current land owner and seeking potential developers (demolition phase and greening of site complete)
 - Burton Town centre is likely to see further expansion with the proposed extension to Coopers Square Shopping Centre
 - Uttoxeter
 - New Carters Square and JCB re-development will add retail floorspace to the town centre and bring in new investment, providing employment opportunities for local people
 - Dove Way employment site – funding has been secured to provide the essential infrastructure required to open up access to this important ESBC owned site; ESBC is seeking developers to bring the site forward and create 500+ new jobs



ASSETS

- ESBC / SCC land and property assets
- ESBC capital investment in major regeneration schemes
- ESBC / SCC statutory planning and highway role can work to ensure that development is appropriate

COMMUNITY VOICE

- Local residents have stated their desire to see rundown sites such as Bargates regenerated and brought back into productive use

Key message:

- Key regeneration projects in East Staffordshire will contribute to the prosperity of the Borough and create new employment opportunities which will be targeted at local people; a partnership approach will ensure that these opportunities filter down to unemployed residents and consequently lead to improved health outcomes for the Borough

Transport

TRANSPORT AND ROADS

- Relatively high proportion of short work trips in Burton and high proportion of commuter trips by car from surrounding towns & villages
- Only 4% of work journeys in the Borough are by bus and less than 1% are by train
- Walking and cycling rates are above the national average
- High volumes of traffic on A38 (T) from Barton Turn junction to Clay Mills north of Burton resulting in reduced journey time
- Traffic congestion has contributed to the declaration of two Air Quality Management Areas in Burton along the A5121 / A511 and A444 St. Peter's Bridge
- Traffic management measures will help to alleviate existing peak hour congestion in Burton town centre and accommodate potential traffic generated by development proposals at Bargates, Coopers Square and Pirelli
- Improved walking and cycling routes in town centre will be implemented as resources permit
- Staffordshire County Council and Highways Agency will work together to manage traffic levels on the A38 (T)
- Junctions on the A38 (T) at Claymills, Branston and Barton Turn are expected to be improved and to accommodate traffic generated by new development in Burton
- Traffic management and sustainable transport provision in Uttoxeter to accommodate future development

ASSETS

- A38 and A50 corridors
- Burton & Uttoxeter have mainline railway stations
- Recent investment in bus services and interchanges in Burton / Uttoxeter town centres
- Concessionary travel
- Community transport service
- Safer Roads Partnership

COMMUNITY VOICE

- Some residents are concerned about traffic outside of schools
- The A38 needs to be improved between Barton Turn and Branston interchange
- Burton Railway Station needs to be improved
- HS2
- Congestion in Burton
- HGV traffic on Shobnall Road
- Ensuring infrastructure is in place and fits new builds

Key message:

- **Maintain a strong focus on encouraging people to use sustainable transport (i.e. Bus/cycle/train) to improve health and well-being and alleviate congestion on our road network**

Education & skills

EDUCATION PROVISION

- Early years provision –local authority Children's centres, independent nurseries, some first and primary schools nurseries.
- There are 47 state schools, 3 independent schools. and the JCB Academy
- in Uttoxeter there is a three tier educational system with first, middle, and High schools with post 16
- In Burton and surrounds there is a two tier system of primary and High Schools with post 16.
- 5 schools are academies, giving greater freedoms, autonomy and direct funding.
- Rising numbers of primary school age children in Burton against falls elsewhere.
- Extensions and two new Burton primary school planned for 2013/14
- All schools have achieved Healthy Schools Status.
- Additional places needed for proposed housing development.
- Further Education is provided at Burton and South Derbyshire College situated in Burton.
- FSM provision 13.7 % ,18% nationally
- SEN 15.1% SEN School action Plus 11.6%
- Statemented 10.5% against county population of 12%
- Over 17 first languages in some schools
- 15% of children have a first language other than English
- 'Raising Participation Age' initiative means by 2013 school leaving age will be 17years, and by 2015, 18 years



ASSETS

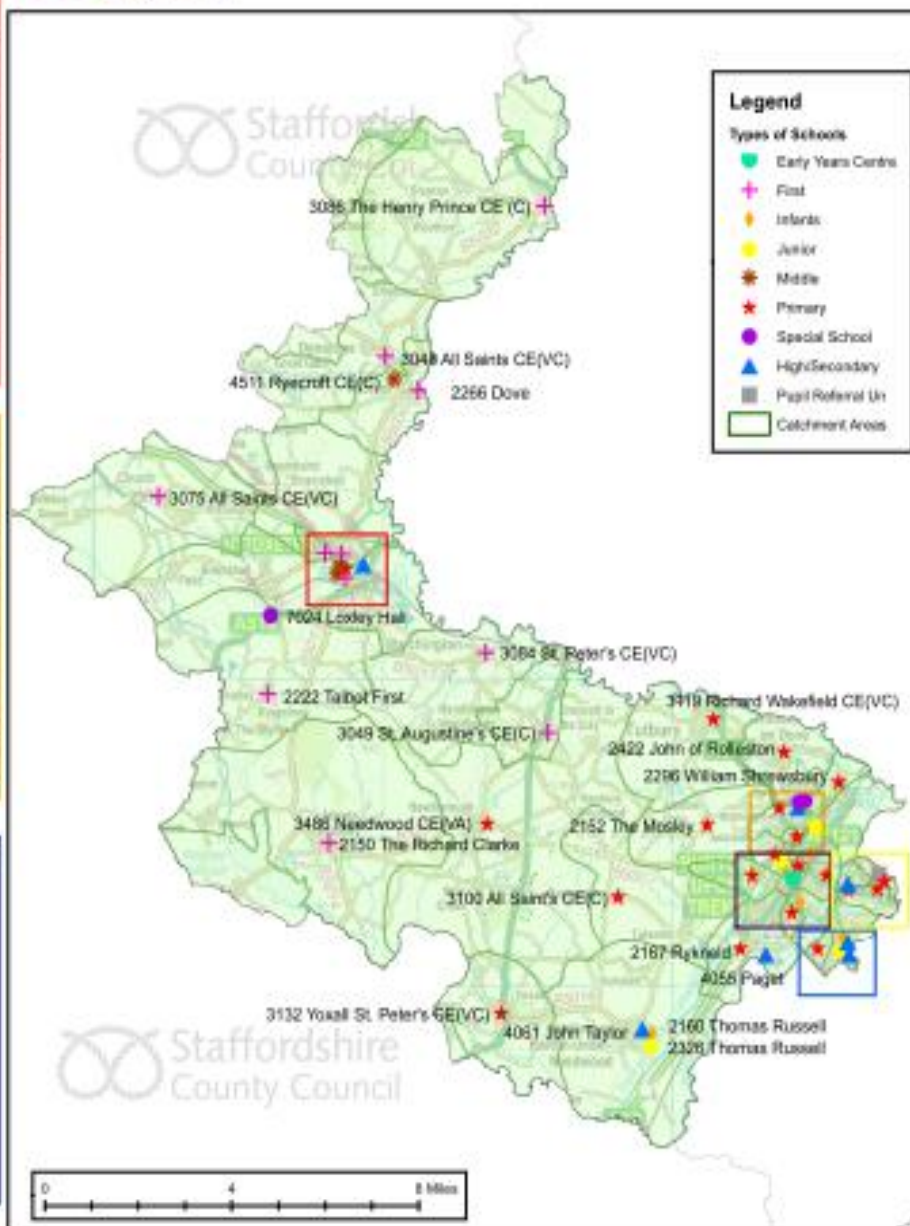
- Local Authority Education support services
- Think 2 initiative – free childcare provision for 2 year olds in deprived areas.
- Healthy schools –Staffordshire enhanced programme which schools are encouraged to buy
- Future housing development will contribute funding towards additional school places
- All High schools in Burton currently regarded as good or outstanding by OFSTED

