

Live well

Overview and key messages

In Knowsley, we want to ensure that adults of working age are supported to Live Well. As the second most deprived Borough in the country, Knowsley residents in this age group face a number of challenges which may be influenced by external factors such as poor housing conditions, unemployment, poor education and the environment in which they live. All of these factors then consequently impact upon health and wellbeing and are discussed in more detail within the specific chapters of the 2030 evidence base.

Knowsley has higher than average numbers of residents claiming out of work benefits. However even for those residents who are working, low paid employment is an issue in the Borough as average full time earnings fall below national averages. Average income also varies greatly depending on where you live in Knowsley and the gap between the highest and lowest earning households is increasing.

Universal Credit is also having a negative impact on Knowsley residents. Regardless of whether claimants are in or out of work, issues such as regularity of payments, how long people have to wait and who within the household actually receives the benefits are having an impact. As a result, more households are now finding themselves with increasing levels of debt and services in Knowsley including Citizens Advice, debt advice and

foodbanks are all experiencing an increase in demand. Child poverty has also continued to rise according to the latest available data.

Health and wellbeing continues to remain a significant challenge in Knowsley and demand on services remains high. Although life expectancy in Knowsley has gone up in recent years, it still remains lower than the national average and healthy life expectancy remains a significant issue. As well as physical health, the mental health and wellbeing of Knowsley residents is a key concern as adults in Knowsley are more likely to suffer from or have experienced mental health issues.

Despite these challenges, the sense of community remains strong in some areas across Knowsley which is a real asset to harness and build on with partners and elected members to work in new and different ways with local communities. The leisure and culture offer across the Borough is also viewed by many as a positive which is only continuing to improve with new developments underway including Shakespeare North.

Addressing these challenges and reducing inequalities cannot be done in isolation. There is therefore the need for a coordinated effort focused on prevention with the Council, its partners and all key stakeholders working better together to support adults in Knowsley to Live Well.



Key messages about Living Well in Knowsley are:

- Projections show that Knowsley's population overall will continue to grow, but working age population is projected to decline by 2030
- Average earnings are increasing but remains below national averages and well-paid jobs in Knowsley are not always accessed by Knowsley residents
- Average net household income varies across the Borough and tend to be much lower compared with other areas in England and Wales
- The rate of out of work benefit claimants in Knowsley is twice the national average
- Universal Credit is having a negative impact on Knowsley residents
- More Knowsley residents are accessing services for welfare support
- Low income, benefit delays and benefit changes means that more families in Knowsley are requiring support from foodbanks
- Levels of child poverty have risen in Knowsley
- Whilst Knowsley is the 2nd most deprived Borough in England, the sense of community remains strong in some areas
- 75% of residents in Knowsley are classed as overweight or obese
- Only just over half of adults (16+) in Knowsley engage in moderate-intensity activity for at least 1 hour and 30 minutes per week
- Knowsley adults consume less fruit and vegetables when compared to regional and national averages
- Knowsley has the 4th highest rate of smoking in the NW and overall rates are higher than the North West and National average
- More than 1 in 4 adults in Knowsley drink more than the recommended units of alcohol
- Knowsley has the 3rd highest incidence of all cancers combined
- The rate of lung cancer in Knowsley is almost double the England rate and is significantly higher than the North West
- Coverage of screening services for breast, bowel and cervical cancer screening are lower than national anticipated levels
- Knowsley has the 2nd highest premature mortality rate for cancer in England out of 326 local authority areas
- The premature cardiovascular disease mortality rate in Knowsley has fallen, but still remains significantly higher than England and the North West rates
- Knowsley has had a higher rate of Diabetes prevalence than the North West and England over the period 2012/13 to 2017/18
- In the last decade, premature mortality from liver disease has increased by 12.0%
- Respiratory diseases were the third major cause of death in Knowsley in 2017.
- The number of adults in Knowsley with a longstanding health condition caused by a stroke is projected to grow by 17.8% by 2030
- Rates of hospital admissions have fallen in Knowsley but still remain higher than North West and England averages
- Adults in Knowsley are more likely to suffer from or experience mental health issues and generally have lower levels of wellbeing
- Around 40% of adults receiving support from Adult Social Care (ASC) services in Knowsley are aged 18-64
- ASC services are improving and working well in Knowsley
- Overall those accessing ASC services feel in control, safe and secure
- Around half of people aged between 18- 64 receiving adult social care services don't have as much social contact as they would like

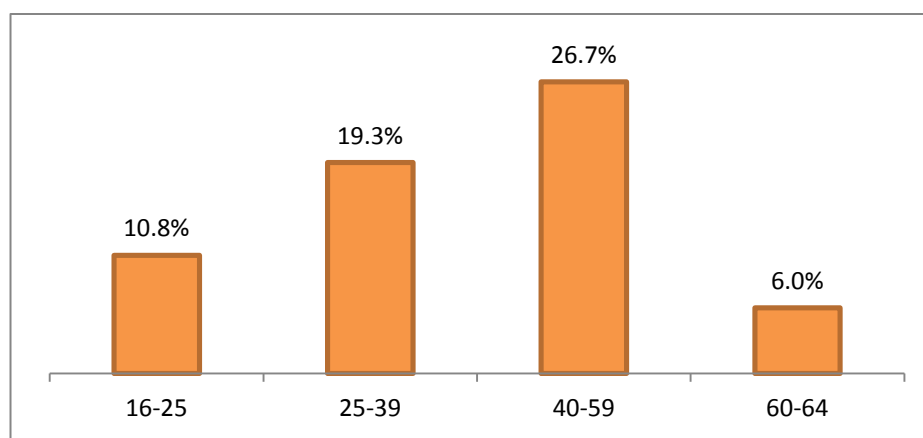
- People with learning disabilities in Knowsley want better support for their mental and physical health needs
- The highest proportion of carers in the Borough are aged 25-49
- Demand for support in the community amongst carers is high
- Knowsley residents feel part of their community as a result of using their local library
- Fewer people in Knowsley access cultural events or activities than in the Liverpool City Region

Population

Knowsley has a population of 148,560 people

Knowsley's working age population (16-64) makes up around 63% of population and can be broken down by age as per the table below:

Figure 1: Knowsley working age population breakdown



Source: ONS Mid-Year Estimates, 2018

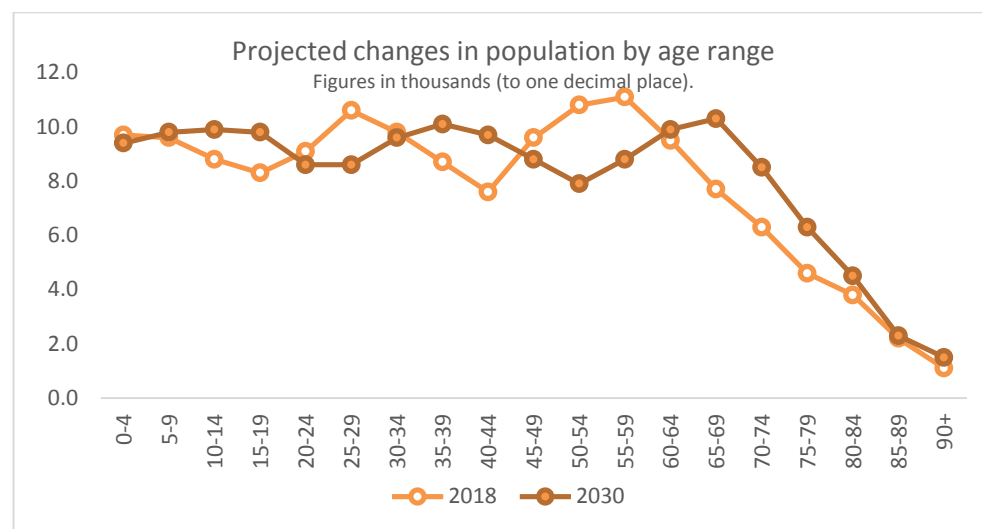
Changes to Knowsley's population in the last 10-years have been significant. While the overall working age population has stayed stable, people aged 35 to 44 years old have left the Borough (this population has declined by 25%). The proportional fall in people aged 35-44 years old is a trend also seen in national data, but the decline is greater in Knowsley. The decrease of adults aged 35 to 44 years old is aligned to a decrease of young people aged from 10 to 19 years old, which could be linked to

families leaving the Borough as children transition from primary to secondary education, and for employment opportunities.

Projections show that Knowsley's population overall will continue to grow, but working age population is projected to decline by 2030

The number of people living in Knowsley aged between 20 and 65 is projected to fall by 4,800 between 2018 and 2030. In particular, numbers of people in their 20's and 50's living in Knowsley are projected to decline. Migration of people in their 20's is connected to both employment and education opportunities, and Knowsley's current housing stock which has fewer one-bedroomed homes suitable for younger people.

Population projections show that the current low proportion of people in their 30's and 40's will continue into the next decade, with fewer people in their 50's living in Knowsley. This reduction is significant, as there will be fewer people in the Borough at the higher end of the skills spectrum. The projected decline of people in their 20's will also potentially affect the skills mix available for Knowsley's workforce.

Figure 2: Projected changes in population by age range

Source – ONS Population Estimates

Income

Being in good quality and sustainable employment is fundamentally linked to higher levels of income and in turn better physical and mental health and wellbeing. People with low incomes are more likely to experience poorer health outcomes compared to those with higher incomes, and employment is the key determinant for increasing a person's income level.

Average earnings are increasing but remains below national averages

Resident earnings show what people living in Knowsley earn, regardless of where they are employed. Average full time earnings of residents are currently £508 per week, which is £61 per week lower than the UK

average, and the lowest in the whole Liverpool City Region. The gap has been closing over the last ten years but remains significant.

The well-paid jobs in Knowsley are not always accessed by Knowsley residents

Low paid employment is clearly a key issue in Knowsley and analysis of the latest ONS data on earnings shows that around 21% of all jobs in Knowsley are paid below the voluntary Living Wage (currently £9 per hour). Whilst this is slightly better than the UK average of 23%, across the wider Liverpool City Region, around a quarter of all jobs are paid below the Living Wage. This means that as Knowsley residents tend to take up work outside of Knowsley, there is a greater likelihood it will be a lower paid job.

Different types of employment can also impact on both physical and mental health due to factors such as physical demands and working in a stressful or high pressured environment. This also includes insecure or intermittent work (including zero-hour contracts) which can be a good employment option for some people who want to maintain flexibility in their work patterns, but more recently they have become associated with a new kind of unstable employment known as the 'gig economy'.

In terms of the occupational structure of residents who are working, available data (SOC 2010) shows that there has historically been a deficit in residents in Knowsley employed in higher paying occupations (such as management, professional and technical occupations) (36% in Knowsley compared to 46% with the UK).

There has been a level of change in last ten years in the types of jobs that people are doing, with an increase in those residents performing higher skilled occupations. This is driven primarily by 6,300 additional residents working in professional and technical occupations such as health, science, business and engineering (a 47% increase).

Types of employment are discussed in more detail in the Employment and Skills chapter of the Knowsley 2030 evidence base.

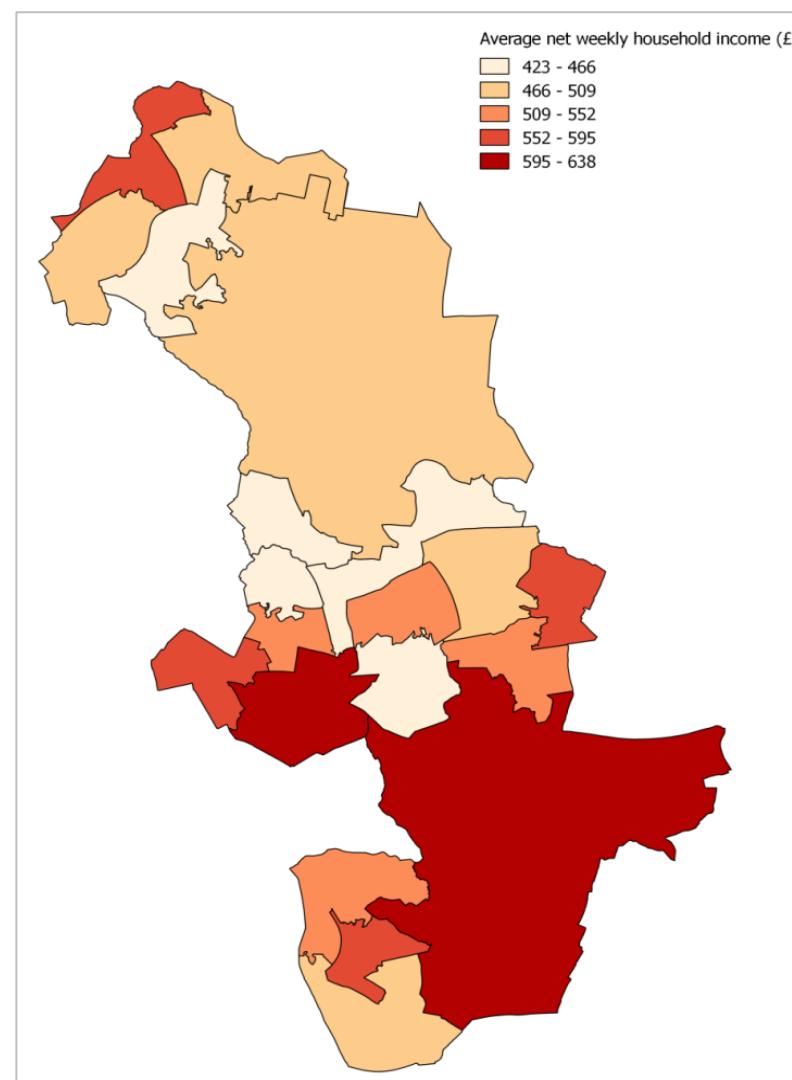
Average net household income varies across the Borough

Net household weekly income is the sum of the net income of every member of a household once outgoings such as income tax, national insurance, pension contributions and child maintenance are taken into account.

