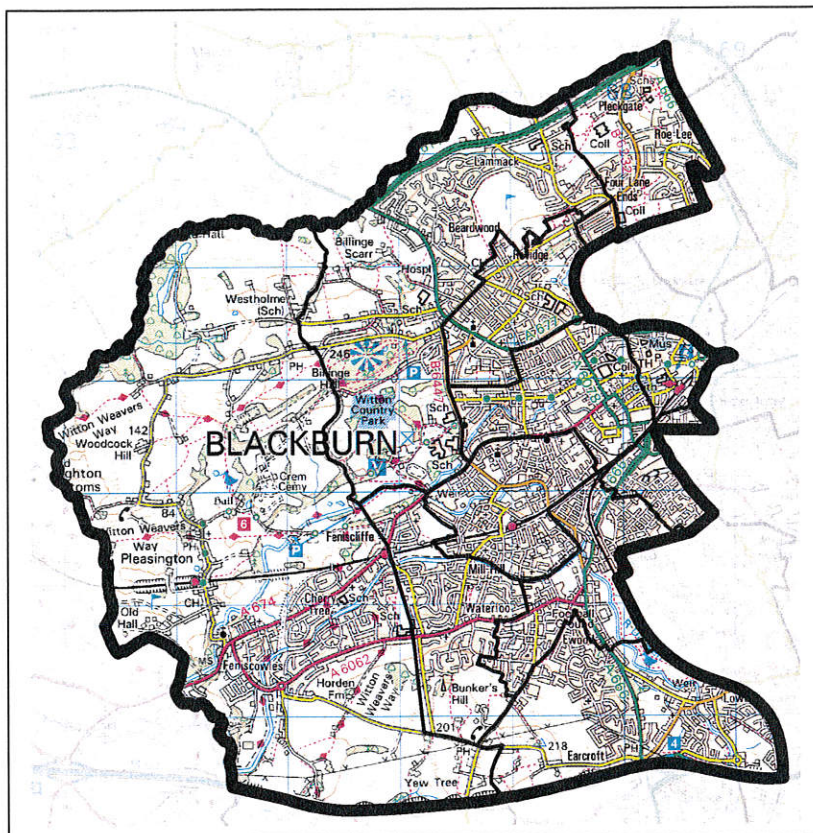


Blackburn with Darwen ISNA Story 2014

West Locality Story

The ISNA Story for Blackburn West Locality summarises some of the key published data about the area, as well as the "Local People's Story" from an engagement exercise with residents, businesses and local partners.



Blackburn West is not simply one place, but made up of the following wards:

- Livesey with Pleasington
- Beardwood with Lammack
- Corporation Park
- Wensley Fold
- Mill Hill
- Meadowhead
- Ewood
- Fernhurst
- Roe Lee (part)
- Queen's Park (part)
- Shear Brow (part)

It is an area of sharp contrasts, encompassing the Town Centre itself (within Shear Brow and Wensley Fold wards), prosperous suburban neighbourhoods, and everything in between.

Local People's Story

A programme of engagement in Mill Hill and Livesey with Pleasington aimed to enable residents to present feelings and perceptions of their locality and the health assets and needs that create and sustain health and wellbeing where they live. These wards were chosen because of their contrasting social and economic characteristics, demonstrating the diversity within the locality. Engagement involved Out and About engagement in local parks, high streets and other community areas and Pop-up engagement at local events and in community buildings. This included face-to-face engagement in Griffin Park and the train station, a pop-up area in Mill Hill Early Years Centre, a community group meeting at Saint Aidan's Church and Mill Hill Community Centre and Livesey Children's Centre and Livesey Library, speaking with visitors to the library, Hancock Street Children's Centre and areas around Rae's Wholefoods and also Witton Park. Methods of engagement included Video interviews, a Story of Place board, an honesty box was used at all pop-up locations to allow residents to anonymously provide any comments about their area, a Story of Place scrapbook was available for any residents with a particular story to tell or lengthy comment to make and an asset map of the area was also used at pop-up locations, allowing residents to identify any points of interest.

People

Over 58,000 people live in the West Locality (58,339) in more than 23,000 households. 27% of its population is aged under 20, which makes it slightly less youthful than the Borough (29%), but more so than England as a whole (24%). At the other end of the age spectrum, 14% of the community is aged over 65, which compares with 13% in Blackburn with Darwen and 16% nationally.

Ethnicity and religion – More than a fifth of residents have South Asian ethnicity (20.8%), with slightly more of Pakistani heritage (10.7%) than Indian (9.2%). The number of South Asian residents is reflected in the religious make-up of the locality with 21% of residents being Muslim. The vast majority of residents (88%) were born in the UK, but that means that over 7000 people were not. Of those born outside the UK, almost 40% have arrived since 2000.

Language – Just under one in ten West Locality Residents do not speak English as their main language (9.8%), compared with 13% in the Borough. The most spoken main languages after English are Gujarati (1299), Punjabi (1284), Urdu (758) and Polish (607). In almost 12% of households not all residents have English as their main language, and in 5% of households, nobody does. Many can speak English well even though it is not their main language, but almost 1600 people in West locality cannot.

Household composition – Just under 34% of households in West locality have dependent children, compared with 35% in the Borough and 29% nationally. The proportion of single person households (30.5%) is very close to the Borough (30.4%) and national (30.2%) level.

Start Well

Child Development – Roughly 9.5% of children in West locality weigh less than 2500g at birth, compared with 9.3% for the Borough and 7.4% nationally. Rates of low birthweight reach 11% in places, but are lowest in Livesey with Pleasington and Fernhurst. West locality has the best outcomes in the Borough for early child development, with 47% of children achieving a good level of development compared with 41% across Blackburn with Darwen and 52% nationally. Levels of child development are highest in Fernhurst, and lowest in areas close to the Town Centre.

Learning – At age 11, children in West locality are mostly performing at or above national average levels, with Key Stage 2 results for reading, writing and maths at 76% compared with 75% across the Borough and nationally. Again the best results are found in Fernhurst. Then by age 16 the rate for achieving good grades at GCSE is 62.6%, which is just above the Borough average of 59.8% and national rate of 60.6%. Results are highest in Livesey with Pleasington and Fernhurst, and lowest in the Mill Hill/Ewood area. School absences (5.1%) are similar to the Blackburn with Darwen average, although West locality has some of the highest rates in the Borough (Mill Hill/Ewood) and also the lowest (in Beardwood with Lammack).