COMMUNITY VOICE

- Feedback from communities is that people want good schools safely accessible
- Better careers advice services required

Key message:

- There is a need to adopt an embedded partnership approach to tackling health and well-being in schools, particularly to tackle the rising issue of child obesity



Education & skills

EDUCATIONAL ATTAINMENT

- Adult (working Age) profile in East Staffordshire
11% of working age adults have no qualifications compared with 10.5% nationally
41% of working age adults are educated to NVQ3 level and 23.3% to degree level
- Pre school Children
Early Years foundation stage profile attainment is 61% compared to 59% nationally
- Children and young people
most recent fully validated data from 2011 for Age 16 KS4 (5 GCSE A–C inc. maths and English) was 54% in East Staffordshire against 58% nationally (significant range across wards from 33% to 85%) Early indications for 2012 results are an improved 59% for East Staffordshire.
Age 17/18 KS5 (A A/S) Average points for East Staffordshire are 747 against 746 nationally.
- Not in Education, Employment, Training (NEET)
5%, totalling about 130 young people at any one time in East Staffordshire which is lower than national average.
School leavers Survey 2010 show 94.6% in East Staffordshire are in some form of EET slightly below the county average of 94.9%
One year on report 2011 shows 85% East Staffordshire young people in EET lower than the Staffordshire average of 88.5%
- Progression into Higher Education after two years of further education in East Staffordshire is 27.6% slightly better than the county average of 27.3%

ASSETS

- LA Education Support Service, Families First inc. Targeted Youth Support SYPS Adult social care.
- Pupil premium
- Adult & community learning service ESOL.lit/ numeracy family learning
- SCC travel card. Library service.
- Community Resources Scvys e.g youth activity
- Burton Albion Community Trust
- CAMHS/ 'that place' / ASPEN project
- Dwp /Chamber of commerce/employers
- Leisure /culture services

COMMUNITY VOICE

- Would like to see improvement in Educational attainment
- Concern about there being enough training / employment opportunities
- Concern about emotional well being and mental health issues in young people (programmes to improve mental wellbeing, early intervention to identify mental illness)

Key message:

- Promoting young peoples emotional well being and resilience is key to ensuring abilities to achieve educationally

Health & well-being

HEALTH INEQUALITIES

- 19% of the population fall within the most deprived quintile (IMD 2010) – they live in Eton Park, Stapenhill, Shobnall, Winshill, Horninglow, Anglesey and Burton wards
- 8% of children in East Staffordshire fall within the most deprived quintile – they mainly live in Anglesey, Eton Park, Stapenhill and Winshill.
- Overall Life Expectancy for men in East Staffordshire is 77.1 years, in England it is 78.3
- Male life expectancy is lower than the England average in 13 of the 21 wards and is particularly low in Anglesey, Eton Park, Horninglow, Shobnall, Stapenhill, Town and Winshill.
- Male life expectancy in Needwood is 83.6 years, in Anglesey it is 74 years
- Premature mortality rates are significantly worse in Eton Park, Horninglow, Shobnall and Stapenhill

ASSETS

- The LSP has prioritised the 4 LSOA in the top 10% (see next slide)
- Burton Albion Community Trust
- Volunteering programmes
- CCG has committed to prioritising Health Checks in areas of greatest need
- Communities First – Activity schemes and growing schemes
- Trent and Dove Housing work with many of the most deprived communities key opportunity for partnership working
- Family Nurse Partnership
- SSOTP community health services alignment with Adult Social care

COMMUNITY VOICE

- Concerns about mental health provision now that the Margaret Stanhope centre has closed
- Issues about the dementia service and the need for more robust assessments and signposting
- Diet and exercise in health awareness in managing dementia
- Concerns with the community mental health service and its ability to cope with referrals
- Health prevention/health awareness in young people on drugs/alcohol, sexual health, etc.
- Primary care access for the Eastern European Community
- The need to make more people aware of diabetes and how diet and exercise can aid prevention
- Difficulties with access to the OOH service

Key message:

- **Maintain a strong focus, across the partnership, on health and wellbeing, with a priority on the most deprived wards to reduce health inequalities and improve life expectancy.**

