

Area Board Priority Setting and the Community Area Joint Strategic Needs Assessment Report

Community Area Joint Strategic Needs Assessment (CAJSNA) Overview

1. The CAJSNA brings together a wide range of indicators from various sources, and the analysis of these measures builds a picture of Wiltshire's 18 community areas. Indicators and their analysis are grouped and presented across 10 themes:
 - Population
 - Economy
 - Housing
 - Health
 - Environment
 - Communities
 - Cost of Living
 - Safety
 - Older People
 - Children
2. The CAJSNA builds on the key themes which emerged from the overall Health and Wellbeing JSNA in 2022. It highlights children and young people, cost of living, mental health and emotional wellbeing and older people. A bespoke infographic pack, presenting the key indicators surrounding these themes has been developed for each of the 18 community areas.
3. Other indicators, enabling comparison between community areas, are presented via tables, charts and explained via narratives. Demographic data for the 18 community areas has been made available via an accessible, interactive dashboard.
4. The CAJSNA enables the local Area Boards and partner organisations to make informed decisions on the allocation and focus of their resources. It aims to improve local understanding of need in order to better address health inequalities and empower voluntary and statutory organisations to support our residents to lead full, health and enriched lives.
5. The full data sources for the 2024 Community Area Joint Strategic Needs Assessment is accessible here at [Wiltshire Intelligence](#).

6. Key findings from Salisbury Community Area JSNA – comparatively high rates of

- Self harm
- Diagnosed depression
- U18s Substance Misuse
- U18 Knife Crime
- Youth Unemployment
- Missing Persons
- Deprivation
- 50+ Disability
- Disability employment gap
- SEND
- Falls
- Dementia
- Ageing
- Obesity/overweight in age 10 and 11
- Poor or very poor mental health
- Coronary Heart Disease
- ASB
- Violence against women and girls
- Empty business units
- U16s in low income family
- Fly tipping
- Flooding
- Poor air quality

Also - low number of scootabilty and walk safe schemes

7. Engagement consultation and responses

To accompany the release of the CAJSNA, an online survey was developed and promoted between 12th February 2024 and 5th May 2024. The response for the Salisbury community area was as follows at appendix 1

Additional to the survey, the CAJSNA data was discussed at the following (see appendix 2 for feedback)

- Safer & Supportive Salisbury Group
- Silver Salisbury Group
- Community Services Committee Meeting (April) Salisbury City Council
- Friary Youth Club
- Harnham Community Network
- Wiltshire Creative Youth Ambassadors
- Salisbury Residents & Partners Panel (22nd May)

8. Area Board priorities

Following the CAJSNA data, consultation responses and evidence presented within the Area Board Impact Report for 2023/24, the Area Board is asked to consider whether any adjustment is required to the priorities for 2024/25. Current Area Board priorities include:

- youth engagement, employment and positive activity opportunities
- addressing climate change
- supporting positive mental health and wellbeing
- supporting under represented groups
- improving transport and access

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Appendix 1 – summary of survey findings

Wiltshire Council Community Area JSNA Survey, 2024:

What is it like to live in Wiltshire in 2024? Share your thoughts and help shape the future.

We bring the latest data on life in Wiltshire into a report called the Community Area Joint Strategic Needs Assessment (CAJSNA). This brings together information on a number of key themes including our population, health, housing, safety and the environment in order to help inform local decision making.

We are asking people to complete this short survey to give your thoughts on what's really important to you and your local area. This data will be shared with council leaders and key partners alongside the CAJSNA data to provide a full picture.

Before taking the survey, you may wish to have a look at the data contained in the Community Area Joint Strategic Needs Assessment which can be accessed here:

<https://www.wiltshireintelligence.org.uk/cajsna>

Q1 Please tell us your post code (this will not be used to identify you in any way):

| Community Area | Responses (out of 2,690) | Proportion |
|----------------------|--------------------------|------------|
| Salisbury Area Board | 182 | 6.8% |

Q2 Please tell us your age:

| Age | Responses (out of 182) | Proportion |
|-----------|------------------------|------------|
| Under 16 | 7 | 3.8% |
| 16-24 | 1 | 0.5% |
| 25-34 | 3 | 1.6% |
| 35-44 | 26 | 14.3% |
| 45-54 | 25 | 13.7% |
| 55-65 | 44 | 24.2% |
| 65+ years | 76 | 41.8% |

