

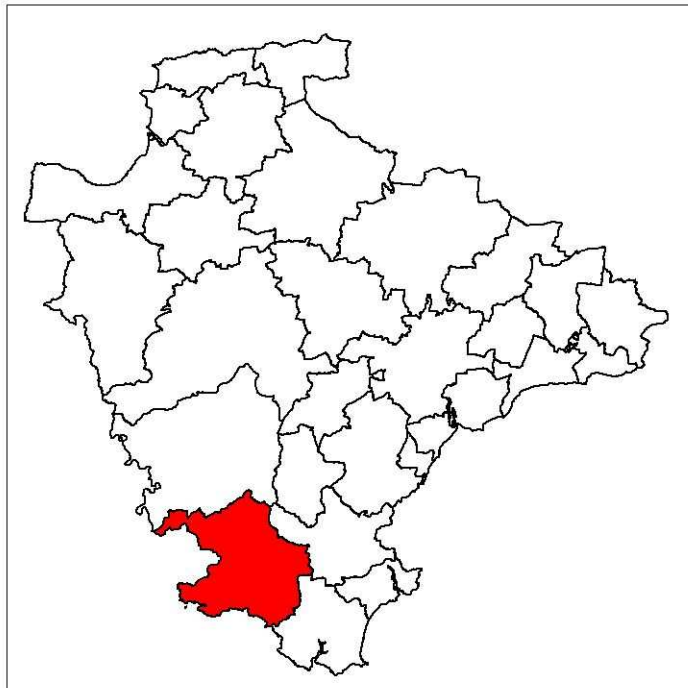
INTRODUCTION

This is the Devon Joint Strategic Needs Assessment for the Ivybridge area, which also encompasses the surrounding rural parishes.

The aim of the Joint Strategic Needs Assessment is to collaboratively identify current and future health and well being needs and inform future service planning and delivery. The purpose of this town profile is to provide a detailed assessment of current need and service activity at a local level. This profile looks at the health and social care needs of the town and its rural surroundings and other smaller surrounding settlements.

Data for this report was gathered and collated by the NHS Devon information teams, and the Devon County Council Adult and Community Service and Children and Young Peoples Service and Strategic Intelligence teams.

A glossary is available providing detailed definitions and background information for the measures in this report:



http://www.infopoint.devonpct.nhs.uk/Library/Public_Health_Commissioning/JSNA_2009_Glossary_Devon.pdf

FEEDBACK

Any feedback or questions concerning the information in this report would be gratefully received. We would be keen to receive feedback on whether you recognise the community as described in the profile, is any key information is missing or any local priorities or issues you wish to identify.

Please contact d-pc.strategicreview@nhs.net with any comments or questions.

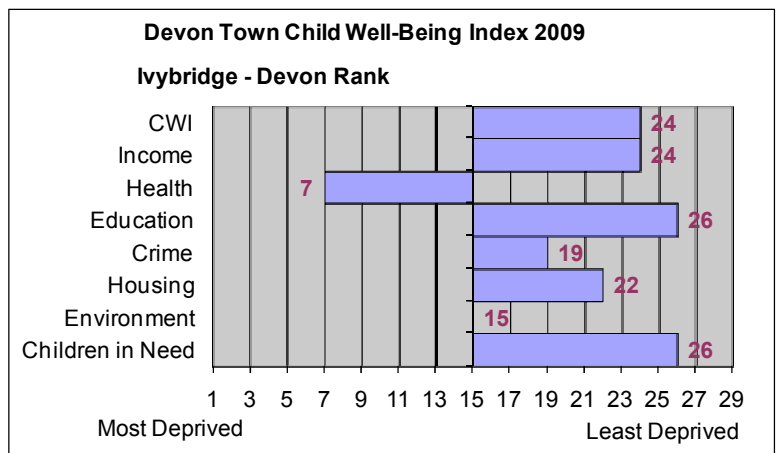
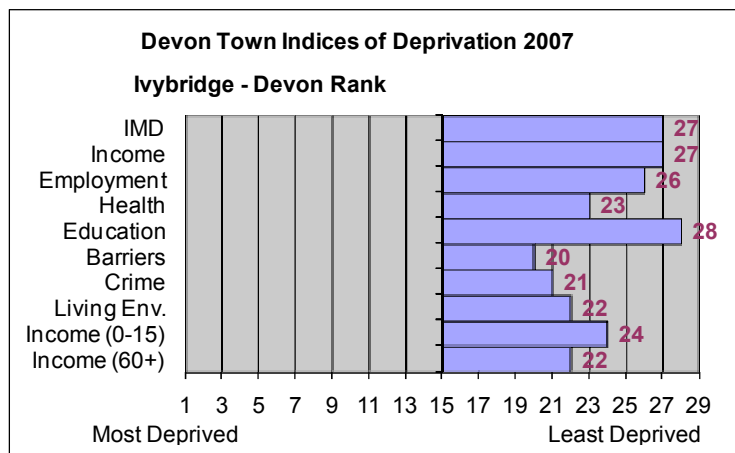
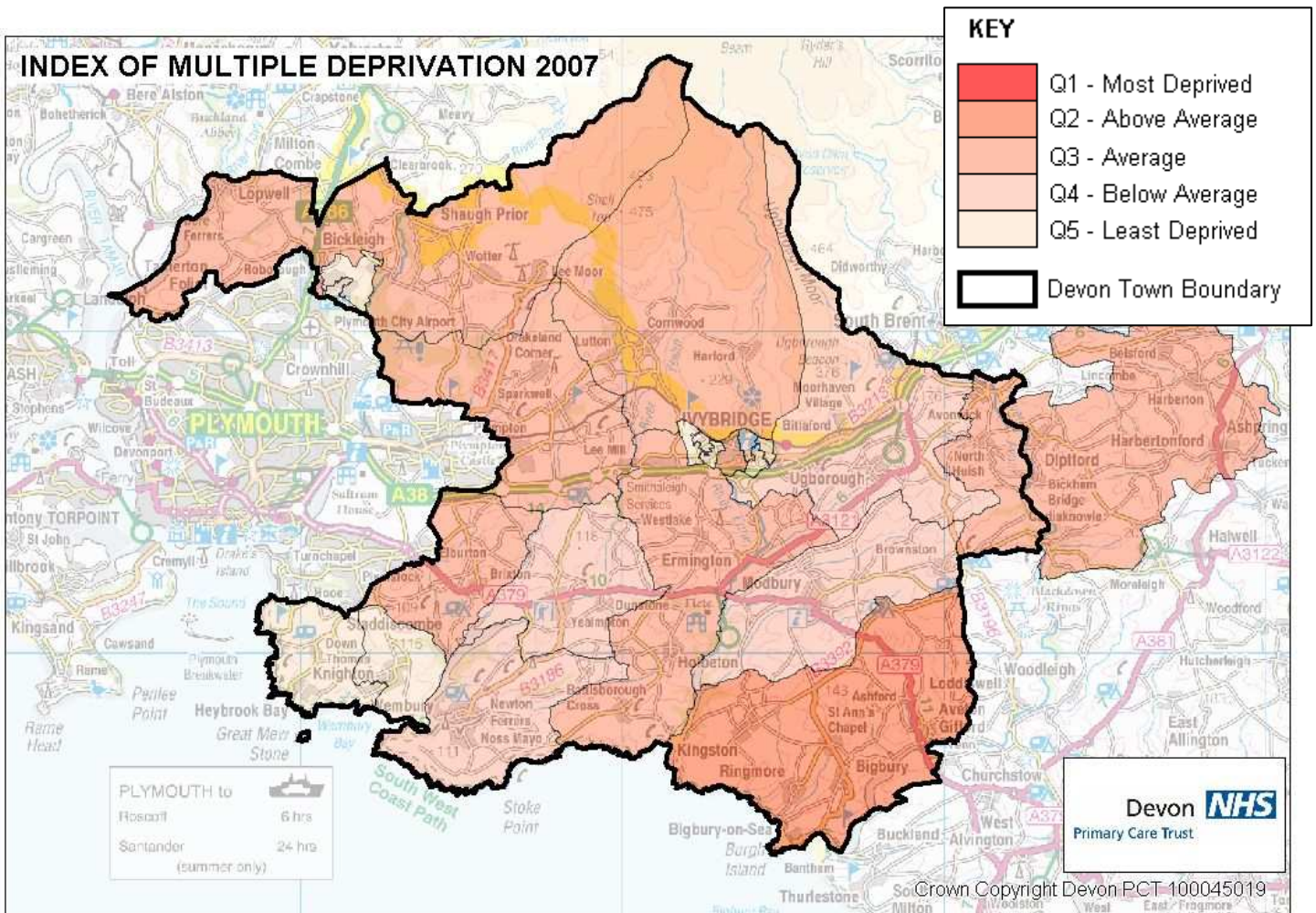
EXECUTIVE SUMMARY

