

INTRODUCTION

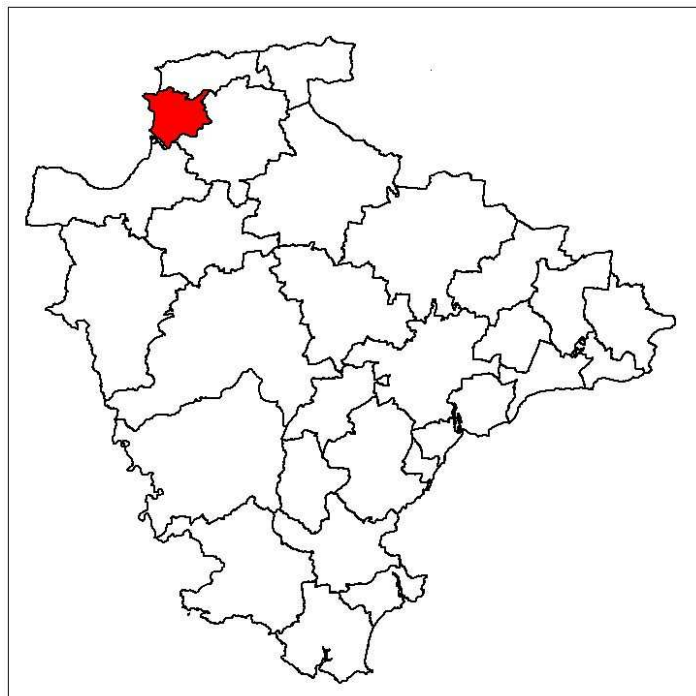
This is the Devon Joint Strategic Needs Assessment for the Braunton area, which also encompasses the surrounding rural parishes.

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 missing or any local priorities or issues you wish to identify.

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

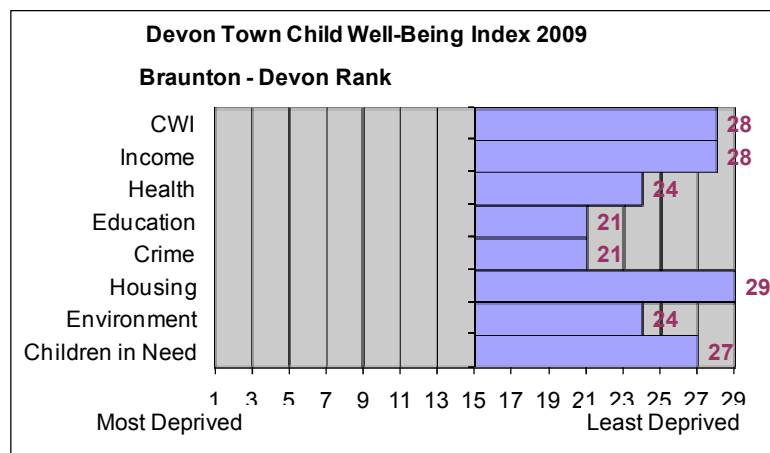
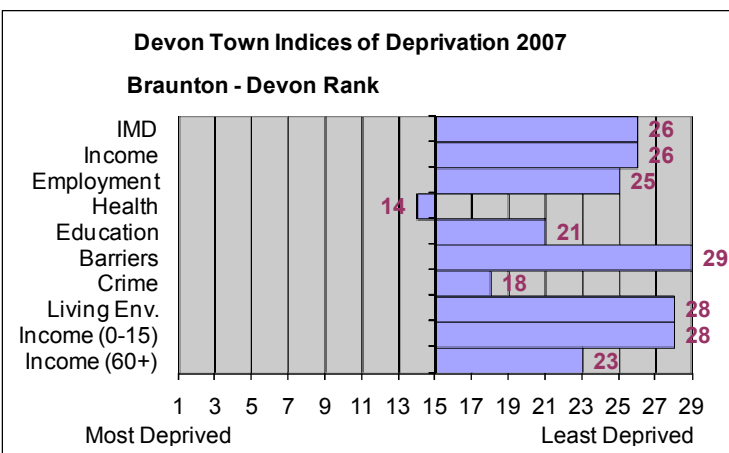
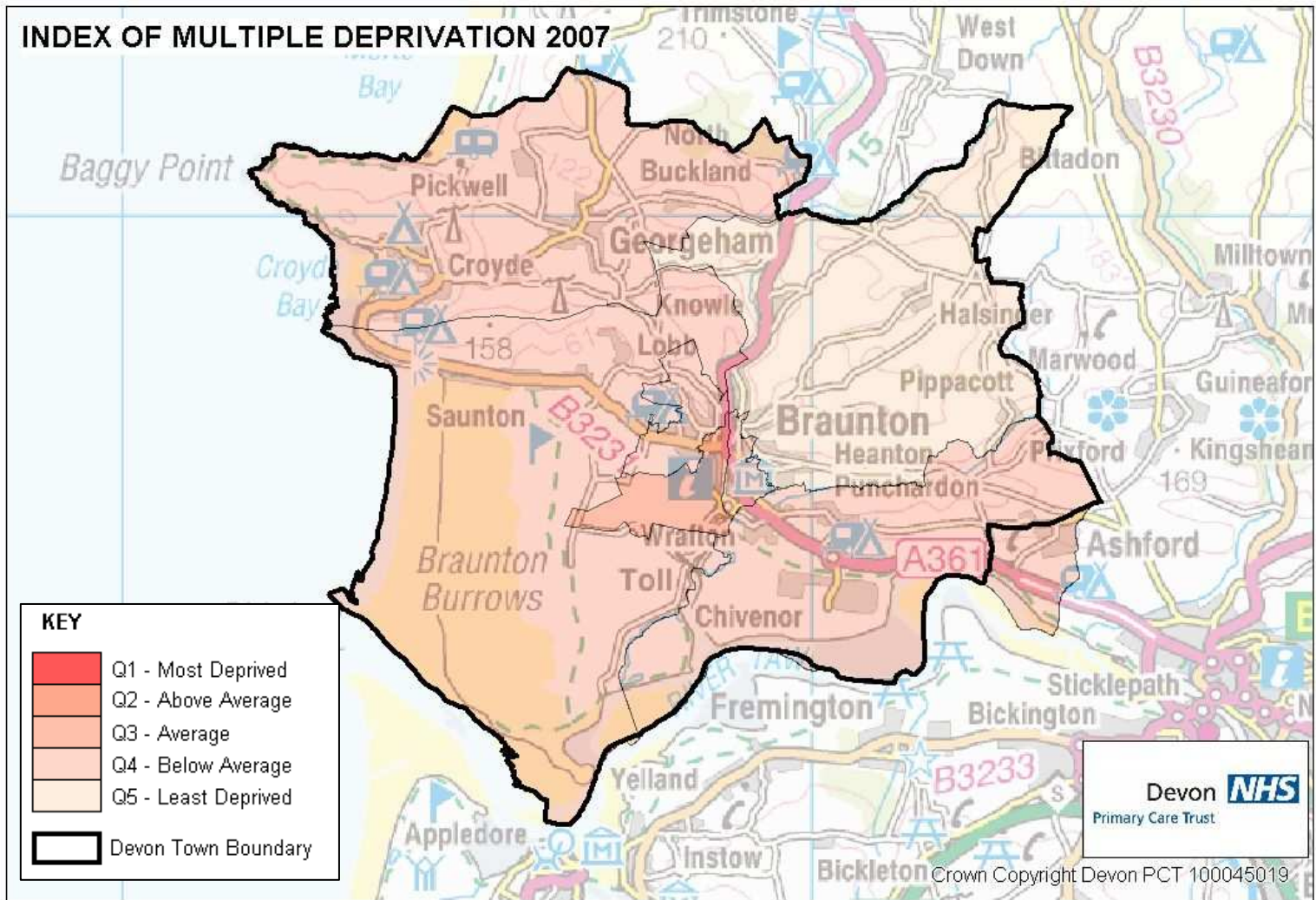
EXECUTIVE SUMMARY

