

Southend East Locality

Introduction

East comprises a number of distinct areas within the Borough of Southend. Firstly, four wards make up the East Locality; Shoebury, Southchurch, Thorpe and West Shoebury. Picture 1 shows the boundaries for East. There are circa 36,000 people registered to GP practices in East as compared to the Ward population of circa 41,500. The difference is attributed to patients being registered to GP practices outside of East.

The split of male to female is equal. East has a smaller proportion of male adults of working age, particularly between 30 and 44 and a higher population of people aged between 65 and 69.

The population is set to increase in coming years. Projections show that East will increase by a further 4,036 residents by 2029 and a further 1,000 residents over the age of 75 by 2029. These projections do not include any housing developments.

Key Challenges

Deprivation & Wider determinants of health – There are 107 Lower Super Output Areas (average 1,500 residents) in Southend of which 26 are in East. 5 of these are in the 10% most deprived areas in England. Deprivation, employment, housing and education is directly linked to life expectancy and length of disability free life. Residents in East are statistically more likely to have higher levels of **mental illness**, increased likelihood of developing a **long-term illness** (respiratory, cardiovascular disease) and a higher prevalence of **unhealthy lifestyle behaviours** (obesity, physical activity and smoking). Children from East are more likely to experience an acute illness leading to a hospital admission, are less likely to maintain a healthy weight and more likely to experience emotional and behavioural problems.

Wider determinants of health and wellbeing – Data in East suggests that residents face challenges around housing, education, employment, air quality and crime. These wider determinants all contribute to a residents health and wellbeing and their likely need to interact with services.

Long Term Conditions – East has a greater percentage of patients diagnosed with respiratory illness, heart disease and hypertension compared to Southend.

Long Term priorities

1. **Improve Health and Wellbeing (Safe & Well)** – measured through people feeling safe and secure at all times; people are remaining well enough to enjoy fulfilling lives; and the most vulnerable in our community are effectively protected and have their quality of lives improved;
2. **Improve Care Quality and Experience** – measured through positive personal experiences, safe and effective care and partnership development between people and community assets;
3. **Sustainability** – sustainable impact of the integrated and collaborative working on financial and clinical sustainability of the community and the system;
4. **Channel Shift (Active & Involved)** – we have a thriving, active and involved community that feel invested East; the benefits of community connection are evident as more people come together to help, support and spend time with each other; a range of initiatives help communities come together to enhance their Locality and environment.

12 month plan

1. **Improving access & reducing the impact of the wider determinants of health;** for the moderate needs individual via the Multi Disciplinary Team function currently in operation (addresses all four challenges) and closer collaboration between organisations in East Central;
2. **Improving access** to preventative support via pharmacy hubs and the development of hubs in East (addresses three challenges);
3. **Enabling the integration and the development of the hub model to encourage use** of voluntary sector assets in health and care models with a focus on prevention (addresses three challenge);
4. **Creating an environment** through which people are empowered to make decisions about themselves and their own lives (addresses three challenges).