

Agenda Item 5

Crawley Health & Wellbeing

West Sussex Health and Wellbeing Board – 11th October 2018

www.crawley.gov.uk



Outline

- Crawley in Numbers
- Crawley Wellbeing
- Dementia Friendly Crawley
- The Way Forward
 - Initial Priorities
 - How can you help?



Crawley in Numbers

- 110,900 population
- 25% of (GVA) Gross Value Added is generated in Crawley with only 2% of the land in West Sussex
- 6th highest patents granted per 10,000 people in UK
- 6th highest UK employment rate
- 91,000 jobs with 30,000 jobs on Manor Royal
- 2nd highest UK weekly earnings
- 10th most productive place in UK
- 3,000 active businesses



A day in the life of Crawley.....on average



4.4 births

57% within marriage, younger age profile of mothers, low birthweight



2 deaths

Majority of deaths within hospital (high % than Eng and WSx)



-3.4 net internal

+2.4 net international

Growth in population both natural and via migration



24,000 net workers

43,000 workers in, 19,000 out



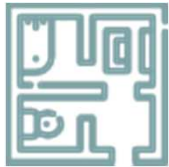
750+ planes

In and out of Gatwick



£80 / £65

Net male / female per day FT earnings (residence based)



6 new Housing Benefit

Claimants per day (Average Q1 17/18) wait for new claims 14 days.



2,055 households

Households on council housing waiting list

1.3

New home starts, completed in 2016/17

0.5



25 – 35? rough sleepers

Not easy to count. Broad estimate.



£825 per month in rent

Median rent

£27,000 deposit

for 90% mortgage on average house



880 litres

of alcohol sold per day in off trade sales



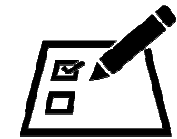
17,000 people

likely to smoke (1 in 5 adults).



80 – 90

Referrals by GPs to specialists



60 – 70

Referrals seen to specialists



5.4 admissions

Alcohol related hospital admissions (where alcohol primary or secondary code)



28,000 adults

Will not have walked for more than 10 minutes or cycled today (or any day this week!)



30 – 40 emergency admissions

Not all by ambulance!

Crawley in Numbers

- Crawley is placed 304 out of 324 authorities (**bottom quartile**) for **social mobility** - Social Mobility Index 2017

- Crawley is placed 319 out of 324 authorities (**bottom quartile**) for **educational performance** – Social Mobility Index 2017