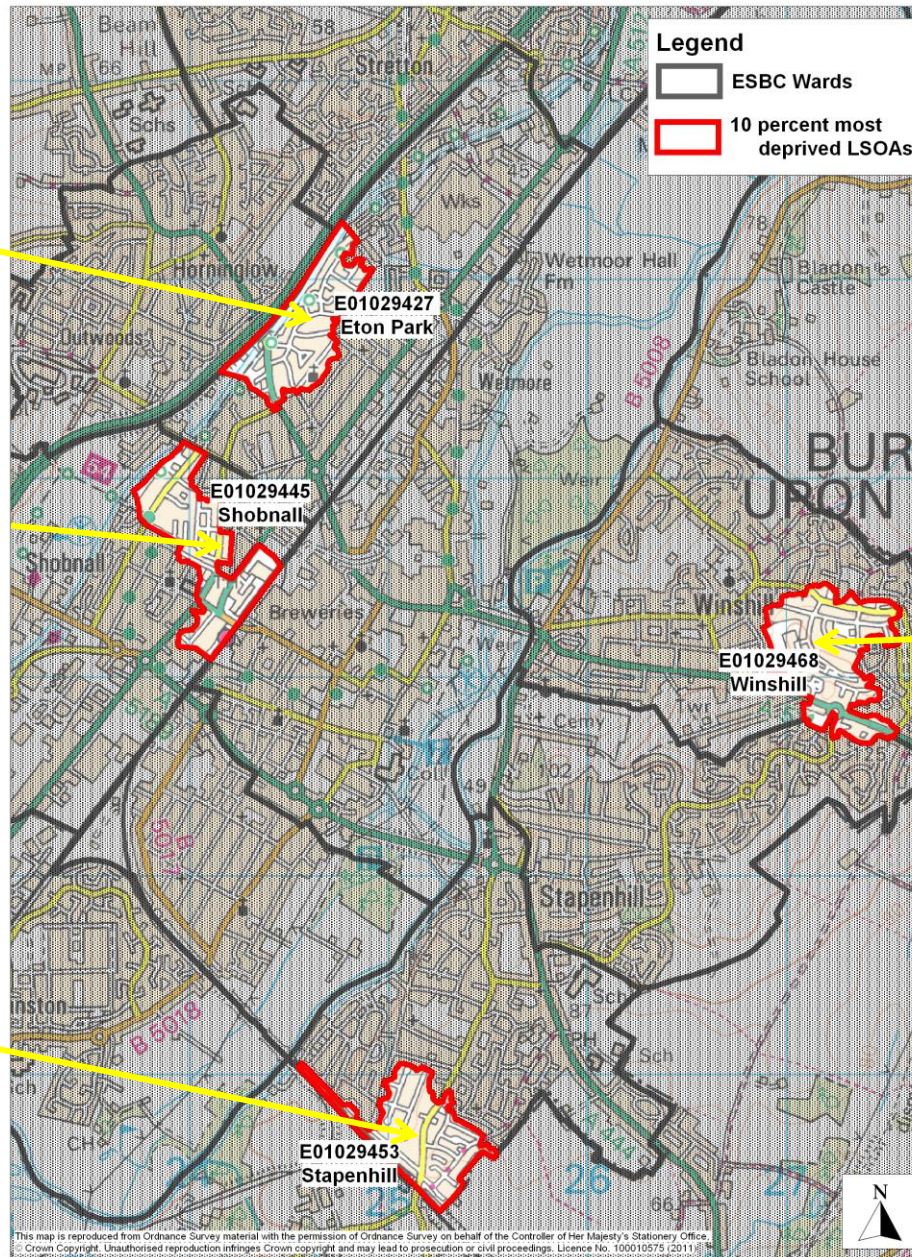
Top 10% most deprived LSOA's in East Staffordshire - Indices of Deprivation 2010

Shakespeare Road,
Masefield Crescent,
Hunter St extending
partly along Eton Park
and Horninglow Road

Casey Lane, Byrkley St,
Richmond St extending
partly along Gordon St
& Shobnall St

Cumberland Rd,
Worcester Rd,
Cornwall Rd, Sussex
Rd, Sandalwood Rd,
Hazelwood Rd &
Blackthorn Rd

Hawfield Lane,
Canterbury Rd, East
St, Kimberley Drive,
Vancouver Drive and
Dunedin Crescent



	Abbey	Anglesey	Bagnis	Branston	Birzincote	Burton	Churnet	Crown	Eton Park	Heath	Horniglow	Needwood	Rollaston on Dove	Shobnall	Stapenhill	Stretton	Town	Turbury and Outwoods	Weaver	Winshill	Yoxall	East Staffordshire	Staffordshire	England / Great Britain / West Midlands	Year
Mid-year population estimate	2,800	6,400	2,600	7,300	5,300	3,000	2,700	3,300	5,800	5,900	8,200	5,500	3,200	6,700	7,800	7,600	6,800	5,700	2,000	8,100	2,700	109,400	831,300	52,234,000	2010
Percentage of population aged under 16	17%	25%	18%	19%	18%	17%	19%	12%	24%	20%	21%	17%	17%	24%	18%	18%	19%	18%	16%	21%	17%	19%	18%	19%	2010
Percentage of population aged 65 or over	20%	10%	23%	15%	17%	13%	19%	19%	11%	17%	18%	22%	26%	13%	18%	20%	16%	21%	21%	18%	24%	17%	19%	16%	2010
Percentage of population that are from a minority ethnic group	0.6%	28.2%	1.7%	2.4%	2.2%	12.2%	3.2%	0.6%	15.3%	1.1%	5.9%	2.1%	1.2%	25.4%	2.9%	2.0%	1.2%	1.7%	2.5%	3.2%	1.0%	6.1%	2.4%	9.1%	2001
Index of Multiple Deprivation 2010 (IMD 2010) weighted score	12.2	33.6	9.2	9.9	7.5	37.2	13.8	12.3	36.8	16.2	24.4	7.4	7.3	34.7	33.2	9.2	12.3	11.5	12.4	24.1	7.7	19.1	16.4	n/a	2010
Percentage of population in the most deprived IMD 2010 national quintile	0%	54%	0%	0%	0%	100%	0%	0%	76%	0%	24%	0%	0%	50%	38%	0%	0%	0%	0%	20%	0%	19%	9%	20%	2010
Percentage of population in the second most deprived IMD 2010 national quintile	0%	46%	0%	0%	0%	0%	0%	0%	0%	52%	40%	0%	0%	24%	62%	0%	0%	25%	0%	38%	0%	19%	17%	20%	2010
Percentage of children under 16 in the most deprived Child Wellbeing Index 2009 national quintile	0%	54%	0%	0%	0%	0%	0%	0%	51%	0%	0%	0%	0%	55%	43%	0%	0%	0%	0%	43%	0%	18%	7%	20%	2010
Percentage of children under 16 in the second most deprived Child Wellbeing Index 2009 national quintile	0%	46%	0%	0%	0%	100%	59%	0%	25%	28%	70%	0%	0%	23%	20%	0%	0%	27%	0%	20%	0%	22%	15%	20%	2010
GCSE achievement of at least five A*-C grades including English and Mathematics	65%	43%	60%	59%	63%	S	33%	65%	41%	42%	51%	75%	67%	41%	49%	76%	57%	64%	67%	34%	85%	54%	56%	59%	2011
Child poverty	5%	31%	6%	12%	7%	29%	17%	9%	30%	16%	23%	7%	6%	31%	33%	6%	9%	11%	5%	28%	5%	19%	16%	22%	2009
Average household income *	£55,700	£25,700	£54,000	£41,600	£46,700	£33,100	£41,500	£51,000	£25,200	£30,600	£27,700	£50,500	£49,100	£26,100	£27,300	£42,800	£44,700	£43,100	£40,500	£35,300	£56,300	£37,800	£39,000	£38,600*	2010
Claimant count rate (as a proxy for unemployment)	0.9%	6.5%	0.8%	1.9%	1.3%	7.2%	1.9%	0.5%	7.3%	2.4%	4.4%	1.4%	1.9%	6.0%	5.0%	1.5%	2.0%	1.9%	1.6%	4.3%	1.4%	3.3%	3.0%	4.0%	March 2012
General fertility rate per 1,000 women aged 15-44	48.3	114.3	61.6	55.8	57.1	99.1	58.0	53.0	95.3	62.9	72.2	52.5	63.7	101.4	77.7	59.6	62.2	60.1	59.2	73.6	36.0	72.2	58.5	64.4	2008-2010
Percentage of births with a low birthweight (under 2,500 grams)	S	9.3%	6.5%	7.8%	8.4%	9.2%	8.4%	S	8.9%	6.2%	7.4%	8.3%	6.8%	9.0%	10.1%	7.9%	5.8%	4.7%	S	8.0%	S	7.9%	7.5%	7.4%	2008-2010
Access to maternity services under 13 weeks **	89%	76%	68%	79%	82%	82%	87%	100%	79%	88%	74%	97%	93%	77%	88%	91%	86%	63%	n/a	85%	90%	81%	88%	85%**	2010/11
Smoking throughout pregnancy **	S	12.1%	S	8.1%	S	13.0%	S	S	13.7%	S	19.6%	S	S	6.8%	14.3%	S	9.1%	S	n/a	16.7%	S	10.6%	13.6%	13.5%**	2010/11
Breastfeeding initiation rate **	70%	54%	57%	56%	44%	66%	57%	91%	41%	44%	54%	64%	50%	44%	51%	53%	70%	65%	n/a	51%	S	53%	60%	61%**	2010/11
Life expectancy for men (years)	78.7	74.0	75.0	77.5	79.7	75.9	76.6	78.0	75.1	77.4	75.4	83.6	81.6	74.4	74.1	78.7	75.0	79.1	80.7	75.1	78.7	77.1	78.2	78.3	2006-2010
Life expectancy for women (years)	82.3	79.9	83.7	83.9	82.9	81.7	80.3	84.1	79.3	82.3	79.5	86.5	87.4	81.7	82.1	83.7	82.7	81.7	84.7	80.6	80.9	82.0	82.1	82.3	2006-2010
All-age all-cause mortality rate per 100,000 population	535	765	592	529	539	620	724	531	703	601	716	400	387	680	674	520	607	580	454	757	558	597	575	566	2006-2010
Premature mortality rate from all causes per 100,000 population under 75	230	343	255	249	219	362	284	245	467	323	406	203	172	367	406	253	314	239	216	344	272	298	279	287	2006-2010
Premature mortality rate from circulatory diseases per 100,000 population under 75	52	79	53	45	61	72	78	69	123	96	104	51	30	141	126	47	70	36	78	93	53	75	67	71	2006-2010
Premature mortality rate from cancers per 100,000 population under 75	64	88	112	108	93	104	89	95	114	113	170	82	72	106	125	111	119	105	81	122	117	108	109	112	2006-2010
Percentage of population with a self-reported limiting long-term illness	14.0%	17.9%	14.3%	12.9%	13.3%	22.4%	17.0%	14.7%	17.2%	16.1%	19.8%	15.0%	16.2%	18.6%	20.4%	13.3%	13.7%	16.1%	16.8%	17.8%	13.9%	17.1%	18.3%	17.9%	2001
Teenage pregnancy rate per 1,000 girls aged 15-17	S	35.7	S	30.9	29.5	122.8	22.0	S	85.8	80.3	42.3	15.9	S	50.8	70.9	31.8	43.0	21.8	S	59.9	41.4	42.7	40.6	40.9	2007-2009
Childhood overweight and obesity (Reception)	17.0%	22.0%	21.5%	14.4%	20.6%	18.8%	23.6%	29.8%	21.6%	23.9%	24.8%	22.2%	25.0%	24.1%	24.2%	19.4%	23.3%	17.5%	14.3%	23.9%	26.5%	21.9%	23.5%	22.8%	2006/07 to 2010/11
Childhood overweight and obesity (Year 6)	27.3%	40.8%	23.1%	31.6%	30.2%	44.3%	31.1%	23.9%	29.7%	41.4%	31.9%	29.1%	30.4%	40.7%	35.8%	28.2%	30.1%	29.1%	29.2%	30.9%	28.4%	32.4%	32.8%	32.8%	2006/07 to 2010/11

