

# Understanding Herefordshire bulletin

Summer 2019

Welcome to the first of our newly renamed Understanding Herefordshire bulletins (replacing the Intelligence Unit bulletins). They're part of the new approach to Herefordshire's joint strategic needs assessment (JSNA, see below for details), designed to provide more regular updates of work that's going on to understand the needs of Herefordshire's people and places.

Co-ordinated by the council's Intelligence Unit, the bulletin is a place to share our work, what we have planned and resources that you might find useful. We aren't the only team who have relevant insights and information though, so we'd love to be able to include work that others are doing. Please get in touch if you have any questions, feedback or items to include next time: email [researchteam@herefordshire.gov.uk](mailto:researchteam@herefordshire.gov.uk) or call (26)1944.

## Latest intelligence

### Children's integrated needs assessment

The 2019 children's integrated needs assessment (ChINA) presents a broad range of information about children and young people living in Herefordshire. Recognising that much is already known, it focused on specific topics that were identified as requiring an improved understanding.

Some of the key findings to emerge from the ChINA are summarised below.

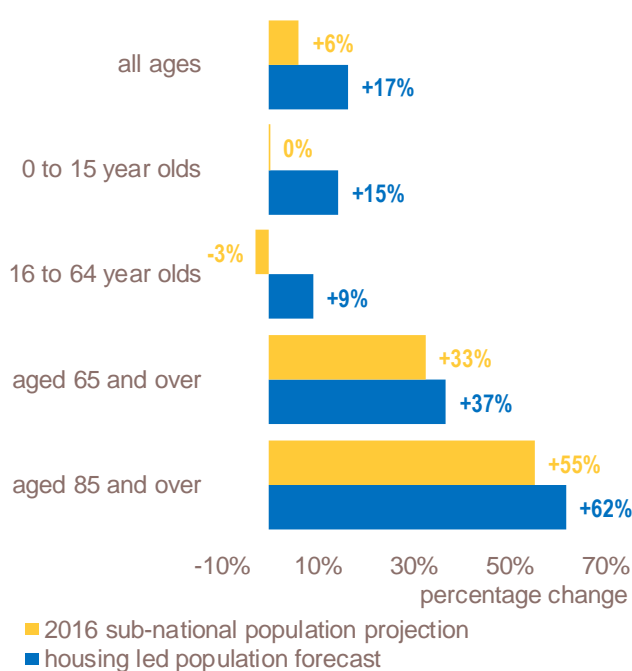
- The **mental well-being** of both children and their parents was an overarching factor across many of the topics considered, influencing a wide range of long-term outcomes for children and young people. Good mental health is a powerful protective factor in terms of ability to cope with adversity, highlighting a need to recognise and enhance mental well-being at the population and community level. There is the need to undertake research activities to improve understanding of local mental health needs.
- The ChINA revealed widespread evidence of inequalities faced by children living in the most **deprived** areas of the county. They are more likely to need social care intervention, special educational provision, to be admitted to hospital in an emergency, and to be obese. Furthermore, Herefordshire's poor **social mobility** rating indicates that those from a disadvantaged background find it particularly hard to get a good start in adult life. There are clearly opportunities for services from across the public sector, as well as community leaders, to make a difference to the life chances of children from disadvantaged backgrounds.
- Similar to nationally, in their first year at a Herefordshire primary school, almost one in four children are **overweight**: 400 children aged 4 to 5 across the county. While higher rates of obesity are seen in more deprived areas, the data highlights that childhood obesity is a countywide issue.
- The **oral health** of children in Herefordshire is consistently poor compared to the rest of England and has not changed significantly over the last ten years. This is covered in more detail in a separate oral health needs assessment (see later).



The summary of findings and overview report can be downloaded from the [Children's Integrated Needs Assessment](#) page of the Understanding Herefordshire website.