Across Knowsley, the average net household income ranges from £423 per week to £638 per week. This means that average household income in some areas of Knowsley is almost 50% higher than in the lowest earning parts of the Borough.

The map at figure 3 indicates that the areas with the highest net incomes are Roby, Cronton and Tarbock Green. Cherryfield, Northwood, Stockbridge Village, Page Moss and north Huyton are areas with the lowest household incomes in the Borough.

Figure 3: Average net household income in Knowsley



Source – ONS Small Area Income Estimates, 2016

Average household incomes in Knowsley tend to be much lower compared with other areas in England and Wales

Average household incomes in Knowsley tend to be much lower compared with other areas in England and Wales with 63% of Knowsley being among the lowest 25% across all of England and Wales. Likewise, there are no small areas in Knowsley that have an average income in the highest 25% bracket of all England and Wales. This can be seen at table 1.

Table 1: Median net household income after tax (2016)

England and Wales	Household income range (per week)	Number of Knowsley MSOAs (out of 19)	Proportion of Knowsley MSOAs
Highest 25%	£725 - £1,804	0	0%
Interquartile range	£527 - £725	7	37%
Lowest 25%	£323 - £527	12	63%

Source – ONS Small Area Income Estimates, 2016

Table 2 also shows that 11 (which represents over half at 55%) of Knowsley's Middle Layer Super Output Areas (MSOAs) are in the lowest 20% of MSOAs in England and Wales for average household income. This indicates that the average income of households in Knowsley is concentrated in the lowest brackets of the income spectrum across England and Wales.

Table 2: Median net household income after tax (2016)

England and Wales	Household income (per week)	Number of Knowsley MSOAs (out of 19)	Proportion of Knowsley MSOAs
20% lowest income	Less than £512	11	58%
10% lowest income	Less than £473	6	32%
5% lowest income	Less than £444	2	11%
1% lowest income	Less than £392	0	0%

Source – ONS Small Area Income Estimates, 2016

Looking back to levels of average household income in 2012, the range of income 2012 was between £370 and £570 per week. Since then, the gap between the highest and lowest income areas in Knowsley has increased from £200 per week to £215 per week.

There is now one less MSOA in Knowsley that is in the lowest 25% across England and Wales, but the number that fall in the lowest 10% band has doubled from three to six. This indicates that the household income spectrum in Knowsley is changing, and the gap between the highest and lowest earning households is increasing.

Net household weekly income after housing costs (equivalised) is composed of the net weekly household income following deductions for rent, water rates, mortgage interest payments, structural insurance

premiums, and ground rent and service charges. The costs of housing can have a major impact on household incomes. Consideration of housing costs is important in this respect as costs related to housing can absorb a far greater proportion of a family with a low income and indeed cost more to those better off.

After housing costs are taken into account, the average remaining disposable income in Knowsley ranges from £304 per week to £540 per week across different parts of the Borough. This represents the disposable income that households have left to pay for day to day living costs.

The gap between the MSOAs with the highest and lowest average weekly income (after housing costs) is £236 per week. This is an increase on the £215 gap before housing costs are taken into account and indicates that housing costs are increasing inequality in terms of family income.

Welfare Reform

Alongside the wider economic benefits of employment, work has traditionally been seen as the best route out of low income and poverty. Being in sustainable and well paid employment provides families with the financial means to contribute towards positive mental health, build resilience and social networks, and improve confidence and self-esteem.

However for families that are unable to work, welfare benefits are a crucial safety net for family income, whether parents are out of work for the short, medium or long-term. Analysis of benefit claims therefore acts as a general indicator of the risk of low income and subsequent financial instability and also gives an indication as to why people are out of work.

The rate of out of work benefit claimants in Knowsley is twice the national average

Knowsley has 15,170 claimants of working age out of work benefits. At 16.2% of the working age population, this is almost twice as much as the national average of 8.6%. Although this number has reduced over the last five years by around 4,000 residents, the gap with the UK remains considerable.

Analysis of the different benefits claimed shows that two thirds (67%) is for reasons of sickness and disability (including ESA and Personal Independence Payments). However the introduction of Universal Credit replaces six existing working-age benefits and tax credits (Income Support, Job Seekers Allowance, Employment and Support Allowance, Housing Benefit, Working Tax Credits and Child Tax Credits). It is paid as a single benefit for the household, monthly in arrears.

Universal Credit is having a negative impact on Knowsley residents

Recent changes to the benefits system through the introduction of Universal Credit (UC) was intended to simplify the process of claiming benefits. However, the reform is impacting on claimants, particularly in low-income households – with a number of difficulties that were unintended, and some others that are the result of deliberate choices about UC's design.

These impacts include changes in the regularity of payments, how long people have to wait for them and who within the household actually receives them. The issues related to these changes have been well



publicised nationally, particularly in relation to claimants managing the single monthly payment who have previously been used to receiving their benefit on a fortnightly basis. Also the 5-6 week waiting time before the first payment is received can cause real financial hardship for claimants.

This is also an issue locally as insight provided by Knowsley's two largest providers of social housing – Knowsley Housing Trust (KHT) and ForHousing (formally Villages Housing Association) have found that many of their tenants are finding it difficult to manage the transition to monthly payments and maintain their rent payments. Consequently, there has already been an impact on both levels of arrears and rent collection levels. Data from KHT shows that as of December 2018, there had been an increase of 16.7% in the amount of total debt for tenants when compared to the same time the previous year.

Nationally, it is estimated that just 21% of the 7 million potentially eligible households are currently claiming UC. However, recent analysis by the IFS indicates that by the time UC is fully rolled out (by mid-2024), around one in three working-age households will be receiving UC.