Key: * compared with Great Britain; ** compared with West Midlands, S - suppressed; n/a - data not available

Health & well-being

KEY HEALTH INDICATORS

- Higher breast and cervical cancer rates & bowel screening uptake is lower than the national average. Horninglow has a higher premature mortality rate from cancer
- CVD Premature mortality has halved (1995/7-2008/10) but is still higher in Shobnall, Stapenhill, Eton Park and Horninglow.
- Higher levels of hospital admissions for falls and unintentional injuries
- Lower numbers of patients on disease registers than expected for CKD, dementia, heart failure, hypertension, learning disabilities and obesity
- Smoking attributable admissions to hospital are higher in East Staffordshire and the numbers of 4 week quitters is lower than the England average. Smoking levels are high amongst routine and manual workers (33%)
- Alcohol admission rates are increasing
- Obesity levels in year 6 have risen to 20% and are higher in inner Burton
- Consumption of 5 a day in East Staffordshire is slightly lower than England 27%
- 12% of the adult population achieve 5 x 30 minutes of physical activity per week and 51% of the adult population are inactive

ASSETS

- Stop Smoking Services
- Adult and Child weight Management service
- Voluntary sector delivery (especially Mental Health and Older People)
- BAC O Connor is a nationally recognised beacon of good practice
- Family Nurse Partnership
- Greenhouse team
- ESBC Sports Development

COMMUNITY VOICE

CCG Stakeholder feedback has indicated a need for:

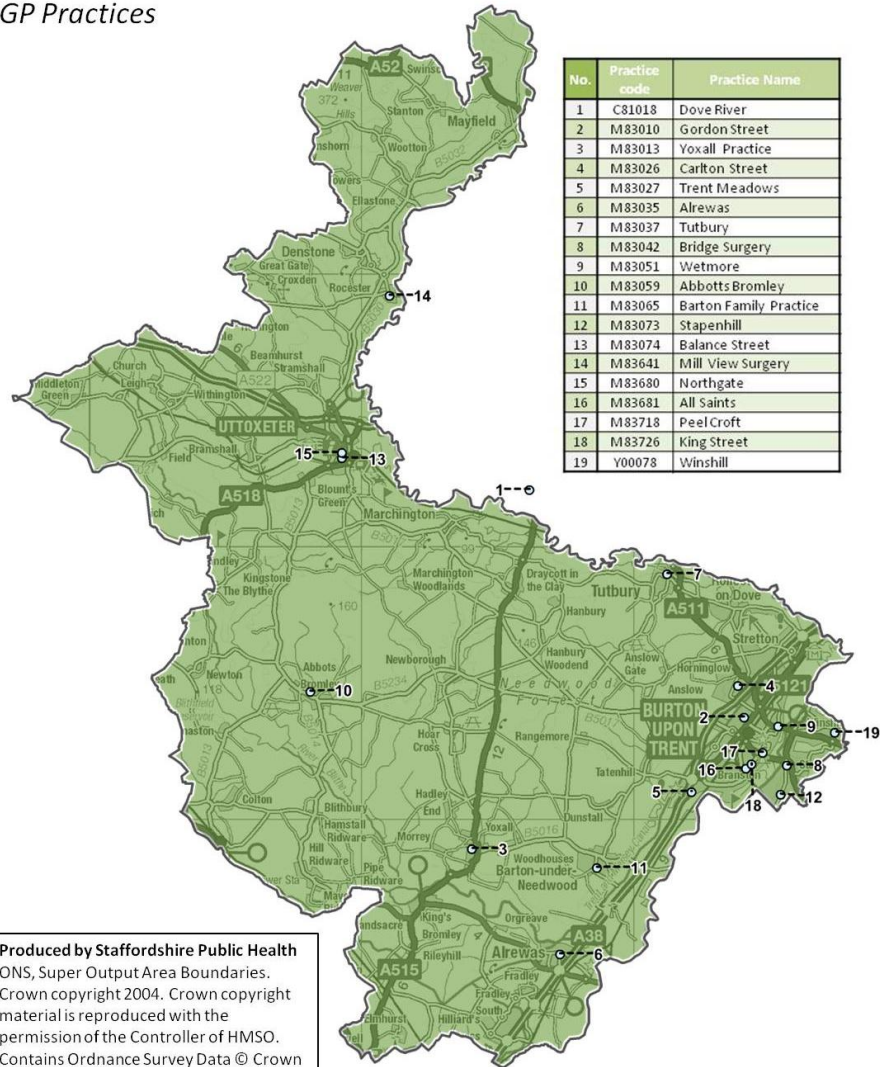
- More Integrated working
- High quality / compassionate care
- Better communication and meaningful engagement
- A focus on prevention
- A sustainable and local hospital
- Improved mental health services
- Improved clinical pathways

Key message:

- **Focus preventative services on areas of greatest need**

East Staffordshire CCG

GP Practices



No.	Practice code	Practice Name
1	C81018	Dove River
2	M83010	Gordon Street
3	M83013	Yoxall Practice
4	M83026	Carlton Street
5	M83027	Trent Meadows
6	M83035	Alrewas
7	M83037	Tutbury
8	M83042	Bridge Surgery
9	M83051	Wetmore
10	M83059	Abbotts Bromley
11	M83065	Barton Family Practice
12	M83073	Stapenhill
13	M83074	Balance Street
14	M83641	Mill View Surgery
15	M83680	Northgate
16	M83681	All Saints
17	M83718	Peel Croft
18	M83726	King Street
19	Y00078	Winhill

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Community safety

CRIME AND SAFETY

- There have been considerable reductions in recorded crimes and reports of ASB over last 5 years
- During 2011/12:
 - 6,078 crimes recorded in the Borough, a reduction of 7% (432 crimes) from previous year
 - 2,678 reported incidents of ASB, 21% reduction (719 incidents) from previous year
 - Reduction in acquisitive crime of 6.6% (195 crimes), however serious acquisitive crime has increased by 4.9% (36 crimes)
 - 498 alcohol related crimes, majority of which are violent offences
- Violent crime has reduced by 17% in East Staffordshire over the last 5 years
- Alcohol is a significant risk factor in domestic violence offences



ASSETS

- Active Community Safer Partnership (embedded into LSP structure)
- Community Safety Hub based at Burton Police Station
- Joint Operations Group
- Targeted initiatives i.e. IDVA, Alcohol Arrest Referral Worker, Let's Work Together, Albion 2 Engage

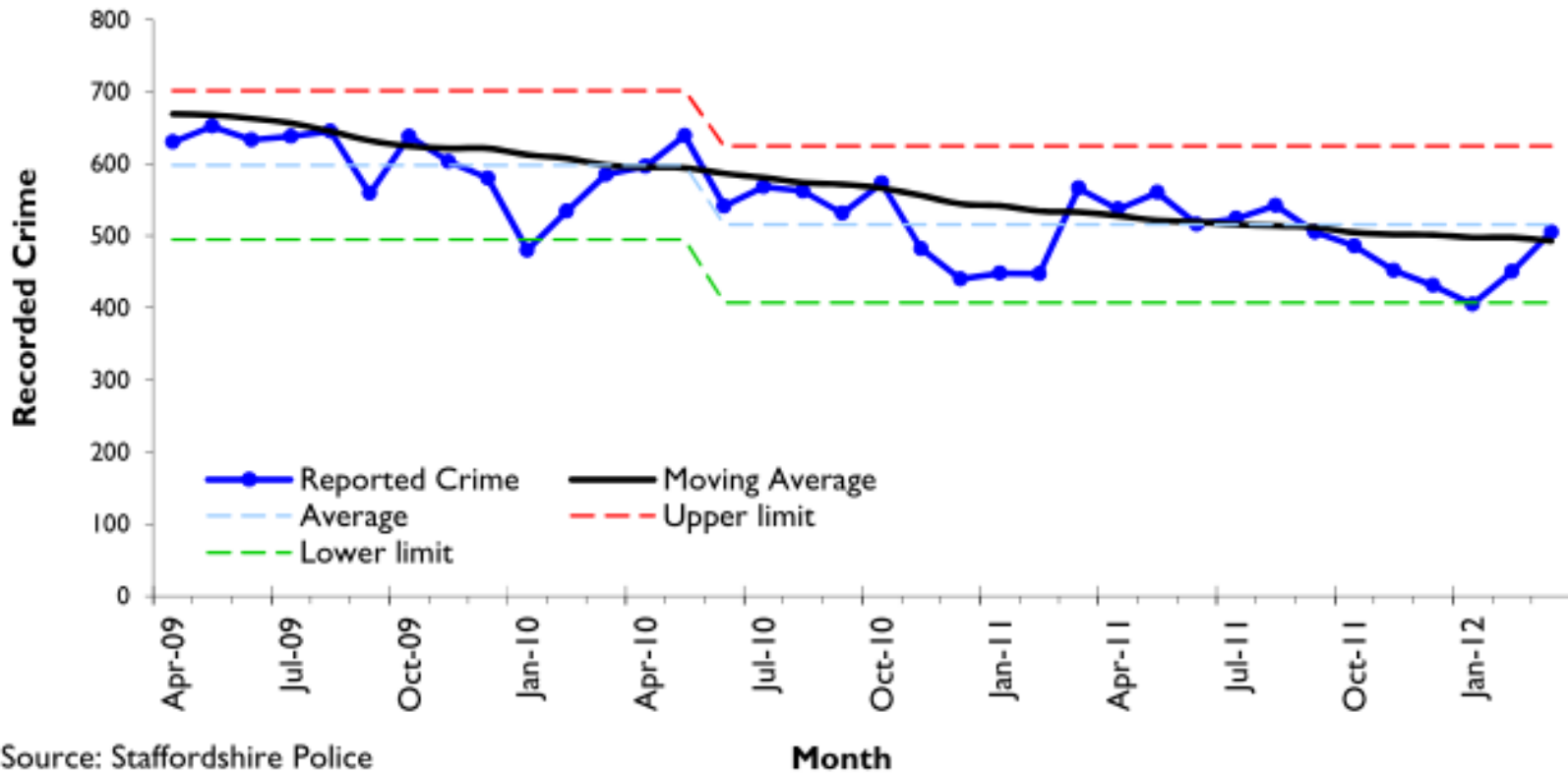
COMMUNITY VOICE

- Feeling the difference survey states that 98% of residents feel safe outside in their local area
- Main community safety issues include; people using or dealing drugs, rubbish/litter, people being drunk in public places.
- Neighbourhood working team report that ASB is the biggest issue for local residents

