



## SHROPSHIRE HEALTH AND WELLBEING BOARD

### Report

<b>Meeting Date</b>	18 January 2024			
<b>Title of report</b>	Place Based Joint Strategic Needs Assessment (JSNA) Update			
<b>This report is for</b> (You will have been advised which applies)	Discussion and agreement of recommendations	x	Approval of recommendations (With discussion by exception)	Information only (No recommendations)
<b>Reporting Officer &amp; email</b>	<a href="mailto:Rachel.robinson@shropshire.gov.uk">Rachel.robinson@shropshire.gov.uk</a>			
<b>Which Joint Health &amp; Wellbeing Strategy priorities does this report address? Please tick all that apply</b>	Children & Young People	x	Joined up working	x
	Mental Health	x	Improving Population Health	x
	Healthy Weight & Physical Activity	x	Working with and building strong and vibrant communities	x
	Workforce		Reduce inequalities (see below)	x
<b>What inequalities does this report address?</b>	Inequalities in health outcomes, service provision/access			

#### 1. Executive Summary

This report presents to the Health and Wellbeing Board an update on Shropshire's JSNA; progress to date, future direction of the JSNA and timescales.

#### 2. Recommendations

The Health and Wellbeing Board:

- Note the update to work programmes and timescales

#### 3. Report

##### 3.1 Joint Strategic Needs Assessment (JSNA)

Work continues on the JSNA development programme. The JSNA has been managed as separate workstreams.

1. Place-based approach - 18 individual place plan needs assessments and action plans. The focus of this report
2. Web-based media (Power BI interactive reports) to present needs assessments - in development. The aim is to draw these two workstreams together to create web-based interactive profiles for the 18 Place Plan areas in Shropshire.
3. Thematic based JSNAs - production of the Children and Young's People's JSNA

##### 3.2 Place-Based Needs Assessment (PBNA)

As agreed by the Health and Wellbeing Board, Shropshire Council's Public Health Team and partners are working together to understand the needs of local people through the Place Based needs assessment. This work is part of delivering our local vision for people to live their best life. As a sparsely populated rural population with 66% of the population living in hamlets and small villages, service design and delivery and limited resources pose unique challenges for reducing Shropshire's hidden inequalities. Therefore, it is vital to understand the local needs of our residents for improving population health at a local and county level.

We recognise that health and wellbeing need across our large and diverse county will be different by smaller geographical area. Each of our 18 place plan areas are unique and have specific assets, requirements, and concerns. There are also emerging similar themes across all of Shropshire that highlight mental health, children, young people and families, cost of living, and easier access to services as pivotal for improving health and wellbeing.

The Place Based JSNAs collect qualitative and quantitative information at a local level to let us know more about the local health and wellbeing picture of each area. This includes the wider determinants of health, as well as what is working well, things that need improving and where services and resources should and can be placed now and in the future. By looking at quantitative data as well as working with local people at each Place Plan area we can better support our residents at a local level with local issues that affect and matter most to them.

The Place based JSNA is centred around working in partnership with various partners and stakeholders as a whole system to have the greatest impact whilst reducing duplication and maximising our resources and outcomes. The programme involves working together with local organisations such as voluntary and community groups, schools and colleges, GP practices, local business, and Town and Parish Councils to gain local knowledge, insight, and connections. The work ensures that we connect with communities, especially those who are often not well heard and unrepresented with the most areas of unmet need and at the highest risk of worse outcomes.

The Place based JSNA aim is to better reach, engage and understand need in local communities which includes partnership working with experts with lived experience in specific place plan communities who are experiencing increased risk and health inequalities. This helps build trust and strengthen relationships and links in missing services to deliver targeted improvements to services in order to improve opportunities for increasing the health and wellbeing of all Shropshire residents.

