The Starting Point newsletter aims to summarise or highlight information projects and reports recently completed by Salford City Council and partners.

In this issue we start with a survey of the public by Healthwatch which tells us that the priorities for improvement identified in Salford’s Locality Plan reflect priorities for the public as well. Figures on the number of people having falls are considered and what action can be taken to reduce this. Similarly figures around the long-term condition asthma are reported, highlighting best practice and areas to improve. There are updates to neighbourhood and ward profiles which contain a range of information to support local decisions and finally, we look at how life expectancy in older ages in Salford compares to other areas.

If you would like to share an intelligence report or project in the next edition of this newsletter, please contact sarah.cannon@salford.gov.uk
Every year, Healthwatch Salford asks the people of Salford what they think we should all be working on to make Salford people’s health and wellbeing better. This year, we wanted to talk with local people about Greater Manchester Devolution and local plans for health and social care. The Salford Locality Plan explains how local organisations will work together to build on what is already in place for health and social care. The aim is to improve health and wellbeing outcomes and for services work better for people and cost less. This is a big opportunity for people to influence how we improve health and wellbeing.

The main aims of the project were to identify what people feel will have the greatest impact and improvement on their health and wellbeing so that we can set our local priorities to achieve this.

In order to gather views from a wide range of people, Healthwatch Salford developed surveys, ran discussion groups, conducted face to face interviews and held events to ensure that people were able to share their views in lots of different ways. We focused questions across the life course and also had specific questions on mental wellbeing (using the Wellbeing Star). For example we asked about social networks and relationships. Overall we consulted 491 people.

### What were the findings?

Examples of some of the themes were:

#### Start Well
- Better and good education
- Good communication in families and schools
- A good and safe home life and teaching respect /family values
- Good role models
- Action on bullying, mental health, exercise and diet
- More activities for young people like youth clubs and keeping young people out of crime

#### Live Well
- Timely information support and advice on health issues and parenting
- Community support, social support and relationships
- Good food, diet, exercise, housing
- Access to parks, greenspace, swimming baths and fitness clubs
- Employment and money
- Road safety and affordable travel

#### Age Well
- Support and advice
- Reducing isolation by having buddies and meeting people
- More day and community centres
- Good education, diet, keeping active/occupied, exercise and health
- Better screening for illness
- Less medication
- Affordable heating, electricity and transport

The findings are consistent with the proposed Locality Plan outcomes. Different groups did prioritise different issues. For example: Carers mentioned ‘Public transport routes and costs are a problem plus heating costs and Children and young people in care prioritised ‘Education along with a safe place to live’.

Many people told us that they would welcome more support with maintaining control of their own wellbeing and that there are many things which are influential to wellbeing that are outside the traditional jurisdiction of health and social care services.

### What are the next steps?

We will set our priorities based on what local people have said would have the biggest impacts on their health and wellbeing. We will focus on the following five areas of which the first three are echoed by the national priority setting research for Healthwatch England. At the same time we will feed information into other relevant organisations/forums, for example, transport and environment.

1. Access to Mental Health services
2. Access to GP services
3. Intermediate care
4. Good quality information/advice and signposting.
5. Locality plan implementation

Healthwatch completes a range of projects in addition to this survey and we will continue to progress actions from these projects alongside these priorities. We will seek out new opportunities for pursuing community agendas related to these topics.

For further information or a copy of the report, contact: manager@healthwatchsalford.co.uk
The Ward and Neighbourhood Profiles bring together a range of information about each of the 20 wards within the eight Neighbourhoods that make up the City of Salford. They provide a general picture of the characteristics of local areas covering:

- Population
- Health
- Adult social care
- Children and young people
- The economy
- Environment, crime, and disorder
- Housing

Here are a couple of examples of the sorts of facts and information that can be found in the ward profiles.

**Population**

Ordsall ward is home to the highest number of residents in Salford. Broughton is second highest and Boothstown and Ellenbrook has the lowest population size.

Broughton, Ordsall and Irwell Riverside wards are the most ethnically diverse areas in Salford as their individual proportion of minority ethnic residents are the three highest across the city.

**Housing**

Overall for the city private dwellings are more than double social housing. The exception to this is in Langworthy, Broughton, and Little Hulton where social housing is greater than private housing.

The asking private rent across Salford wards varies between £999 in Worsley and £519 in Little Hulton. In comparison, the average asking private rent in Salford as a whole is £676.

On average, a house property in Broughton would cost £142,805, while the average household income therein is £23,560. Therefore, it would take an average household in Broughton 6 times their income to afford a house.

Comparatively, it would cost 3.9 times an average household income in Swinton North to afford a house. That is the lowest affordability ratio in Salford.