## Latest population estimates and new forecasts

- The latest population estimates show that Herefordshire's population had increased to 192,100 in mid-2018, with around 1,100 additional residents since mid-2017. The population of Herefordshire has grown by 10% since the turn of the century; this is a lower rate of growth than the 13% seen across England and Wales as a whole.
- Migration continues to be the sole driver of this population growth, there being fewer births than deaths in the county since the 1990s and net migration has been dominated by immigration since the expansion of the EU in 2004. However, net migration from elsewhere in the UK had increased over the last two years, with similar levels to those seen prior to the recession.
- Assuming that recent trends in births, deaths and migration were to continue it is estimated that the population of the county could increase to 201,200 by 2031 - 700 additional residents per year over the next 13 years. However, the rate of house building is expected to increase over the next few years with potentially 16,000 new homes being built between 2016 and 2031; as such, the population could increase to 221,000 by 2031 – 2,200 additional residents per year over the next 13 years.
- The county still has a relatively older age structure compared with nationally, with almost a quarter of the population aged 65 or over. The county also has higher proportions of older working age adults (mid-forties to the age of 64) but lower proportions of younger working age adults (from the age of 16 to mid-forties). Under-16s account for just under a fifth of residents in the county, a similar proportion as nationally.
- The number of people aged 65 and over is set to continue growing at a higher rate than the younger age groups, especially the population aged 85 and over, which is expected to almost double in 20 years. The direction of future trends in the numbers of children and working age people depend on future levels of house building activity (see chart right) - if recent trends in births, deaths and migration were to continue, the numbers of children and working age people are expected to decline; but could increase by as much as 15% and 9%, respectively, between 2016 to 2031 should the proposed trajectory of future house building materialise.



Projected and forecast percentage change in population by broad age group, 2016 to 2031. Source: Edge Analytics, February 2019



See the [Growing population](#) page of the Understanding Herefordshire website for more detail and the raw data.

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## New ward profiles

In May we published new profiles for each of the 53 wards in Herefordshire, and we have just updated them again with some new information about the quality of housing – so if you already have a copy for a particular ward we recommend downloading the latest version from the [facts and figures about local areas](#) page of our website.

The profiles include statistics for a wide range of topics grouped into three broad themes:

- People – including age profile, health and social care, employment, education
- Community & relationships – including ethnicity, household make-up, democratic participation
- Place – including homes, the environment, physical assets and facilities

They are intended to be a single source of useful information and statistics about an individual ward and the areas\* within it. Used with other knowledge and intelligence, they will help users' understanding of the community. Uses of this evidence include strategies, funding bids, business plans and school projects.

\* Lower super output areas (LSOAs) - statistical geographies of about 1,500 people.

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## Primary Care Network information packs

The Intelligence Unit is working with colleagues across One Herefordshire to develop information packs for the four primary care networks (PCN) i.e. Hereford City, North and West, South and West, and East which are based around GP practices. The packs incorporate a wide range of indicators of population health, including demographics and socio-economic figures as well as health and social care activity data and information about each of the network areas.

Information has been pooled from a variety of sources, the main ones being Office for National Statistics (ONS), Public Health England (PHE) and NHS Digital. The most recently available data is presented alongside historical trends where appropriate. Throughout, comparisons are made between the PCN and county/national/regional data.

The packs have been designed as a source of evidence for front-line service providers involved in setting priorities and planning services at a locality network level. However, they will be of interest to anyone involved in improving the health and well-being of Herefordshire's residents, patients, communities and places.

The work is being developed through the Integrated Information Group with input so far from Herefordshire Council, Wye Valley Trust, Herefordshire Clinical Commissioning Group and Taurus. Next steps are to identify information that could be fed in from other local organisations.



Please contact [Charlotte Worthy](#) or [Chris Nikitik](#) if you would like to know more.

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## Digital exclusion

Latest national data indicates that internet use continues to grow, with 91% of UK adults having recently used the internet and only 7.5% having never used it. Unsurprisingly, there is a marked difference by age: 99% of 16 to 44 year-olds are regular internet users, falling to 47% of those aged 75+

The proportion of Herefordshire adults not using the internet (in the previous three months or ever) has fallen from 20% in 2013 to 7% in 2019, and is similar to the West Midlands and the UK as a whole.

However, some groups are much more likely to experience digital exclusion. Nationally, although the gap is narrowing, disabled adults (18%) and people aged 75+ (47%) are still more likely to have never used the internet than the adult population as a whole (8%). A recent survey of Telecare service users (a technology service offering remote care for elderly and physically less able people) in Herefordshire (of whom there are over 1,500) found that 56% do not use the internet at home.



See the [digital exclusion](#) page of the Understanding Herefordshire website for more details, including links to the Office for National Statistics' source data.

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## Domestic violence and abuse

We've recently added a new page on [domestic violence and abuse](#) to the Understanding Herefordshire website. An estimated 3,800 women and 2,100 men aged 16-59 were victims of domestic violence and abuse in Herefordshire in 2016/17. It is also estimated that there are around 2,100 under 16s living in a household affected by domestic violence and abuse. In the same year, West Mercia Police recorded just over 3,000 victims of all ages and genders. This highlights how under-reporting of these crimes remains an issue. A recent [report](#) by the National Rural Crime Network has highlighted the problem of hidden domestic violence and abuse in rural communities.