Q3 From the list of themes below, please select your 1st, 2nd and 3rd choices in order of importance (1st choice being most important to you).

| | Health | Environment | Community | Children & Young People | Cost of Living | Housing | Safety | Economy | Older People |
|------------|--------|-------------|-----------|-------------------------|----------------|---------|--------|---------|--------------|
| 1st Choice | 79 | 36 | 9 | 13 | 11 | 12 | 8 | 8 | 6 |
| 2nd Choice | 24 | 35 | 25 | 21 | 20 | 16 | 17 | 19 | 4 |
| 3rd Choice | 19 | 18 | 25 | 19 | 21 | 13 | 23 | 17 | 26 |
| Score* | 304 | 196 | 102 | 100 | 94 | 81 | 81 | 79 | 52 |

(*where 1st choice = 3 points; 2nd choice= 2 points; 3rd choice = 1 point. Not chosen = 0)

Q4 You've chosen **health** as one of your top three choices. From the list of issues concerning the county's health, please tell us the three most important ones to you that you'd like to see Wiltshire Council take action on:

| Issue: | Responses | Proportion |
|---------------------------------------|-----------|------------|
| Support for keeping physically active | 98 | 80.3% |
| Mental health support | 78 | 63.9% |
| Support for "Living longer better" | 74 | 60.7% |
| Care for those living with Dementia | 59 | 48.4% |
| Tackling levels of obesity | 31 | 25.4% |

Q5 You've chosen **housing** as one of your top three choices. From the list of issues concerning the county's housing, please tell us the three most important ones to you that you'd like to see Wiltshire Council take action on:

| Issue: | Responses | Proportion |
|---|-----------|------------|
| Preventing homelessness | 29 | 70.7% |
| Addressing rising house prices / affordability | 26 | 63.4% |
| Supporting homes for younger people / new families | 23 | 56.1% |
| Reducing the number of empty homes in my community | 21 | 51.2% |
| Addressing the number of second homes within my community | 11 | 26.8% |
| Tackling fuel poverty in my community | 6 | 14.6% |

Q6 You've chosen **economy** as one of your top three choices. From the list of issues concerning the county's economy, please tell us the three most important ones to you that you'd like to see Wiltshire Council take action on:

| Issue: | Responses | Proportion |
|--|-----------|------------|
| Addressing empty businesses / shops in my community | 39 | 88.6% |
| Supporting the right balance of jobs within my community | 27 | 61.4% |
| Addressing low education / skills within my community | 22 | 50.0% |
| Tackling unemployment overall | 16 | 36.4% |
| Tackling unemployment amongst young people | 16 | 36.4% |

Q7 You've chosen **environment** as one of your top three choices. From the list of issues concerning the county's environment, please tell us the three most important ones to you that you'd like to see Wiltshire Council take action on:

| Issue: | Responses | Proportion |
|--|-----------|------------|
| Supporting Public Transport services | 45 | 50.6% |
| Support for increasing biodiversity | 42 | 47.2% |
| Supporting / improving Active Travel | 39 | 43.8% |
| Improving the quality of landscapes (nature reserves & other designations) | 36 | 40.4% |
| Tackling poor air quality within my community | 26 | 29.2% |
| Tackling fly tipping | 25 | 28.1% |
| Reducing emissions | 25 | 28.1% |
| Addressing flooding in my community | 17 | 19.1% |

Q8 You've chosen **communities** as one of your top three choices. From the list of issues concerning the county's communities, please tell us the three most important ones to you that you'd like to see Wiltshire Council take action on:

| Issue: | Responses | Proportion |
|--|-----------|------------|
| Supporting the quality of open spaces, community gardens and playing fields in my area | 50 | 84.7% |
| Improving the range of community groups and activities in my community | 45 | 76.3% |
| Improving cultural assets and performances / opportunities | 37 | 62.7% |
| Improving facilities at my library | 19 | 32.2% |
| Improving facilities at my Wiltshire Council leisure centre | 16 | 27.1% |

