

# Joint Strategic Needs Assessment Vision for Redesign

## Public Health Services for Berkshire

*Working together for the health and wellbeing of Berkshire*



# Background

- The Health and Social Act (2012) requires all Health & Wellbeing Board's working through local authorities and CCG's to produce a JSNA of the health and wellbeing of their local community.
- The Bracknell Forest JSNA was developed in 2011/2012
- The JSNA need to be refreshed in 2013

# Current JSNA Feedback

## Constructive

- Provides a comprehensive data source
- Provides clear overarching priorities
- Provides basis to commission services
- Provides information for the Health & Wellbeing Board

## Challenging

- Cumbersome document
- Not “user” friendly
- Clinically focussed
- Confusing data (relevance of data to local area)
- Unable to “tell the local story” – snap shot of needs

# Vision

With the transfer of Public Health into Local Authority presents a new opportunity to create a new style JSNA.

The vision is to scope a JSNA that has the ability to:

- *Be accessible and web based*
- *Provide relevant, easy to disseminate data*
- *Tell the local story*
- *Use Ward data as a tool to plan for localised services*
- *Provide key stakeholders with data for commissioning intentions.*

# Proposal for redesign

To be accessible and web based:

- Information which is three clicks from a front web page
- Clear and “User” friendly
- Simple navigation to access information and data



# Proposal for redesign

Provides relevant, easy to disseminate data:

- Clear data tables
- A range of options of viewing data i.e. script, graphs, tables, pictures

Our Services A - Z : ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Main Menu**  
Home Page  
Health and Social Care  
Bedford Borough JSNA  
Demography  
Population  
Ethnicity  
Births and deaths  
Life expectancy  
Religion and belief  
Migration

**Contact us**  
General Enquiries  
01234 267422  
Bedford Borough Council,  
Borough Hall,  
Cauldwell Street,  
Bedford  
MK42 9AP

**You are here:** Home Page > Health and Social Care > Bedford Borough JSNA > Demography > Population

## Population

### Introduction

Bedford Borough covers an area of 476 sq. km and is home to an estimated 157,800 people (2011). Almost two-thirds of the population (64.2%) live in the urban area of Bedford and Kempston, and 35.8% in the surrounding rural area which comprises 45 parishes.

The Borough's population rose from 146,100 in mid 2001 to 157,800 in mid 2011, an average annual increase of approximately 0.6%.

### Age Structure

Bedford Borough has a slightly younger age profile than both the East of England and England, with a median average age of 39.6, compared to 40.7 in the region and 39.9 in England.

The proportion of older people is also lower, with 16.0% of the Borough's population aged 65+ in 2011 compared to 17.6% in the East of England and 16.4% in England.

#### Age Profile by Gender 2011, Bedford Borough compared to England

The population pyramid shows the percentage of the population in different age groups, split by gender. Bedford Borough is shown in blue (Males) and pink (Females). England is shown in light blue (Males) and light pink (Females). The x-axis represents the percentage of the population, ranging from 5% on the left to 5% on the right. The y-axis represents age groups from 0-4 to 90+.

Source: ONS, 2011 Mid Year Population Estimates

#### Population by Age and Gender, 2011

Age	Male	Female	Total
0-4	5,100	5,000	10,200

# Proposal for redesign

To have the facility to tell the local story:

- Easy to read and understand
- Ability to share the local ward picture
- Evidenced based and outcome focussed
- Provides a snap shot of current activities and future plans

The screenshot displays the Bedford Borough Council website's 'Ward Profiles' page. At the top, there is a navigation bar with 'Our Services A-Z' and an alphabetical index 'A-Z'. Below this, a 'Main Menu' sidebar lists various services, with 'Ward Profiles' highlighted. The main content area features a breadcrumb trail: 'Home Page > Council and Democracy > Statistics and Census > Ward Profiles'. The page title is 'Ward Profiles'. The text explains that profiles for 27 new wards, effective from May 2011, have been prepared by the Community Intelligence Team. It lists various data points covered, such as population, housing, economy, and deprivation. A section for 'Ward Profiles (PDF)' lists individual ward links, including Brickhill, Bromham & Biddenham, Castle, Cauldwell, Clapham, De Parys, Easttoote, Elstow, Goldington, Great Barford, Harrou, Harrold, Kempston Central & East, Kempston North, Kempston Rural, Kempston South, Kempston West, Kingsbrook, Newnham, Oakley, Putloe, Queens Park, Riseley, Sharnbrook, and Wilshamstead. On the right, a 'Don't Miss' section includes a photo of a building and text about local councilors and registration. Below that, a 'Related Links' section points to 'Key Plans and Strategies' and 'Council Budgets and Spending'.