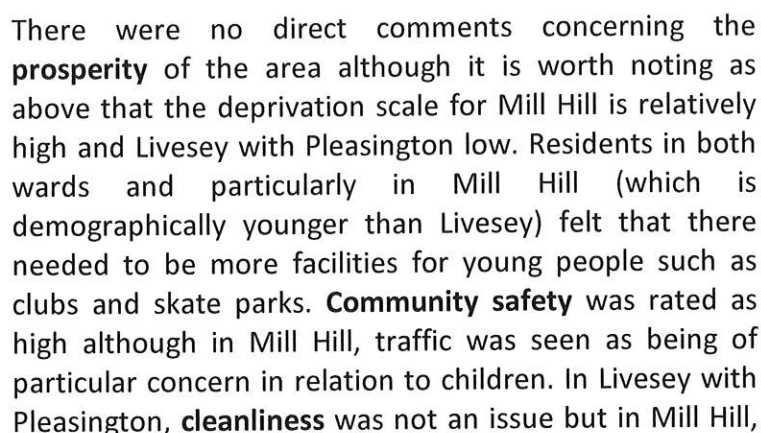
Obesity – The obesity rate for children in reception in the West locality is 10.2%, which is close to the Borough average (10%) and slightly above the national average (9.4%). By the time children reach the end of primary school, the obesity rate has risen to 17.5%, but this is lower than the Borough (18.5%) and national (19.1%) rates. Almost the whole of West locality has Year 6 obesity rates which are better than or close to the national average.

Child Poverty – Over one in five children in the West (22%) live in poverty, although the rate is considerably lower around the outer edges of the locality. The highest rates, of over 50%, are found in two neighbourhoods in Wensley Fold and Meadowhead.

Children and Young People's Health – 97% of 0-15 year-old children in West locality are reported by their parents to be in good health, which is virtually identical to the Borough and national average.

Local People's Story – Locally people felt that health needs of children and young people are quite well served. There are facilities for children and young people in the form of children's centres and parks and open spaces. However, the need for more activities for young people was identified. Drug taking, drug use and anti-social behaviour were mentioned by residents but not seen as being serious problems. It was suggested that a skate park would be a useful facility for young people.

Schoolchildren identified that "places to go" for health were very important including the hospital, the baths, GPs, the gym and pharmacies. They felt that outdoor areas made a significant contribution to physical and emotional health. No smoking areas were also important as were local shops.



Live Well

Deprivation – The West Locality as a whole has an overall deprivation score of 29.1, which is better than the Blackburn with Darwen average of 35.2, but worse than the national average of 21.5. Within the locality there are sharp contrasts, with relatively low rates of deprivation all round the outer fringe, and much higher rates near the Town Centre. Two adjacent neighbourhoods (Lower Super Output Areas, or LSOAs), in Wensley Fold and Mill Hill, are among the most deprived half of one percent of LSOAs in England.

Fuel Poverty is slightly lower overall in the West Locality (13%) than for the Borough (14%), but worse than average for England (10%). It is most intense near the Town Centre, in parts of Wensley Fold, Corporation Park and Shear Brow, reaching 30% in one LSOA in Corporation Park.

Work and Jobs – Residents in the West locality are less likely to be economically inactive (i.e. neither working nor looking for work) than the Borough average. Economic inactivity rates at the time of the 2011 Census stood at 27% of those aged 16-64, compared with 30% in Blackburn with Darwen and 23% nationally. Fernhurst ward has the lowest rate of economic inactivity in the Borough (13%), but higher rates are found near the Town Centre, reaching 39% in Wensley Fold and 41% in Shear Brow.

The Job Seekers Allowance claimant rate for West locality as a whole (3.0%) is similar to the Blackburn with Darwen average (3.1%), but the rate in Wensley Fold is twice as high. The claimant rate for all key out-of-work benefits combined (14.6%) is slightly lower than the Borough average (15.6%), but again Wensley Fold has the highest rate in the Borough, at roughly twice this level.

About 15% of working residents of West locality are employed in manufacturing, a little less than the Borough average (16%) but still higher than nationally (9%). The largest employment sector is wholesale and retail, which employs over 17% of working residents. This is similar to the Borough average, and just above the national average of 16%. Health and social care accounts for over 15% of working residents, which is fractionally above the Borough average, and higher than the national average of 12%.

Housing – Housing is predominantly privately owned with over 68% of households owning their own home, which is slightly above the Borough and national averages. Between the 2001 and 2011 Censuses, the percentage of households buying their home with a mortgage fell from 42% to 36%, while private renting doubled from 7% to 14%. The housing stock is 39% pre-1919, with the highest concentrations of older housing in areas adjacent to the Town Centre. These are also the areas where overcrowding is most

community safety. Clean streets were not seen as a problem in Livesey with Pleasington but cleaner streets and less litter were desired in Mill Hill. Access to the canal, countryside and other green and open spaces were seen as especially valuable and **healthy**.

Age Well

There are over 8200 people aged 65+ in the West Locality, amounting to 14.1% of residents, compared with 12.9% across the Borough and 16.3% nationally. People aged 65+ living alone comprise 11.2% of households, compared with 12.4% nationally. A further 7.2% of households in the West locality consist of two or more people aged 65+, compared with 8.4% nationally.

Health – People aged 65+ in the West locality are slightly more likely (43.5%) to rate themselves as being in good health than comparable groups across the Borough (41.6%), but not as healthy as nationally (49.4%). The proportion having an illness that limits their activity a lot (32.5%) is similarly lower than the Borough average (34.4%) but higher than England (26.9%).

Life Expectancy – Life expectancy for the West locality is 76.5 years for men, which is just above the Borough average of 75.9, though well below the national average of 78.9 years. Women can expect to live 81.2 years in the West locality, which is better than the Borough average (80.4), though still 1.6 years less than England. For both males and females, Beardwood and Lammack has the highest life expectancies in the locality, and Mill Hill the lowest, although Female life expectancy is also low in Corporation Park ward.

