

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

## 1. Community Area Joint Strategic Needs Assessment (CAJSNA) Overview

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

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.

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.

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.

The full data sources for the 2024 Community Area Joint Strategic Needs Assessment is accessible here at [Wiltshire Intelligence](#).

## 2. Key findings from Chippenham Community Area – comparatively higher rates of:

- Low educational attainment for pupils in disadvantage
- Self harm
- CAMHS referrals
- Youth unemployment
- Food insecurity
- ASB
- Hospital admissions for falls

## References

[CAJSNA 2024 - Children and Young People Wiltshire Intelligence](#)

- % of children aged 4 – 18 who receive free school meals (1 is highest) - Data 2023 (8)
- % of disadvantaged pupils achieving grade 5 or above in both English and Maths – (1 is highest) Data 2023 (14)
- % of hospital admissions as a result of intentional self harm - Data 2018/19 (5)
- CAMHS - Number of referrals from each community area - Data 2023 (2)
- % of children living in low income families - Data 2021/22 (9)
- Young unpaid carers (per 1,000 under 16 year olds) - Data 2021 (9)
- Youth unemployment - % of 16-24 year olds economically active and unemployed - 2021 data (6)
- % of under 18's involved in knife crime - Data 2018-22 (8)  
[CAJSNA 2024 - Cost of living Wiltshire Intelligence](#)
- % of LSOA's that face highest 20% in England risk of food insecurity - data – 2022 (4)
- % of LSOA's that face highest 20% - 40% in England risk of food insecurity - data – 2022 (6)
- % of households deprived in 2 or more dimensions - Data 2021 (9)  
[CAJSNA 2024 - Crime and Safety Wiltshire Intelligence](#)
- % of ASB offences per person reported - Data 2018 to 2022 (3)  
[CAJSNA 2024 - Older persons Wiltshire Intelligence](#)
- % Persons aged 65 and over hospital admissions for falls (5)

### 3. Engagement consultation and responses

To accompany the release of the CAJSNA, an online survey was developed and promoted between 12<sup>th</sup> February 2024 and 5<sup>th</sup> May 2024. The response for the Chippenham community area was as follows with survey findings attached at Appendix 1.

Community Area	Responses (out of 2,690)	Proportion
Chippenham Area Board	195	7.2%

Additional to the survey, the CAJSNA data was discussed at the following meetings:

- Area Board co-ordinating meeting 28 February
- Chippenham Health and Wellbeing meeting 6 March
- Chippenham Local Youth Network 19 March

### 4. 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 and positive activity opportunities
- addressing climate change
- supporting positive mental health and wellbeing and reducing social isolation
- supporting the local economy and cost of living crisis
- reducing anti-social behaviour

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## Appendix 1

### 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
Chippenham Area Board	195	7.2%

#### Q2 Please tell us your age:

Age	Responses (out of 195)	Proportion
Under 16	1	0.5%
16-24	1	0.5%
25-34	11	5.6%
35-44	23	11.8%
45-54	49	25.1%
55-65	52	26.7%
65+ years	58	29.7%

#### 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	Cost of Living	Children & Young People	Safety	Community	Housing	Economy	Older People
1st Choice	62	55	13	14	15	5	15	9	6
2nd Choice	37	37	28	20	17	26	8	12	10

3rd Choice	39	30	22	17	18	23	16	16	14
Score*	299	269	117	99	97	90	77	67	52

(\*where 1<sup>st</sup> choice = 3 points; 2<sup>nd</sup> choice= 2 points; 3<sup>rd</sup> 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
Mental health support	102	73.9%
Support for "Living longer better"	89	64.5%
Support for keeping physically active	85	61.6%
Care for those living with Dementia	63	45.7%
Tackling levels of obesity	37	26.8%

**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
Addressing rising house prices / affordability	34	87.2%
Preventing homelessness	31	79.5%
Supporting homes for younger people / new families	23	59.0%
Addressing the number of second homes within my community	8	20.5%
Reducing the number of empty homes in my community	7	17.9%
Tackling fuel poverty in my community	5	12.8%

**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	29	78.4%
Addressing low education / skills within my community	19	51.4%
Tackling unemployment overall	17	45.9%
Supporting the right balance of jobs within my community	16	43.2%
Tackling unemployment amongst young people	13	35.1%

**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
Support for increasing biodiversity	66	54.1%
Improving the quality of landscapes (nature reserves & other designations)	63	51.6%
Supporting Public Transport services	53	43.4%
Tackling fly tipping	38	31.1%
Supporting / improving Active Travel	36	29.5%
Reducing emissions	35	28.7%
Addressing flooding in my community	34	27.9%
Tackling poor air quality within my community	26	21.3%

**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	46	85.2%
Improving the range of community groups and activities in my community	41	75.9%
Improving cultural assets and performances / opportunities	27	50.0%
Improving facilities at my Wiltshire Council leisure centre	25	46.3%
Improving facilities at my library	10	18.5%

**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
Reducing the level of crime in my community	32	64.0%
Reducing speeding within my community	26	52.0%
Tackling anti social behaviour in my area	24	48.0%
Tackling anti social behaviour by young people	19	38.0%
Addressing drug crime within my area	16	32.0%
Tackling the number of road traffic collisions in my community	13	26.0%
Addressing the amount of hate crime in my area	2	4.0%

**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	43	68.3%
Support for children living in low-income families	38	60.3%
Support for housing and/or rent affordability	36	57.1%
Tackling fuel poverty	28	44.4%
Providing debt / financial advice	20	31.7%
Support for foodbanks	16	25.4%

**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
Support for children with Special Educational Needs or Disabilities (SEND)	31	60.8%
Improving activities for children and young people	31	60.8%
Supporting young people's mental health	29	56.9%
Support for young people who are not in employment, education or training (NEET)	18	35.3%
Improving school attainment	12	23.5%
Improving children's and young people's health (including obesity)	10	19.6%
Support for children claiming free school meals	8	15.7%
Supporting young carers in my community	8	15.7%

**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
Supporting the general health of older people	23	76.7%
Preventing social isolation and loneliness	21	70.0%
Support for (unpaid) carers	12	40.0%
Support for people living with dementia (and their carers)	12	40.0%
Preventing falls amongst older people	11	36.7%