Q9 You've chosen **safety** as one of your top three choices. From the list of issues concerning the county's safety, please tell us the three most important ones to you that you'd like to see Wiltshire Council take action on:

| Issue: | Responses | Proportion |
|--|-----------|------------|
| Tackling anti social behaviour in my area | 31 | 64.6% |
| Reducing the level of crime in my community | 28 | 58.3% |
| Reducing speeding within my community | 19 | 39.6% |
| Tackling anti social behaviour by young people | 19 | 39.6% |
| Tackling the number of road traffic collisions in my community | 15 | 31.3% |
| Addressing drug crime within my area | 15 | 31.3% |
| Addressing the amount of hate crime in my area | 1 | 2.1% |

Q10 You've chosen **cost of living** as one of your top three choices. From the list of issues concerning the cost of living within the county, please tell us the three most important ones to you that you'd like to see Wiltshire Council take action on:

| Issue: | Responses | Proportion |
|--|-----------|------------|
| Supporting households living on low incomes | 37 | 71.2% |
| Support for children living in low-income families | 30 | 57.7% |
| Support for housing and/or rent affordability | 22 | 42.3% |
| Support for foodbanks | 21 | 40.4% |
| Tackling fuel poverty | 20 | 38.5% |
| Providing debt / financial advice | 9 | 17.3% |

Q11 You've chosen **children and young people** as one of your top three choices. From the list of issues concerning the county's children and young people, please tell us the three most important ones to you that you'd like to see Wiltshire Council take action on:

| Issue: | Responses | Proportion |
|--|-----------|------------|
| Improving activities for children and young people | 34 | 64.2% |
| Supporting young people's mental health | 33 | 62.3% |
| Support for children with Special Educational Needs or Disabilities (SEND) | 24 | 45.3% |
| Improving children's and young people's health (including obesity) | 14 | 26.4% |
| Support for children claiming free school meals | 12 | 22.6% |
| Improving school attainment | 11 | 20.8% |
| Support for young people who are not in employment, education or training (NEET) | 9 | 17.0% |
| Supporting young carers in my community | 8 | 15.1% |

Q12 You've chosen **older people** as one of your top three choices. From the list of issues concerning the county's older people, please tell us the three most important ones to you that you'd like to see Wiltshire Council take action on:

| Issue: | Responses | Proportion |
|--|-----------|------------|
| Support for (unpaid) carers | 25 | 69.4% |
| Supporting the general health of older people | 24 | 66.7% |
| Preventing social isolation and loneliness | 21 | 58.3% |
| Support for people living with dementia (and their carers) | 18 | 50.0% |
| Preventing falls amongst older people | 12 | 33.3% |

Appendix 2

Feedback from the following :

- Safer & Supportive Salisbury Group
 - a) The group included a range of local organisations with extensive knowledge and expertise working with older and vulnerable people in the community
 - b) The main concern with the ageing population in the city is to ensure older and vulnerable adults are not overlooked
 - c) There is a significantly high number of residents living with a disability in Salisbury who need additional support, specifically in terms of access around the city for all ages
 - d) The group highlighted more support is needed for those residents living with dementia and their carers

- Silver Salisbury Group
 - a) We need more support to keep physically and mentally active to prevent social isolation and loneliness
 - b) Many of the older residents either care or cared for someone living with dementia or know someone that does. More support is needed for residents and their carers.
 - c) Further support is needed for positive mental health for older residents, but many highlighted the need for additional support for young people too
 - d) A key concern raised is the extremely long wait times for GP/hospital appointments

- Community Services Committee Meeting (April) Salisbury City Council
 - (a) Grateful for the opportunity to comment and input
 - (b) The long list of issues to tackle seem daunting
 - (c) Stark to see the high number of households living in deprivation
 - (d) Keen to ensure city council work takes carefully into account data from the JSNA
 - (e) Encouraged by the wide range of community and partnership work which already takes place in the city in response to these issues, and of the strong links between the City Council community development team and Wiltshire Council's engagement and partnership team

- Friary Youth Club

- a) The young people would like more free access to local activities and hangout spaces to play pool/chat with friends
- b) Bigger and better slides and swings for older children in the play parks, suitable for secondary age children
- c) Cameras needed in the Friary and more police presence, as residents feel unsafe to walk, especially at night time
- d) Drugs were highlighted as a major issue on the estate
- e) Further counselling support for young people, mums and families, especially one-to-one support is needed