- Overall deprivation is well below the Devon average, although the rural hinterland is more deprived than the urban centres of Ivybridge and Bickleigh.
- The population of Ivybridge is predicted to increase by 7,657 people between 2006 and 2021 – a rise of 22.2%. The largest change is predicted to be in the 70 to 74 age group with an increase of 102.5%
- The birth rate is slightly below the Devon average, although it is slightly higher in Bickleigh.
- Life expectancy is broadly in line with the Devon average.
- The youth offending rate is below the Devon average.
- GCSE performance is above the average for Devon.
- The proportion of children with Special Educational Needs is below the Devon average.
- The rate of referrals for older people aged 65+ into Adult and Community Services in Ivybridge is under represented compared with the Devon referral rate
- The estimated prevalence of Dementia in the 65 and over population in Ivybridge is 6.92%
- The rate of Safeguarding alerts for vulnerable adults in South Hams is in line with the Devon average
- Levels of hospital activity are uniformly well below the Devon average, covering outpatient attendances, A&E attendances and elective and non-elective admissions to hospital.
- The rate of alcohol-related admissions is well below the Devon average.
- Teen conception rates were above the Devon average in the Ivybridge Filham, and Cornwood and Sparkwell wards.

DEPRIVATION

The main source of information on deprivation is the 2007 Indices of Deprivation, which combine data on different social issues to produce an overall deprivation score for local areas, the Index of Multiple Deprivation. In the Ivybridge town area the most deprived areas are the rural areas to the south and north, whilst the least deprived areas are in and around Ivybridge, typically in the main residential areas outside the town centre.

A breakdown of the individual domains from the Indices of Deprivation, reveal that Ivybridge is one of the least deprived areas of Devon. A separate Child Wellbeing Index was released in 2009, which reveals that whilst Ivybridge is less deprived than the Devon average, there are issues in relation to the health of children.

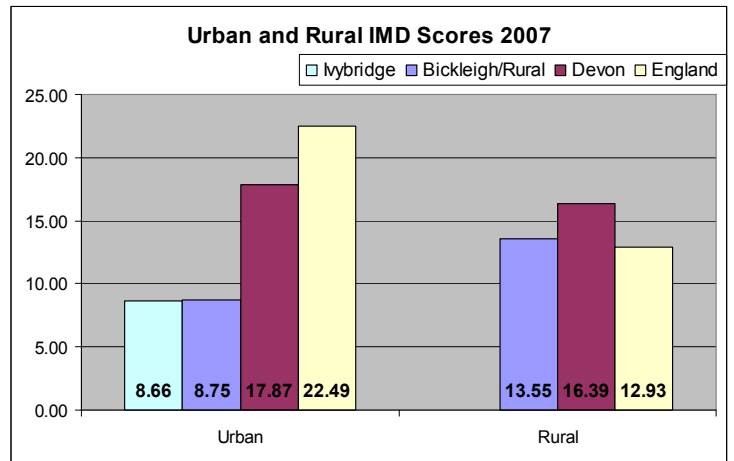


For full description of domains please view the glossary

DEPRIVATION IN URBAN AND RURAL AREAS

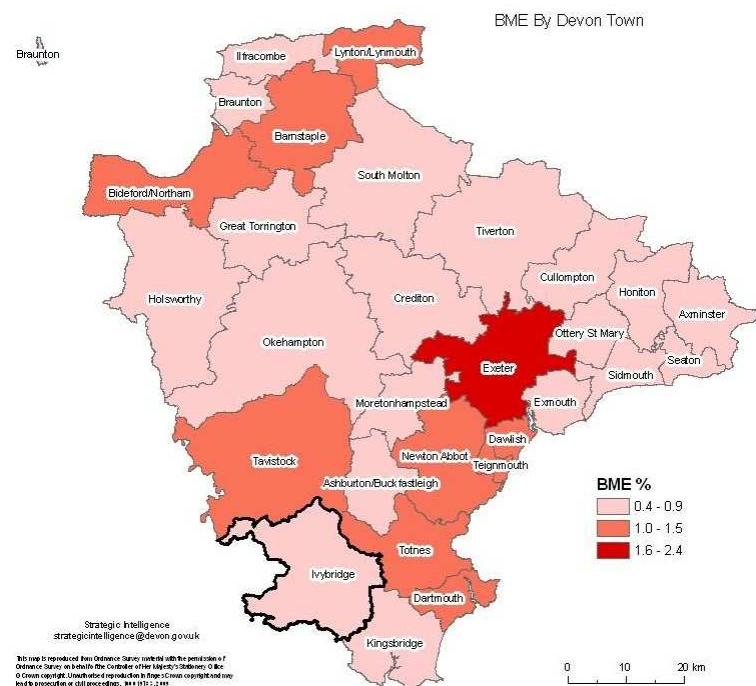
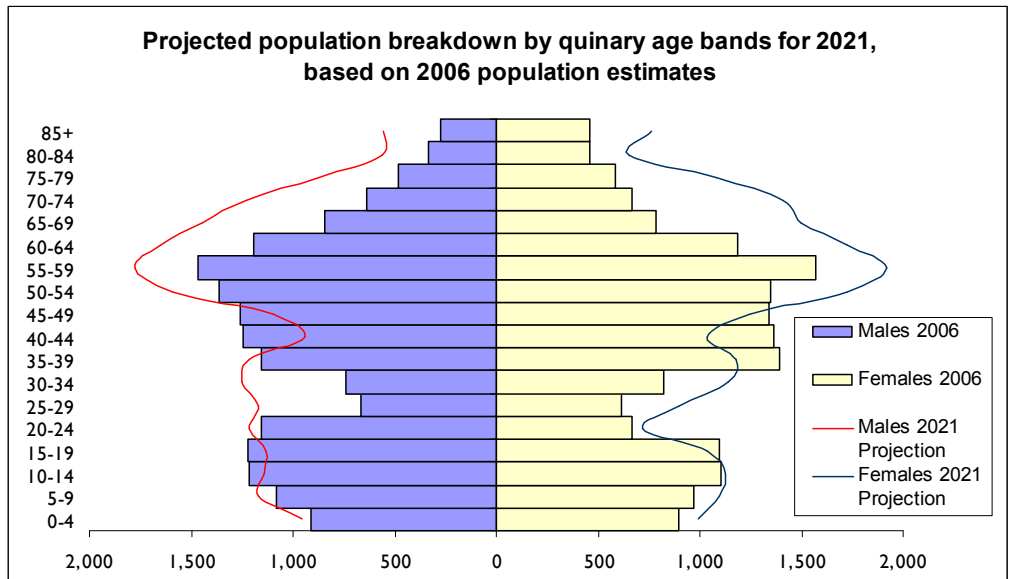
The following chart compares index of multiple deprivation scores for the urban area of Ivybridge with the surrounding rural hinterland, along with average urban and rural Index of Multiple Deprivation scores for Devon and England as a whole.