## What else we've been working on

### A new approach to the JSNA: making Understanding Herefordshire everybody's business

Councils and clinical commissioning groups (CCGs) are required to produce joint strategic needs assessments (JSNAs) of the health and well-being needs of the population.

In previous years Herefordshire's JSNA has taken the form of a comprehensive annual report, which was time-consuming to produce, and the key messages changed little from year to year, but the statistics quickly became outdated.

This year, the health and well-being board agreed to move to a live JSNA: the Understanding Herefordshire website. It will mean we can focus more on particular topics as needed, whilst keeping the key facts and figures up-to-date as the data becomes available. Outputs which will make up the JSNA are:

- Three-yearly summary reports comprising a short, holistic narrative.
- These regular bulletins to share intelligence findings and activity, updates on new resources and data.
- Programme of topic-based and place-based needs assessments and thematic work (mix of one-offs and rolling updates).

An important part of the new approach is to make Understanding Herefordshire everybody's business, not just something that the intelligence unit or public health do. There is a wealth of intelligence work done across the council and its partners by subject matter experts who are best

placed to make sense of it. We're still considering the best way of gathering all of that in the future, but for now we're focusing on

- Engagement with producers / commissioners of intelligence to fill identified gaps in the evidence base
- Monthly Understanding Herefordshire forum for discussion of intelligence and evidence

If you have any suggestions or would like to be involved in developing content about a particular area, please get in touch at [researchteam@herefordshire.gov.uk](mailto:researchteam@herefordshire.gov.uk) or on (26)1944.

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## New Understanding Herefordshire website

Exploring the evidence base that underpins the JSNA is now a lot easier following the launch of our new 'Understanding Herefordshire' website. It provides a wide range of information about the county, its people and places, focussing on those factors that affect health and well-being in its widest sense. For example population profile, lifestyle choices, housing, the economy and the environment. You will see our new logo on the website and it will also start to appear on the reports and datasets we produce to support the JSNA.



The site also offers some new features, including 'quick facts' and 'latest news' pages. It also has an interactive map where you can quickly see headline statistics about local areas, and download more detailed area profiles.

We hope the website will be a useful resource, not only for service planning and commissioning, but for anyone completing funding bids, business plans, strategies, or school projects.

The website went live in May and is constantly evolving as new information and data becomes available and in response to users' feedback. So far, the feedback we have received has mostly been very positive and we would like to thank everyone for their comments and suggestions. It's not too late to let us know what you think – you can still complete the online survey on the website, or get in touch at [researchteam@herefordshire.gov.uk](mailto:researchteam@herefordshire.gov.uk), or on (26)1944.

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## Population health management

Population health management (PHM) is a relatively new NHS focus on improving the use of data in designing and delivering services to improve outcomes, reduce inequalities and address the wider determinants of health. It shares many characteristics with joint strategic needs assessment, and is fundamental to an integrated health and social care system. PHM includes:

- approaches to achieving better value from available resources
- the culture needed to support effective local action
- better use of analytical resources already in the system
- building sustainable infrastructure
- frameworks for decision-making
- seeing citizens as a source of insight
- the factors needed to translate information into insight, action and outcomes
- for measuring performance, finance metrics, implications and outcomes

The Herefordshire and Worcestershire Sustainable Transformation Partnership (STP) is taking part in a regional programme of PHM development, which includes training opportunities for analysts across the system. We're sharing this learning locally through the Integrated Information

Group, which is a developing network of analysts and data users from health and social care organisations. The aim of the group is to identify opportunities for collaboration and sharing of information to improve the health and well-being of Herefordshire.



Contact [Charlotte Worthy](#), Intelligence Unit team leader, for more information.

## Useful resources

As well as share the work of the Intelligence Unit and other teams, the bulletin is an opportunity to signpost to external resources that you might find useful in your work.

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### United Nations report on mental health

A recently published report on mental health from the United Nations makes recommendations for the prevention and management of mental well-being at a population level.

The report is critical of the widespread approach to the management of poor mental health - highlighting that common practice involves treating poor mental health from a purely medical perspective, while failing to **address the root causes** at a societal level.

Key recommendations from the report relate to:

- Recognising and promoting the protective effects of **social relationships** by; supporting families to ensure the development of healthy parent child relationships, fostering connections within communities, and creating opportunities for community participation (page 18).
- Tackling the social conditions that foster poor mental health such as **inequality, poverty and discrimination** (page 19).



Access the full report on the [United Nations website](#)

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### International migration and the tourism and health sectors

The Office for National Statistics (ONS) has recently published analysis of the contribution international migrants make to the UK's tourism and health sectors – both of which are big employers of non-British nationals.