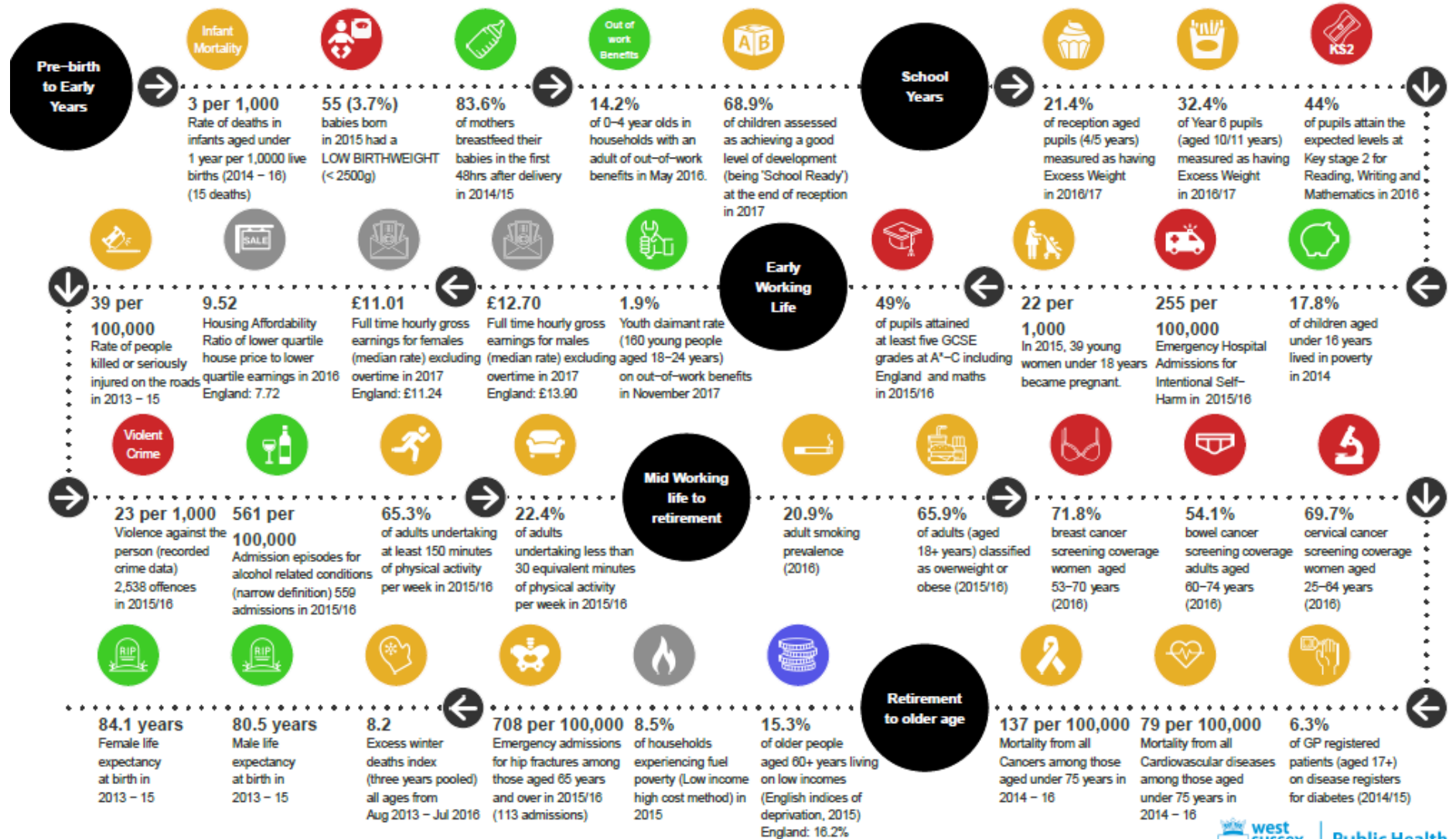
West Sussex Public Health Outcomes (Data correct as of January 2018)

Crawley

Note: At Lower Tier Authority Level some outcomes are based on small numbers / sample sizes

Some issues affect people of all ages, outcomes have been placed in the life stage where the impact may be greatest.

Data are shown for Crawley and are compared with England





Provide support and advice through the following programmes:-

- health MOTs, workplace health, weight management (WOW), physical exercise, falls prevention for older people, pre-diabetes, outdoor health and alcohol