- Braunton is not a deprived area. Both urban and rural deprivation is below the Devon and England averages.
- The population of Braunton is predicted to increase by 729 people between 2006 and 2021 – a rise of 6.6%. The largest change is predicted to be in the 70 to 74 age group with an increase of 54.2%
- The birth rate is in line with Devon's average.
- Life expectancy is slightly higher than Devon's average.
- The Braunton area has the lowest number of children with Special Educational Needs in Devon.
- The area has below average GCSE performance.
- The Braunton area has slightly above average number of children and young people from black and ethnic minority groups.
- The rate of referrals for the 65-74 age group into Adult and Community Services in Braunton is under represented compared with the Devon average
- The estimated prevalence of Dementia in the 65 and over population in Braunton is 7.8%
- The rate of Safeguarding alerts for vulnerable adults in North Devon is under represented compared with the Devon average
- Accident and Emergency admissions are below the average for Devon but non elective admissions are above average.
- Alcohol related admissions are above average for Devon.

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, known as the Index of Multiple Deprivation. The Braunton area is not a deprived area.

A breakdown of the individual domains from the Indices of Deprivation 2007 and a separate Child Wellbeing Index released in 2009, further highlight the lack of deprivation.

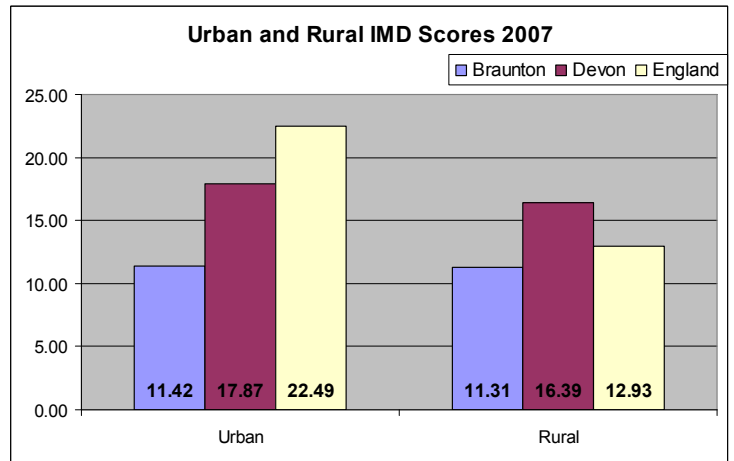


For full description of domains please view the glossary

DEPRIVATION IN URBAN AND RURAL AREAS

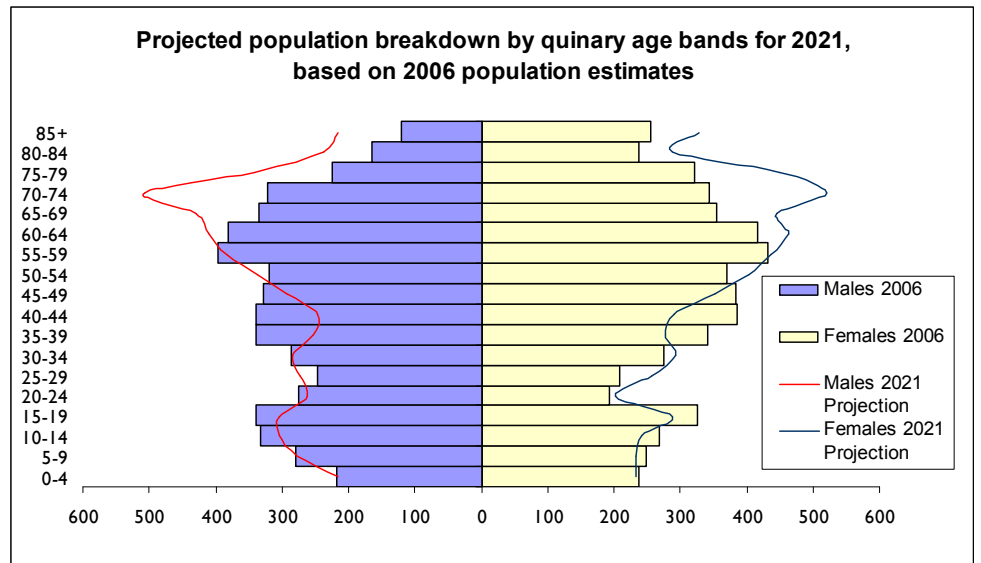
The following chart compares index of multiple deprivation scores for the area of Braunton, along with average urban and rural Index of Multiple Deprivation scores for Devon and England as a whole.

This reveals that in both the urban and rural comparisons, Braunton is less deprived than both the Devon and England average values.

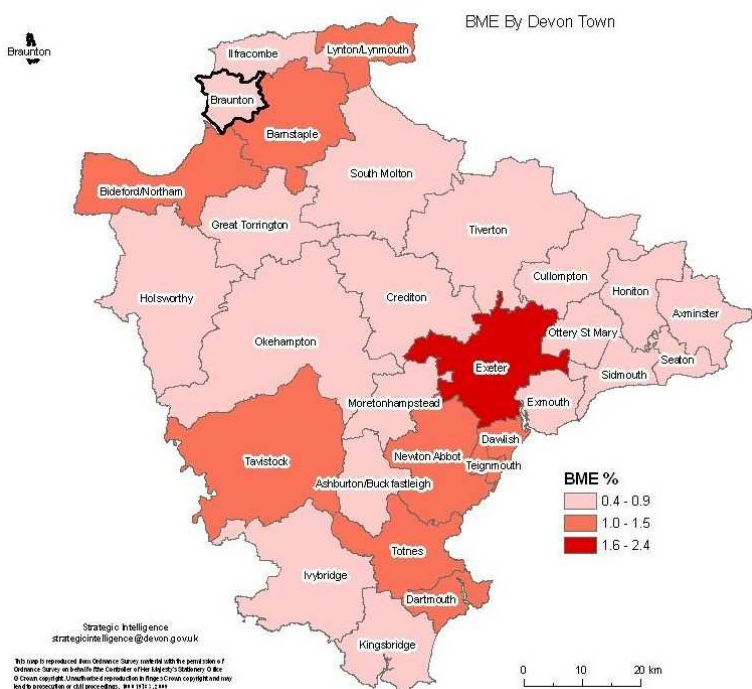


POPULATION

The population of Braunton is predicted to increase by 729 people between 2006 and 2021 – a rise of 6.6%. The total number in the younger age groups (from 0 to 19) is predicted to decrease by 148 to 2,102 – a fall of 6.6%. The 20 to 44 year age band is also predicted to see a reduction, in this case of 2501 to 2,639 or 8.7%. The 45 to 64 age group should see an increase of 49 people (1.6%) to 3,077. The older age groups (65 years and older) are due to see an increase in number of 1,079. This equates to a 40.2% increase over the 15 years that these projections cover and will take the population in this group up to 3,761.



