#### Agenda Item 5

## Crawley Health & Wellbeing

West Sussex Health and Wellbeing Board – 11<sup>th</sup> October 2018



### **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
- 6<sup>th</sup> highest patents granted per 10,000 people in UK
- 6<sup>th</sup> highest UK employment rate



- 91,000 jobs with 30,000 jobs on Manor Royal
- 2<sup>nd</sup> highest UK weekly earnings
- 10<sup>th</sup> 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





New home starts, completed in 2016/17



#### 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).



#### 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!)





60 - 70

Referrals by GPs Referrals seen to specialists



#### 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)

Crawlev

are based on small numbers / sample sizes

Note: At Lower Tier Authority Level some outcomes 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



Worse/ Lower

Not

Pre-birth to Early Years















21.4%

Excess Weight

in 2016/17





3 per 1.000 Rate of deaths in infants aged under 1 year per 1,0000 live births (2014 - 16) (15 deaths)

55 (3.7%) babies born in 2015 had a LOW BIRTHWEIGHT (< 2500g)

83.6% of mothers breastfeed their babies in the first 48hrs after delivery in 2014/15

14.2% of 0-4 year olds in households with an adult of out-of-work benefits in May 2016.

68.9% of children assessed as achieving a good level of development (being 'School Ready') at the end of reception in 2017



32.4% of reception aged pupils (4/5 years) measured as having in 2016/17

of Year 6 pupils (aged 10/11 years) measured as having Excess Weight

44% of pupils attain the expected levels at Key stage 2 for Reading, Writing and Mathematics in 2016 •





















39 per 100,000 Rate of people killed or seriously injured on the roads quartile earnings in 2016 in 2013 - 15

9.52 Housing Affordability Ratio of lower quartile house price to lower

England: 7.72

23 per 1,000 561 per

Violence against the

person (recorded

crime data)

in 2015/16

2,538 offences

£11.01 earnings for females overtime in 2017 England: £11.24

£12.70 Full time hourly gross Full time hourly gross earnings for males overtime in 2017 England: £13.90

1.9% Youth daimant rate (160 young people (median rate) excluding (median rate) excluding aged 18-24 years) on out-of-work benefits in November 2017

> Mid Working life to

retirement

Early Working Life

49% of pupils attained at least five GCSE grades at A\*-C including England and maths in 2015/16

22 per 1.000 In 2015, 39 young women under 18 years Admissions for became pregnant.

255 per 100,000 Emergency Hospital Intentional Self-Harm in 2015/16

17.8% of children aged under 16 years lived in poverty in 2014





100,000

Admission episodes for

(narrow definition) 559

admissions in 2015/16

alcohol related conditions



65.3%

of adults undertaking

at least 150 minutes

per week in 2015/16

of physical activity



22.4% of adults undertaking less than 30 equivalent minutes of physical activity per week in 2015/16



20.9% adult smoking prevalence (2016)



Retirement

65.9% of adults (aged 18+ years) classified as overweight or obese (2015/16)



71.8% breast cancer screening coverage women aged 53-70 years (2016)

₩ 54.1%

bowel cancer screening coverage screening coverage adults aged 60-74 years (2016)







708 per 100,000 8.5% Emergency admissions of households for hip fractures among those aged 65 years and over in 2015/16

to older age 15.3% of older people aged 60+ years living on low incomes (English indices of deprivation, 2015) England: 16.2%



137 per 100,000 79 per 100,000 Mortality from all Cancers among those aged under 75 years in 2014 - 16



2014 - 16

Mortality from all Cardiovascular diseases among those aged under 75 years in

6.3% of GP registered patients (aged 17+) on disease registers for diabetes (2014/15)





