Welcome to the second issue of The Starting Point. This newsletter aims to summarise or highlight information projects and reports recently completed by Salford City Council.

In this issue we look at work focusing on the early years of life right through to the last years of life, showing us how information can be used to help inform good services for all the population of Salford. We highlight useful data sources for people working in Salford: the SalfordDataQuay, housing information and neighbourhood profiles. We also share an example of how data is being used to inform the transformational work in Salford – a great example of the newsletter title, using information at ‘the starting point’ of service redesign.

If you would like to share an information report or project in the next edition of this newsletter please contact sarah.cannon@salford.gov.uk

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Salford Data Quay

Salford maintains much data within systems to run services. In recent years, central government has asked local government to start to openly publish some of this non-personal data. There are several reasons for this, one being the aim of providing a transparent view of what we do, another being the opening up of data to encourage re-use in new and innovative ways. As an example, our green space data could be merged with data from neighbouring areas’ data and public transport data to create a Greater Manchester directory of green space with transport options.

Salford has been active across a number of open data projects, such as:

- Transparency Agenda – a mandatory requirement for local authorities to publish data (like all expenditure over £500)
- INSPIRE (Infrastructure for Spatial Data in Europe) – an EU directive to produce environmental data
- Local Government Incentive Scheme – a voluntary scheme to release additional data on planning, etc.
- We have also voluntarily produced location information for facilities we manage.

While we were pleased with our open data progress, we felt that the growing range of data we publish needed to be organised and categorised to make it more understandable. In addition, as we work more closely with partnering organisations, we wanted to join up all Salford open data publishing in one place. So in 2014 we applied for and were successful in getting funding to build a portal to hold all our data in one place. This has now been commissioned, launched and named. So, enter Salford Data Quay. This is now up-and-running and populated with our current open data and provides:

- All Salford open data in one place – no need to search across different sites
- Categorisation by content or publisher
- Easy previews
- Easy downloads
- Onward links to regional and national portals – DataGM and data.gov.uk – to allow users to see our data alongside data from our neighbouring areas.

We want Salford Data Quay to be a continuing success, and to do this we need your help to source more data and get it published. If you have data or any questions about what you might be able to publish, please get in contact with john.gibbons@salford.gov.uk. John can advise on what you could publish and advise on procedures to make this easy for you.

You can read more about Salford Data Quay here or to go straight to the data, click here.

For more details, please contact john.gibbons@salford.gov.uk
What do we know about children and young people in Salford?

This is a question that the Public Health Intelligence Team set out to answer. As part of a strategic review of need and provision for people across the city aged 0 to 25, the team gathered information on all aspects of life from pre-birth through infancy, childhood and into adulthood. Alongside this was a review of evidence and best practice in delivering outcome-focussed health, education and support services to young people, their parents and carers.

More than one-in-three of the people living in Salford are aged between 0 and 25 years old. The review looked at four groups; pre-school, primary years, secondary years and post-16.

Amongst the youngest age group there have been some welcome changes over the years, such as falls in infant mortality and low birthweight, which make Salford better than national averages. Breastfeeding rates have improved recently but remain low. Salford also has amongst the highest uptake of childhood immunisations in England.

There are many areas of Salford with high levels of childhood poverty with large numbers of children meeting the threshold for free school meals. Educational performance for these more disadvantaged children is better than in many other areas, but there remains a sizeable gap in outcomes when compared to less disadvantaged children.

There are low levels of obesity for 4 and 5 year olds but rates double by the end of primary school. Almost half of 5 year olds have some tooth decay and there are high numbers of children needing hospital treatment for accidents and injuries compared to national averages.

Far fewer young people are becoming involved in the criminal justice system than was the case a few years ago and more young adults are in education, training or work, although there is variation across the city. There has also been a big fall in teenage pregnancies and alcohol related hospital admissions. Yet there is still room for further improvement on these measures.

There is plenty of national evidence to show that children who are not ready when they start school go on to perform poorly at school. Salford children starting school do well compared to other similar parts of the country but there are fewer children doing really well at this stage.

Things will continue to change as the city grows. There is a projected 29% increase in the number of households over the next 25 years – the highest rate in the North of England. The information is being used to inform the current transformation of services for children and young people.

The data pack is available at: www.salford.gov.uk/needsassessments

For further information on the data pack please contact gordon.adams@salford.gov.uk
Housing growth is a priority......

Salford now has a growing population; the number of people living in Salford has grown by 8.2% since 2001. The city is set to grow significantly and projected to grow by a further 19% with similar high growth in the number of households (24%) by 2033. Housing growth is needed to meet this change.

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<th>Salford population has grown by</th>
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<td>8.2% since 2001</td>
<td>19% by 2033</td>
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Growing role of private rented sector:

Private sector is the predominant tenure in the city; nearly 70% of housing stock is owned privately or privately rented. The private rented sector has seen an increase of 70% since 2001.