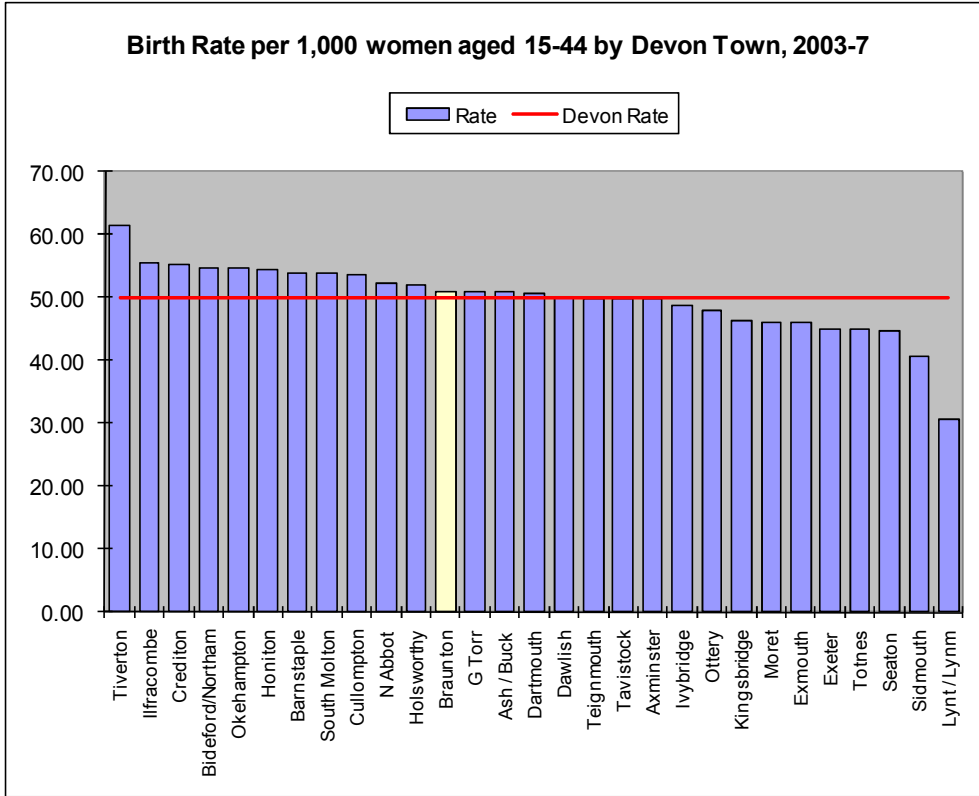
The largest change is predicted to be in the 70 to 74 age group with an increase of 54.2%.



The proportion of Braunton's population from BME communities based on the 2001 census is 0.9%. This is comparable to the overall Devon BME of 1.1%.

BIRTHS

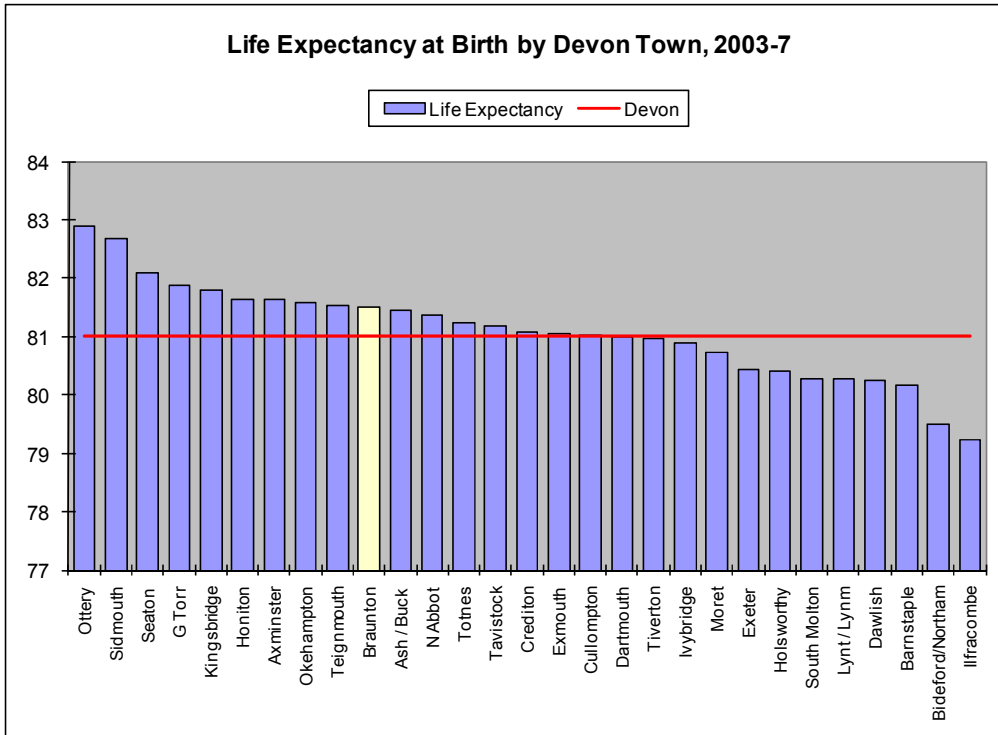
The birth rate in the Braunton area is in line with the Devon average, with 103 births per year. The highest birth rates were seen in the hinterland area.



Area	Average births per year	Birth Rate
Braunton Centre	57	42.42
Braunton Hinterland	46	68.26
Braunton Town Area	103	50.96
North Devon District	907	53.45
Northern Locality	1,468	53.47
Devon	6,721	50.02
Devon Urban	4,797	50.35
Devon Rural	1,925	49.24

LIFE EXPECTANCY

Life expectancy in the Braunton area is slightly above the average for Devon.