This reveals that the urban centres of Ivybridge and Bickleigh are much less deprived than the surrounding rural area. Ivybridge urban centre is much less deprived than the Devon and national averages for urban areas, whereas the surrounding rural area is more deprived than the national average for rural areas but is less deprived than the average for rural Devon.



POPULATION

The population of Ivybridge is predicted to increase by 7,657 people between 2006 and 2021 – a rise of 22.2%. The total number in the younger age groups (from 0 to 19) is predicted to increase by 165 to 8,657 – a rise of 1.9%. The 20 to 44 year age band is also predicted to see an increase, in this case of 934 to 10,751 or 9.5%. The 45 to 64 age group should see an increase of 2,013 people (18.8%) to 12,739. The older age groups (65 years and older) are due to see an increase in number of 4,545. This equates to an 82.2% increase over the 15 years that these projections cover and will take the population in this group up to 10,077. The largest change is predicted to be in the 70 to 74 age group with an increase of 102.5%.

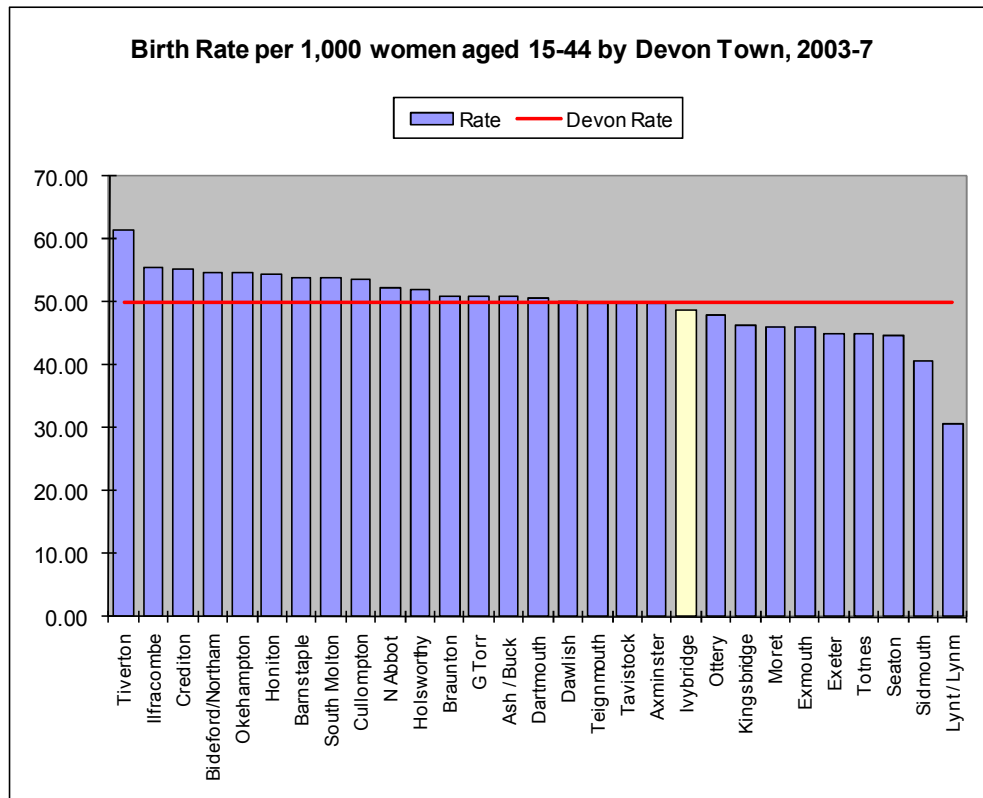


The proportion of Ivybridge's population from BME communities based on the 2001 census is 0.8%. This is comparable to the overall Devon BME of 1.1%.

Strategic Intelligence
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BIRTHS

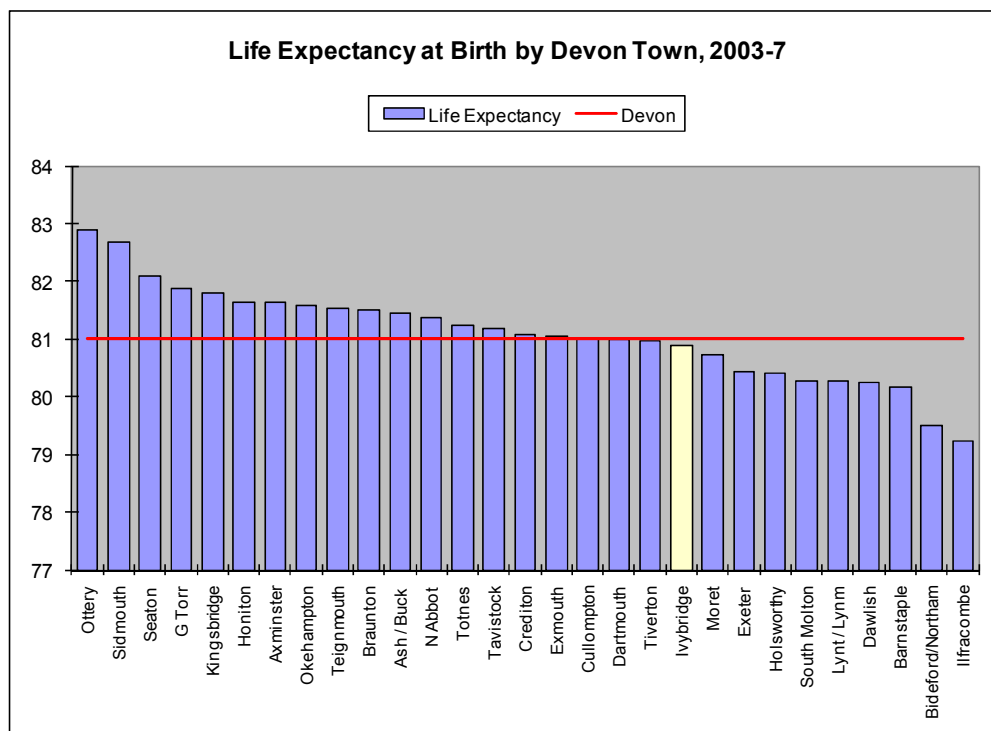
The birth rate in the Ivybridge area is slightly below the Devon average. Birth rates in the town and hinterland are also very similar. Bickleigh has a higher birth rate than the average urban rate for Devon.



Area	Average births per year	Birth Rate
Ivybridge Central	125	48.45
Bickleigh	54	56.18
Ivybridge Hinterland	137	46.62
Ivybridge Town Area	316	48.76
South Hams District	691	47.59
Southern Locality	2,272	50.52
Devon	6,721	50.02
Devon Urban	4,797	50.35
Devon Rural	1,925	49.24

LIFE EXPECTANCY

Life expectancy in the Ivybridge area is in line with average life expectancy in Devon, although Bickleigh has a much lower life expectancy than the average for Devon, mainly due to a high proportion of residential and nursing homes.