In Knowsley, the full version of UC has been available since May 2018 – since this time, anyone who would have made a claim for one of the 'legacy' benefits (original benefits being replaced) will be redirected to claim UC as these old benefits are no longer available for new applicants. An earlier version of UC was also available, mainly to those who would have claimed jobseekers allowance. This original group received a version called UC 'live service' and were the largest single group

of residents to move to UC. The numbers and breakdown of these can be seen in tables 3 and 4.

Table 3: Number of UC claimants at launch of full service and Jan 2019

	Number of Claimants
At May 2018 (launch of Full Service)	3,577
At September 2018 (following Live Service migration)	5,888
January 2019	7,854

Source – Knowsley Scrutiny Briefing Report, Sustainable Borough Scrutiny Committee, March 2019

Table 4: UC claimant breakdown

Percentage	
55%	Single, no children
35%	Single, with child(ren)
28%	Working
21%	Not expected to work
51%	Looking or preparing for work

Source - Knowsley Scrutiny Briefing Report, Sustainable Borough Scrutiny Committee, March 2019

Although UC rates are gradually rising, many residents in Knowsley currently still receive one or more of the original benefits. However eventually everyone will move to UC or if their circumstances change in the meantime, and it affects their benefits (e.g. they have a baby, partner moves in or out etc.), they will be asked to make a new claim for UC. This is called ‘natural migration’ and means that people move as and when things change in their own personal circumstances, rather than in a big group. Once people have moved on to UC, they will then stay on it.

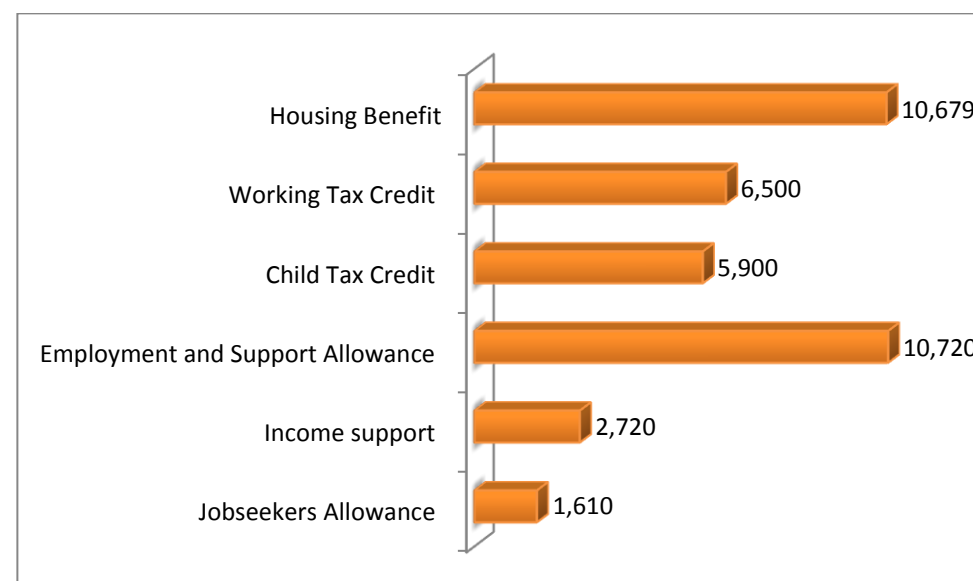
The remaining claimants will move to UC in a process called ‘managed migration’ which isn’t scheduled to begin until at least the end of 2020. It is anticipated that locally this group will be the biggest challenge and potentially most vulnerable given that these claimants are likely to not have had a change in circumstances for a long time and probably haven’t worked for a number of years. Many of this group may therefore struggle with online claims and the digital access needed to manage a UC claim.

For those in receipt of a Severe Disability Premium, these claimants will have the amount of benefit they receive protected when they move to UC, if this takes place through ‘managed migration’. However, those who have already had to move have lost this premium leaving some Knowsley residents financially worse off and more vulnerable. Impacts on the older population will also be felt following the changes made on 15th May 2019 in relation to how the Government treats couples where one is over and one is under the state pension age.

These specific impacts on older people are picked up in more detail in the Age Well chapter of the Knowsley 2030 evidence base.

It is difficult to estimate exactly how many Knowsley residents will eventually move on to Universal Credit. However, if considering those currently in receipt of the existing ‘legacy’ benefits, this gives an indication of the numbers that could potentially be affected. This can be seen in the chart at figure 4 although it must be noted that there will be some duplication within these numbers as people can receive more than one benefit at any one time (for example Housing Benefit along with Job Seekers Allowance) so the overall number of residents will be lower than the total number of claims.

Figure 4: Knowsley residents currently in receipt of existing ‘legacy’ benefits



Source – Knowsley Scrutiny Briefing Report, Sustainable Borough Scrutiny Committee, March 2019

Those receiving support for issues in Knowsley around benefits including UC is increasing as the latest data from Citizens Advice Knowsley has found that over a third (36.1%) of its service users are citing issues around benefits as the main reason for contacting the service. This is only second to debt related issues.

The service also manage a project called 'Help to claim' which aims to help residents make a claim and provide support to them up until the first payment is received – this may or may not include an application for an advance payment. Likewise, UC claimants can apply for an advance payment themselves, they don't need to go via Citizens Advice for help.

Financial Inclusion

More Knowsley residents are accessing services for welfare support

Straightforward access to free financial advice can prevent people from getting into serious financial difficulties and help individuals who have become over indebted to recover.

However, without access to the right financial services, many day-to-day tasks such as paying bills and accessing credit become increasingly difficult and expensive. Those in need can become vulnerable to aggressive marketing by high cost lenders and worse, illegal loan sharks to bridge a gap.

Data and insight provided by Citizens Advice Knowsley and Knowsley's Jubilee Debt Advice Service both show an increase in the number of clients presenting to their services with debt related issues.

Citizens Advice Knowsley has seen over a 10% increase in services users requesting support for debt – rising from 38% of requests citing debt as the reason for support in 2017/18 to 50% in 2018/19. In terms of the debt issues, the highest proportion of service users cited council tax arrears as the reason for seeking support in both of these years.

Similarly data from Knowsley's Jubilee Debt Advice shows that the charity has seen their number of open cases more than double between 2014-2017 as seen in table 5:

Table 5: Jubilee Debt Advice Open Cases

Year	Number of cases
2014	57
2015	90
2016	114
2017	146
2018	116

Source – Jubilee Debt Advice Service

The slightly reduced figures in 2018 were not due to falling demand, but were as a result of the service not being able to take on any new cases for a short period due to staffing and funding issues.



In feedback gathered from KMBC Customer Service employees, there was a clear recognition of the value of these advice services locally, however staff reported concerns about the capacity of CAB as demand increases.