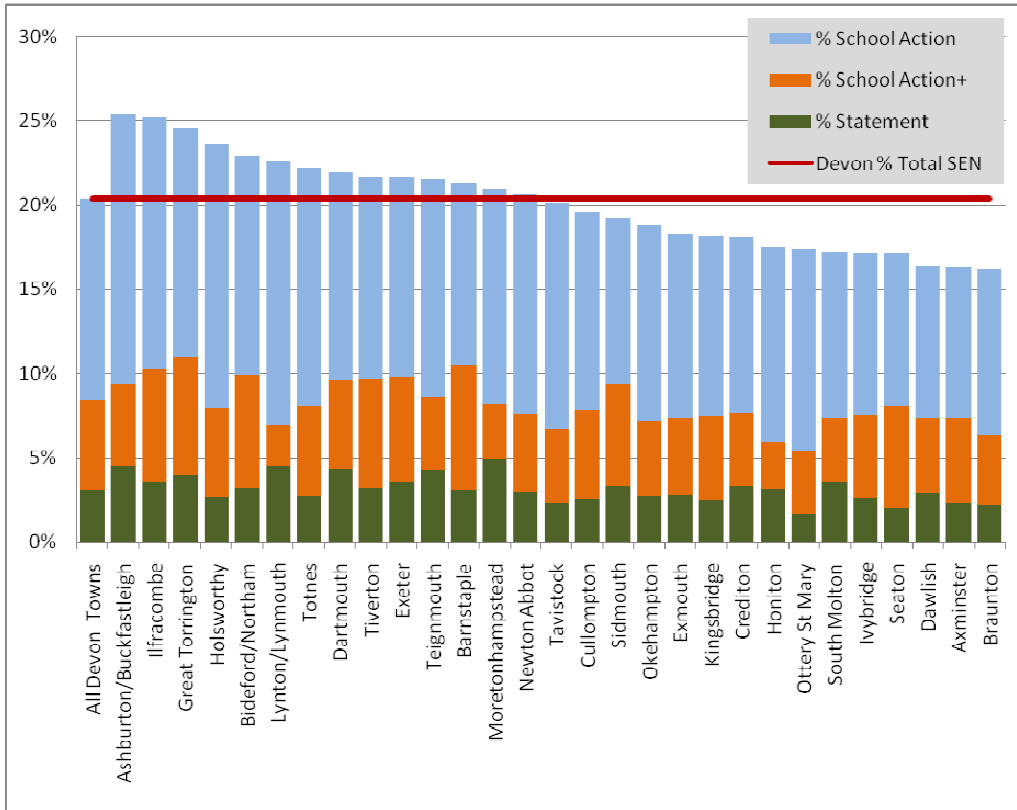


Area	Female	Male	Total
Braunton Centre	83.4	80.2	81.9
Braunton Hinterland	84.2	78.4	81.4
Braunton Town Area	83.5	79.5	81.5
North Devon District	82.5	77.8	80.2
Northern Locality	82.4	77.9	80.2
Devon	83.0	78.9	81.0
Devon Urban	82.5	78.4	80.5
Devon Rural	84.0	80.0	82.0

CHILDREN AND YOUNG PEOPLE

Braunton Town Area has the least numbers of children with Special Educational Needs; below average GCSE performance; a lower than average youth crime rate; and, a slightly above average number of children and young people from black and ethnic minority groups.

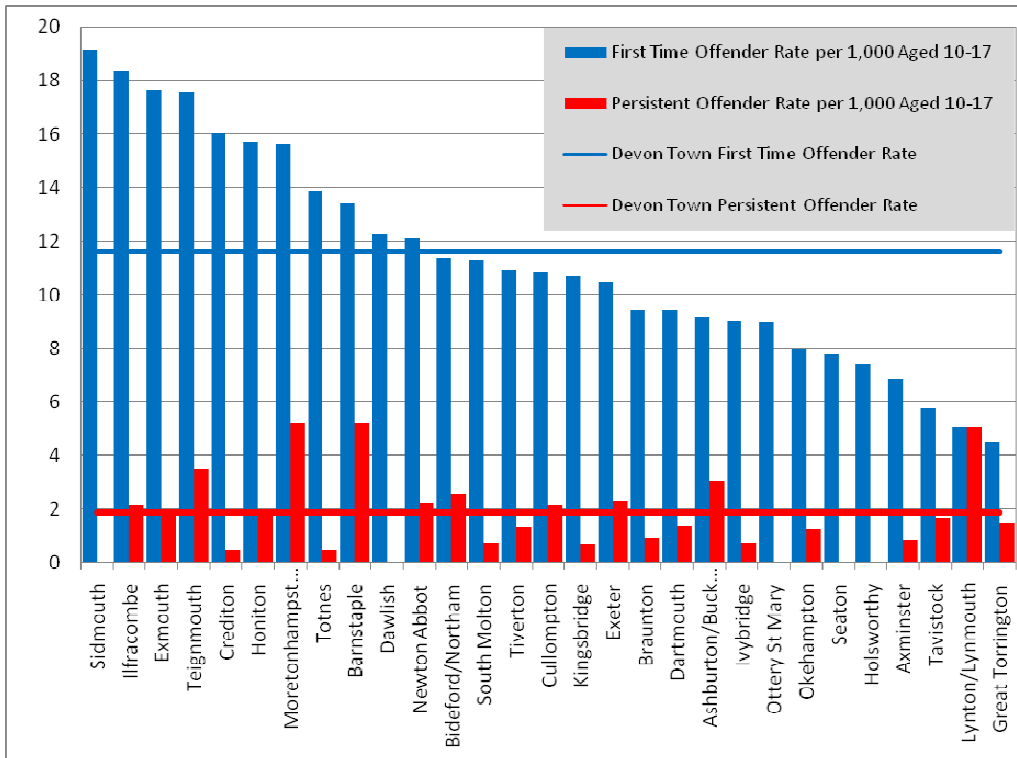
Special Educational Needs (2007/08)



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)

