

# Southend East Central Locality

## Introduction

East Central comprises a number of distinct areas within the Borough of Southend. Firstly, three wards make up the East Central Locality; Kursaal, St Luke's and Victoria. Picture 1 shows the boundaries for East Central. There are circa 60,000 people registered to GP practices in East Central as compared to the Ward population of circa 35,000. The difference is attributed to patients living in a different Locality and GP practices being located on the Locality border.

The split of male to female is equal. East Central has a larger proportion of children and young people under 25 years, and a larger proportion of adults of working age, particularly males between 25 and 39. The population of people aged over 65 is lower than Southend average.

The population is set to increase in coming years. Projections show that East Central will increase by a further 3,800 residents by 2029. This doesn't include regeneration developments, Queensway for example.

## Key Challenges

**Deprivation & Wider determinants of health** – There are 107 Lower Super Output Areas (average 1,500 residents) in Southend of which 19 are in East Central. 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 Central 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 Central 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.

**Living Alone** – Recent data indicates that over 40% of the population in East Central aged over 65 years and over are living alone, much higher than the Southend average (34%).

**Long Term Conditions** – East Central has a greater percentage of patients diagnosed with respiratory illness, heart disease, depression 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 and Involved)** – we have a thriving, active and involved community that feel invested East Central; 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** to services for the moderate needs individual via the Multi Disciplinary Team function currently in operation (addresses challenge for Deprivation and Living Alone);
2. **Improving access** to social care through primary care, improving GP knowledge re social care services and improving the relationship between Primary and Social Care (addresses challenge for Deprivation and Living Alone);
3. **Developing greater access** to Mental Health Early intervention services (addresses challenge for Deprivation and Living Alone);
4. **Enabling the integration and encourage use of hub model and engagement with** voluntary sector assets in health and care models with a focus on prevention (addresses challenge for Deprivation and Living Alone);
5. **Creating an environment** through which people are empowered to make decisions about themselves and their own lives (addresses challenge for Deprivation and Living Alone).