Mortality rates - By expressing death rates as a 'Standardised Mortality Ratio' (SMR), we can compare them with the national average (100) while taking account of the local age profile. Mortality rates in the West locality tend to be higher than the national average (i.e. over 100), but better than the Borough average. This is the case for *deaths from all causes (all ages)* (West = 118, Borough = 122), *deaths from all causes (under 75)* (West = 122, Borough = 131), *deaths from cancer* (West = 106, Borough = 109), *deaths from circulatory disease* (West = 128, Borough = 133), *deaths from coronary heart disease* (West = 148, Borough = 156), and *Deaths from stroke* (West = 124, Borough = 128). Where the various types of circulatory disease are concerned, there are quite sharp contrasts within the West locality, with SMRs in some central areas reaching 200 (i.e. twice the national average).

Local People's Story – For older people the condition of the roads and pavements was a health concern particularly in Mill Hill. The transport connections were perceived as good with buses and trains into town and elsewhere although these became expensive if used often. This was particularly considered to be a problem in Mill Hill.

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Prepared by	Consultees
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This document draws on three summary sources:

1. West Locality 2011 Census Profile available at: <http://www.blackburn.gov.uk/Pages/Census.aspx>
2. 'Areas and their Residents' Data Atlas for Blackburn with Darwen, available at: <http://www.blackburn.gov.uk/Pages/Integrated-strategic-needs-assessment.aspx>
3. Blackburn with Darwen 2010 IMD Local Summary, available at: <http://www.blackburn.gov.uk/Pages/Deprivation.aspx>

These are themselves summaries of data with the original sources specified.

BLACKBURN WITH DARWEN

STORY OF PLACE

Integrated Strategic Needs Assessment (ISNA)

the



answer to

Joint Strategic Needs Assessment (JSNA)

INTRODUCTION

INTEGRATED STRATEGIC NEEDS ASSESSMENT

Government guidance on [Joint Strategic Needs Assessments and Joint Health and Wellbeing Strategies](#) was finalised in 2013. It places a statutory responsibility upon the local authority and Clinical Commissioning Group (CCG), through the Health and Wellbeing Board, to prepare a Joint Strategic Needs Assessment (JSNA) for the Borough. A JSNA is an assessment of the current and future health and social care needs of the local community, but should also consider wider factors which have an impact on health and wellbeing, as well as local assets that can help to improve outcomes and reduce inequalities.

The agreed approach in Blackburn with Darwen is to develop what is known as the Integrated Strategic Needs Assessment (ISNA), which serves as the JSNA for the Borough. The ISNA will support the development of policies and strategies across the five ambitions of Vision 2030 to make Blackburn with Darwen a more prosperous, clean, connected, safe and healthy place.

This document - the ISNA Story of Place for Blackburn with Darwen – aims to provide an up-to-date narrative summary of the Borough's ISNA, reflecting the strategic analysis, engagement and involvement upon which the ISNA is based. It is supplemented by four 'Locality Stories', for Blackburn East, Blackburn North, Blackburn West, and Darwen & Rural, each describing one of the areas which are increasingly important as a footprint for service planning and delivery across the Borough.

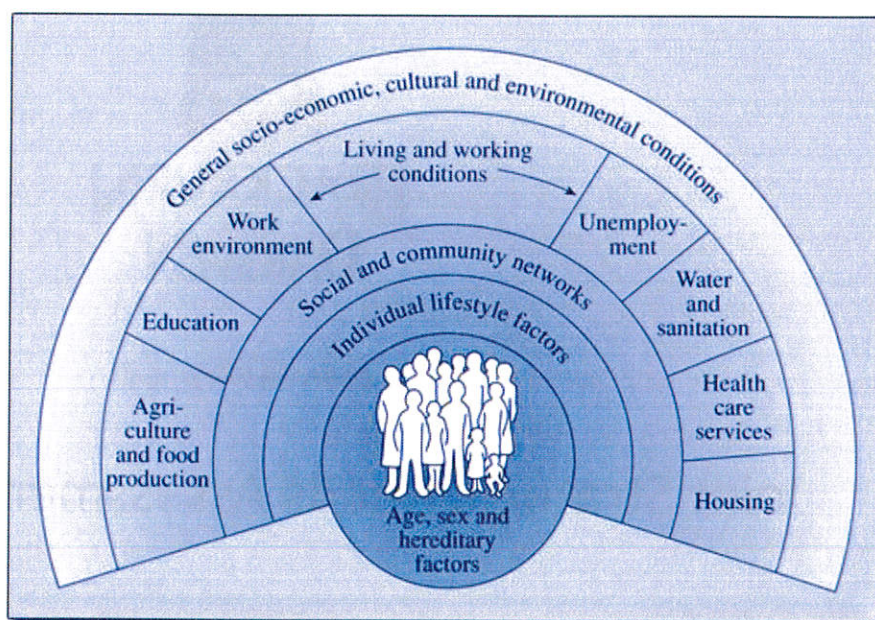
INTRODUCTION

OUR CHALLENGES

The Borough of Blackburn with Darwen faces key challenges over the next twenty years that will impact on its development as a place to live and work, and affect the life course of all our residents and communities.

The UK may have emerged from recession, but the Chancellor's 2014 Autumn Statement has revealed no prospect of any end to the austerity policies of the past few years. On the contrary, it has been claimed that the scale of cuts envisaged would mean a fall of a third in public spending per head between 2010 and 2020, reducing the public sector to its smallest size since the 1930s (relative to Gross Domestic Product).

The Borough's environmental challenges include its legacy of industrial decline and its ageing housing, much of which is unsuitable for modern families, with high levels of unfitness. There are significant social challenges facing our communities, with continuing high levels of relative deprivation and disadvantage being compounded by government changes to welfare. A mounting body of research evidence points to the detrimental impact these factors may be expected to have upon the health and wellbeing of residents.



