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 Corsham Community Area – comparatively higher rates of:**

    - Children with SEND support
    - Educational attainment for pupils in disadvantage
    - School absenteeism
    - Self Harm
    - Households in fuel poverty
    - Patients registered with GP with Dementia
    - Persons over 65 hospital admissions for falls
    - Biggest % population increase for over 65s

References

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

[CAJSNA 2024 - Cost of living Wiltshire Intelligence](#)

[CAJSNA 2024 - Older persons Wiltshire Intelligence](#)

3. 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 Chippenham community area was as follows with survey findings attached at Appendix 1.

Community Area	Responses (out of 2,690)	Proportion
Chippenham Area Board	155	5.8%

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

- Area Board co-ordinating meetings March and May
- Corsham Health and Wellbeing meeting 26 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

- promoting wellbeing and reducing social isolation in older and vulnerable people

- supporting the local economy

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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 of respondents
Corsham Area Board	155	5.8%

Q2 Please tell us your age:

Age	Responses (out of 155)	Proportion of respondents
Under 16	11	7.1%
16-24	0	0.0%
25-34	7	4.5%
35-44	17	11.0%
45-54	23	14.8%
55-65	52	33.5%
65+ years	45	29.0%

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	Safety	Children & Young People	Housing	Community	Economy	Older People
1st Choice	66	21	20	8	12	11	7	8	2
2nd Choice	29	26	10	25	14	18	14	9	10
3rd Choice	23	28	15	13	18	11	20	11	15
Score*	279	143	95	87	82	80	69	53	41

(*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
Mental health support	77	65.3%
Support for keeping physically active	67	56.8%
Support for "Living longer better"	67	56.8%
Care for those living with Dementia	53	44.9%
Tackling levels of obesity	36	30.5%

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	25	62.5%
Supporting homes for younger people / new families	24	60.0%
Reducing the number of empty homes in my community	18	45.0%
Preventing homelessness	13	32.5%
Addressing the number of second homes within my community	9	22.5%
Tackling fuel poverty in my community	7	17.5%

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 low education / skills within my community	17	60.7%
Addressing empty businesses / shops in my community	16	57.1%
Supporting the right balance of jobs within my community	12	42.9%
Tackling unemployment overall	9	32.1%
Tackling unemployment amongst young people	8	28.6%

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	46	61.3%
Support for increasing biodiversity	38	50.7%

Improving the quality of landscapes (nature reserves & other designations)	37	49.3%
Tackling fly tipping	31	41.3%
Reducing emissions	23	30.7%
Supporting / improving Active Travel	17	22.7%
Addressing flooding in my community	15	20.0%
Tackling poor air quality within my community	8	10.7%

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	35	85.4%
Improving the range of community groups and activities in my community	29	70.7%
Improving cultural assets and performances / opportunities	15	36.6%
Improving facilities at my Wiltshire Council leisure centre	14	34.1%
Improving facilities at my library	10	24.4%

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	30	65.2%
Reducing speeding within my community	24	52.2%
Tackling anti social behaviour in my area	22	47.8%
Tackling anti social behaviour by young people	19	41.3%
Addressing drug crime within my area	14	30.4%
Tackling the number of road traffic collisions in my community	13	28.3%
Addressing the amount of hate crime in my area	4	8.7%

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
Support for housing and/or rent affordability	28	62.2%
Supporting households living on low incomes	24	53.3%
Support for children living in low-income families	17	37.8%
Support for foodbanks	17	37.8%
Tackling fuel poverty	16	35.6%
Providing debt / financial advice	13	28.9%

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)	23	52.3%
Supporting young people's mental health	23	52.3%
Improving activities for children and young people	18	40.9%
Improving children's and young people's health (including obesity)	14	31.8%
Supporting young carers in my community	13	29.5%
Improving school attainment	11	25.0%
Support for young people who are not in employment, education or training (NEET)	10	22.7%
Support for children claiming free school meals	9	20.5%

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	21	77.8%
Preventing social isolation and loneliness	19	70.4%
Support for (unpaid) carers	13	48.1%
Support for people living with dementia (and their carers)	11	40.7%
Preventing falls amongst older people	10	37.0%