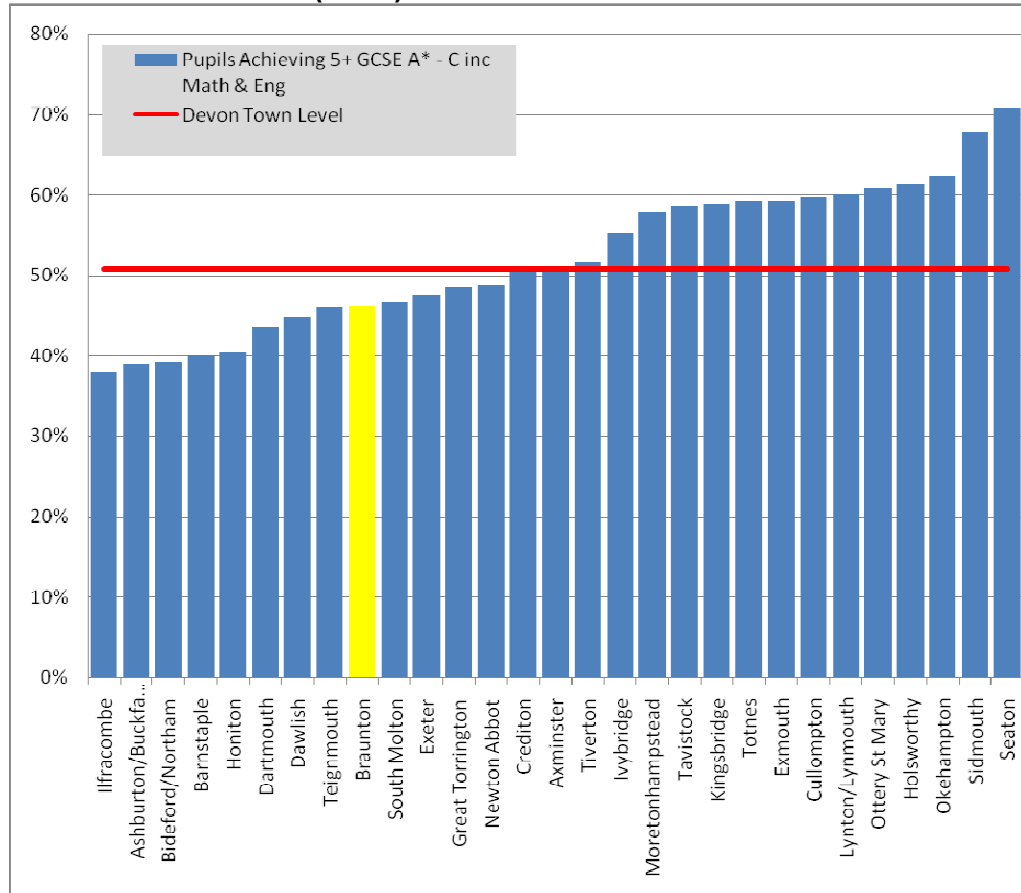


Devon's First Time Entrants (FTEs) figure has been below the regional and national average since 2004/5, and continues to fall - current projections for the financial year 2009/10 are that the FTE rate will drop by over a third, compared to the baseline year of 2007/8. Within Devon, such small numbers 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)



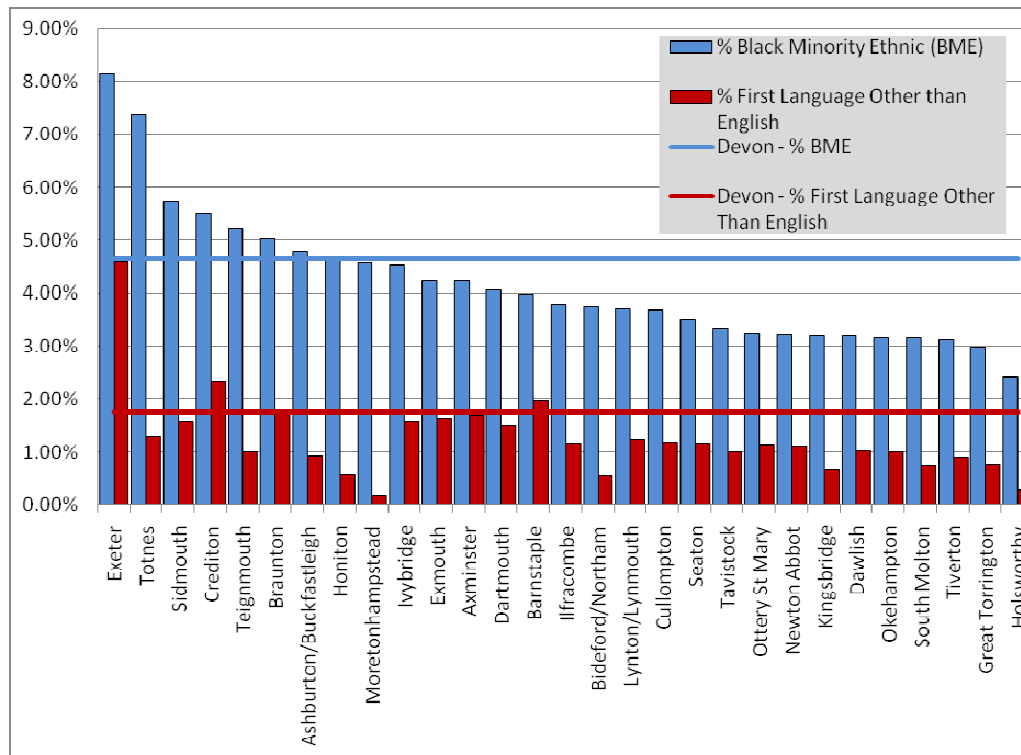
The graph illustrates GCSE performance in 2008 for pupils in Devon Maintained Schools by Town of residence.

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 of 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).

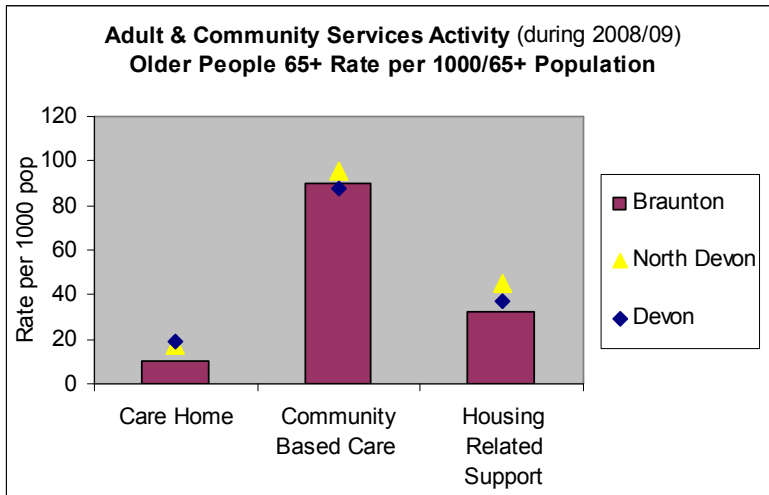
There are few schools without minority ethnic pupils and an increase in those schools with over

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 Branton is in line 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 Branton is 150.8 (per 1000 65+ population). The referral rate for the 65-74 age group is under represented compared to the Devon average. The proportion of referrals for older people aged 65+ in Branton dealt with at point of contact and those sent on for further assessment is comparable with the overall Devon average of 14%

and 86% respectively. There is an over representation in the number of referrals from Secondary Health for clients aged 75+ in Branton. The rate of older people aged 65+ in Branton receiving assessments is 64.1 (per 1000 65+ population) and 83.1 for reviews, these rates are both comparable to the Devon average. 18% of adult clients in North Devon 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.