Place plan partnerships utilise the strengths, capacity, and knowledge of all the partners involved, to develop actions and possible solutions. Our [Place Based JSNA web pages](#) demonstrate the local area profile with a data pack and emerging action plans for each area. The strength of this work is the recognition across the local authority and partner organisations that improving population health and reducing inequalities requires a combined effort across organisations and importantly with local people.

Each completed Place Based JSNA has triggered an action plan and activity to improve integration, partnership working and support for local people. The result of this work has included:

- The development of a Community Health and Wellbeing Hub in one of our most deprived communities, ensuring the sustainability of GP and broader health and wellbeing services to more than 5000 people. **Case study one.**
- The development of holistic Family and Community Hubs in partnership with Early Help, Adult Social Care, Primary Care Networks and Voluntary & Community Sector.
- Additional activities for children and young people in our most deprived areas. [See Place Based JSNA Action Plans](#)
- Work with our Muslim community and a local town council to develop an appropriate multi-cultural burial site.
- Project work to tackle smoking in pregnancy in our community with a 14% smoking at delivery rate.
- Better partnership working with NHS and Voluntary and Community Sector colleagues.
- Ludlow Community and Family Hub – **Case Study two**

- New Health and Wellbeing Group managed by the Oswestry Town Council, taking forward actions such as smoking in pregnancy, development of community hubs and more (**see Oswestry Action Plan**).
- Working with the Town Council in Whitchurch to develop social media communication on accessing pharmacy this winter.
- Support with data for the development of multidisciplinary teams working in Bishop's Castle.
- Support for the investment and development of community and family hubs in North Shrewsbury, including family stay and play, baby weighing, and investment in youth activities.

### 3.3 Case study one: Highley

In 2022 Highley, a small community in Southeast Shropshire, was the first area to test out our Place Plan JSNA approach. The approach has triggered a significant amount of partnership activity and improvement to services in Highley.

The combination of the JSNA, patient surveys and public meeting feedback highlighted local need ([Highley is the most effected Place Plan area in Shropshire by the Cost of Living Crisis](#)), and the importance of health and wellbeing within the Highley population.

The community was particularly concerned about the quality and availability of primary care services in the community.

From the perspective of the community, broader services, the GPs and Southeast Shropshire Primary Care Network, the development of a Health and Wellbeing Centre within a community facility at the heart of Highley, will address inequalities and wider needs.

The JSNA highlighted that these needs include children and young people (CYP) activities and mental health, adult mental health, maternal health and post-natal care, physiotherapy as well as more 'routine' GP services such as phlebotomy and wound care. These areas can be addressed through the GP service as well as through services provided by the Southeast Shropshire Primary Care Network and partner organisations, also providing a strong link to the broader community offer.

To respond to the JSNA a project group including the Primary Care Network (PCN) Clinical Director for the SE of Shropshire, the Shropshire, Telford & Wrekin Integrated Care Board (ICB), Halo Leisure (who operate Severn centre), the Highley Parish Council, Shropshire Council (including Public Health, Leisure, Children's Services), and Energize have been working collaboratively to develop a health and wellbeing hub with complimentary services in Highley. Working together, the following has happened:

- Recommissioning of GP services for Highley and surrounds
- Successful applications from 4 funding strands to retrofit the Highley Severn Centre to house the GP practice and create a Health and Wellbeing Centre
- Funding and implementation of additional activities for CYP
- Activity and organisation marketplace at the leisure centre
- Early Help development

### 3.4 Ludlow Community and Family Hub – Case Study two

Shropshire Public Health is leading an Integration Transformation Programme, and this programme is one way in which we will move towards achieving our aspirations for Shropshire residents living their best lives.

This exciting programme has begun to rollout across the county based on assessment of need and currently we have 4 integrated teams in operation, which have all been informed by the JSNA. The integrated teams consist of practitioners from right across the early help system for both children and adults with a focus on early intervention and prevention.