“Citizens Advice is really important, there should be more services like this such as benefit advisors and other support for people to help them manage their money better ... Universal Credit has kicked in in phases ... Demand outstrips supply for benefit advice”

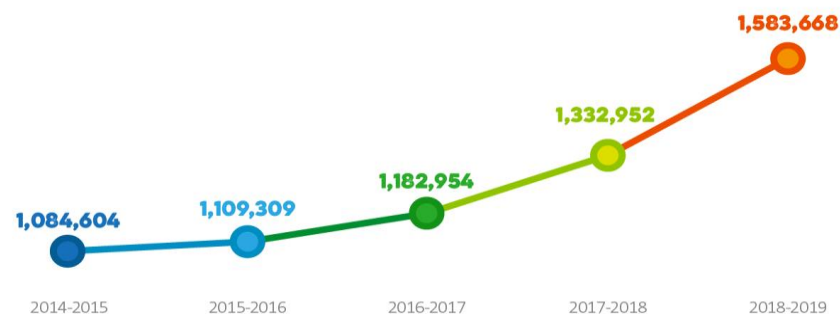
“... these [services] are at saturation point”

Figures from Knowsley Housing Trust indicate that 50% of their properties have some form of debt attached to them. Huyton has the highest number of tenancies with some form of debt, accounting for almost 40% of all tenancies with a debt attached and the highest proportion of properties with a debt attached at 51%. Kirkby accounts for further 30% of all accounts with a debt attached and as with Huyton more than half of properties in the area have a debt attached. Despite considerably lower numbers of tenancies with a debt attached, proportionally both Prescot & Halewood have a high proportion of properties with a debt attached, 47.8% and 48.4% respectively. Data from Knowsley Citizens Advice for the last year (2018/19) further supports this and shows that just over half over (54%) of those seeking their support for debt related issues are housing association or RSL tenants.

Cumulative impact of low income, benefit delays and benefit changes means more families in Knowsley are requiring support from foodbanks

There is also a growing demand both nationally and locally to help meet food needs. There are no official figures published by Government on food bank usage. However one of the biggest providers, [The Trussell Trust](#) have reported that between 1 April 2018 and 31 March 2019, their foodbank network distributed 1.6 million three-day emergency food supplies to people in crisis which was a 19% increase on the previous year and can be seen at figure 6.

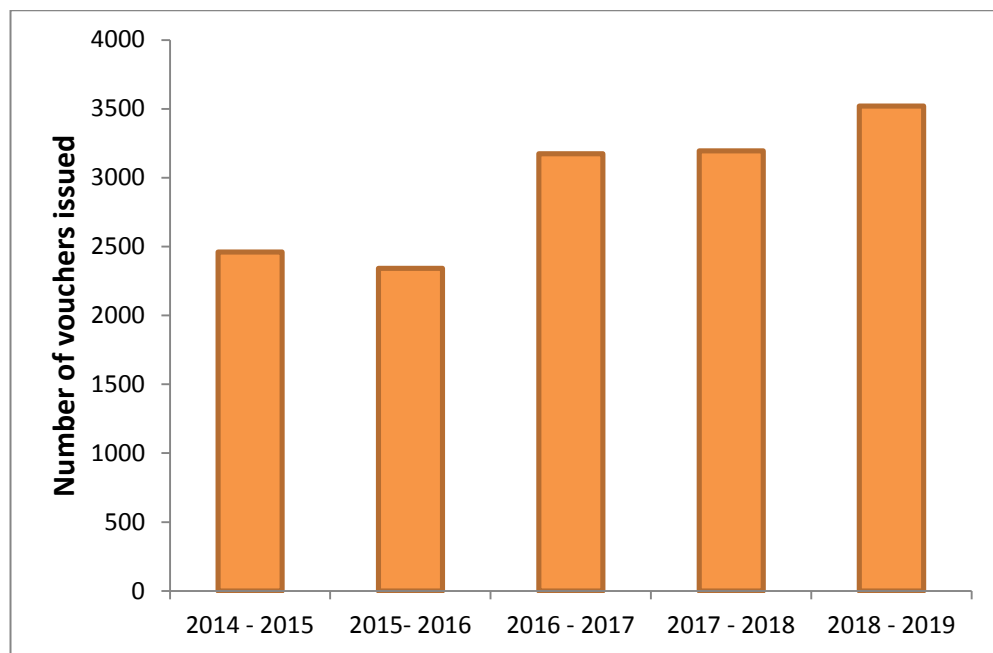
Figure 6: Trussell Trust Food Bank Usage



Source – The Trussell Trust

Knowsley’s foodbank is administered by a local charity ‘The Big Help Project’ and was started in 2011. In line with national trends, the food bank has reported increased numbers in those requiring support over the last five years (with the exception of 2015/16) which can be seen at figure 7.

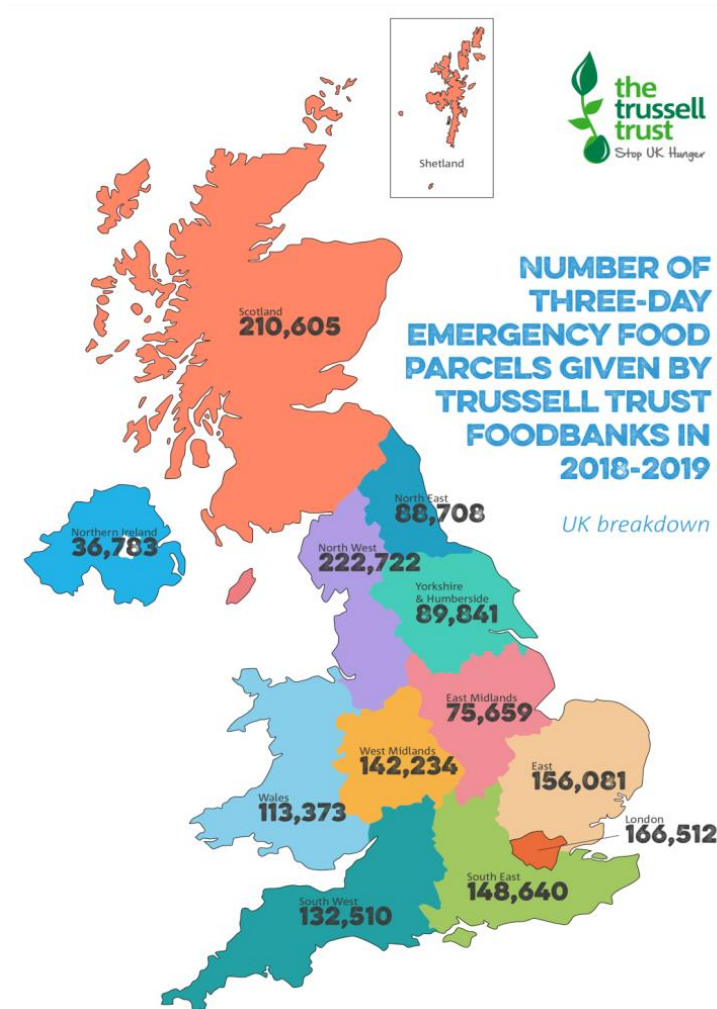
Figure 7: Knowsley Foodbank Usage



Source – Knowsley Foodbank

Of those using food banks nationally between 1 April 2018 and 31 March 2019, the highest number of these was in the North West and can be seen on the map at figure 8.