Key message:

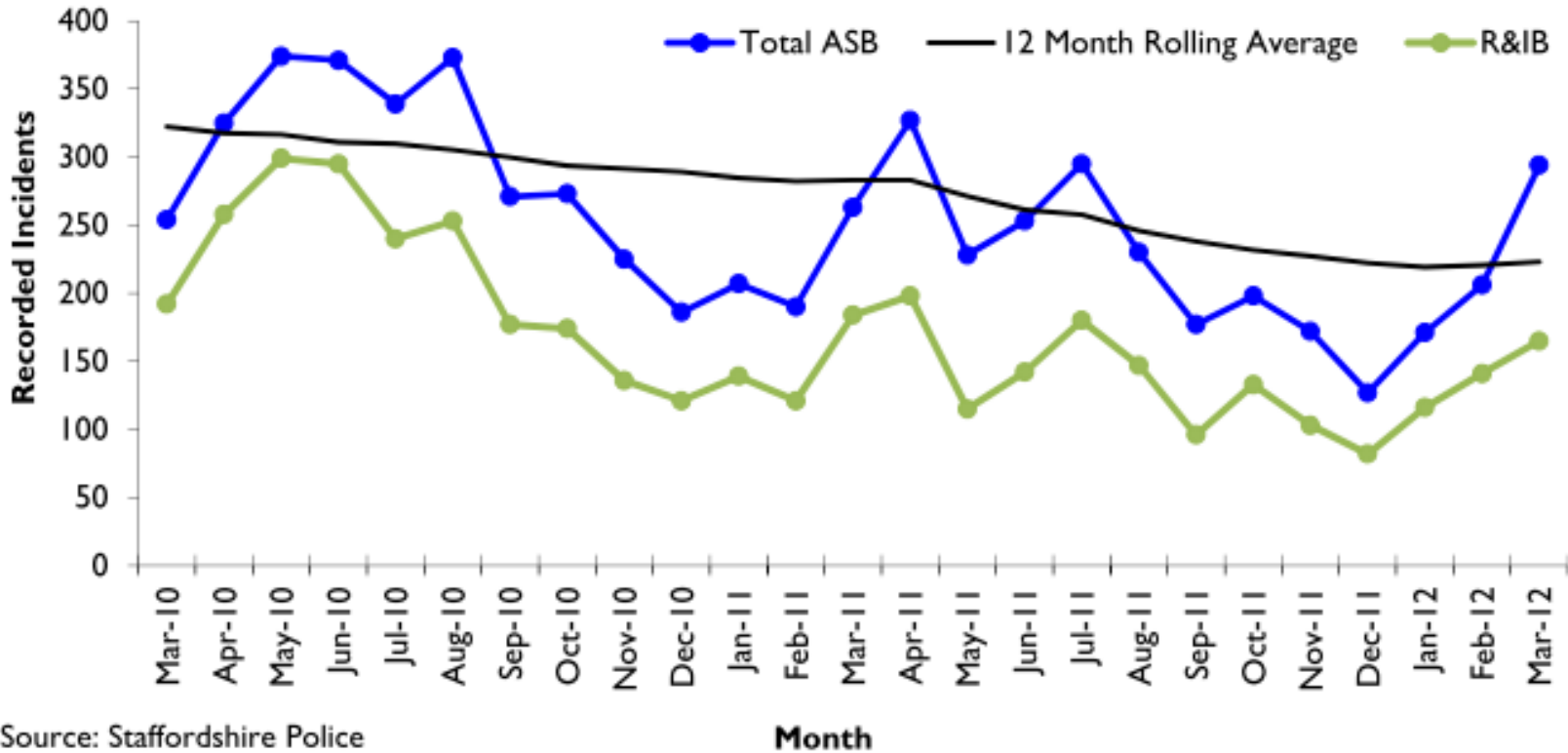
- There is a correlation between those individuals who commit crimes or are involved in ASB and poor health & lifestyle
- There should be a partnership led approach to tackling alcohol / misuse within the Borough, involving schools and linking in with Troubled Families programme

Long term trends in crime



Source: Staffordshire Police





Long term trends in ASB



Source: Staffordshire Police

Priority locations for crime / ASB

	Burton	Eton Park	Town	Shobnall	Winshill	Stapenhill
All Crime	0-10% Reduction	0-10% Increase	> 10% Increase	0-10% Reduction	> 10% Reduction	0-10% Reduction
Total Violence	0-10% Increase	> 10% Reduction	0-10% Increase	0-10% Reduction	> 10% Reduction	> 10% Reduction
Violence with Injury	> 10% Reduction	0-10% Reduction	0-10% Reduction	> 10% Reduction	> 10% Reduction	> 10% Reduction
Domestic Violence	0-10% Increase	> 10% Reduction	0-10% Reduction	> 10% Reduction	> 10% Reduction	0-10% Increase
Serious Acquisitive Crime	0-10% Increase	> 10% Increase	0-10% Increase	> 10% Increase	> 10% Reduction	0-10% Increase
Theft from a Motor Vehicle	0-10% Reduction	> 10% Increase	0-10% Increase	> 10% Increase	> 10% Reduction	> 10% Reduction
Theft of a Motor Vehicle	> 10% Reduction	> 10% Reduction	> 10% Reduction	> 10% Reduction	> 10% Reduction	0-10% Reduction
Burglary Dwelling	> 10% Increase	0-10% Reduction	> 10% Increase	0-10% Increase	> 10% Reduction	> 10% Increase
Shoplifting	> 10% Reduction	0-10% Reduction	> 10% Reduction	> 10% Increase	> 10% Reduction	> 10% Increase
Criminal Damage	> 10% Reduction	0-10% Reduction	> 10% Increase	> 10% Reduction	> 10% Reduction	> 10% Reduction
ASB	> 10% Reduction	> 10% Reduction	> 10% Reduction	0-10% Reduction	> 10% Reduction	> 10% Increase
Deliberate Fires	> 10% Reduction	0-10% Increase	> 10% Increase	0-10% Reduction	> 10% Reduction	> 10% Increase