Housing Associations as main social landlords.

Over 27% of the stock in the city is owned by 30 housing associations. Since the housing stock transfer to Salix Homes in March 2015, the Local Authority owned stock has reduced to 1250 units (1.1%).
More people are seeking social housing and demand for smaller properties is greatest.

Nearly 12,500 active applicants were on the housing register in April 2015, an increase of over 27% since 2011, and 8% since 2014, with overall higher demand for one and two bed dwellings (88%). The waiting list is currently being reviewed and it will reduce.

Housing Supply: Increase in the number of new build:

In 2014/15 gross new build was over 1300 units showing an increase of 56% since last year. Most new build houses are 3 bed and 4 bed properties, whereas the majority of apartments are 2 bed. As of 31 March 2015, there were 68 new build sites with planning permission and a total of 7,515 dwellings permitted on these sites. Of these, 1,137 have already been built, and the remainder are either under construction or are awaiting commencement.

Affordable Housing delivery:

Between 2007 and 2018 Salford will see over 3,000 new affordable homes built. In 2014/15, 575 affordable homes (including 72 empties brought back into use) and a further 420 private homes were delivered with Government funding support.

Signs of recovery in house prices and sales:

House prices are now on the increase, with an annual increase of 4.4%, and mean average house prices of £136,875 in 2014. There were 3,639 house sales indicating an annual increase of 41%. Similarly, private rent levels have increased since 2009 by over 10%.

Affordability remains a problem: In spite of the increasing trend in new build market housing and a good record of affordable housing delivery affordability in Salford remains an issue. The mean household income in Salford was £28,725 in 2014, indicating the affordability ratio of 4.7. The 2015 Housing Needs Assessment also indicated an annual shortfall of 734 affordable dwellings in the city, demonstrating the need for more affordable homes.

To get an overview of Salford annual key housing statistics please see the link below.


For more details contact: Shahla.Zandi@salford.gov.uk
Neighbourhood Profiles

The City Council has produced a set of eight neighbourhood profiles. They identify the key demographic, social, environmental and economic trends affecting neighbourhoods and the people who live in them. They are being used to identify issues that affect people at the local level and to better understand how those issues can impact on the demand for, and take-up of, public services.

They cover
- population
- health
- adult social care
- children and young people
- the economy
- the environment, crime & disorder, and
- housing

The profiles contain information gathered from nationally published sources, such as the Office for National Statistics (ONS) and Public Health England, and from the council’s own service operations such as education and children’s and adult social care. They compare indicators at neighbourhood level with comparable indicators for the city as a whole and for Greater Manchester and England/GB/UK where available. The profiles provide a snapshot of the latest position and future updates will add to this baseline and show how trends are changing over time.

The council is using the profiles to inform the redesign of neighbourhood services and would like to share them with other interested parties to help promote wider community involvement in that process. The profiles are intended for use by public service managers and planners, third sector organisations, residents and members of the public, and anyone who has an interest in public service provision in Salford. They are available to download from the City Council’s website: www.salford.gov.uk/yourcom

For further information on the profiles please contact john.reehill@salford.gov.uk
End of Life Care Review

At the beginning of the twentieth century it was common for people to die at home, but as the century progressed, home deaths fell and hospital deaths increased. This trend is now reversing again (since 2005) partly as a result of a national and local focus on improving quality and choice for people nearing end of life.

Locally we have recently reviewed our end of life care by completing a needs assessment. We looked at use of the Electronic Palliative Care Coordination System (EPaCCS). This system provides a shared record for health and social care professionals and allows for rapid access to key information about individuals approaching the end of life. This includes people’s expressed preferences for care and wishes for place of death.

Our review found that hospital remains the most common place to die in Salford although this is decreasing. Salford hospital deaths decreased by 13% between 2006 and 2014, whilst deaths at home and care homes increased by 6% and 7% respectively.

Deaths in usual place of residence have increased from 34% in 2010/11 to 40% in 2013/14. Around one third of people who die are registered on the EPaCCS system and, of these, 62% died in their preferred place in 2013/14, which is 3% higher than the previous year. We also looked at the causes of death by place and found these to be varied for hospital, dementia for people in care homes, lung cancer for hospices and heart or respiratory conditions for home.

The review identified the opportunity to improve the use of the EpaCCS system and for education and training around End of Life Care. Also to explore if there is any learning from other areas which have higher numbers of people who die in their preferred place.

The report is available at: www.salford.gov.uk/needsassessments

For further information please contact: Andrea.lightfoot1@nhs.net
This newsletter presents a picture of the range of data and intelligence work within the council. If you are interested in finding out more a Research and Intelligence Group meets every month. The group are currently looking at other methods to disseminate intelligence.

If you would like to publish your intelligence work in this newsletter or join the Research and Intelligence Group please contact sarah.cannon@salford.gov.uk.