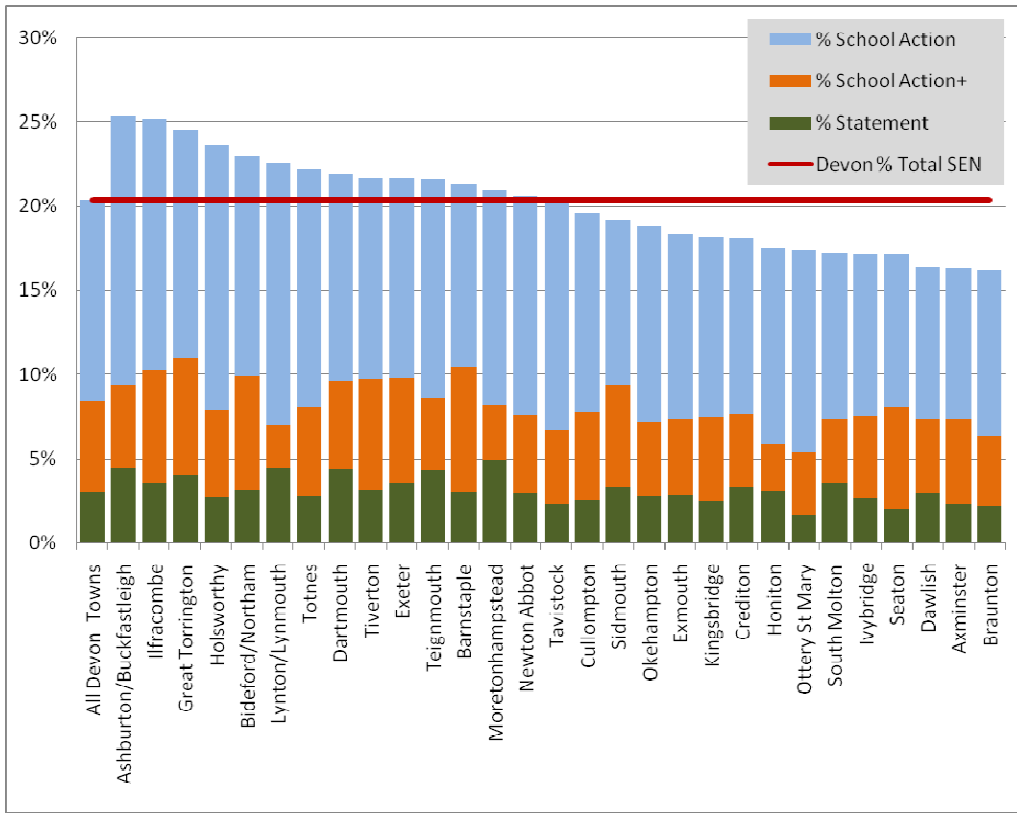


Area	Female	Male	Total
Ivybridge Central	82.8	77.0	80.0
Bickleigh	77.3	72.5	74.7
Ivybridge Hinterland	84.4	80.1	82.3
Ivybridge Town Area	83.1	78.5	80.9
South Hams District	83.4	79.2	81.3
Southern Locality	83.2	79.3	81.4
Devon	83.0	78.9	81.0
Devon Urban	82.5	78.4	80.5
Devon Rural	84.0	80.0	82.0

CHILDREN AND YOUNG PEOPLE

Ivybridge Town Area has below average rates of those with Special Educational Needs; above average GCSE performance; a below average youth offending rate; and, a marginally below average number of children and young people from black and ethnic minority groups.

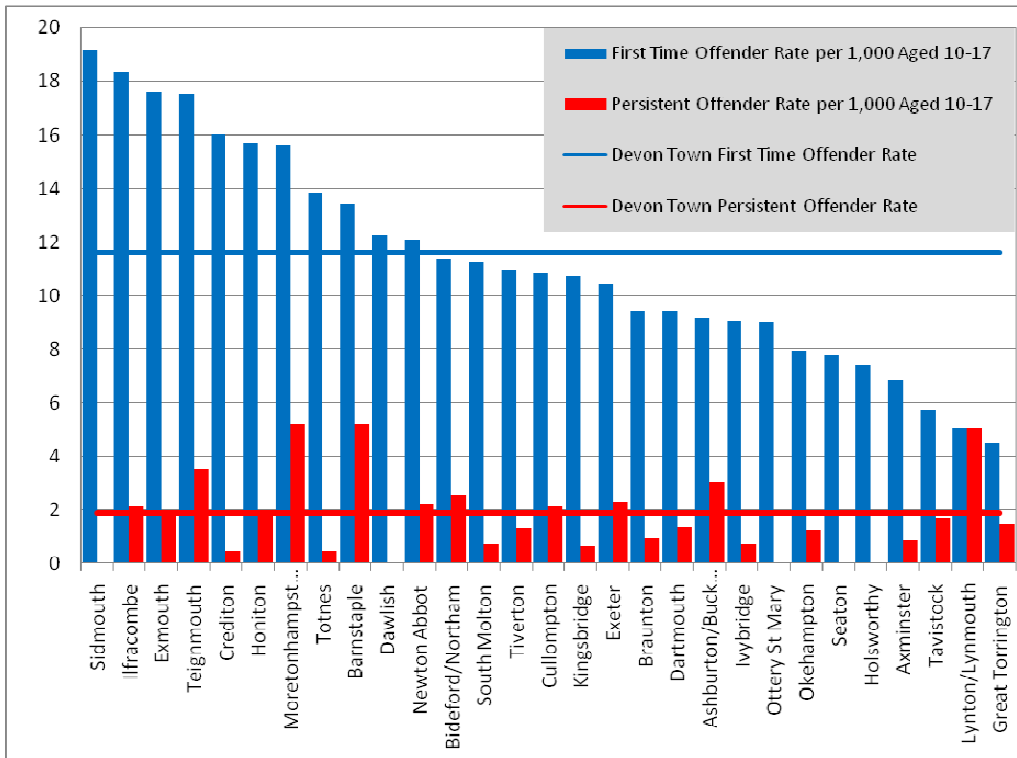
SPECIAL EDUCATIONAL NEEDS (2007/08)



This graph represents the percentage of young people with SEN attending a DCC school in 07/08 by their town of residence. The national average for the proportion of pupils identified with SEN (i.e. Statemented, School Action Plus and School Action combined) is approximately 20%. We want children and young people to access services and provision within their Local Learning Communities wherever possible. Some children with complex needs will require access to specialist support in additionally resourced provision or special schools. Where there are significant variations it reflects the level of support needed within the community.

Data Source: DCSF School Census (Oct 07, Jan 08 and May 08)

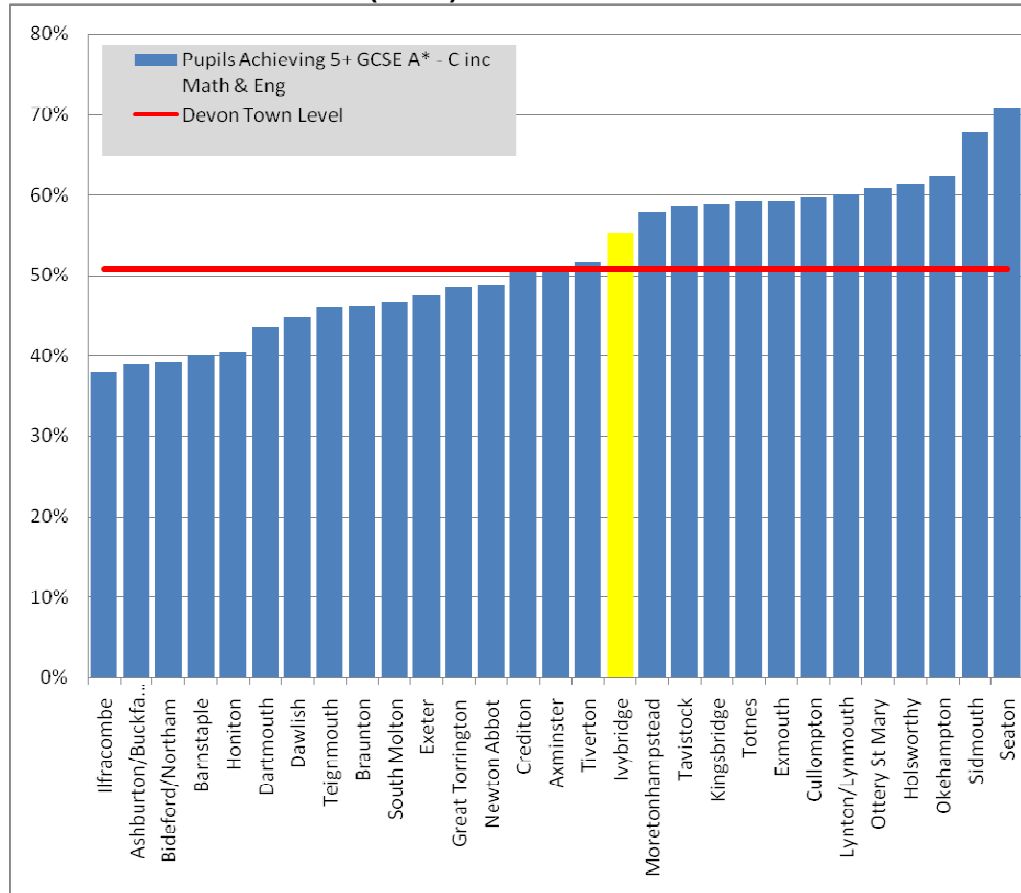
YOUTH OFFENDING (2008)