	> 10% Reduction		0-10% Increase
	0-10% Reduction		> 10% Increase

Source: Staffordshire Police

Environment



BIODIVERSITY

- The Staffordshire Biodiversity Partnership operates at a strategic level and facilitates local projects for protection and enhancement of biodiversity ie <http://www.centralrivers.org.uk/>
- The Borough boasts wildlife sites of national and local value:
- 6 Sites of Special Scientific Interest (national importance) totalling 642 hectares
- 3 Local Nature Reserves – 34.8 hectares
- 161 Sites of Biological Importance (of county value) totalling over 2000 hectares
- Habitat and species diversity:
- Over 4000 species recorded of which 682 are protected and/or rare
- At least 2500 hectares of priority habitats (e.g. woodlands, wildflower grasslands, wetlands)
- Ecosystem Areas defined by the Staffordshire Biodiversity Action Plan are the framework for planning for biodiversity and green spaces at the landscape scale

ASSETS

- **Local Nature Partnership** integrating the natural environment into multi-sectoral strategic planning
- **The National Forest** transforming 200 square miles in the centre of England
- **Restored minerals sites** can provide spaces for nature and recreational opportunities
- **Trent Washlands** green corridor in the heart of Burton – aspirations for a visitor centre

COMMUNITY VOICE

- Surveys show that the majority of residents value natural greenspaces but not all use them; improving facilities would increase use
- Non-white ethnic communities have poor engagement with green-spaces and the natural environment
- Local residents (through public consultation and user surveys) have stated their desire for improved facilities on the Washlands including a Visitor Centre

Key message:

- There are opportunities to develop projects that exploit environmental assets within the Borough, these projects will contribute to improvements in public health through increased participation in leisure and recreational activities

Environment

LANDSCAPE

- The Borough contains, perhaps, the most varied landscape character in Staffordshire.
- Bounded by the Rivers Dove and Trent, the landscape rises to the Needwood Plateau in the central part of the Borough and to the north, the landscape begins to resemble the English uplands.
- The following National Character Areas are represented:
 - **NCA 69 Trent Valley Washlands:** A flat, linear landscape following the principal rivers with mixed grazing and cereal cropping. 2% is classed as publically accessible.
 - **NCA 68 Needwood and South Derbyshire Claylands:** A rolling plateau with prominent wooded heights. Heavy clay soils result in a principally pastoral landscape of grazing and dairy farms – 1% is publically accessible.
 - **NCA 64 Potteries and Churnet Valley:** A transitional landscape between the lowland and upland areas. Predominantly low grade agriculture with significant broadleaved woodlands and substantial hedgerows giving way to dry stone walls. 80% is grazing of livestock and dairy farming. This is a tranquil area with 3% publically accessible.
 - **NCA 52 White Peak:** An upland landscape of pastoral fields with dry stone walls towards the Peak District edge, and characteristic copses of sycamore on high points – 7% of the area is publically accessible

ASSETS

- An assessment of landscape quality of the District has identified landscapes of the highest quality in Staffordshire:
- In the central Needwood area around Newborough, Hoar Cross and Rangemoor
- In the area north of Uttoxeter between Stramshall, Croxden and Denstone
- In the north eastern area around Stanton, Mayfield and Wooton
- Staffordshire Wildlife Trust
- National Forest, Burton is the 'capital of the National Forest'

COMMUNITY VOICE

- Involvement of local communities in rural issues is encouraged and enabled through three principal partnership projects.
- Central Rivers Initiative in the R. Trent and Tame valleys, looking at public access, large scale landscape improvements and rural economy
- Churnet Valley Living Landscapes Partnership along the Peak District boundary, using HLF funding to deliver community initiatives.
- On-Trent project addressing landscape and environmental issues along the R. Trent valley

Key message:

- A tranquil, high quality landscape accessible from principal areas of population which offers opportunities to develop projects that exploit environmental assets within the Borough

Environment

ENVIRONMENTAL HEALTH

Waste Disposal

- Fortnightly household collection
- Clinical, trade and hazardous waste services
- Burton and Uttoxeter house hold waste recycling centres
- Residual waste to 'Energy from Waste' facilities minimal to landfill

Housing

- Fitness, noise vibration, hoarding, pest control

Food

- Food Hygiene
- Inspection of food businesses

Environmentally Safe environments

- Street cleaning, Litter, dog fouling, pest control, pollution monitoring, air quality control.

Public safety Information

- I.e. Accident prevention, firework safety, open water safety



ASSETS

- Joint Waste Strategy
- Horticultural centre compost advise
- Community recycling ie YMCA happy Homes
- Rate my Place
- Housing fitness survey
- Disabled Facilities Grants
- Regulatory enforcement system

COMMUNITY VOICE

- Rate my place is excellent

Key message:

- Environmentally safe and attractive public places and 'fit' homes promote individuals health and sense of well being

Green spaces

OVERVIEW

- 91% of people believe that parks and open space improve quality of life
- Better access to public open space can decrease levels of stress
- Access to good quality open space increases physical activity by 24%
- Those who live further away from open space are 27% more likely to be overweight or obese
- Access to Open space is free and available to all
- 4 Green flag recognised sites
- 31% of disabled people believe that gardening provides on going physical benefits
- Partnerships with private sector organisations such as Boots and Molson Coors to encourage physical activity through gardening

ASSETS

- Green house Centre
- Numerous Council run community parks
- In bloom gold standard in Burton and Uttoxeter
- Community
- ESBC run Gardening courses
- Stapenhill Pleasure Gardens
- Branston Water Park
- Bramshall Park
- Kingfisher Trail
- Trent & Mersey Canal
- Garden Olympics

COMMUNITY VOICE

- 21 Local schools took part in the last Garden Olympics
- Gold standard in the bloom competition
- Community support and gardening from the WI
- BUDS nursery
- Communities want and appreciate well run and maintained open spaces

Key message:

- Opportunity exists for increasing physical activity through gardening and contributing to Open Space
- Access to good quality open space is beneficial to residents health and well being

Leisure and culture

ACCESS TO SERVICES

- 51% of adults are inactive
- 12% achieve 5 x 30 minutes of physical activity per week

- 90% of memberships at Meadowside are from DE14 (Town Centre, Branston and Shobnall), DE13 (Horninglow, Stretton & Alrewas) and from DE15 (Winshill and Stapenhill)
- 80% of courses at Meadowside are from DE14, DE13 and DE15
- 84% of memberships and 100% of courses at Shobnall Leisure Centre come from DE14, DE13 and DE15
- 75% of memberships and 67% of courses at Uttoxeter Leisure Centre are from Uttoxeter

- Brewhouse – arts delivery and specific health related initiatives (includes mental health) e.g. falls prevention group. The Brewhouse also hosts the ‘Alzheimer’s cafe’ on a weekly basis–for people with the condition and their carers.