OUR ASSETS

In spite of the economic challenges, significant business and commercial investment has continued in Blackburn with Darwen. As anyone can see upon stepping off the train in Blackburn, the town's 'Cathedral Quarter' is rapidly taking shape, bringing a unique combination of hotel, office, leisure and retail accommodation, together with the first cloister of clergy housing in over 600 years. The nearby £5m bus station is nearing completion, and forms just part of a package of public transport improvements which will transform bus links to Accrington and rail links to Manchester.

With its industrial heritage, artistic talents and reputation for entrepreneurship, Blackburn with Darwen is ripe for a cultural and economic renaissance. The 'Blackburn is Open' initiative is helping Blackburn town centre to rediscover its 'mojo' by making it a cleaner and greener place, kick-starting its night-time economy, incubating creative start-up businesses in empty and underused spaces, and staging high-profile cultural events. By September 2014, there had already been a sharp reduction in the number of vacant shops in the town centre.

Of course, Blackburn with Darwen's most important asset is its people. In the face of spending cuts, the Borough's residents and communities have rallied to the 'Your Call' challenge, volunteering to clean up the local environment, run events and facilities, and generally help their neighbours.

SETTING THE SCENE

POPULATION

Covering an area of 13,700 hectares, Blackburn with Darwen comprises the two towns of Blackburn and Darwen and the surrounding countryside. The 2011 Census revealed that the Borough had approximately 57,453 households and 147,489 residents, which was an increase on previous estimates. The most recent mid-2013 population estimate, however, shows a slight dip to 147,369.

POPULATION PROFILE

Blackburn with Darwen continues to have a younger than average age profile, with 28.8% of its population aged under 20, which is the fourth highest proportion in England. Based on the proportion of under-15 year-olds, Eurostat has identified it as one of the youngest towns in Europe.

The Borough's population is diverse, with 13.4% of residents having Indian heritage and 12.1% Pakistani. These are respectively the 11th highest and 6th highest proportions of any local authority in England. Just over half (53%) of Blackburn with Darwen residents identified themselves as Christian in the 2011 Census, and 27% as Muslim.

LOOKING AHEAD

Changes in the population structure over the coming 20 years will create significant additional demand for health and social care services in the Borough. Latest projections from the Office for National Statistics (ONS) suggest that if recent trends continue, Blackburn with Darwen will see a slow but steady rise in its population, reaching a total of approximately 152,000 by the year 2037. All of this growth is expected to take place in the over-65 age-group, although the rise in the 'oldest old' will be modest to start with.

Key issues for health and wellbeing:

- **The changing structure of the population and the projected increase in older people**
(although not as dramatic as in many other places)

LOCAL ECONOMY

DEPRIVATION

Deprivation scores continue to be based on the 2010 Index of Multiple Deprivation, which ranks Blackburn with Darwen as the 17th most deprived borough in England. The Borough has much more than its 'fair' share of deprived neighbourhoods, with eight of its 91 Lower Super Output Areas (LSOAs) falling within the most deprived 1% nationally, and 31 falling within the most deprived 10%.

The generally high levels of deprivation have clear health consequences for the Borough as a whole, and the contrasts between neighbourhoods also lead to significant internal health inequalities.

WORKLESSNESS

In recent decades the Borough has experienced declining employment in many of its traditional industries. Overall there are proportionally fewer people in work than in the NW or nationally, with high numbers of people claiming out-of-work benefits, particularly in the most disadvantaged parts of the Borough. The bulk of these claims are for incapacity benefits, which have remained at a stubbornly high level over several years, regardless of the peaks and troughs in the economy.

In contrast, the number of Job Seekers Allowance claimants is much more responsive to changes in the economic climate. It is now at its lowest for over six years, since before the recession began.

SKILLS

Blackburn with Darwen residents of working age are much more likely than average to have no qualifications, and much less likely to have a degree. This picture, however, is fast improving at the younger end, which bodes well for the skills profile of the workforce in future.

PLAN FOR PROSPERITY

"A more prosperous area will bring in more investment, encourage job creation and encourage residents with skills to stay here."

Councillor Kate Hollern, leader of Blackburn with Darwen Council

The industrial landscape of Blackburn with Darwen may have changed for ever, but the borough motto of 'by skill and hard work' is as relevant today as it ever was. Supported by the Council, business leaders in the borough have come together to form an influential network known as the 'Hive', with the ambition of turning Blackburn with Darwen into nothing less than a 'world class' business area. Launched in 2012, the Hive is now an integral part of the Local Strategic Partnership.

The Hive network has recently published its '[Plan for Prosperity](#)' for the years 2014-2020, setting out its vision not only for business investment and employment, but for infrastructure and housing, quality of life, and the general image of Blackburn with Darwen. Only by addressing all these aspects can the prospects of the Borough and its residents be transformed. How this can be achieved is summarised in a set of Key Priorities:

Infrastructure & Housing	Business investment & innovation	Employability
<ul style="list-style-type: none"> • Develop key regeneration sites • Fibre broadband to cover 97% of homes & businesses • Half-hourly train service to Manchester • £40m Pennine Reach scheme • Widening of M65 • 3250 new homes • 20% of new homes to be affordable • More people living and working in the Borough 	<ul style="list-style-type: none"> • A larger economy with higher GVA • Higher business start-up rate, fewer closures • Increased level of private sector investment • More patents granted • More companies exporting 	<ul style="list-style-type: none"> • 2700 new jobs during lifetime of Plan • More residents in work • More students obtaining 5+ GCSEs grade A*-C including English & Maths • More apprenticeship opportunities • More residents qualified to NVQ Level 4 and fewer with no qualifications
Quality of Life	Image & Marketing	
<ul style="list-style-type: none"> • Better health / longer life expectancy • Increased life satisfaction • Higher earnings and disposable income • More volunteering and community activity • Delivery of Blackburn Town Centre improvements • More investment in town centre and leisure/evening economies 	<ul style="list-style-type: none"> • Improved perceptions - residents, businesses, investors and visitors • More enquiries leading to inward investment • Growth in visitor numbers and footfall 	

SETTING THE SCENE

REGENERATION AND INVESTMENT

The £25m transformation of Blackburn's '[Cathedral Quarter](#)' is one of the most visible signs of the ongoing regeneration of the Borough. This pivotal 17 hectare site will provide a new gateway to the town, complete with hotel, restaurant, retail and office accommodation, high-quality public spaces, ecclesiastical offices and housing, and a bus interchange immediately outside the station. Phase 1 is on track for completion by December 2015.