Figure 8: Number of 3 day emergency food parcels given by Trussell Trust Foodbanks in 2018/19

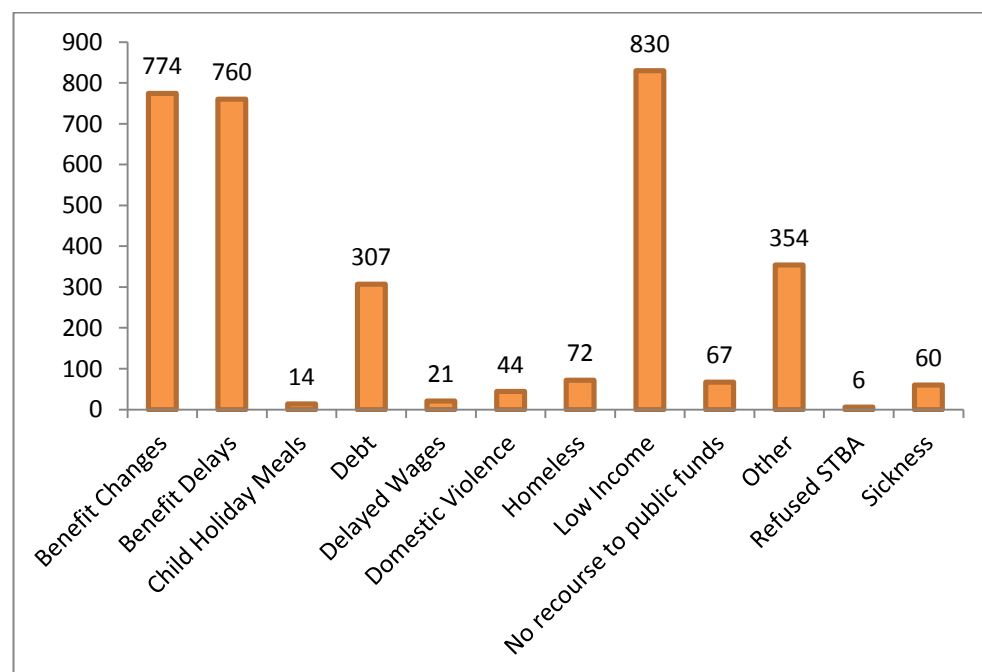


Source – The Trussell Trust



The Trussell Trust have reported that the top three reasons for referrals to a foodbank are because of income not covering essential costs, benefit delays and benefit changes. This fits with local data (figure 9) which shows that between April 2018 – March 2019, the most common reason for requiring support from foodbanks in Knowsley was because of low income, benefit changes and benefit delays.

Figure 9: Reasons cited for foodbank support in Knowsley 2018/19



Source – Knowsley Foodbank

This data is corroborated by insight from KMBC Customer Service staff during discussions about emergency calls made by residents. Staff

indicated that calls were frequently due to a lack of food or fuel and most often could be attributed to issues with benefits and local data. This is also supported by data based on those requiring support from the Council's Emergency Support Scheme (which provides food, fuel and furniture) which suggests that 61% of residents receiving awards for fuel in 2018 /19 were made to private tenants and 30% to housing association tenants. The main reason was a new claim for benefit, followed by a benefit sanction. For food provided through the scheme (which is administered by Big Help alongside the Knowsley Foodbank, the main reason was benefit delays, low income and then benefit changes which is again also reflected in data provided at figure 9.

“Emergency calls received are about food and fuel, about 200-300 calls per month, which are related to revenues and benefits...”

Child and Family Poverty

In line with the rest of the UK, child poverty is on the rise in Knowsley

Whatever the circumstance, the basic requirement for any kind of welfare support is due to a lack of basic income to support basic needs. This means that recipients of welfare support, whether in work or out of work, will therefore be most likely to experience poverty.

Child poverty is measured by HMRC through the proportion of children living in families whether in receipt of out of work benefits or in receipt of tax credits with a reported income less than 60% of national median income. According to this data, the rate of child poverty in Knowsley has declined since 2009, influenced by a fall in national median income.

However the reliability of HMRC's local measure has reduced in recent years due to the nature in which it is calculated (reliance on benefits and tax credits data and the measure also does not include claimants of Universal Credit. With the increasing rollout of Universal Credit replacing working age benefits and tax credits, the fall in local child poverty in the most recent set of data, shows that this measure is no longer a reliable indicator of local child poverty.

Therefore the End Child Poverty group has for several years published a set of measures to show local levels of child poverty using a wide range of indicators such as the unemployment rate and the number of families on tax credits. The figures also reflect levels of child poverty both before and after housing costs are taken into account, evidencing the balance of in work and out of work poverty. When using this [data](#), there were 4.1 million children living in poverty in the UK in 2016-17. That's 30% of children or 9 in a classroom of 30.

In terms of local data, the latest figures published in May 2019 (table 6) show that in Knowsley in 2017/18, 27.1% of children were living in a family in poverty before housing costs were taken into account. When housing costs are included this rises to 32.3%, underlining the impact that housing costs can have on a family. Consideration of housing costs is important in this respect as costs related to housing, such as rent, Council Tax, and utilities can absorb a far greater proportion of a low income family's income.

Table 6: Proportion of children in poverty

	2015/16		2016/17		2017/18	
	Before housing costs (%)	After housing costs (%)	Before housing costs (%)	After housing costs (%)	Before housing cost	After housing costs
Halton	17.4	28.2	18.1	28.5	24.8	30.6
Knowsley	18.8	30.7	19.9	31.3	27.1	32.2
Liverpool	21.0	33.9	22.0	34.2	31.8	36.0
Sefton	15.5	25.0	15.7	24.8	21.5	27.1
St Helens	16.3	26.6	17.2	27.2	24.8	29.8
Wirral	16.1	26.2	16.9	26.7	24.4	28.9
Liverpool City Region	17.9	29.0	18.7	29.3	26.0	31.0

Source – End Child Poverty

The figures also highlight specifically how poverty is rising fastest in the most deprived areas, pointing to the severe real-terms cuts in benefits, the roll-out of Universal Credit and rising housing costs as being behind the rise. This means that [nationally](#), two thirds of child poverty occurs in

working families. This is further supported by recent research from the [Institute of Fiscal Studies](#) which has found that almost a fifth of working households are affected by relative poverty leading to the biggest increase in Britain's working poor since the 1990s.

