

# Southend West Central Locality

## Introduction

West Central comprises a number of distinct areas within the Borough of Southend. Firstly, six wards make up the West Central Locality; Blenheim Park, Chalkwell, Milton, Prittlewell, St Laurence and Westborough. Picture 1 shows the boundaries for West Central. There are circa 35,000 people registered to GP practices in West Central as compared to the Ward population of circa 64,000. The difference is attributed to two of the largest Southend GP practices being in neighbouring Localities (Pall Mall and Queensway).

The split of male to female is 51.3% Male as compared to 48.7% female. West Central has a smaller proportion of children and young people under 25 years, and a larger proportion of adults of working age, particularly males between 25 and 54. The population of people aged over 65 is similar to the Southend average.

The population is set to increase in coming years. Projections show that West Central will increase by a further 7,125 residents by 2029. It is projected that there will be an additional 1,844 residents in West Central over the age of 75 by 2029.

## Key Challenges

**Deprivation & Wider determinants of health** – There are 107 Lower Super Output Areas (average 1,500 residents) in Southend of which 38 are in West Central. 2 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 West Central (living in deprivation) 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).

**Wider determinants of health and wellbeing** – Data in West Central 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** – West Central has a greater percentage of patients diagnosed with respiratory illness, asthma, depression and mental health compared to Southend.

**Carers** – West Central has a greater percentage of care packages than Southend and a significant number of registered carers are caring for a resident of West Central.

## 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 West 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. **Developing a peer support network** to focus on the work of carers and the **implementation and development of a carers consortium** to support the commissioned activity (addresses all four challenges);
2. **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 West Central;
3. **Enabling the integration** of voluntary sector assets into health and care models with a focus on prevention and wellbeing (addresses all four challenges);
4. **Creating greater use of open spaces and development of hub model** in West Central (addresses all four challenges).
5. **Creative use** of the connection with SUHFT via development of hospital / hub model and a care link worker