- Sports Development Team deliver a wide variety of community projects across East Staffordshire with a focus on deprived areas. They also work in partnership with Burton Albion Community trust to deliver a number of engagement projects e.g. Albion 2 Engage. Other major projects this year have included; Skyride Cycling project and the Run England athletics project.



ASSETS

- Meadowside, Uttoxeter and Shobnall Leisure facilities and the Brewhouse Arts Centre deliver health related activities.
- Burton Albion and Burton Albion Community Trust (BACT).
- SCVYS – engaging with young people
- St Georges Park.
- Community Sport and Physical Activity Network– includes key partners from ESBC, Schools, BACT and health, sports clubs and Sport Across Staffordshire and Stoke on Trent (SASSOT).
- Art & Soul mental health group (Uttoxeter)

COMMUNITY VOICE

- Residents of Uttoxeter want an improved leisure centre
- Feedback from facility users indicate the need for a variety of sports/leisure provision AND value for money

Key messages:

- **Decrease the proportion of sedentary people in East Staffordshire & increase physical activity & sports participation**
- **Make use of leisure and culture provision to support improved health outcomes e.g. mental health, reduce obesity etc.**

Our community pride

Residents are encouraged to shape their local services.

In East Staffordshire we have many opportunities for example:

- ESBC and SCC Citizens panels
- Neighbourhood working team at ESBC
- Patient participation forum
- LINK
- Friends of Queens Hospital
- East Staffs CVS and Scyvs
- Direct engagement with over 100 Elected members across the Parish, Town, Borough and County Councils
- Over 50 Parent Teachers Associations
- Request to contribute to specific consultations on planning and service developments



ASSETS

- Local plans
- Community Council of Staffordshire
- Staffordshire in Bloom competitions.
- Active and involved local press
- Health Impact assessment process
- Community Impact assessment process

COMMUNITY VOICE

- Residents have a strong allegiance and sense of community pride in their local area or village i.e. Stapenhill or Mayfield

Key messages:

- Ability to influence and control ones situation and to feel proud promotes well being and health for individuals
- Opportunities to meaningfully come together as communities to achieve collective goals builds community wellbeing.
- To develop this all future commissioning processes must include community voice and participation and the community Impact assessment process.

Health inequalities: comparison of babies born in the least deprived and most deprived areas in East Staffordshire CCG

		Least deprived	Most deprived	East Staffordshire
Health	Claim incapacity benefit	1.0%	4.2%	2.2%
	Have a limiting long term illness	12%	21%	17%
	Smoke	14%	28%	21%
Education	Get a least five GCSEs A*-C	69%	28%	54%
	Claim free school meals	5%	37%	14%
Work	Become a professional or manager	36%	13%	25%
	Are employment deprived	4%	17%	9%
	Live on benefits	6%	25%	13%
Home and family	Live in poverty as a child	5%	38%	17%
	Live in income deprived households	4%	28%	12%
	Go home to a council house	1%	18%	8%
	Are part of a lone parent family	3%	10%	6%
	Have no access to a car or van	9%	44%	22%
Experience of crime	All crime	3%	14%	6%
	Anti-social behaviour	1%	7%	3%
	Burglary	0.2%	0.4%	0.2%
	Deliberate fire	< 0.1%	0.3%	0.1%
And finally	Live alone as a pensioner	10%	17%	14%
	Live in poverty when they are aged 60 and over	7%	31%	14%
	Live to the age of (for men)	79.9	72.1	76.8
	Live to the age of (for women)	83.6	78.2	81.6

Key messages

Children & Young People

- Scope the need for better linkages between LSP partners and young people in need (NEET, out of work, emotional resilience)
- Work with schools to build and develop health and wellbeing plans

A focus on Prevention

- Ensure commissioning of preventative services is focused on areas of greatest need, and ensure schemes to meet population level outcomes (e.g. activity)
- Develop an East Staffordshire alcohol plan aimed at tackling alcohol misuse particularly in young people and adults
- Develop a joined up mental health plan for East Staffordshire, with a focus on young people
- Continue to invest in leisure, culture and sport activities across all age groups to improve physical and emotional well-being

Infrastructure & Development

- Develop a Housing and Health plan
- Health and planning – Develop a Health Impact Assessment framework to incorporate into the planning process
- Transport – ensure future integrated transport strategy for the Borough secures additional sustainable transport provision and proposed new development does not add to existing congestion and adversely affect air quality
- Build Health and Wellbeing into environmental planning

Economy and workforce

- Develop the employability of our young people to ensure that they can secure employment to stay healthy, fit and happy
- Develop effective employer engagement mechanisms to ensure that we work in partnership with local businesses to improve workplace health

List of acronyms *

LSP	Local Strategic Partnership
ONS	Office of National Statistics
ESBC	East Staffordshire Borough Council
SCC	Staffordshire County Council
GBSLEP	Greater Birmingham & Solihull Local Enterprise Partnership
East Staffs CVS	East Staffordshire Community & Voluntary Services
IBHI	Inner Burton Housing Initiative
RSL's	Registered Social Landlords
FSM	Free school meals
SEN	Special educational needs
KS2 / KS4	Key stage 2 / 4
NEET	Young person not in employment, education or training
SCVYS	Staffordshire Council of Voluntary Youth Services
SYPS	Staffordshire Young People's Service
CAMHS	Children & Adolescent Mental Health services
ASPEN	Additional support for Pupils with emotional needs

* Acronyms listed in order of appearance

List of acronyms

DWP	Department for Work and Pensions
ESOL	English for speakers of other languages
IMD	Index of Multiple Deprivation
LSOA	Lower Super Output Area
CCG	Clinical Commissioning Group
SSTOP	Staffordshire and Stoke-on-Trent Partnership Trust
OOH	Out of hours GP services
CVD	Cardio-vascular disease
CKD	Chronic Kidney Disease
ASB	Anti-social behaviour
CSP	Community Safety Partnership
IDVA	Independent Domestic Violence Advocate
HLF	Heritage Lottery Fund
LINK	Local Improvement Network

Further information

- If you would like to know more about this eJSNA submission, please contact:
- Jon Topham, District Public Health Lead (East Staffordshire) – South Staffs PCT
T: 01283 507125 E: Jonathan.Topham@southstaffspct.nhs.uk
- Dean Piper, Enterprise & Partnerships Manager – East Staffordshire Borough Council
T: 01283 508893 E: dean.piper@eaststaffsbc.gov.uk
- Helen Gill, District Commissioning Lead – Staffordshire County Council
T: 07773 791909 E: helen.gill@staffordshire.gov.uk