

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 Southern Wiltshire Community Area JSNA – comparatively high rates of

- residents over 65 year olds and increasing
- residents diagnosed with hypertension
- residents diagnosed with coronary heart disease
- residents living with dementia
- residents living with a disability
- residents registered as unpaid carers
- childhood obesity
- low educational attainment for pupils living in disadvantage
- children and young people with special educational needs and disabilities
- youth unemployment
- low educational attainment in English and Maths at GCSE
- Missing Persons 18+
- Self harm
- Social deprivation (in pockets)
- Fuel poverty
- Commercial and residential burglaries
- Flooding
- Flytipping

And no registered school walk safe or scootability 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 Southern Wiltshire community area was as follows at appendix 1

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

- Trafalgar School Youth Focus Group – 14th March
- Area Board Health & Wellbeing Group – 1st May
- Area Board Youth Partnership Forum – 16th May

The responses from the survey and meetings are summarised below:

- Survey Findings (appendix 1)
- Trafalgar School Youth Focus Group (appendix 2)
- Area Board Health & Wellbeing Group (appendix 3)
- Area Board Youth Partnership Forum (appendix 4)

Finally, other earlier collated insight from the Area Board Led Summer Social Event in 2023 is relevant to record also (see appendix 5)

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:

- Rural Youth Engagement and Strengthening Positive Activities for Young People
- Older & Vulnerable Adults Health & Wellbeing
- Addressing Environmental Issues

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Appendix 1 – summary of survey findings

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)	Countywide proportion
Southern Wiltshire Area Board	183	6.8%

Q2 Please tell us your age:

Age	Responses (out of 183)	Proportion
Under 16	5	2.7%
16-24	3	1.6%
25-34	6	3.3%
35-44	13	7.1%
45-54	31	16.9%
55-65	50	27.3%
65+ years	75	41.0%

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	Community	Safety	Cost of Living	Housing	Children & Young People	Economy	Older People
1st Choice	74	38	15	15	10	13	9	5	3
2nd Choice	39	39	11	19	20	14	16	12	11
3rd Choice	14	20	36	20	16	16	18	20	22
Score*:	314	212	103	103	86	83	77	59	53

(*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 "Living longer better"	82	64.6%
Mental health support	80	63.0%
Care for those living with Dementia	78	61.4%
Support for keeping physically active	73	57.5%
Tackling levels of obesity	38	29.9%

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
Supporting homes for younger people / new families	33	76.7%
Addressing rising house prices / affordability	27	62.8%
Preventing homelessness	21	48.8%
Reducing the number of empty homes in my community	14	32.6%
Tackling fuel poverty in my community	10	23.3%
Addressing the number of second homes within my community	9	20.9%

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
Tackling unemployment overall	25	67.6%
Addressing empty businesses / shops in my community	24	64.9%
Addressing low education / skills within my community	22	59.5%
Supporting the right balance of jobs within my community	16	43.2%
Tackling unemployment amongst young people	14	37.8%

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	49	50.5%
Support for increasing biodiversity	48	49.5%
Tackling fly tipping	44	45.4%
Improving the quality of landscapes (nature reserves & other designations)	39	40.2%
Addressing flooding in my community	33	34.0%
Supporting / improving Active Travel	23	23.7%
Reducing emissions	21	21.6%
Tackling poor air quality within my community	18	18.6%

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	53	85.5%
Improving the range of community groups and activities in my community	44	71.0%
Improving cultural assets and performances / opportunities	41	66.1%
Improving facilities at my library	16	25.8%
Improving facilities at my Wiltshire Council leisure centre	13	21.0%

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	36	66.7%
Reducing speeding within my community	30	55.6%
Tackling anti-social behaviour in my area	24	44.4%
Tackling anti-social behaviour by young people	23	42.6%
Tackling the number of road traffic collisions in my community	16	29.6%
Addressing drug crime within my area	9	16.7%
Addressing the amount of hate crime in my area	4	7.4%

Q10 You've chosen **cost of living** as one of your top three choices. From the list of issues concerning the county's cost of living, 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	33	71.7%
Support for children living in low-income families	29	63.0%
Supporting households living on low incomes	26	56.5%
Tackling fuel poverty	18	39.1%
Support for foodbanks	17	37.0%
Providing debt / financial advice	12	26.1%