Over the last year:-

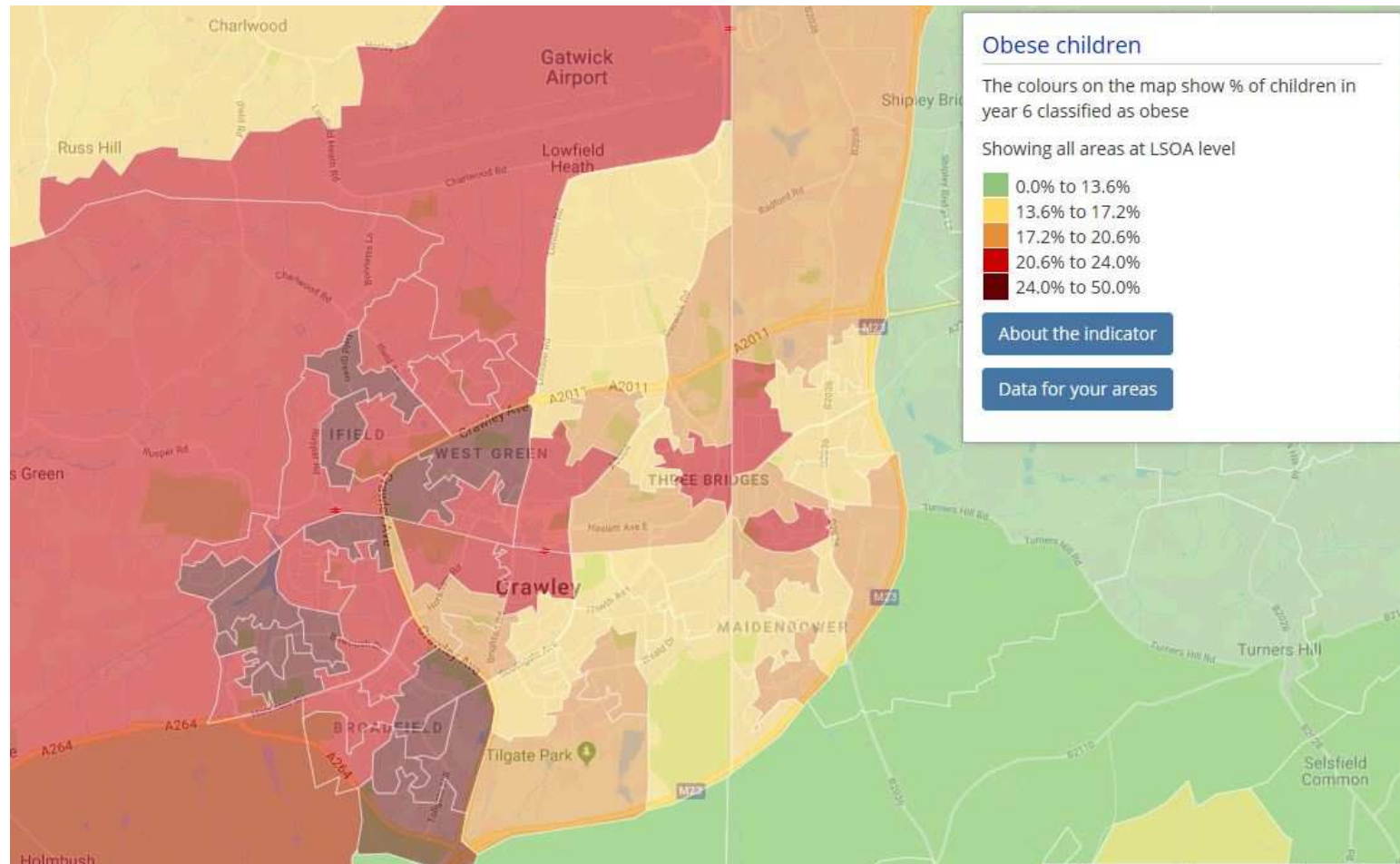
- 2,000 people accessed the service
- 585 people accessed the workplace health programme
- 90 community-based physical activity classes were held and attended by 247 individuals

crawley wellbeing

Over the last year:-

- 68 guided health walks were held
- Along with a wide variety of tailored sessions for people recovering from mental health issues
- 699 healthy body and mind classes for older people
- At 3 months follow up – 80% have maintained their activity levels and strength and balance
- Total weight loss for WOW participants 504kgs – equivalent to 1.8 fully grown grizzly bears

Obese children in Crawley



crawley wellbeing

The logo for 'Crawley Wellbeing' features the words 'crawley wellbeing' in a lowercase, green, cursive font. A thick orange line starts under the 'l' in 'wellbeing', curves upwards and then downwards to end under the 'g', forming a wide, shallow smile.