Not far away, Blackburn's new fully-covered £5m bus station is expected to open in March 2015, forming part of the £40 [Pennine Reach](#) programme of transport infrastructure improvements between Accrington, Blackburn and Darwen. Further developments include junction enhancements in both Blackburn and Darwen, bus priority and improved traffic flow, upgraded bus stops with real-time bus information, the widening of a 700m stretch of road, and a new link road at Whitebirk which in its own turn is expected to stimulate further redevelopment and jobs.

Rail links in East Lancashire are also receiving long-awaited investment. The reinstatement of the Todmorden Curve opens up an additional route between Blackburn and Manchester, on which it is hoped to start running services during 2015. Capacity will also be improved on the existing line between Blackburn and Manchester, following an agreement between Network Rail and Blackburn with Darwen Council to construct two miles of new track at Darwen.

High-quality leisure facilities are not only crucial to the health and wellbeing of Blackburn with Darwen residents, but also help to attract visitors to the Borough. The new £13.5m Blackburn Leisure Centre, a joint venture between the Council and Blackburn College, boasts state-of-the-art sports halls, games courts and dance and fitness suites. These will be augmented in 2015 by two swimming pools, one with flumes and one with a movable floor. Darwen's new 'Junction 4' indoor skatepark attracts hundreds of young people each week, on BMX bikes, skateboards, roller blades and scooters. And the recently-completed £2.3m community athletics facility at Witton Park Arena offers high-class facilities, including a year-round indoor training track, fitness studio and 45-station fitness suite.

Key issues for health and wellbeing:

- **The need to increase employment and skills levels across the borough, including for those with a long-term health condition, learning difficulty/disability or mental health problem**
- **The importance of promoting workplace wellbeing and reducing sickness absence rates**
- **The role of improved public transport, other sustainable transport and connectivity in reducing isolation and delivering prosperity to every part of the borough**

HOUSING

Both Blackburn and Darwen are characterised by large areas of older, high density terraced housing, much of which is in poor condition, to the point of presenting a risk to health and safety. Poor management and maintenance in the growing private rented sector is a particular concern, and the Council is exploring the possibilities for tighter regulation to avert potential social problems and destabilisation of communities.

FUEL POVERTY

Cold housing has a negative effect on a wide range of conditions, from rheumatism to mental health, and is a significant contributor to excess winter deaths. Fuel poverty has recently been redefined, so that a household is now only in fuel poverty if its required fuel costs are above average *and* spending that amount on fuel would leave it below the poverty line. This reduces the official rate of fuel poverty everywhere, but with 14% of its households affected, Blackburn with Darwen sits within the worst tenth of lower-tier authorities in England.

Key issues for health and wellbeing:

- **Poor housing conditions and fuel poverty, particularly in the private rented sector**

COMMUNITY SAFETY

CRIME

Crime and disorder has a direct impact on the health of residents and also on the wellbeing of communities. The recorded rates of violent crime and sexual offences rose both locally and nationally in the year to 2013/14, and Blackburn with Darwen is in the second highest quintile for both. One of the most direct measures of the impact of crime upon health is the rate of emergency hospital admissions for violence. Over the period 2010-11 thru 2012-13, Blackburn with Darwen was in the highest quintile on this indicator.

ROAD SAFETY

During 2013 there were 576 recorded road traffic casualties on Blackburn with Darwen's roads, but no fatalities. 507 of the injuries were slight, and 69 were serious. The Public Health Outcomes Framework focuses on those killed or seriously injured (KSI) over a three-year period. In 2011-13, Blackburn with Darwen's KSI rate was significantly higher than the England and North West average, and only just outside the top quintile nationally.

Key issues for health and wellbeing:

- **The high level of emergency admissions for violence**
- **The high rate of those seriously injured on the roads**

COMMUNITY ASSETS

VOLUNTEERING

Despite the deprivation experienced in much of the Borough, many residents willingly volunteer their services to work towards the common goal of improving their local community. This is all the more important as the Council faces yet another round of funding cuts, affecting at least a quarter of its services.

The 'Your Call' initiative, which has been commended by national party leaders, continues to go from strength to strength, as residents volunteer to get involved in everything from helping their neighbours, to environmental clean-ups, to road safety, to organising mass-participation running groups. Under the 'Re:fresh' banner, yet more volunteers help to deliver a range of healthy communities projects such as dance or fitness classes, walking groups, and 'grow active' allotment sessions for older people, people with learning disabilities, and those recovering from drug and alcohol problems. Blackburn College is now offering free health and social care training specifically for the Borough's growing army of volunteers.

Key issues for health and wellbeing:

- **The flourishing contribution of residents and communities through voluntary activity**

HEALTH INEQUALITIES

Whenever we consider health in Blackburn with Darwen, it is important to reflect on the health inequalities that exist both within the Borough, and between local authorities across the country.

MORTALITY AND LIFE EXPECTANCY

Life expectancy is a convenient summary measure of mortality over the whole life-course, measured in easily understandable units (i.e. years). Blackburn with Darwen's life expectancy has been improving steadily for several years, but shows little sign of catching up with the England average. At 76.8 years for males and 81.2 years for females, it lags behind by 2.6 years and 1.9 years respectively.

The gap in life expectancy *within* the Borough, between its most and least deprived neighbourhoods, is even more striking, particularly for males. If we split Blackburn with Darwen's Lower Super Output Areas into ten approximately equal groups according to deprivation, male life expectancy ranges from 71.0 years in the most deprived decile to 82.5 years in the least deprived.

Similarly, premature mortality (i.e. death under the age of 75) in Blackburn with Darwen is significantly worse than the England average when is expressed as a rate per 100,000. Again, however, this gap is far exceeded by the differences found *within* Blackburn with Darwen, when we compare its most and least deprived areas.