The team being developed in Ludlow builds on the experience and success of previous teams, and the introduction of the information from the Place Based JSNA, and therefore, we have been able to mobilise very quickly with both system partners and the community. Building on the JSNA, we have worked very closely with partners and the community leading us to co-design and develop a family and community wellbeing hub which will be open to the public from January 2024.

In January 2024, the Youth Centre, which is underutilised will become our first test and learn site for multi-disciplinary hubs in Shropshire, as part of the Shropshire Plan. The Southwest Primary Care Network will move into the Centre in January 2024, alongside CYP Early Help offer (including stay and play sessions, and other offers for CYP and families), Adult Social Care MDTs, and the Ludlow and Area Community Partnership – VCSE organisation. The vision is that by coming together, working in partnership and integrating where possible, we will provide an easy to access support offer for local people.

This work has seen improving outcomes for residents, and the family and community wellbeing hubs will see services and community initiatives being delivered in local towns and villages, with a focus on making it easier for local people to get the right service at the earliest opportunity to prevent escalation of need.

### **3.5 Additional actions that are being developed collaboratively following on from the JSNA in Ludlow:**

- Work with the Town Council to understand availability of burial sites for our Muslim Population (this is also happening in nearby Craven Arms as a result of this engagement work)
- Continued engagement with people and families in the Sandpits area of town (the most deprived area in Ludlow) to agree next steps for improved access to services.
- Evidence and support for the Ludlow Local Cycling and Walking Infrastructure Plan (LCWIP).
- Evidence and support for the development of the Shropshire Council Asset Management Plan for Ludlow.
- Evidence and support the broader Shropshire Council transformation programmes as part of the Shropshire Plan, delivering Healthy People Strategic aim.

The Place Plan data and profiles are supporting the development of integration and transformation work as part of the Shropshire Plan.

### **3.6 “Wave 1” priority Place Plan Areas**

All profiles for Highley, Oswestry, Bishop’s Castle and Whitchurch are now complete following engagement and stakeholder events. These are published on the Council website [JSNA Place Based Profiles](#) Following the local community stakeholder engagement events, an action plan for each area has been produced and are in the process of being implemented in partnership with system partners including community groups. The first and second profiles (Highley and Oswestry) have already been used by system partners to identify and address Health Inequalities in the South-East and North-West of the County.

### **3.7 “Wave 2” Place Plan Areas**

Shrewsbury Place Plan area profile is near completion. The place plan area has been divided into four zones: North East, Central and West, South and Surrounding ([Shropshire Maps](#)). This facilitates a deep dive into the specific areas of need in each zone as well as Shrewsbury overall. Following successful engagement and stakeholder events for North East, Central and West, South and Rural zones, the profiles and action plans are published. Partners are linked in and work on the Children and Young People’s actions are already underway in North East Shrewsbury.

The final Ludlow Profile and action plan are currently in production following a community stakeholder event on 24th November 2023. The aim is to publish Ludlow profile and action plan by the beginning of 2024. The production of profiles for Market Drayton, Wem and Albrighton are now underway, with active community engagement to hear the needs of these communities by means of the resident survey and targeted events. The stakeholder events will be held in the new year. In early 2024 the production of Church Stretton, Craven Arms, Cleobury Mortimer and Bridgnorth (TBC) profiles will commence.

Our ambition is to publish all 18 Place Plan Area profiles by Autumn 2024. This work is supporting the development of Community and Family Hubs, Local Care, and transformation plans across the Local Authority and partners. More work is needed to embed evaluation and data collection across service and transformation development.

Work is underway to develop and update the Place Plan Health and Wellbeing Index with Census 2021 data and further measures. We will report back to the Board with details of these as prototype products are created.

### **3.8 Web-Based Needs Assessment**

Substantial content has been added to WBNA. As well as the overview of key demographic data for Shropshire overall and (where available) its communities, several sections have been added taking a life-course approach focusing on particular cohorts and wider determinants of health. To date the following sections have been added:

People – population, ethnicity, life expectancy and population density.