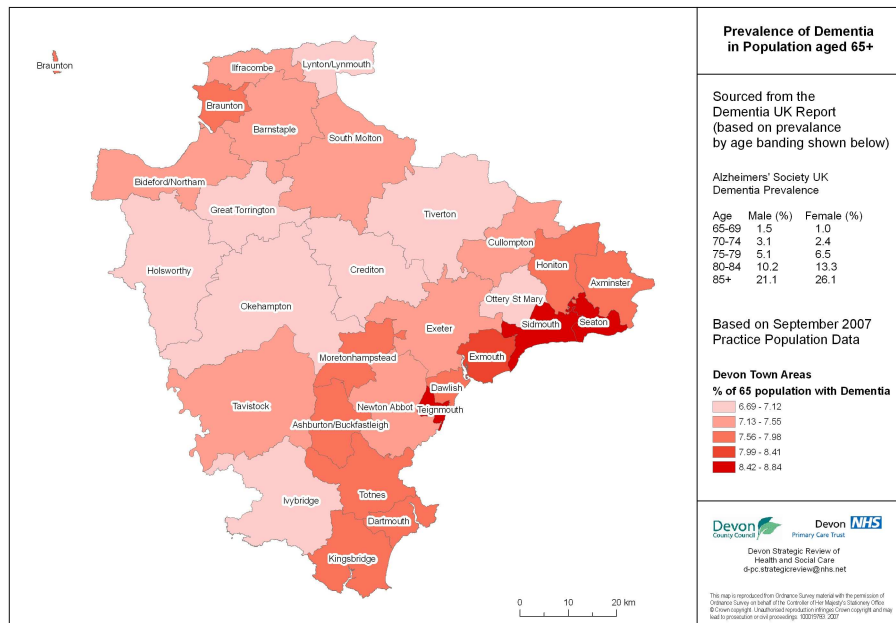
Mental Health and Learning Disabilities

Applying the nationally accepted prevalence rates for Dementia to the population in Branton shows that there are an estimated 216 people in the area with Dementia. This gives an overall prevalence rate in the 65 and over population of 7.8%.

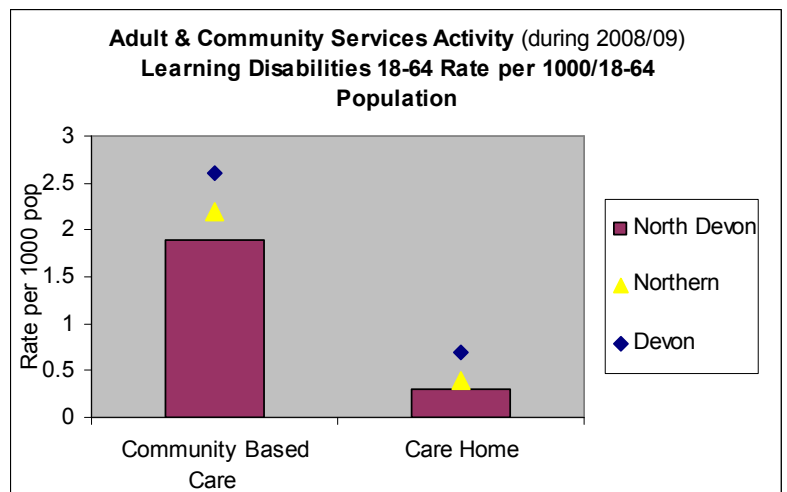
The table below presents people in North Devon aged 18-64 predicted to have a mental health problem, projected to 2025

	2008	2025	% Change
Depression	1,396	1,535	10%
Neurotic disorder	9,013	9,897	10%
Personality disorder	2,402	2,651	10%
Psychotic disorder	301	331	10%

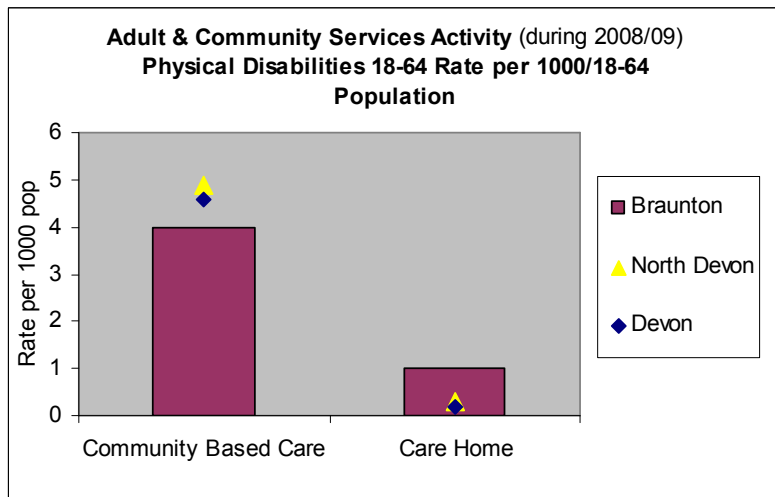
Data Source: PANSI



In North Devon the proportion of people with learning disabilities aged 18-64 receiving Community Based Care is under represented when compared to the overall Devon average. The proportion of people based in Care Homes is also under represented when compared to the overall Devon average.



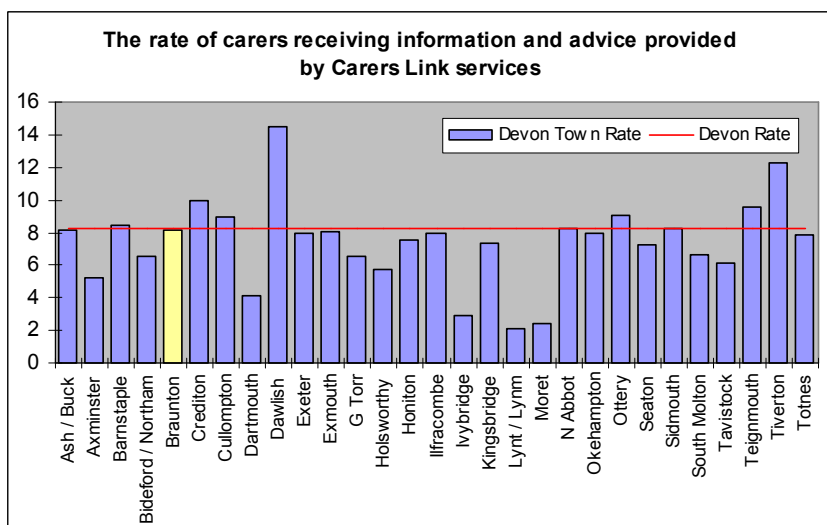
Physical Disabilities 18-64



This table demonstrates that in Braunton there is an over representation in the number of people with physical disabilities aged 18-64 based in a Care Home when compared to the overall Devon average. There is an under representation in the rate of referrals in Braunton for people aged 18-64 into Adult and Community Services.

The rate of people with physical disabilities aged 18-64 in Braunton receiving assessments is 2.4 (per 1000 18-64 population) and 2.4 for reviews, these rates are both comparable to the Devon average. The rate of Safeguarding alerts in North Devon is 0.5 (per 1000 18+ population) which is an under representation when compared to the overall Devon average of 1.6.