PROTECTED GROUPS

People can also suffer health inequalities because of their personal characteristics. The nine characteristics of age; disability; gender reassignment; marriage & civil partnership; pregnancy & maternity; race; religion & belief; sex and sexual orientation are now protected following the Equality Act 2010. At a local level, Blackburn with Darwen has also included deprived communities, vulnerable groups and carers as protected characteristics as they are pertinent to the make-up of the Borough.

People with some protected characteristics find it difficult to access care and support that meets their particular needs and some are more likely to experience poor health. It is also important to remember that some people may have more than one protected characteristic thereby increasing their risk of experiencing poor health.

Key issues for health and wellbeing:

- **The need to be alert to health inequalities *within* Blackburn with Darwen, as well as between the Borough and the rest of the country**

START WELL

In the following pages, we will look in more detail at the health issues affecting Blackburn with Darwen's residents during their childhood, working lives and old age. Following the terminology of the Borough's Health and Wellbeing Strategy, the first of these life stages is branded 'Start Well'.

INTRODUCTION – CHILDREN AND YOUNG PEOPLE

'Start Well' is used as an umbrella term for infancy, childhood and youth, up to the age of approximately 24 years. It is well established that what happens during this crucial developmental phase has long-lasting consequences for the whole of the remaining lifespan. In particular, research carried out in Blackburn with Darwen has demonstrated that Adverse Childhood Experiences, including various forms of abuse, are associated with a drastic increase in poor adult health outcomes.

YOUNG POPULATION

The welfare of young people is all the more important given that they make up such a prominent part of Blackburn with Darwen's population. The proportion of residents aged under 20 is one of the highest in England, and the proportion of under-15 year-olds is one of the highest in Europe.

The young population is replenished by approximately 2,300 births each year. Both this number and the total number of young people are projected to remain much the same in the years ahead, with perhaps a slight decline by the year 2037. However, the proportion of the Borough's population under the age of 20 will still be the eighth highest in England.

CHILD POVERTY

According to the government's own estimates, which are based on a combination of benefits, tax credits and low family income, 22.5% of children in Blackburn with Darwen were 'in poverty' in 2012. As might be expected, most of these children (84%) live in families dependent on out-of-work benefits, but that leaves a substantial number who are in poverty even though the family is working.

The proportion of children living in poverty increases to over 30% in Ewood, Higher Croft, Wensley Fold, Mill Hill and Sudell wards, and reaches 41.2% in Shadsworth with Whitebirk.

The authority undertook detailed research on child poverty in 2011 to fulfil the requirements for the Child Poverty Strategy. The outcomes highlighted the impact of poverty upon children's mental health and wellbeing, general health and education. It also identified additional challenges which children in poverty faced, including peer pressure at school and lack of quality time with their parents.

FAMILIES WITH MULTIPLE PROBLEMS

According to the government's original definitions and estimates, Blackburn with Darwen is assumed to have 465 'Troubled Families', all of them (by implication) containing children. Up to now, the scheme has been targeted at families fitting three of the following criteria: worklessness; youth crime or anti-social behaviour; truancy; and causing high costs to the taxpayer. However, national research has shown that on average they have nine serious problems each. Local authorities are funded to assist Troubled Families with coordinated interventions delivered via one dedicated worker (rather than by what has been described as 'a string of well-meaning, disconnected officials').

By the end of October 2014, Blackburn with Darwen had identified and started working with its full quota of 465 families, and had already 'turned round' 332 of them. A full programme of engagement and evaluation has been built in from the start, ensuring that lessons learnt are fed back in a continuous improvement cycle. Blackburn with Darwen has now been approved to take part in the new expanded Troubled Families programme, which broadens the criteria and aims to work with over three times as many families.

YOUNG LIFESTYLES

OBESITY & UNDERWEIGHT

Children in Blackburn with Darwen are not as likely to be overweight or obese as might be expected given the levels of deprivation in the Borough. In 2013-14, 23.5% of children came into this combined category in Reception year, rising to 32.5% in Year 6, but these proportions are not significantly different from the England average.

The very small proportion who are underweight is, however, significantly higher than average. At Reception age, 1.7% of Blackburn with Darwen children are underweight, rising to 2.9% in Year 6, which is the third highest rate in the country.

Work is under way to explore both types of deviation from a healthy weight, and arrive at an evidence-based action plan to tackle these issues.

TOBACCO, ALCOHOL AND DRUGS

The only recent source of data on young people's smoking habits is a Trading Standards NW survey which was not representative of the Borough as a whole. However, in the schools which did take part, it was found that 50% of pupils had ever tried smoking, 21% were current smokers, and a high proportion (38%) had experimented with shisha smoking. Local young people have been involved in producing a video about the dangers of shisha smoking, in a bid to dissuade their peers from taking up the habit.

In the same survey, well over half of respondents (mainly aged 15-16) said they were at least 'occasional' binge drinkers. However, this may be an over-statement, as Indian and Pakistani pupils were under-represented in the sample, and many Muslim young people do not drink at all. On the other hand, Blackburn with Darwen's rate of hospital admissions of under-18s for alcohol-specific conditions is in the highest quintile nationally (although it is unexceptional for the North West).

Hospital admissions for substance misuse among young people are also significantly above average in Blackburn with Darwen. Its admission rate for 15-24 year-olds in the three years to March 2013 was the fourth highest of any upper-tier authority in England. Meanwhile, the Borough's estimated prevalence of 15-24 year-old 'problem' drug users is the fourth highest in the North West.

HEALTH OUTCOMES FOR YOUNG PEOPLE

INFANT AND CHILD MORTALITY

In the three year period 2010-12, there were a total of 45 infant deaths in Blackburn with Darwen (i.e. deaths under one year of age), or 6.5 per 1,000 live births. This is the seventh highest rate of any upper-tier local authority, and significantly higher than the England average.

At one time, the Borough's mortality rate for older children (age 1-17) was reported to be the highest in England, whereas by 2010-12 it was 23rd highest, and no longer significantly worse than average. However, it is difficult to be sure whether there has been a real underlying improvement, because the new rate is based on only three years' data instead of nine years' (as was formerly the case). Given the very small numbers of children who die at this age, the new rate is much more susceptible to random fluctuations.