Devon's First Time Entrants (FTEs) figure has been below the regional and national average since 2004/5, and continues to fall - current projections for the financial year 2009/10 are that the FTE rate will drop by over a third, compared to the baseline year of 2007/8. Within Devon, such small numbers of FTEs can cause significant statistical variations from one year to the next, particularly in the smaller towns and communities. In general, around two thirds of FTEs do not re-offend, but the pattern of those who re-offend more persistently (Persistent Youth Offenders - PYOs) is even more liable to fluctuation outside of the four largest communities (Barnstaple, Exeter, Exmouth and Newton Abbot). Preventative work by the Youth Offending Service and Children's Trust is increasingly focused, therefore, on the towns

where there is a longer term pattern of FTEs and PYOs above the Devon average. Data Source: Devon Youth Offending Team 2009

GCSE PERFORMANCE (2008)



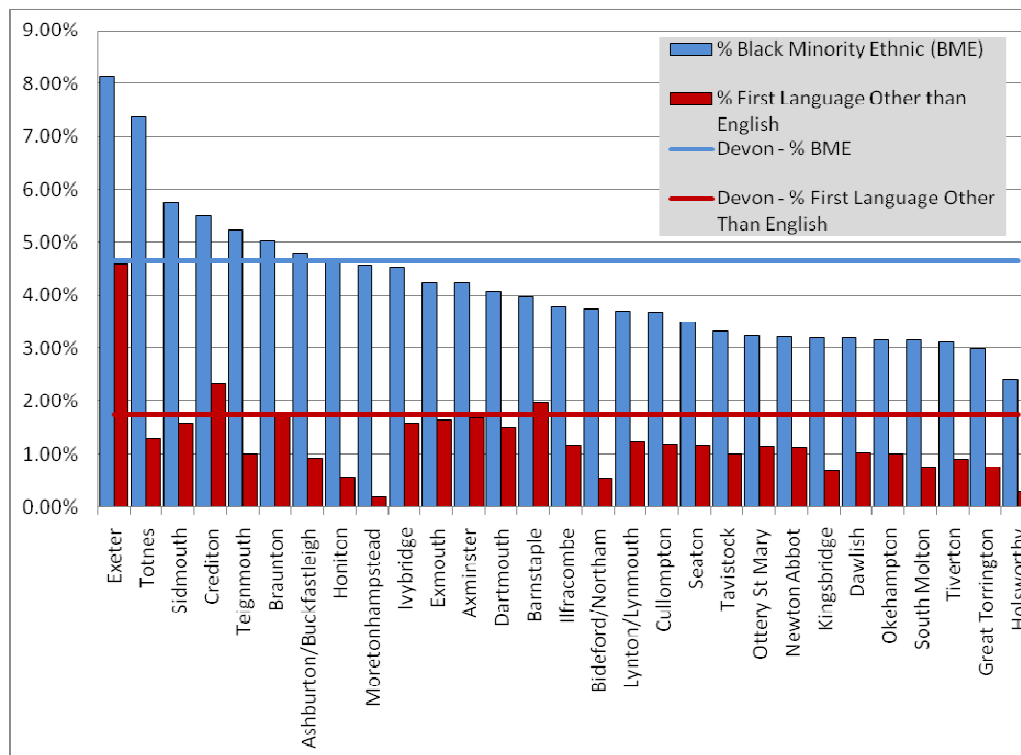
The graph illustrates GCSE performance in 2008 for pupils in Devon Maintained Schools by Town of residence.

Devon pupils' achievement at GCSE level is slightly above the National average (49.5%) but there still too many pupils not gaining 5 or more GCSEs including Maths and English.

The Local Authority has established a 'Narrowing the Gap' Programme to improve the attainment of the lowest 20% of achievers, and a 'Raising the Bar' programme to stretch the most able.

Data Source: Devon Learning and Development Partnership

ETHNICITY AND FIRST LANGUAGE (2007/08)



This graph represents the percentage of young people with a first language other than English who were attending a DCC school in 07/08 by their town of residence.

In this time period there were 4,440 pupils from a minority ethnic background in Devon schools (4.65% of the total school population) and of these 1,731 have English as an additional language.

There are over 60 different languages spoken by children and young people in Devon schools the largest minority language groups being Polish (252) and German (88).

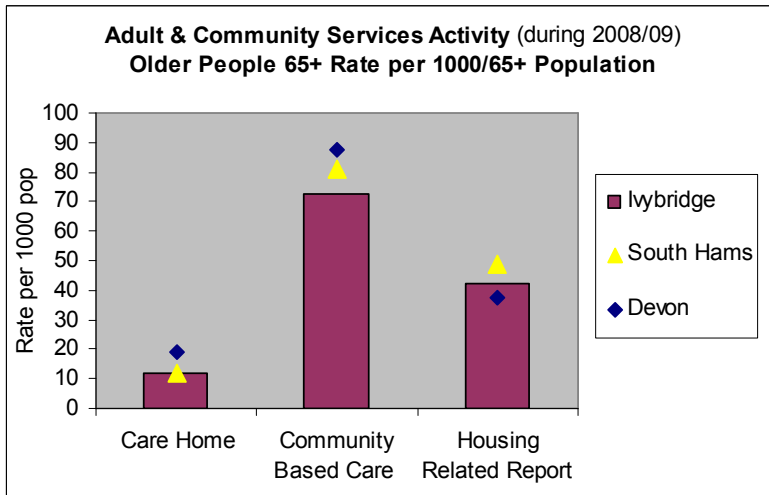
There are few schools without minority ethnic pupils and an increase in those schools with over 6% Black Minority and Ethnic pupils on roll. Currently, the largest ethnic group are Polish families located

across the county.

Data Source: DCSF School Census (Oct 07, Jan 08 and May 08)

ADULT AND COMMUNITY SERVICES

Older People 65+



The table illustrates that service activity for older people aged 65+ in Ivybridge is comparable with the overall Devon average for the proportion of people receiving Community Based Care and Housing Related Support. The proportion of people based in Care Homes is under represented when compared to the Devon average. The rate of referrals for older people aged 65+ into Adult and Community Services in Ivybridge is 117.4 (per 1000 65+ population). This is an under representation when compared to the Devon average. The proportion of referrals for older people aged 65+ in Ivybridge dealt with at point of contact and those sent on for further assessment is in line with the overall Devon average of 14% and 86% respectively. There is an over representation in the number of referrals from Local Authority Housing Departments for clients aged 75+ in

Ivybridge.

The rate of older people aged 65+ in Ivybridge receiving assessments is 47.9 (per 1000 65+ population) and 70.5 for reviews, there is an under representation in assessments when compared to the Devon average.