84.1 years Female life expectancy at birth in 2013 - 15

80.5 years Male life expectancy at birth in 2013 - 15

8.2 Excess winter deaths index (three years pooled) all ages from

Aug 2013 - Jul 2016 (113 admissions)

experiencing fuel poverty (Low income high cost method) in

http://jsna.westsussex.gov.uk

Infographic images designed by Freepik and OCHA from Flaticon



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:-

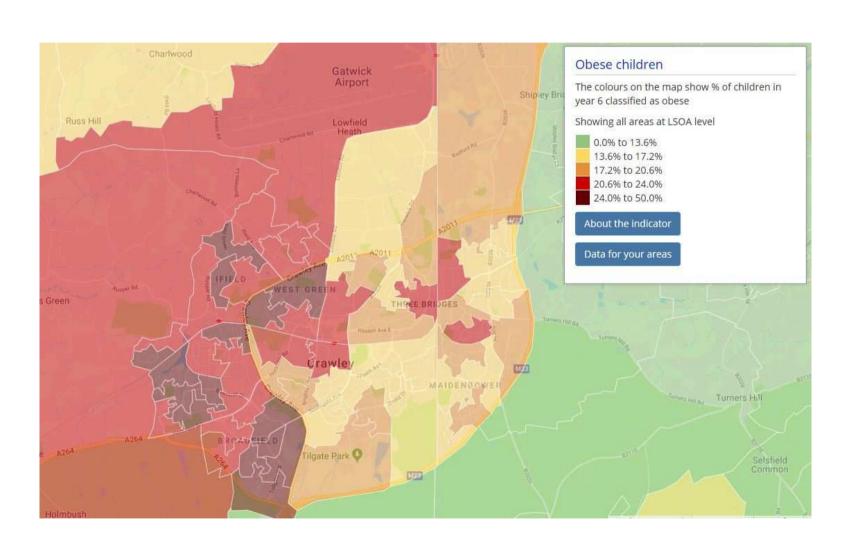
- 2,000 people accessed the service
- 585 people accessed the workplace health programme
- 90 community-based physical activity classes were held and attended by 247 individuals



#### 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**





- 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 bliverstøttet af byen for at få

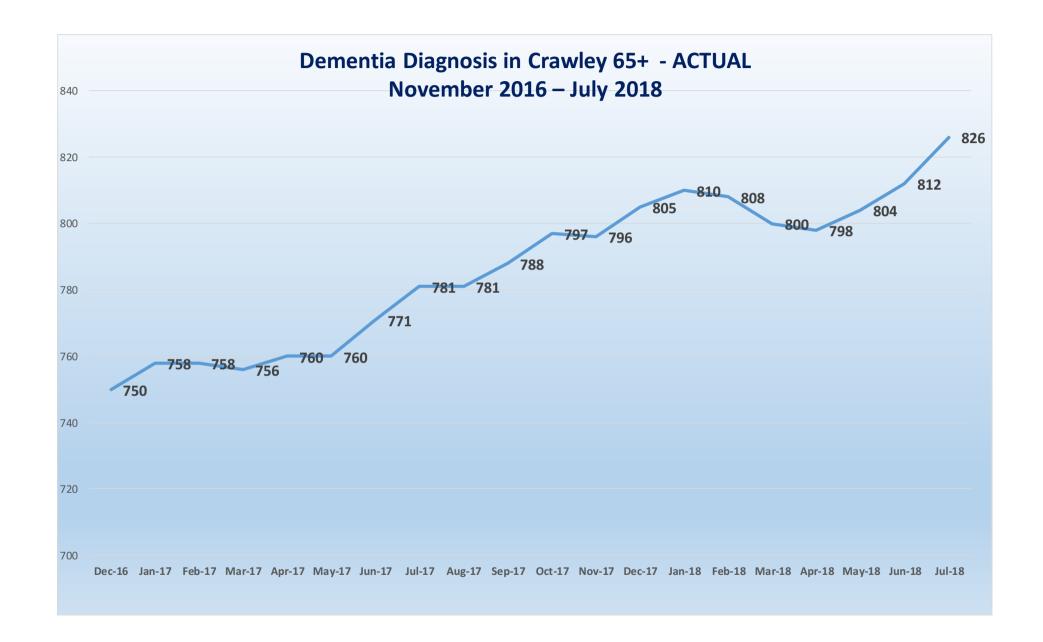
Den hjælp, de har brug for at have en sikker hverdag og udøvelse af fritids-og kultural er nemt



### 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







An Alzheimer's Society initiative

\*RH10/11 over 2000 Dementia Friends



### 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