# Example

## Brickhill

Ward Profile

September 2011



Population: 8,540

Area: 2.27 sq km  
(0.88 sq mi)

Brickhill Ward is also an  
urban parish

Located in the north west of Bedford Town, Brickhill has a much older age profile than the Borough with a higher proportion of people aged 50+ fewer aged 0-14 and notably fewer aged 20-34. Minority ethnic



# Proposal for redesign

Use Ward data as a tool to plan for localised services:

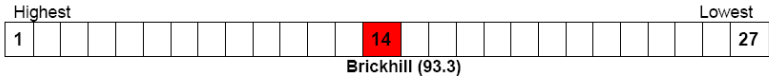
- Promotes Ward conversations based on evidence of needs
- Provides the facility to utilise Ward Data in promoting and planning localised services

## Health and Wellbeing

### Limiting Long Term Illness – Age Standardised Ratio (2001)



### Limiting Long Term Illness – Age Standardised Ratio (2001). Ward Comparison

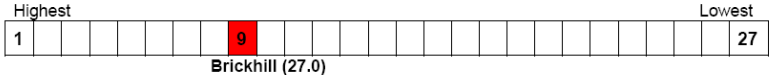


Source: Based on 2001 Census, ONS, Table CAS016. Analysis by Community Intelligence Team, Bedford Borough. Household residents only. The ratio is calculated by standardising for age differences between wards, with Bedford Borough having a value of 100. A value under 100 means that the level of LLTI is less than expected by the age profile of the ward, and a value above 100 means LLTI is greater than expected.

### Social Service Open Cases (2010)

Aged 18+	Brickhill		Bedford Borough
	Number	Per 1000 population	Per 1000 population
Number of Social Services Open Cases	212	30.8	31.5
Open Cases excluding those in Nursing / Residential Care	186	27.0	26.3

### Comparison of Social Services Open Cases by Ward (excluding nursing/residential care)



Source: Analysis by Community Intelligence Team, Bedford Borough Council. Open cases in August 2010.

# Proposal for redesign

Has the ability to provide key stakeholders with data for commissioning intentions:

- To access detailed reports on specific issues, conditions and ward/area data
- Provide comparison data
- Provide a snap shot of activities and gaps in provision

Our Services A - Z: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Main Menu**

- Home Page
- Council and Democracy
- Statistics and Census
  - 2011 Census
  - Population Estimates
  - Borough Statistical Profile
  - Ward Profiles
  - Super Output Area Profiles
  - Unemployment
  - Indices of Deprivation 2010
  - **Other Data Sources**

**Contact us**

@ General Enquiries  
☎ 01234 267422  
✉ Bedford Borough Council,  
Borough Hall,  
Cauldwell Street,  
Bedford  
MK42 9AP (How to find us)

**You are here:** Home Page > Council and Democracy > Statistics and Census > Other Data Sources

## Other Data Sources

If you have not found the information you need on our pages, there are a number of other sources that may help you:


- For statistics about your own area go to the [Neighbourhood Statistics](#) site, part of the Office for National Statistics (ONS)
- For data about the local labour market and economy, go to [NOMIS](#)
- Insight East provides an information gateway to data on Bedford Borough and the region, and is a particularly good source of economic data
- For the latest health statistics for Bedford Borough and region, go to the [Eastern Region Public Health Observatory](#)

A [Joint Strategic Needs Assessment](#) has been prepared jointly by Bedford Borough Council and NHS Bedfordshire.

• For help in finding other data sources, [Data for Neighbourhood Renewal](#) provides links to many datasets, including those used for the former National Indicator set.

For further information, please contact: [intelligence@bedford.gov.uk](mailto:intelligence@bedford.gov.uk)

**Don't Miss**



In this section find out about the makeup of Bedford Borough Council and who your local Councillors are. You can also find out how to register for elections, submit FOI enquiries and more.

**Related Links**

- ▾ Council and democracy

# Comments and Questions

# Next Step

To agree the proposed approach to redesign the JSNA

**Berkshire Public Health Shared Team**

*Working together for the health and wellbeing of  
Berkshire*