EMOTIONAL HEALTH AND WELLBEING

One of the few hard statistics available about young people's mental health in Blackburn with Darwen tells us that the Borough has the 4th highest rate of hospital admissions for self-harm in the 10-24 year age-group. In view of the shortage of up-to-date data, and general dissatisfaction with children's mental health services in England, Blackburn with Darwen has undertaken a major new ISNA study into the emotional health and wellbeing of its children and young people.

The project included a full programme of engagement work involving over 200 children and young people in the Borough, along with parents and other stakeholders. This gives a valuable insight into the issues which impact positively and negatively upon the emotional health of children and young

START WELL

people in the pre-school, school-age and 16-24 age-groups, and their perceptions of the help and support services available to them. The findings are reported in full on the Council's website (www.blackburn.gov.uk/Pages/Integrated-strategic-needs-assessment.aspx), along with a set of recommendations for future policy and service development.

TEENAGE PREGNANCY AND SEXUAL HEALTH

From their high point in 1998, rates of teenage pregnancy have fallen faster than average in Blackburn with Darwen, placing the Borough within the second most improved quintile of upper-tier local authorities.

On the face of it, it might be assumed that Blackburn with Darwen's low rate of Chlamydia diagnoses among 15-24 year-olds is also a good thing. However, the National Chlamydia Screening Programme encourages all local authorities to aim for a *high* rate of detection, as the best way to tackle this largely 'hidden' disease is to seek out and treat as many cases as possible. Blackburn with Darwen needs to test more young people if it is to meet the target.

ROAD TRAFFIC ACCIDENTS

In 2010-12, Blackburn with Darwen had the third highest rate of children aged 0-15 killed or seriously injured on its roads (although none of these incidents was in fact a fatality). The Borough's rate of child pedestrian casualties in particular is well above average.

ORAL HEALTH

When last surveyed, 5-year olds in Blackburn with Darwen had an average of 1.6 decayed, missing or filled teeth. This is an improvement on four years earlier, but still above the England average. In a separate survey, 3-year olds in the Borough were found to have an average of 0.8 decayed, missing or filled teeth, compared with 0.4 nationally. The high levels of decay are also reflected in child hospital admissions for tooth extraction, which are well above the regional and national average.

Key issues for health and wellbeing:

- The importance of the best start in life as the foundation for good health in adulthood
- The need to help families overcome poverty, deprivation and multiple associated problems
- The quest to reduce the Borough's relatively high infant and child mortality rates
- Road safety - especially for child pedestrians

LIVE WELL

INTRODUCTION – ADULTS

'Live Well' is the heading used in the Health and Wellbeing Strategy to cover the health and wellbeing of the adult population in general. Issues particularly associated with older people will be found in the separate 'Age Well' section.

Any analysis of the health of Blackburn with Darwen residents is bound to identify examples of the inequalities which exist between them, and between the Borough and the rest of England. Some of the possible causes behind these health inequalities are summarised in the figure below:

Figure 1

The causes of health inequalities



Source: National Audit Office literature review

THE WIDER DETERMINANTS OF HEALTH

The health of adults in Blackburn with Darwen is affected by a range of factors which have already been touched upon, such as the Borough's high levels of deprivation, poor housing, and low levels of skills, wages and economic activity. A substantial proportion of residents are in receipt of incapacity benefits, often on account of mental health problems, and may become 'trapped' on them as prolonged worklessness exacerbates their already poor health.

ADULTS WITH MULTIPLE NEEDS

With its high stock of Houses of Multiple Occupation (HMOs), Blackburn with Darwen attracts a steady stream of adults with multiple problems, such as a combination of mental ill health, homelessness, drug and alcohol misuse, offending and family breakdown. Traditionally, such residents were liable to get caught in a 'revolving door' of public services, each set up to handle one problem at a time.

In recognition of these shortcomings, national charities have devised a new approach to coordinating services for this group, known as Making Every Adult Matter (MEAM). Introduced in Blackburn with Darwen in 2013, the MEAM initiative now means that services for people with chaotic lifestyles are delivered by a partnership of agencies spanning the council, police and voluntary sector, and centred around the needs of the individual. Local beneficiaries have been involved at every stage of its implementation, and have testified to the difference the MEAM approach has made to their lives.

LIFESTYLE ISSUES

OBESITY

For the first time, survey-based estimates of excess weight in adults are available at the local authority level. These show that around 67.9% of Blackburn with Darwen adults are overweight or obese, which is significantly above the England average of 63.8%. Of course, the England average itself is hardly ideal, given that the UK has one of the highest obesity rates in Europe.

Blackburn with Darwen's Healthy Weight Partnership Strategy aims to tackle the obesity issue by supporting healthy eating and boosting physical activity. It is supported by the *re:fresh* programme, which provides free access to many sport and leisure facilities.

TOBACCO, ALCOHOL AND DRUGS

By 2013, the prevalence of smoking in Blackburn with Darwen had improved to 22.5%, although this is still one of the higher rates in the North West, and significantly above the England average of 18.4%. Residents in the 'Routine & Manual' group are considerably more likely to smoke (29.6%), but this is also an improvement on previous years. It has been estimated that smoking costs the Borough's economy £41.8m each year, when factors such as healthcare, lost productivity and fires are taken into account.

In the case of drink, it is the *harm* from alcohol consumption, rather than alcohol consumption itself, that displays a social gradient. A convenient proxy measure of this harm is the number of alcohol-related hospital admissions. The method of working this out has changed recently, and the new indicator does not show Blackburn with Darwen in quite such a bad light as before. Out of 328 lower-tier local authorities, the Borough has the 30th highest rate on the new measure, and appears to be on an improving trend.

According to the latest modelled estimates, Blackburn with Darwen has almost 75% more users of opiates and/or crack cocaine per head of population than the England average. However, drug treatment in the Borough shows an improving success rate, which in the case of non-opiates is now significantly better than England. Parental drug use is strongly associated with 'Troubled Families', so it is notable that nearly half (46%) of those receiving drug treatment in Blackburn with Darwen had a child living with them.