- New leisure contract provider 'Everyone Active' takes over K2 in November their aim to:-
 - encourage everyone they come into contact with to participate in at least 30 minutes of moderate physical activity 5 times a week.
 - increase participation by 40% within 5 years
 - Deliver specialist weight management classes for children and young people
- Everyone Active in partnership with Crawley Wellbeing Team we will be developing a targeted community outreach programme to increase physical activity

Gatwick Run a partnership between British Airways and Crawley BC



Crawley Social Prescribing – funded in partnership with Crawley BC and Crawley NHS CCG





Crawley, a town where the people living with dementia and their families are able to live well and are supported across the town to get the help they need to ensure everyday life, the pursuit of leisure and cultural activities are made easy

En by, hvor de mennesker, der lever med demens og deres familier er i stand til at leve godt og bliver støttet af byen for at få

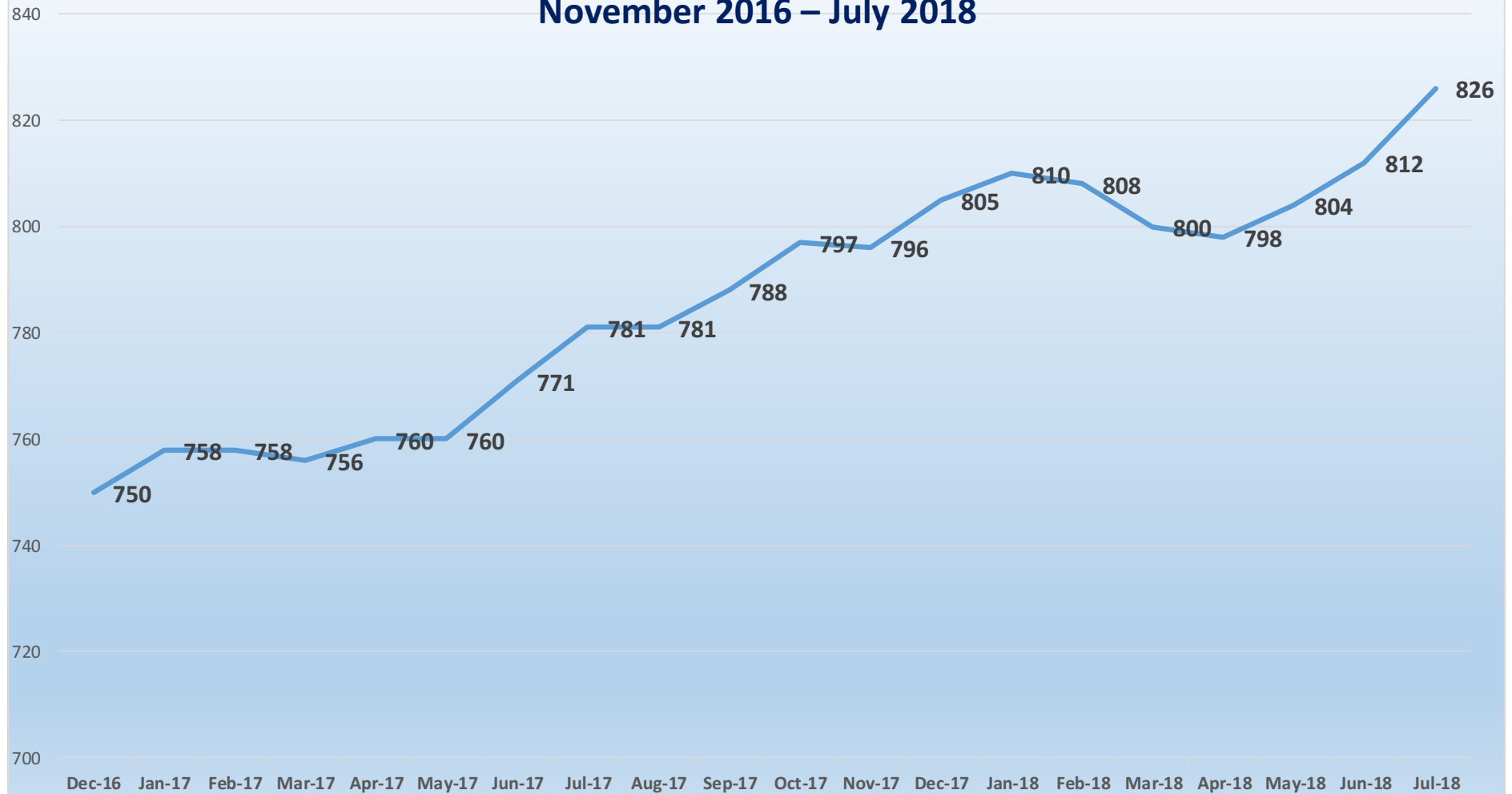
Den hjælp, de har brug for at have en sikker hverdag og udøvelse af fritids- og kultural er nemt