Whilst work has traditionally been viewed as the best route out of poverty, working families are increasingly dependent on receiving some level of welfare support to top up family earnings to an adequate income level in the form of in work benefits such as tax credits or universal credit and so employment alone is not always enough to pull families out of poverty.

Community Cohesion

Whilst Knowsley is the 2nd most deprived Borough in England, the sense of community remains strong in some areas

Despite the challenges faced by families and local communities in Knowsley, the sense of community remains strong in some areas across the Borough.

Research by the [Joseph Rowntree Foundation](#) has found that 'place attachment' is often an important feature of deprived areas as it promotes the development of social networks or community ties; and it may encourage people to engage positively in the area in a number of informal and formal ways.

"...There is a good sense of community in Knowsley."

"Very close knit communities within communities..."

Local insight gathered from residents as part of the 2030 engagement work tells us that community networks are viewed as a strength in Knowsley and the idea of community is often perceived as knowing neighbours and helping one another out. Residents feel that knowing their neighbours is a key determinant of strong communities and highlight this as a particular positive.

"Where I live I feel safe and the neighbours are helpful e.g. help take bins out"

"Good / strong sense of community felt through good neighbours"

Community groups and events have also been reported as an important way of bringing residents together and helping to combat loneliness:

"community projects [...] help to combat loneliness"

"[events] When done well, these promote a real sense of community"

However this has been tempered by concerns about limited availability of funding to support such resources:

"Within communities there is excellent work going on but this work is nearly always limited by lack of funding and not knowing where the next funding is coming from"

"one-off funding and the good will of the community is not enough"

Community groups and hubs, or focal points of sorts, are referred to as key to prompting social cohesion and important for fostering a strong sense of community. However, whilst community groups and those who work and

volunteer within them are a particular strength, there exists a need for recognition that these groups should be empowered to enhance their communities and not be (over)relied on as the only driving force for pursuing change in the community.

Families, of course, play a pivotal role in the sense of community. Family clubs run through schools, within local areas are highlighted as ways in which to foster community engagement and the local sense of the area is important to families also:

“Get to grow up with friends and family”

“It’s important that people can stay in proximity to their families”

Houses don’t automatically result in a community

However, the changing nature of communities in the Borough and the impact of this has been reported as a concern by some residents.

“not many neighbours to speak to – people are so busy”

“it’s not like it used to be – neighbours would get together and organise street parties and trips out”

The faster pace of life, in particular working life, is cited as a particular driving force for changing this sense of community. The housing building programme currently underway in the Borough is raised a consideration for the future of community also:

“Is there a community being built alongside these houses? Houses don’t automatically result in a community”

“We need to think about the bricks and mortar of the economy but we also need to think about the people”

Health and Lifestyle

Knowsley faces the continuing challenges presented by an ageing demographic and unhealthy lifestyles along with significant areas of deprivation which impact negatively upon population health.

Health inequalities are defined by the [World Health Organisation](#) as *“the differences in health status or in the distribution of health determinants between different population groups”*ⁱ. This relates to the quality of people’s lives and also how long they live. These factors create a growing prevalence of ill health which drives demand for services, particularly in deprived areas such as Knowsley.

Although life expectancy in Knowsley has gone up in recent years, it still remains lower than the national average and healthy life expectancy remains a significant issue.

More information on life expectancy can be found in the Population chapter of the Knowsley 2030 evidence base.

The health gap between socioeconomic groups cannot always simply be explained by making poor ‘choices’ with regards to health behaviours, as some non-modifiable risk factors do play a part in determining health outcomes including age, gender, genetics, environment and socioeconomic status.

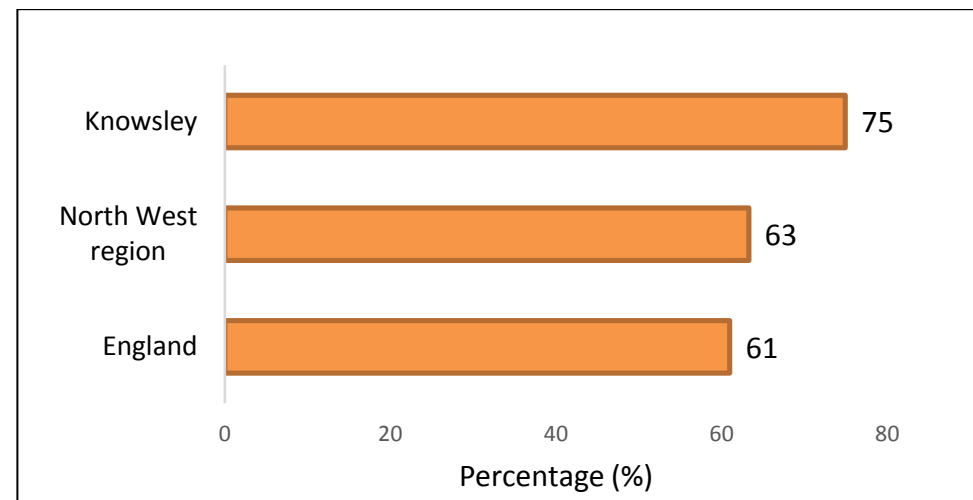
However, a number of modifiable risk factors which lead to the main chronic disease epidemics are well established and well known and are highly prevalent in Knowsley.

75% of residents in Knowsley are classed as either overweight or obese

The prevention of obesity is currently a major public health challenge in the UK and the last two decades has seen a rapid increase in the proportion of people classified as being obese.

Excess weight is a leading cause of many health conditions including heart disease, stroke and high blood pressure and can also have negative effects on mental wellbeing and quality of life.

Figure 10: Percentage of adults (aged 18+) classed as overweight or obese in 2016/17.



Source: Public Health England (based on Active Lives survey, Sport England)

In Knowsley, 3 in 4 (75%) residents were classed as either overweight or obese in 2016/17. This is the highest rate of any Local Authority area in England and significantly above the national average for the North West region and England at 63% and 61% respectively. Knowsley is also the second most deprived area in England, an indicator which has a direct correlation with obesity - as deprivation rises so does obesity (Public Health Outcomes Framework).