The ward and neighbourhood profiles are a useful tool to help find out more about local areas and inform local projects and decision making. They are being used as part of the neighbourhood transformation work in Salford.

To access the profiles visit:

For further information contact sylvain.bagnack@salford.gov.uk
Falls

Across the UK, falls are the biggest cause of accidental death in older people, and cause the majority of preventable injury in the over 65s. Falls reduce older people’s independence and create a fear of falling that leads to isolation, loneliness and physical inactivity.

Salford has the second highest rate of falls in England. A detailed needs assessment has been produced to enable the council to understand more about the causes and impact of falls in Salford, and what can be done to prevent falls.

What the review found:

- 1,200 residents are urgently admitted to hospital every year with an injury caused by a fall.
- 1 in 3 adults aged over 65 fall each year.
- 1 in 30 adults over 65 need to be admitted to hospital with an injury following a fall.
- People living in residential care are at a higher risk of falls due to the complex health profile of residents.

The risk of falling varies across Salford, as shown by the map. Increasing age, living alone, being on a low income and having dementia all increase the risk of falls.

What is being done?

Falls can be prevented through a strength and balance training programme, such as Postural Stability or Step Up, both provided by Salford Community Leisure. 150 older people per year can currently take part in Postural Stability and Step Up exercise classes.

A falls assessment and treatment programme, run in Salford as part of Intermediate Care, can also reduce the risk of falls.

The information in the falls review will be used to support a business case to increase investment in effective falls prevention programmes.

View the NICE guidance on falls prevention:
https://www.nice.org.uk/guidance/cg161

Visit Salford Community Leisure’s website to learn more about Postural Stability and Step Up:
http://www.salfordcommunityleisure.co.uk/lifestyles/active-lifestyles/postural-stability

For further information or a copy of the report, contact: ben.fryer@salford.gov.uk
Asthma is described as a chronic inflammatory disorder of the airways. It can vary greatly in severity but is identified by episodes of wheezing and breathlessness and is one of the most common diseases in the world. In the UK there are 5.4 million people with an asthma diagnosis including over a million children.

A Salford asthma needs assessment has recently been completed. It considers asthma across the city alongside a range of factors such as age, gender, air quality and smoking. For example, in children, more boys than girls have a diagnosis, but in adults, more women than men have a diagnosis.

In Salford, there are around 15,000 people receiving treatment for asthma; this works out at about one in seventeen people registered with a Salford GP. This rate is lower than other areas with similar characteristics to Salford and also one of the lowest in the North West region. Across all the different GP practices locally there is variation in the rate of asthma.

The number of hospital admissions caused by asthma is rising and many of these will be avoidable. There are around 400 asthma hospital admissions each year, costing the health service around £900 each. The rate of children admitted to hospital because of asthma is significantly higher in Salford than in other similar areas.

Salford also has higher than average prescribing costs for asthma medication compared to other parts of Greater Manchester.

Many parts of Salford have high levels of poor air quality and smoking, both of these factors are linked to the exacerbation of asthma. Parental smoking, both before and after birth, is linked to childhood asthma.

An average of six people die from asthma in Salford each year, with more women than men dying as a result of the disorder.

As a result of the needs assessment actions aimed at reducing the risks and impact of asthma are being taken forward. For example reducing smoking and sharing good practice between GPs who have different asthma outcomes.

To access the report visit: www.salford.gov.uk/people-communities-and-local-information/joint-strategic-needs-assessment/jsna-topic-areas/
Life expectancy, or how long people can expect to live for, is available for different ages but most often we see life expectancy at birth reported. A recent report from Public Health England (PHE) has looked at how long people age over 65 can expect to live for. It is important to look at life expectancy in older ages as it is an indication of the health of older people.

The latest PHE report shows that older age life expectancy has improved for England with the latest year’s data but that this is not the case for all local authority areas. Slight declines in life expectancy or no changes in life expectancy are more frequently observed at a local authority level. This is true for Salford as between 2013 and 2014 (the latest year of data), life expectancy for Salford males age 85 and females age 65 improves, but there is a decline for males age 75 and females age 85. There is no change for all other older age groups. The overall direction of travel remains an improvement in older age life expectancy, as these small annual changes do not represent significant change across a longer period of time. Where life expectancy has previously dipped in past years for Salford, this has adjusted itself the following year to maintain an improving trend.

To access the report visit:
www.salford.gov.uk/people-communities-and-local-information/joint-strategic-needs-assessment/jsna-topic-areas/

Read more about older age life expectancy trends at:

For further information contact sarah.cannon@salford.gov.uk
This newsletter presents a picture of the range of data and intelligence work within the council.

If you are interested in finding out more or if you would like to publish your intelligence work in this newsletter please contact intelligence@salford.gov.uk