Between 2016 and 2018 an average of 3.2 million people worked in **tourism** in the UK, with the industry having a higher proportion of non-British nationals (16%) compared to all other sectors (11%). Almost two-thirds of the non-British nationals who worked in tourism were EU nationals. There were also a higher proportion of non-British nationals who worked in the sub-sectors of 'Accommodation' and 'Food and drink'.

Around 1.9 million people were employed in **health care occupations** in the UK in 2018, with British nationals making up 88% of the workforce and non-British nationals making up 12% – 6% were EU nationals and 6% non-EU. The proportion of non-British nationals in the health care workforce has remained broadly stable since 2012, although it varies greatly around the UK.



Read the full details in a [blog](#) by the deputy director of ONS' Centre for International Migration.

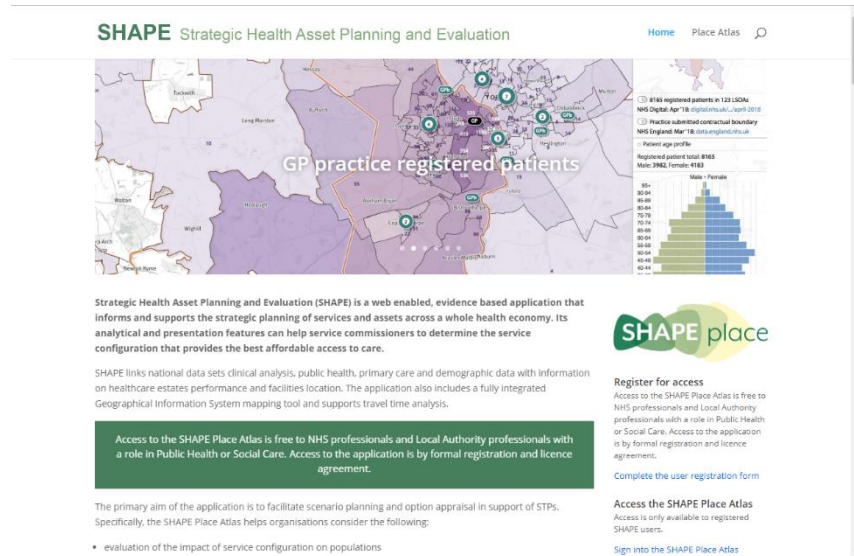
## SHAPE Place mapping tool

We've been learning from colleagues at Public Health England about their Strategic Health Asset Planning and Evaluation (SHAPE) website. SHAPE is an interactive web-based mapping tool.

This application has been designed to help organisations evaluate the impact changes to services might have on local people, and to identify where best to locate services to meet their needs.

SHAPE allows users to create bespoke maps, incorporating a range of information such as:

- Population information, for example age distribution.
- Journey times to key community facilities, for example GP practices.
- Information from the last census, for example ethnicity.
- Deprivation.
- Prevalence of different diseases, including for example dementia.
- Hospital admission data.



Access to the SHAPE 'Place Atlas' is free to NHS and Local Authority professionals with a role in Public Health or Social Care. Register at <https://shapeatlas.net/>

## Get involved

### Understanding Herefordshire forums

The Understanding Herefordshire forum is an informal monthly session hosted by the Intelligence Unit to share new research and information about the county's people and places. It's aimed at colleagues who have an interest in understanding our communities, whether you analyse data yourself or need to make sure that your service planning decisions are informed by evidence.

We've already run sessions on: key issues facing the county, mortality, the new Understanding Herefordshire website, the children's needs assessment, and population trends. The next forum, on Tuesday 24 September, will feature a presentation from BRE consultants on the modelling and analysis they have done on Herefordshire's housing stock.

Future sessions are planned on the forthcoming needs assessments on oral health and alcohol.



[See our page on the intranet for more details](#)

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## Armed Forces veterans' survey

Asking about veterans' experiences since leaving the Armed Forces, with the aim of improving the support provided locally. We are keen to hear from anyone who has served for at least one day at any time in any occupation in the Royal Navy, Army, or Royal Air Force (including Reservists and National Service personnel). The results of this survey will help to inform a detailed report on the needs of the Armed Forces Community in Herefordshire.



If you are a veteran, you can take part by going to the [Armed Forces events and news page](#) of the council website and clicking on the link to the survey. This survey will be closed on 7 October 2019

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## Public consultations

A reminder to council colleagues that all requests to undertake a formal public consultation should be logged via the [consultation logging form](#) on Sharepoint as early as possible so that we can work together to ensure it is meaningful and meets the council's legal responsibilities. There is [guidance](#) designed to help you think about what you need to do, which should be referred to when completing the form.