11% of adult clients in South Hams who were assessed on Falls risk groups based on new enquiries received for the Home Improvement Agency were identified as in the High risk group, compared to 15% for the Devon average.

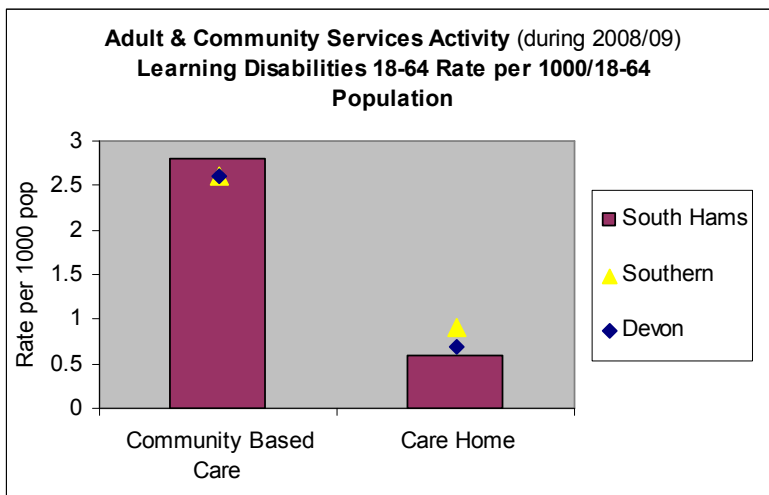
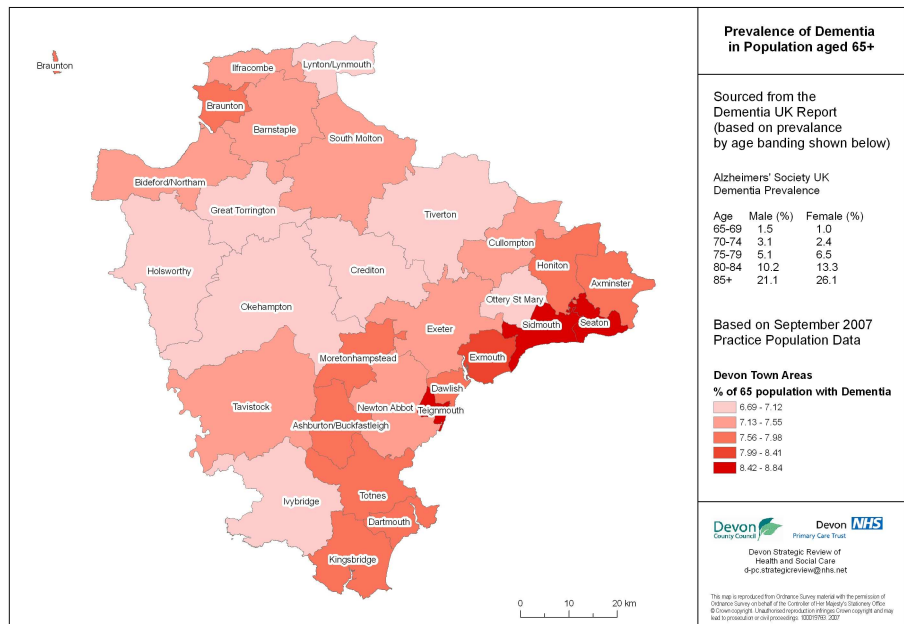
Mental Health and Learning Disabilities

Applying the nationally accepted prevalence rates for Dementia to the population in Ivybridge shows that there are an estimated 427 people in the area with Dementia. This gives an overall prevalence rate in the 65 and over population of 6.92%.

The table below presents people in South Hams aged 18-64 predicted to have a mental health problem, projected to 2025

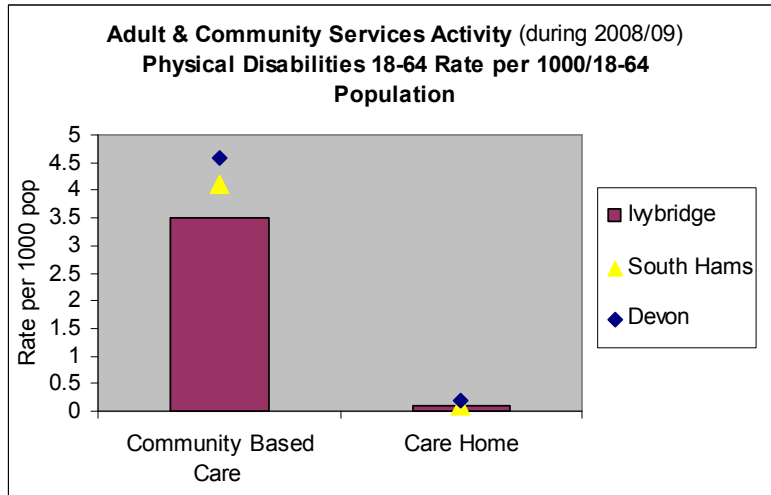
	2008	2025	% Change
Depression	1,261	1,252	-1%
Neurotic disorder	8,138	8,080	-1%
Personality disorder	2,170	2,159	-1%
Psychotic disorder	272	270	-1%

Data Source: PANSI



In South Hams the proportion of people with learning disabilities aged 18-64 receiving Community Based Care and the proportion of people based in Care Homes is comparable to the overall Devon average.

Physical Disabilities 18-64



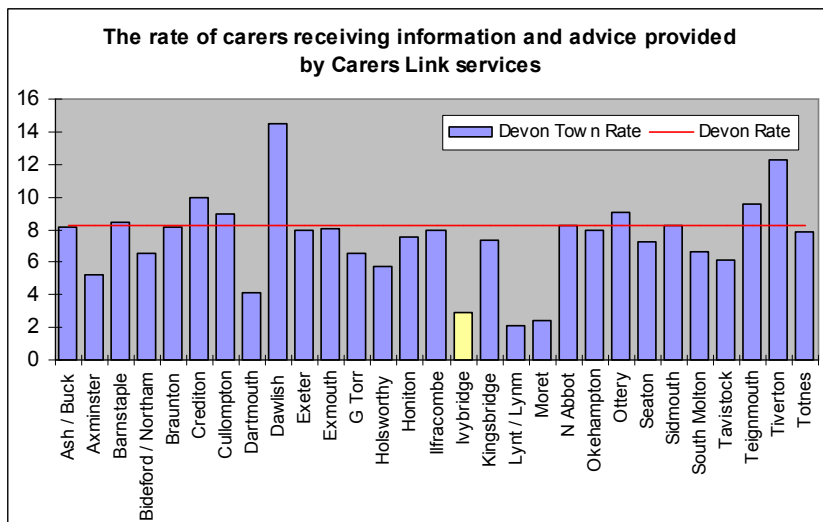
This table demonstrates that Ivybridge is comparable with the overall Devon average for the number of people with physical disabilities aged 18-64 receiving Community Based Care and the number based in a Care Home (although in the table appears to be considerably below for Community due to the scale used).

The referral rate in Ivybridge for people aged 18-64 into Adult and Community Services is comparable with the Devon average. A higher proportion of referrals (31%) for this age group are dealt with at point of contact when compared with the overall Devon average of 20%.

The rate of people with physical disabilities aged 18-64 in Ivybridge receiving assessments is 2.6 (per 1000 18-64 population) and 1.7 for reviews, there is an under representation in reviews when compared to the Devon

average. The rate of Safeguarding alerts in South Hams is 1.8 (per 1000 18+ population) which is in line with the Devon average of 1.6.