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	29	67.4%
Supporting young people's mental health	27	62.8%
Support for children with Special Educational Needs or Disabilities (SEND)	18	41.9%
Improving children's and young people's health (including obesity)	14	32.6%
Support for young people who are not in employment, education or training (NEET)	12	27.9%
Support for children claiming free school meals	7	16.3%
Supporting young carers in my community	6	14.0%
Improving school attainment	5	11.6%

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 people living with dementia (and their carers)	27	75.0%
Supporting the general health of older people	25	69.4%
Support for (unpaid) carers	23	63.9%
Preventing social isolation and loneliness	20	55.6%
Preventing falls amongst older people	9	25.0%

Appendix 2

Summary of key points from youth focus groups at Trafalgar School

1. Can we make better use of the outside assets in Southern Wiltshire, especially the green spaces, by organizing more transport support and facilitated trips and activities?
2. Can transport be organized to help young people access employment opportunities and leisure activities in the New Forest or Salisbury, including during the evenings?
3. Can there be more investment in buildings and centres to facilitate more indoor activities in the wet and cold months, helping with childhood obesity and overall wellbeing?
4. Can music festivals be organized to broaden the offer of youth activities locally?
5. Poor road maintenance impacts upon young people's sense of safety and wellbeing too
6. Poor lighting making socialising outdoors in the evening is a concern for many young people

Appendix 3

Area Board Health & Wellbeing Group – 1st May

- (a) Can we understand better the geographical hotspots where some of the wider determinants (whether deprivation, dementia, isolation or other) are clustered to see what more support might be needed and how we might better respond?
- (b) Regular opportunities to get together are vitally important for older people and vulnerable adults, but so often older people especially are not aware of the opportunities – how might we tackle this issue, drawing in existing communication methods and reinvigorating these? Kate shared this related link [Offline and Overlooked | Campaigns | Age UK](#)
- (c) Renewing opportunities where partners and organisations visit regular activities, i.e. police visits to the weekly community café event to offer a sense of reassurance to residents, could be a future facilitated focus
- (d) Transport as a barrier to accessing opportunities remains a challenge, yet to be tackled
- (e) Partners in communities delivering support and activities are seeing increasing frailties, escalating need and yet diminishing support and care overall – placing an imbalanced pressure upon community responses which cannot always provide the level of help required. Could the group revisit the partnership opportunities previously discussed with Integrated Care Board partners to start to tackle this?
- (f) Carer support is a key issue requiring greater attention (a) to help carers step forward for the recognised role as an unpaid carer – and in turn helping Carer Support Wiltshire to connect with them and offer formal support (b) to help carers with respite and support to prevent their burn-out and ensure their health and wellbeing stays strong
- (g) Can we help residents to take more care in their own local environment and thereby initiate local activities which bring people together, e.g. local litter picks and similar which promote local pride and cohesion?
- (h) From the JSNA data hypertension and heart disease appear data sets that require deeper analysis and discernment

Appendix 4 – Area Board Youth Partnership Forum – 16th May

To follow.

Appendix 5 – Area Board Led Summer Social Event 2023 – feedback

1. Continue and work even harder on the quest to encourage parents to volunteer at youth clubs/activities
2. More needs done footpath maintenance and litter picking
3. Do more to help people volunteer to enable the increase in community led clubs and activities
4. Continue and keep getting better at communication methods, whether posters, hard copy circulars or any other forms of communication
5. If we are keen to see more activities, initiatives and clubs, we need to ensure there is a strong and more supported offer of funding, whether to relax Area Board grant rules around ongoing funding, or to ensure council teams are better equipped/resourced to give better funding support to clubs in bidding for their own funds, which can often be a stumbling block for hard-pressed volunteers
6. Harness enthusiasm and capacity from within the community area to support an inclusive café initiative emerging in Salisbury (serving Salisbury and surrounding villages). This started as the Ukrainian Community Hub (operating for the past 12 months), but has an aspiration to evolve into a hub (café, activities, language support, music, drama etc) for a range of ethnic minority groups