Starting Right - conception, perinatal measures, and family environment/vulnerability at birth

School Years - educational attainment, provision, SEND, FSM

Adult Wellbeing - currently predominantly behavioural measures; obesity, physical activity, drug and alcohol

Ageing Well – Health checks, outcomes associated with older populations

IMD – Deprivation indices

Employment and Economy – Activity, occupations, qualifications, business health, earnings.

Quality of Life – Crime, measures of social fabric communities, franchise etc.

A cost of living dashboard is in development, and will be available for distribution in 2024. It will be distributed to the Health and Wellbeing Board and will be available through Shropshire Council web pages.

Further content and narrative sections are in the progress of being added, including updating data using the 2021 Census. Subsequent to these reports being developed and signed-off, the dashboard will be implemented into the Shropshire Council public facing webpage in a similar way to how traditional static reports have been published. This new way of presenting information will allow audience to explore and appropriate the information for their own uses beyond what traditional reporting allows. In addition, as part of developing these tools many of the underlying data retrieving has been automated, with the intention that the data that audience access in the web-based needs assessment is always the latest available independent of any need for manual updating.

### 3.9 Thematic Joint Strategic Needs Assessments

#### Pharmaceutical Needs Assessment (PNA)

The final PNA was published on 1<sup>st</sup> October 2022. Any substantial changes to the provision or need for pharmacy services will be brought to the Board and supplementary publications to reflect said changes considered.

#### Other ongoing and significant workstreams in the coming period

- Annual Public Health Report (APHR)- draft under review
- Children and Young People Needs Assessment (0-19s)- the survey and themes have been agreed and work has now resumed, with the aim to publish the 0-4s Early Years chapter by March 2023.

#### Summary of key milestones completed and forthcoming in Public Health Intelligence

October 2022 – Publication of Pharmaceutical Needs Assessment.

October 2022 – Profiling to support Dental Programme Targeting.

October 2022 – Alignment of WBNA and PBNA through initial high-level profile for Highley Place Plan

November 2022 – Refinement and initial publication of Web-Based Needs Assessment tool.

December 2022 – First stages of APHR initial development.

January 2023- Planning and commencement of the Comprehensive Children and Young’s People’s Needs Assessment

February 2023 – Autism strategy evidence review.

May 2023 - Publication of the Drug and Alcohol Needs Assessment

[\(\[Drug and Alcohol Needs Assessment \\(shropshire.gov.uk\\)\]\(https://www.shropshire.gov.uk\)\)](https://www.shropshire.gov.uk)

Summer 2023 - Ongoing refinement, data acquisition and analysis in relation to Place Plan indices for Place-Based Needs Assessments.

August 2024 – Publication of the Comprehensive Children and Young’s People’s Needs Assessment

Autumn 2024- Completion of all 18 Place Plan Area Profiles

#### Risk assessment and opportunities appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

A single, coordinated approach continues to be supported in the development of place-based profiles and needs assessments which in turn support place-based working. This will take time to develop and is intrinsically linked to the refresh of the HWB Strategy.

Therefore, this report seeks agreement to the approach and ongoing work programme in terms of the development of a coordinated evidence base for the whole system, delivered under the JSNA umbrella.

#### Financial implications

(Any financial implications of note)

No financial implications

#### Climate Change Appraisal as applicable

#### Where else has the paper been presented?

System Partnership Boards

Voluntary Sector

Other

**List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)**

**Place Plan JSNA's can be found on**

[Place-based Joint Strategic Needs Assessment | Shropshire Council](#)

**Cabinet Member (Portfolio Holder)** Portfolio holders can be found [here](#) or your organisational lead e.g., Exec lead or Non-Exec/Clinical Lead

Cllr Cecilia Motley – Portfolio Holder for Adult Social Care, Public Health & Communities

Rachel Robinson – Executive Director, Health, Wellbeing and Prevention

**Appendices**

(Please include as appropriate)