Carers

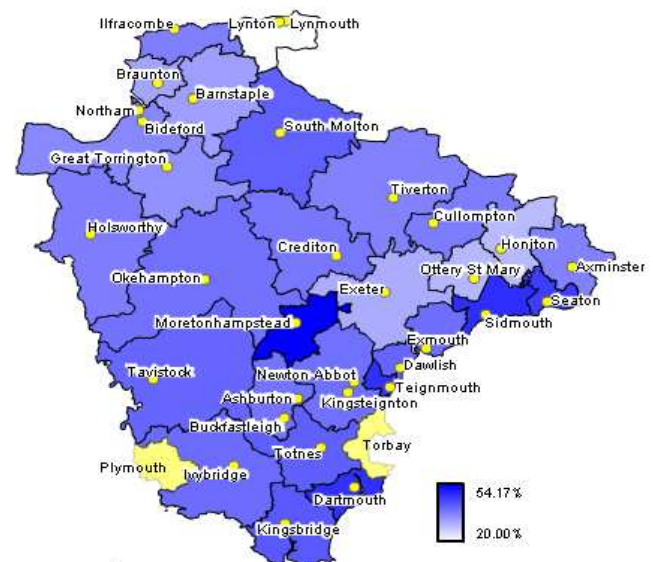
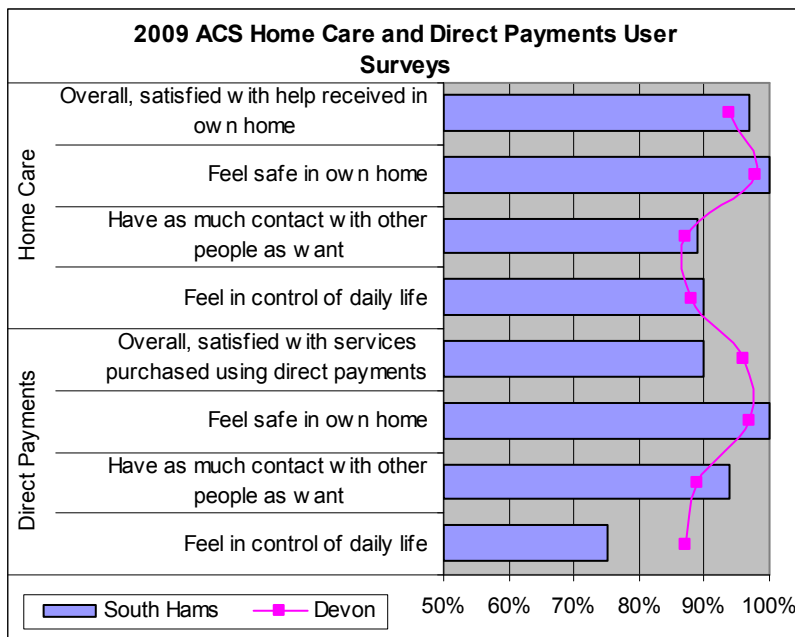


The rate of Carers assessments and reviews in Ivybridge is 7 (per 1000 18+ population) and is comparable with the Devon average.

The table opposite illustrates that the rate of carers receiving Information and advice provided by Carers Link services in Ivybridge is under represented compared with the Devon average of 8.3 (per 1000 18+ population).

Respect and consideration

Older people are able to get the support needed to continue to live at home

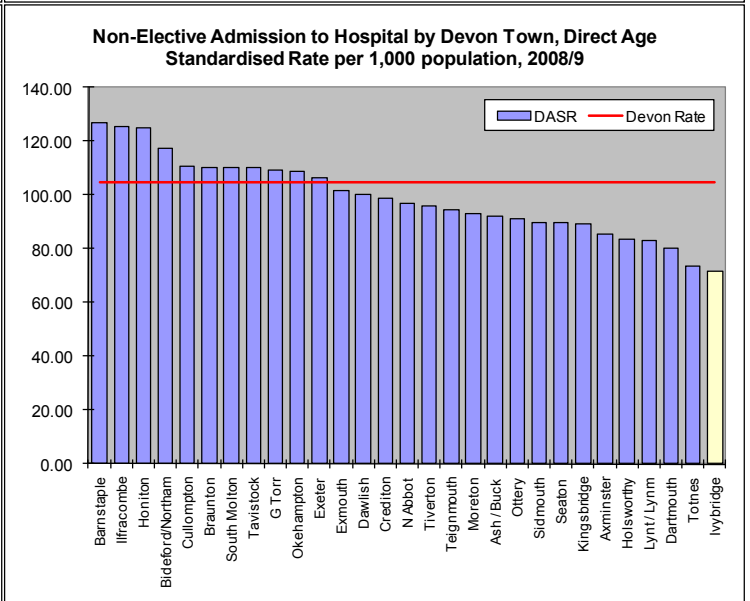
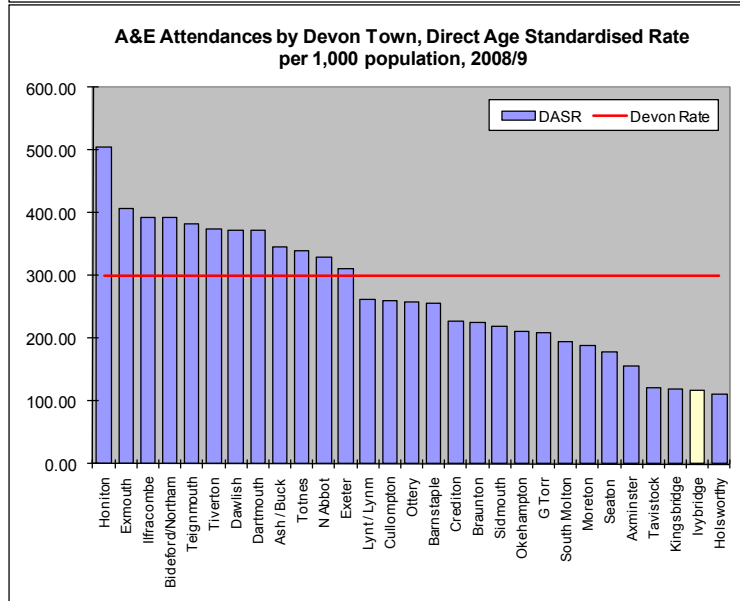
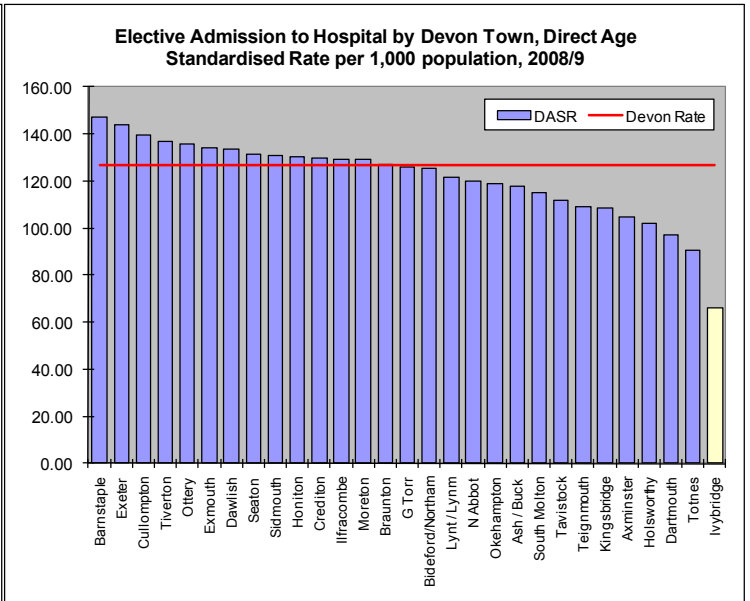
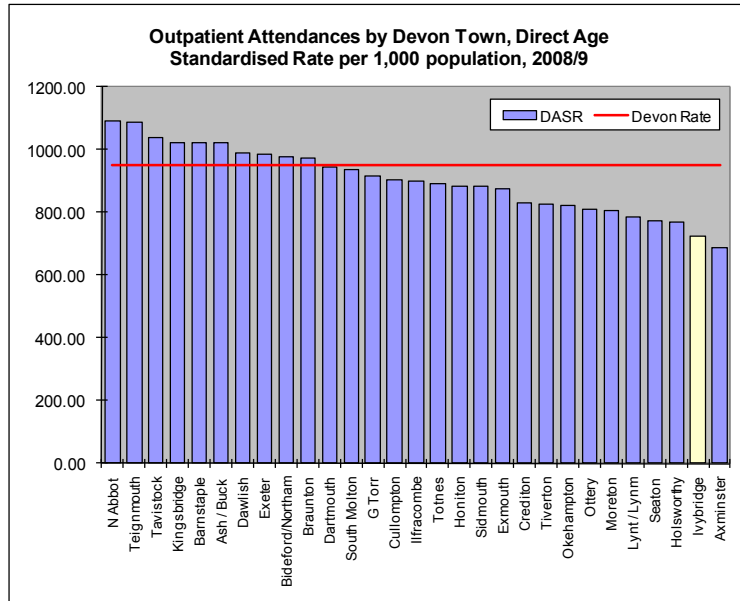