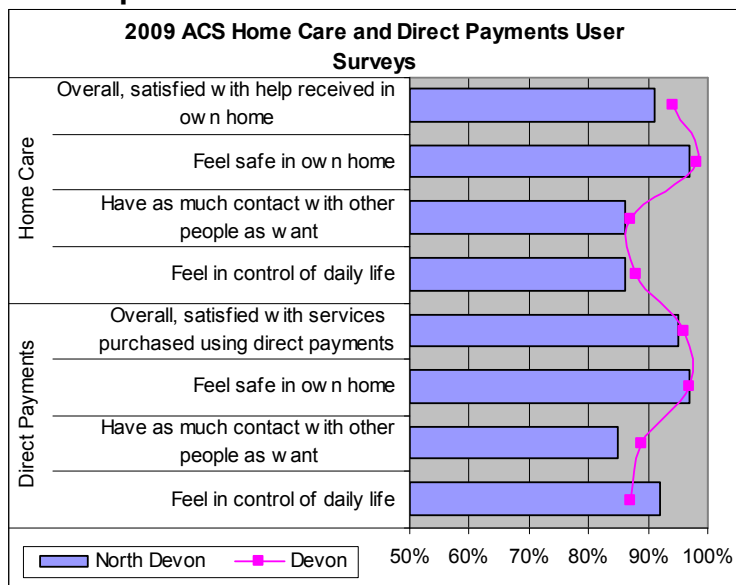
Carers



The rate of Carers assessments and reviews in Braunton is 9.3 (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 Braunton is at 8.2 (per 1000 18+ population) and is in line with the Devon average of 8.3. A large proportion of this is carers of people with physical disabilities and mental health problems.

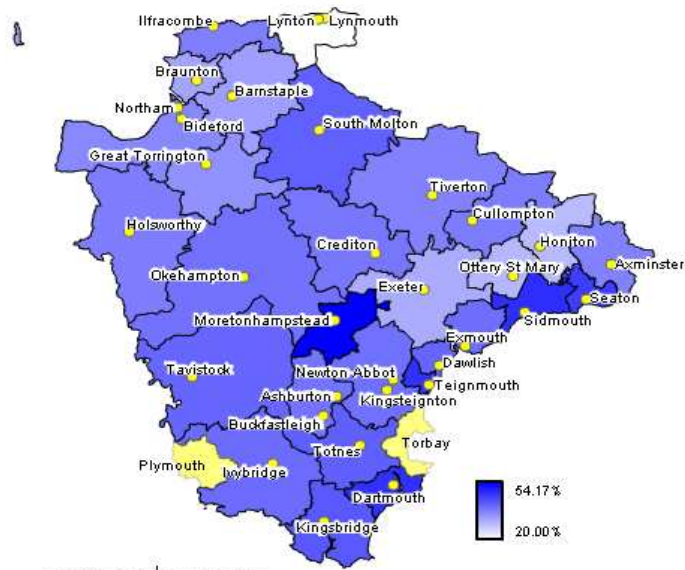
User Experience / Feedback



Results of the 2008 Place Survey reveal that 31.9% of Braunton 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 North Devon feel more in control of daily life than in Devon overall. However, low response rates in some districts can skew survey results.

Respect and consideration

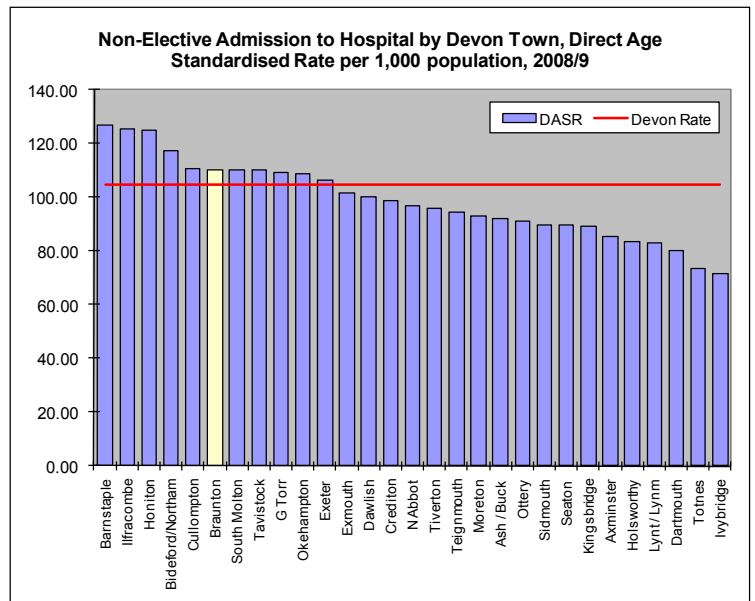
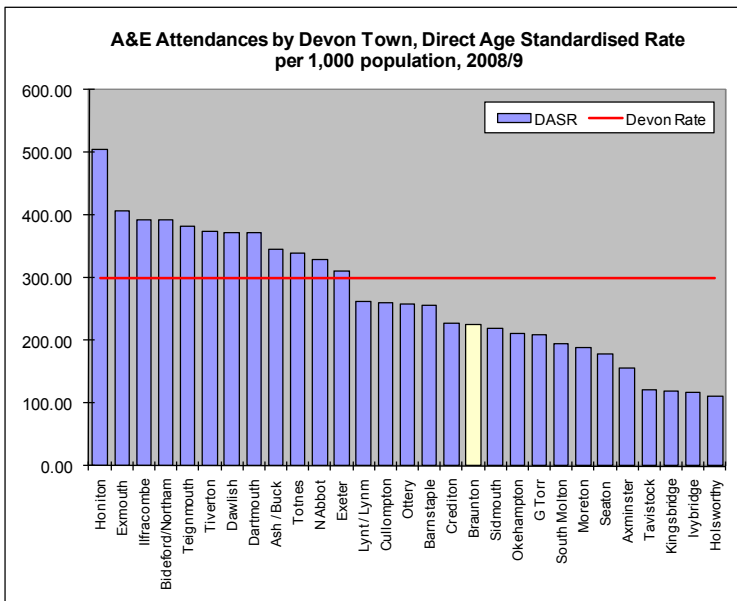
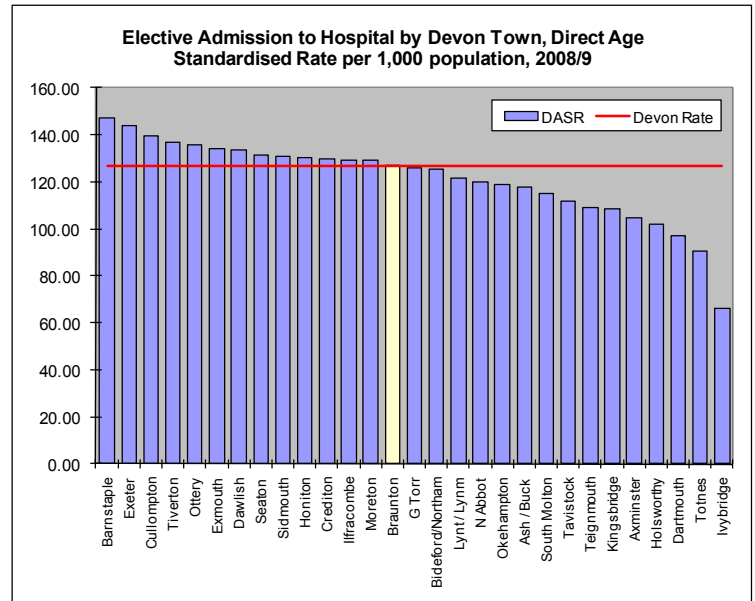
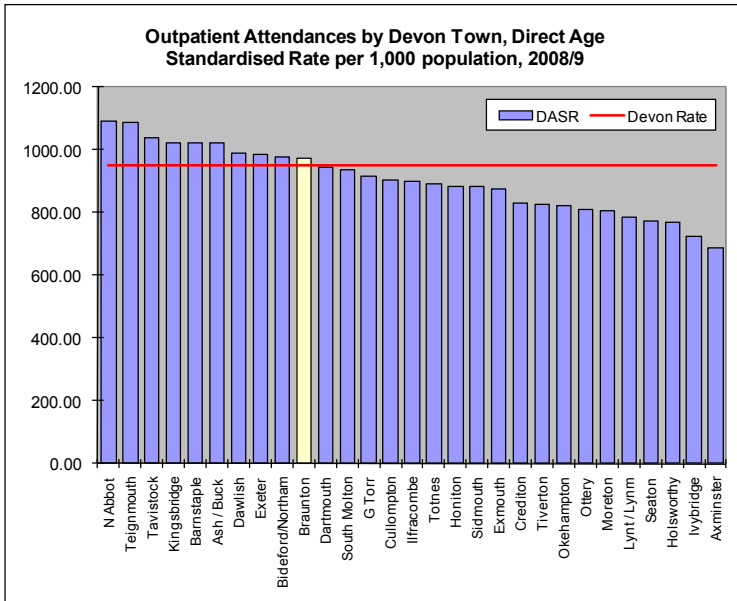
Older people are able to get the support needed to continue to live at home