HEALTH OUTCOMES FOR ADULTS

CANCER

Premature cancer mortality (below the age of 75) has been improving faster than average in Blackburn with Darwen, and is no longer significantly higher than the England average. The same is true when we confine our attention to those deaths considered to be preventable (i.e. potentially avoidable through public health measures). Cancer Research UK has recently estimated that over 40% of cancers could be avoided through healthier lifestyles, with smoking as the No. 1 culprit.

At the ward level, there are marked inequalities around the Borough, with the premature cancer mortality rate in Shadsworth with Whitebirk ward reaching twice the national average.

CARDIOVASCULAR DISEASE (CVD)

Also known as circulatory disease, this is an umbrella term for coronary heart disease, stroke, heart failure and other related conditions. Although the premature death rate in Blackburn with Darwen has been improving, there remains a significant gap with England which shows no sign of narrowing. Latest figures (for 2011-13) show the Borough to have the seventh highest rate of premature CVD mortality out of 150 upper-tier local authorities. There are stark variations within the Borough, with one ward (Mill Hill) recording a rate of more than three times the national average.

DIABETES

Type 2 diabetes is caused by many of the same risk factors as CVD (notably obesity), is itself a major risk factor for CVD, and is increasingly regarded as belonging to the same family of diseases. People

LIVE WELL

in South Asian and certain other minority ethnic groups are particularly susceptible, and may develop type 2 diabetes at a younger age and at a lower obesity threshold than white Europeans.

In Blackburn with Darwen, the prevalence of diabetes is well above the England average at every age from the 30s onwards. The crude rate is the 18th highest out of more than 200 CCGs, and especially high in GP practices with a high percentage of South Asian patients. When indirect costs such as lost productivity are taken into account, the annual cost of diabetes to the UK economy has been put at more than £6000 per patient. Latest figures show that the diabetes register in Blackburn with Darwen grew by over 600 patients in just one year.

MENTAL HEALTH

Direct measures of the level of mental ill-health continue to be scarce, but increasing use is being made of modelled estimates. At the more severe end of the spectrum, one model puts Blackburn with Darwen in the top fifth of authorities for the estimated number of new cases of psychosis each year. The model used to estimate the expected number of people with common mental health disorders, such as anxiety and depression, also places Blackburn with Darwen in the highest quintile nationally.

There were 50 suicides in the Borough over the period 2011-13, giving it the seventh highest rate out of 148 upper-tier authorities. Taking all causes into account, Blackburn with Darwen residents aged under 75 with severe mental illness have almost three times as high a mortality rate as the general population. However, the equivalent death rate is even higher everywhere else in the North West.

Key issues for health and wellbeing:

- **The need to provide work and training opportunities to help as many non-working residents as possible into suitable high-quality employment**
- **The importance of promoting a healthy weight and lifestyle in order to reduce the risk of a range of diseases, including cancer, CVD and diabetes**

AGE WELL

INTRODUCTION – OLDER PEOPLE

The 'Age Well' section of the Health and Wellbeing Strategy concerns itself with issues which primarily affect the over-50s, and are particularly associated with advancing age. Some individual conditions fall into this category, but so does the phenomenon of suffering multiple health problems at once ('co-morbidity'), which brings its own unique set of challenges. All of these factors combine to mean that older people are among the heaviest users of health and social care services.

The needs of older people will become even more of a priority in the years to come, as the over-65 age-group will constitute an ever-increasing proportion of the total population.

HEALTH OUTCOMES FOR OLDER PEOPLE

DEMENTIA

More than 800 patients of Blackburn with Darwen GPs have been diagnosed with dementia, but estimates of its true prevalence suggest that around 1420 residents of the Borough may be living with the condition. As the population ages, this number could rise to about 2440 by the year 2035.

However, there is growing evidence that this scenario may be over-pessimistic, as one study after another stresses the preventative potential of lifestyle choices in middle age. With the realisation that the risk of dementia can be reduced by adopting a healthy weight and diet, and an active, non-smoking lifestyle, the message has become: "*What is good for your heart is good for your head*".

LONELINESS AND ISOLATION

Key risk factors for loneliness include being over 80 years of age, on a low income, in poor physical or mental health, and living alone or in deprived circumstances. Lonely people are at increased risk of depression, have more falls, see their GP more, take more medication, and are more likely to enter long-term care. The effect on mortality rates has been likened to smoking 15 cigarettes a day. All of these are reasons why the subject was covered in depth for Blackburn with Darwen's ISNA in 2013.

In a further example of what the local community can achieve by pulling together, a 'Good Neighbour Scheme' has been set up to address some of these issues. Volunteers ring up older people in their vicinity once a week for a chat, and will pop round to check on them if there is no answer.

TRIPS AND FALLS

Trips and falls tend to become more frequent with age, with 50% of over-80s experiencing one or more falls each year. Well over a quarter of falls-related admissions among the 50+ population of Blackburn with Darwen involve females above the age of 80.

One of the worst possible outcomes is a hip fracture, after which only a third of sufferers will return to their former level of independence. Blackburn with Darwen's hip fracture rate for age 65+ as a whole is close to average, but it comes in the top quintile for hip fractures in the 80+ age-group.

At the request of the 50+ Partnership, the topic of Trips and Falls is being investigated in depth for Blackburn with Darwen's ISNA. The study includes a full programme of engagement activities with older people, whose input will be reflected in its conclusions and recommendations.

LONG-TERM CONDITIONS

Long-term conditions can affect any age-group, but older people are much more susceptible, and will often have two or more long-term conditions at once. Survey data shows that patients with long-term conditions in Blackburn with Darwen have a low self-assessment of their own health-related quality of life. The vast majority of low ratings on this indicator are from similarly deprived authorities in the North of England.

One way of improving quality of life is to ensure that patients can live independently in their own homes for as long as possible. It is therefore encouraging that when older people in Blackburn with Darwen receive rehabilitation upon discharge from hospital, their chances of still being at home three months later are among the best in the country.

Key issues for health and wellbeing:

- The fact that preventative action in middle age can help to protect against some of the conditions associated with old age
- The importance of supporting residents and voluntary organisations to respond to the needs of older people in their communities
- The need to provide flexible packages of care for the increasing numbers of older residents

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