Live consultations are:

[Highway Network Management Plan survey](#) – the council is currently consulting on the Highway Network Management Plan, which sets out how it will manage the highway network in the most efficient manner. The consultation will be closed on 4 October 2019

[Review of polling districts](#) – this survey seeks feedback on the Returning Officer's proposals for the 2019 review of polling districts, polling places and polling stations. The consultation will be closed on 23 September 2019

## Coming soon

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### Health updates

We are in the process of refreshing the data in the Lifestyles and Health sections of our website. You will see new, up to date, data for topics such as [healthy weight](#), [physical activity](#), [sexual and reproductive health](#), [mental health \(and suicide\)](#), and [what people die of](#). More new data will continue to appear over the coming weeks.

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### Oral health needs assessment

Herefordshire Council has a responsibility for improving the oral health of both children and adults and reducing inequalities in oral health. To inform local priorities and action an oral health needs assessment has been undertaken which describes the standard of oral health of people living in Herefordshire and provides an overview of current local oral health care services.

The study highlighted that the standard of children's oral health in Herefordshire is poor, and is poorer than both the regional and national picture. For example, just under a third of five year olds locally experienced preventable tooth decay in 2016/2017, a figure which has remained broadly unchanged for the last 10 years.



Areas of good practice for preventing and addressing poor oral health in children and adults are evident across Herefordshire. Despite this, local challenges clearly exist in ensuring everyone has equitable access to dental care and preventative interventions for improving oral health.

To address these identified local issues and gaps, the needs assessment proposes 10 key recommendations, each of which have been informed by national policy and guidance. It is envisaged that future action and activity for improving oral health will be led by Herefordshire Council's Public Health Team and undertaken in collaboration with key local and regional organisations e.g. Healthwatch Herefordshire and Public Health England.



The report will be published shortly: for more information please contact [Emma Booth](#), Specialist Registrar in Public Health or [Chris Nikitik](#), Intelligence Analyst.

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## Alcohol needs assessment

Alcohol is a major contributor to preventable death. The forthcoming 2019 alcohol needs assessment looks at levels and patterns of consumption of alcohol in Herefordshire and its impacts and assesses current services and support systems that are in place both at the individual and system level.



For more information please contact [Rebecca Pickup](#), Specialist Registrar in Public Health or [Chris Nikitik](#).

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## Climate change and greenhouse gas emissions

Reflecting growing international concern about global warming and associated climate change, in March, Herefordshire Council declared a climate emergency, committing to more ambitious targets for reducing carbon dioxide emissions. In response to this initiative we are developing new content for our website to highlight the link between climate change and health and wellbeing - watch this space!

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## Indices of deprivation 2019

The Ministry of Housing, Communities and Local Government (MHCLG) have just announced that the Indices of Deprivation 2019 are provisionally scheduled for publication on 26 September. The indices, which were last updated in 2015, provide measures of a range of different types of deprivation for all lower super output areas (LSOAs) in England – 116 of which are in Herefordshire.

They are one of the most important datasets for understanding patterns of inequalities between different parts of the country and within the county. Communities often use the deprivation rankings directly to evidence their own needs and attract external funding. The overall index of multiple deprivation is also a useful way of grouping areas to analyse other datasets – for example to see whether health and well-being varies between more and less deprived areas.



The results will be published on the Government's [English indices of deprivation](#) webpage. We will share the headlines as soon as possible once they're published via Latest News on the Understanding Herefordshire website, to be followed by more detailed analysis in October /

November. In the meantime, you can view the existing analysis of local deprivation on the [Inequalities section](#) of the Understanding Herefordshire website.

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## **Assessing the economic impact of health and social care in Herefordshire and Worcestershire**

Herefordshire and Worcestershire Sustainable Transformation Partnership (STP) have recently commissioned a piece of work to assess the current economic impact of the health and social care on the wider local economy, and consider how that impact might be increased.

The rationale for this work is that public sector services rarely think of themselves as economic actors, but there is a growing sense of the contribution they can make to local growth. The NHS Long Term Plan seeks to support wider social goals, including through the concept of the NHS being an 'anchor institution' in local economies.

Decisions about the way public resources are allocated and service models configured have material socio-economic consequences beyond their impact on individual citizens. If these wider consequences are known and embraced in decision-making, there is potential to derive greater overall benefit from the investment of each public sector pound.

The work is expected to be complete by the end of the year, and will be shared as appropriate.