User Experience / Feedback

Results of the 2008 Place Survey reveal that 39.5% of Ivybridge residents who responded to the survey felt that older people are able to get the support needed to continue to live at home compared to the Devon average of 36%. The 2009 ACS User Survey results for Direct Payments recipients indicate that respondents in South Hams feel less in control of daily life than in Devon overall. However, low response rates in some districts can skew survey results.

HOSPITAL ACTIVITY

The rate of outpatient attendances in the Ivybridge town area is well below the Devon average, and the rate of elective admissions to hospital is the lowest in Devon. The rate of Accident and Emergency attendances is well below the Devon average, and non-elective admissions to hospital, which cover emergencies, maternities and transfers, are the lowest in Devon.

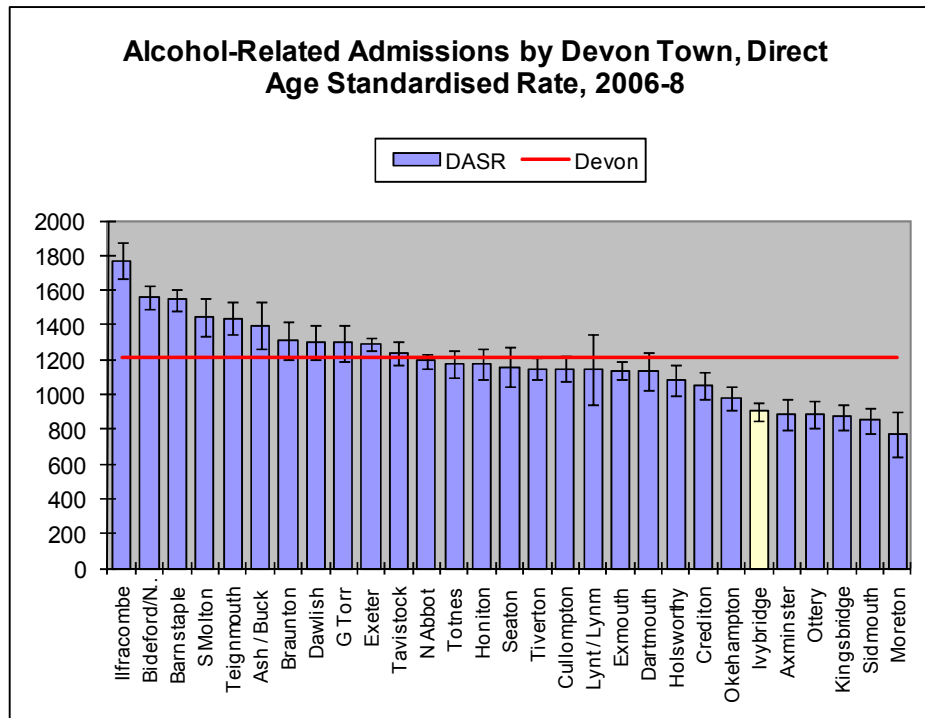


Hospital Activity, Direct Age Standardised Rates by Activity Type, 2008/9

Area	A&E Attends	Outpatient Attends	Elective Admissions	Non-Elective Admissions
Ivybridge Central	161.2	997.9	88.5	106.6
Bickleigh	20.2	84.5	7.4	7.3
Ivybridge Hinterland	109.1	681.9	62.9	63.5
Ivybridge Town Area	116.9	723.8	66.1	71.8
South Hams District	211.3	880.9	87.6	79.4
Southern Locality	261.3	975.2	110.1	93.3
Devon	300.3	951.4	126.9	104.8

PUBLIC HEALTH – ALCOHOL-RELATED ADMISSIONS

Alcohol-Related admissions include those where acute, chronic and mental conditions are known to relate either fully or partially to alcohol use. Further details on how these figures are derived can be found in the glossary. The Ivybridge area has a significantly lower rate of alcohol-related admissions than Devon. Whilst admission rates are higher in the town, they are still well below the Devon urban area average.



Area	Admissions per year	DADR* per 100k
Ivybridge Central	157	1101.0
Bickleigh	30	797.9
Ivybridge Hinterland	235	822.7
Ivybridge Town Area	423	902.7
South Hams District	1,248	991.9
Southern Locality	4,348	1133.8
Devon	12,742	1215.3
Devon Urban	8,877	1319.4
Devon Rural	3,863	1012.1

* Direct age standardised rate, see glossary

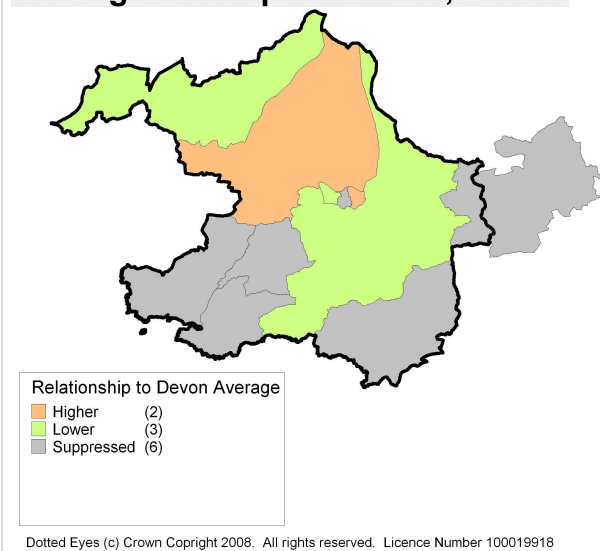
PUBLIC HEALTH TEEN CONCEPTIONS

Levels of conceptions amongst females aged below 18 were above the Devon average in Ivybridge Filham and Cornwood and Sparkwell wards. The rates in other wards were either lower or suppressed due to the small numbers involved.

PUBLIC HEALTH DEATH RATES 2003-7

The table below presents mortality or death rates for the Ivybridge town area compared with Devon. This highlights that whilst death rates in Ivybridge fluctuate slightly above or below the Devon average, the difference is not statistically significant.

Teenage Conception Rates, 2004-6



Measure	Average deaths per year	DADR	Devon DADR	Relationship to Average
All Causes	322	552.2	533.3	N.S.
All Causes, Female	165	454.2	448.3	N.S.
All Causes, Male	157	673.0	640.6	N.S.
All Causes, under 75	103	247.6	254.4	N.S.
Cancer	89	164.6	163.9	N.S.
Cancer, under 75	46	106.6	105.5	N.S.
Circulatory	122	194.9	183.8	N.S.
Circulatory, under 75	27	61.5	65.8	N.S.

N.S. = Not statistically significant. For more information on definitions and measures, see glossary