Map © Crown Copyright. 100019783 2007

HOSPITAL ACTIVITY

The rate of outpatient attendances in the Braunton town area is slightly above the Devon average. The rate of elective admissions to hospital matches the Devon average. The rate of Accident and Emergency attendances is less than the Devon average although non-elective admissions to hospital, which cover emergencies, maternities and transfers, are slightly above the Devon average.



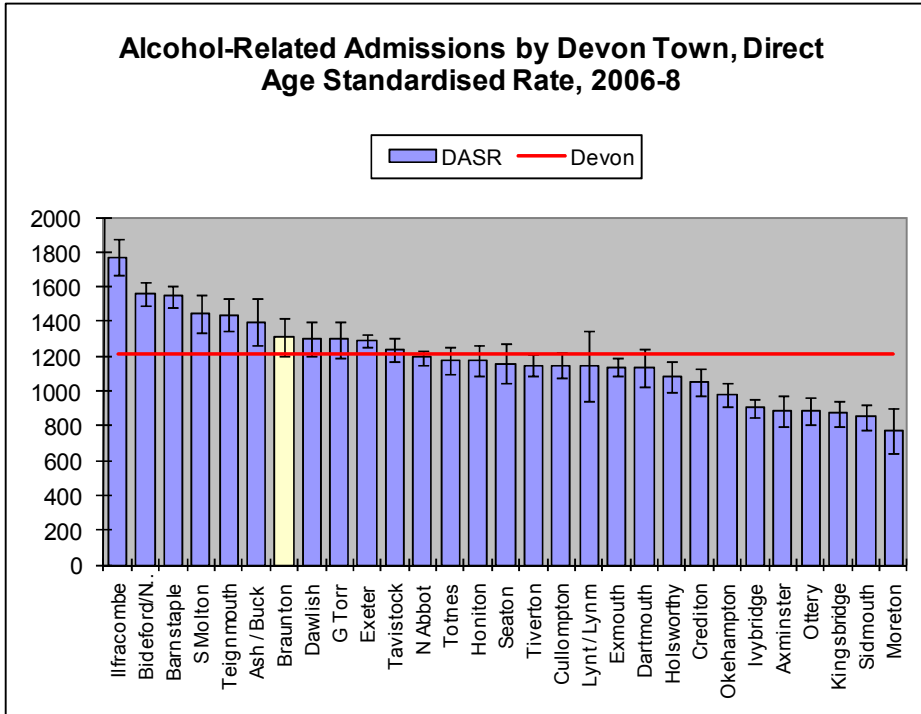
Hospital Activity, Direct Age Standardised Rates by Activity Type, 2008/9

Area	A&E Attends	Outpatient Attends	Elective Admissions	Non-Elective Admissions
Braunton Centre	207.4	947.2	123.0	102.2
Braunton Hinterland	268.7	1050.1	136.6	126.4
Braunton Town Area	226.3	974.7	127.0	110.5
North Devon District	271.8	969.2	136.3	120.7
Northern Locality	280.6	948.3	130.2	116.2
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 Braunton area has a higher rate of alcohol-related admissions to Devon as a whole. Braunton centre accounts for 177 admissions per year (76.8% of the area's total). However, the rate of admission is higher in the hinterland area.



Area	Admissions per year	DASR* per 100k
Braunton Centre	177	1255.6
Braunton Hinterland	53	1422.8
Braunton Town Area	230	1312.1
North Devon District	1,993	1523.2
Northern Locality	3,310	1473.2
Devon	12,742	1215.3
Devon Urban	8,877	1319.4
Devon Rural	3,863	1012.1

* Direct age standardised rate, see glossary

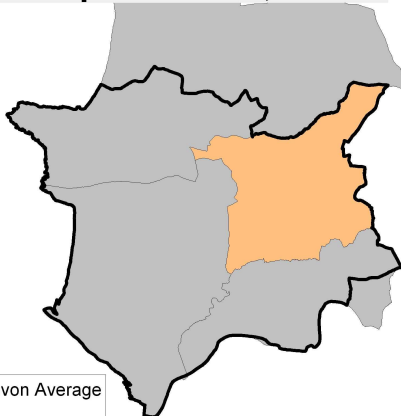
Teen Conceptions

Levels of under 18 conceptions were above average in Braunton East ward, Due to small numbers rates were suppressed in the other wards.

Death Rates 2003-7

The table below presents mortality or death rates for the Braunton town area compared with Devon. This highlights that death rates are consistent below the Devon average, although with no significant differences present.

Teenage Conception Rates, 2004-6



Relationship to Devon Average
 Higher (1)
 Suppressed (3)

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Measure	Average deaths per year	DASR	Devon DASR	Relationship to Average
All Causes	141	518.2	533.3	N.S.
All Causes, Female	79	440.4	448.3	N.S.
All Causes, Male	62	605.8	640.6	N.S.
All Causes, under 75	37	241.6	254.4	N.S.
Cancer	37	154.5	163.9	N.S.
Cancer, under 75	16	101.3	105.5	N.S.
Circulatory	50	169.1	183.8	N.S.
Circulatory, under 75	10	59.8	65.8	N.S.

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