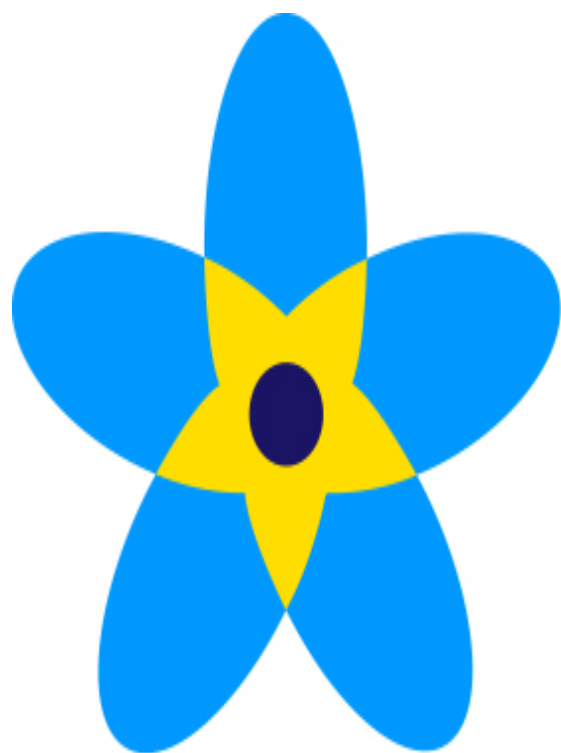
Challenges

- Ageing population with complex conditions
- Greater caring responsibilities placed on family and friends
- Unprecedented demands placed on public and voluntary sector services
- Stigma and Isolation
- Over 1200 people with dementia in our community, steady increase and predominantly women



Dementia Diagnosis in Crawley 65+ - ACTUAL November 2016 – July 2018





Dementia Friends

An Alzheimer's Society initiative

**RH10/11 over 2000 Dementia Friends*

Crawley Response



Crawley **MEN'S**
SHED

Quiet Hour
Every Saturday
9am - 10am



Morrisons
Since 1888

Please
call out
my stop. 



Wider determinants of health

- Educational attainment
- Affordable Housing
- Income & Employment
- Environments conducive to health



The way forward – *initial priorities*

- Healthy lifestyles - smoking, drinking, exercise and diet
- Mental health, Dementia and wellbeing - self harm
- Later years – falls, hip fractures, social isolation
- Inequalities, gap in life expectancy



The way forward – *how can you help?*

- Support the creation of an active, dynamic Crawley focused H&WB partnership
- Create a *health deal* for Crawley connecting all partners for example; The Wigan Model
- Allow our H&WB Team to work with young people, children and families
- Commit to partnership working as opposed to a contractual relationships



The way forward – *how can you help?*

- Focus on the local health priorities together
- Focus on the preventative agenda, low level impactful, activities
- Recognise differences – working town, educational attainment, social mobility, inequalities, gaps in life expectancy



Questions