- Harnham Community Network

- a) We need more initiatives are needed to meet the growing demand for mental health support
- b) We need better links/access to open green space and bigger parks for families and young people living in new estates, e.g. east Harnham
- c) More targeted help is needed for people living in social deprivation, without fear of judgement and stigma

- Wiltshire Creative Youth Ambassadors

- a) More regular buses are needed and bus drivers who accept larger amounts of money
- b) More places to go after school where they don't need to buy something and feel safe
- c) A regular range of projects, career development and paid opportunities for young people
- d) It would be great to have a central place for what's happening in the city

- Salisbury Residents & Partners Panel (22nd May) – see overleaf

Key Insight Gathered

1. The Area Board Priority Themes seem still relevant
2. A climate change themed engagement would be good to achieve soon
3. Key task is to help already active partners and groups extend their programme of activity and deepen their impact
4. Great to have a family / community themed event delivered in each of the community area's 8 wards
5. Let's audit / celebrate all the amazing work already going on and attempt to extend/promulgate the key strengths/success models
6. Exercise pill would help many of the key issues flagged in the JSNA – a key priority theme needs to be active travel and exercise, including for people with disabilities
7. Making the city more safe to travel sustainably in, whether cycling, walking etc is very important and will help many people physically and mentally
8. Mental health challenges dominantly stand out for many working in the community in Salisbury, where so many simply feel unsafe to go about their every day life, lacking confidence, self-worth, weighed down by financial and other stressors, inevitably presenting as one of the key issues from the JSNA, whether that be self harm, depression, heart disease, childhood obesity etc
9. Health screening stops at 74, yet so many living longer now – shouldn't this be reviewed, or at the least shouldn't the public be better informed of the option to opt-in for health screening after 74?
10. There is a significant gap in support and service provision for people living with dementia in the mid to late stages of severity. Whilst there is success in helping, via a range of community led initiatives those in the early stages, much more support is needed from statutory services especially for the mid/late stages
11. Can we encourage more of the leisure and sport focused initiatives previously run, like club 1 and subsidised youth gym schemes, along with other health initiatives which may currently run but are needed to be scaled up to meet more of the demand?
12. Could community clean up days be organised to help with the fly-tipping issue, especially on estates such as Bemerton Heath, where community skips are positioned and a social cohesion event is organised?
13. Could safe storage of bikes in and around Salisbury be considered a priority action, as part of the effort to encourage more cycling?
14. How can we work better with statutory services to be smarter and spotting where value can best be added/prioritised from a community led perspective?
15. Self harm and depression are stand out concerns – these too can be assisted by encouraging/supporting people to be more physically active
16. Encouraging more ways to help people walk / scoot/ cycle to work and school is very important, alongside associate initiatives like bike maintenance or community bike hire schemes

17. Understanding better what is being done to tackle the high thresholds and backlog of referrals/help from CAMHs is important
18. More programmes for early intervention are also key in responding to many of the issues in the JSNA
19. How can we influence more statutory services to be more joined up/present in community led work?
20. Open access youth support is a massive gap hindering progress against many of the JSNA issues

In conclusion – the top priorities from the Panel

- a) Celebrating/renewing our approach to localism (at ward/neighbourhood level) and the many simple, practical benefits it offers residents – whilst simultaneously challenging statutory services to be more present and engaged in this work so that the mutual benefits of both approaches and the true value of collaboration, and co-production can be realised/enriched
- b) Facilitating/leading/delivering active travel, exercise and leisure opportunities – as a main benefit to many of the JSNA key issues, for physical and mental health, reducing demands on the health services, helping with inclusion at all levels, addressing loneliness and isolation.
- c) Renew efforts to focus on a range of frailties, including dementia, disability and SEND, again challenging statutory services to be more connected into the local community led work
- d) Tackling financial stress mindful of the impact this can have on residents physically and mentally, impacting on all ages
- e) Renewing efforts to focus on mental health, including self harm and depression, including in this a drive to increase the number of community connector/buddy roles that help residents out from their positions of retreat to connect with what already is on offer by way of positive activities in the city
- f) Continuing to work on youth engagement and positive activities, but renewing efforts around open access youth work