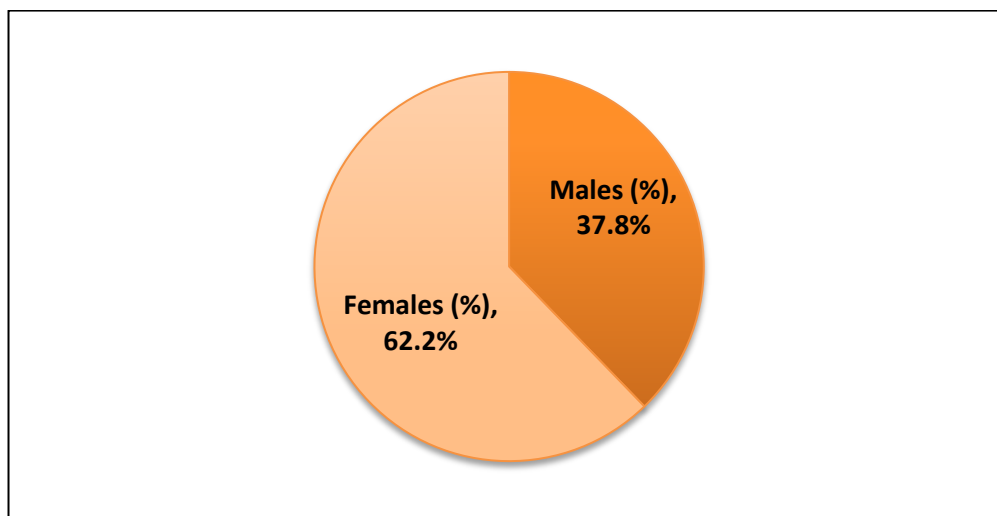
Evidence suggests that a child's risk of obesity increases if their parent(s) is obese. Knowsley has higher levels of obesity in childhood than the North West and rest of England and as obese children are more likely to go on to

become obese adults, this directly contributes to the high levels of obesity in adulthood in the Borough.

This is discussed in more detail in the Start Well chapter of the Knowsley 2030 evidence base.

Within Knowsley, obesity prevalence for females increases with age up until the 65-74 age group, and is higher than male prevalence in each age group (other than between the ages of 45 and 64). This is reflected in numbers of those individuals admitted to hospital with obesity as a primary or secondary diagnosis in 2016/17, where 62.2% of these were female and 37.8% were males.

Figure 11: *Percentage of Hospital admissions in Knowsley with a primary or secondary diagnosis of obesity.*



Source: NHS Digital

Only just over half of adults (16+) in Knowsley engage in moderate-intensity activity for at least 1 hour and 30 minutes per week

Physical activity includes all forms of exercise such as walking, cycling, active play, work-related activity, active recreation and organised sport, dancing, gardening or playing active games. As well as being associated with health outcomes such as obesity, physical inactivity is another risk factor for chronic diseases such as cardiovascular disease, stroke, type 2 diabetes, colon cancer and breast cancer.

The 2017/18 Active Lives Survey reports that only just over half of adults (16+) in Knowsley (54%) engage in moderate-intensity activity for at least 1 hour and 30 minutes per week. This activity is defined as sports, fitness or recreational activities that cause a small increase in breathing or heart rate such as brisk walking, cycling or swimming. This is lower than the North West region and the national average at 61% and 62% respectively.

Level of income deprivation also influences the amount of physical activity undertaken as this could be linked to the affordability of being able to access certain leisure facilities such as gyms. In Knowsley, 33% of those (16+) who live in the most deprived income area report being inactive (less than 30 minutes of exercise per week) in comparison to those living in the least deprived area where fewer residents report being inactive in comparison (20%).

Knowsley adults consume less fruit and vegetables when compared to regional and national averages

[Government guidelines](#) recommend that the general population should eat at least five portions of varying fruit and vegetables every day. The ‘5 A DAY’ guidelines were developed based on the recommendation from the World Health Organization (WHO) that consuming 400g of fruit and vegetables a day can reduce risks of chronic diseases mentioned above.

However in Knowsley, the Active Lives Survey 2017/18 shows that on average the adult population in Knowsley consume 2.5 portions of both fruit and vegetables. This is slightly lower than the average for the North West region which is 2.6 portions and the national average of 2.7, again for both fruit and vegetables. ii

[Evidence](#) shows that fruit and vegetable consumption falls as deprivation increases, Knowsley only meets 50% of the daily target for adults at 2.5 portions, however this is similar to the national and regional average so isn’t necessarily a reflection of deprivation levels.

Nevertheless, feedback and insight from local residents would suggest that residents do have an awareness of food choices and the impact on health and in particular, made reference to the role of education in supporting people to make healthy choices.

“A balance is important for keeping a healthy lifestyle”

“You should be taught stuff at home about good and bad choices for health”

“If we were educated then we could get ourselves healthy”

Similarly, the availability of takeaways, along with the higher cost of healthy food were reported as barriers to healthy eating. Overall, 26% of adults in Knowsley consume fast food at least once a week. A further 55% consume fast food once or twice a month or less, and one in five never eats any form of fast food (19%) (Knowsley JSNA Report, Healthy Weight Obesity). In Knowsley there are 91 Fast Food Outlets (FFO) which is equal to a rate of 62 outlets per 100,000 people, this is the lower than the North West and England average which is 91 and 96 outlets per 100,000 people respectively.

Specifically for Knowsley, Prescot North has the highest level of FFO’s at 16, which is higher than the North West average at a rate of 167 outlets per 100,000 people.

Nationally there is also a greater density of FFO outlets in deprived areas however Knowsley does not follow this trend having less FFO than areas classed as less deprived and is also lower than the regional and national average. At present data on the consumption of “fast food” across Knowsley is limited and prevalence of FFO is only one of many factors that influences eating habits and choices.

Knowsley has the 4th highest rate of smoking in the NW and overall rates are higher than the North West and National average

Another key modifiable risk factor associated with health is smoking. Tobacco use is a major contributor to the risk of Cardio Vascular Disease and remains a significant public health issue. The risk of developing smoking-related diseases increases with how long and how much someone

has smoked, however risks fall substantially if smoking is stopped, even for long-term smokers.

Smoking prevalence amongst adults in Knowsley is significantly higher when compared to the North West and the national average (20.5% compared to 16.8% and 15.5% respectively).

More than 1 in 4 adults in Knowsley drink more than the recommended units

Alcohol is considered the second biggest cause of preventable death in the UK, with alcohol misuse affecting most sectors across society including health, family breakdown, anti-social behaviour and crime (road traffic collisions, anti-social behaviour, and domestic violence).

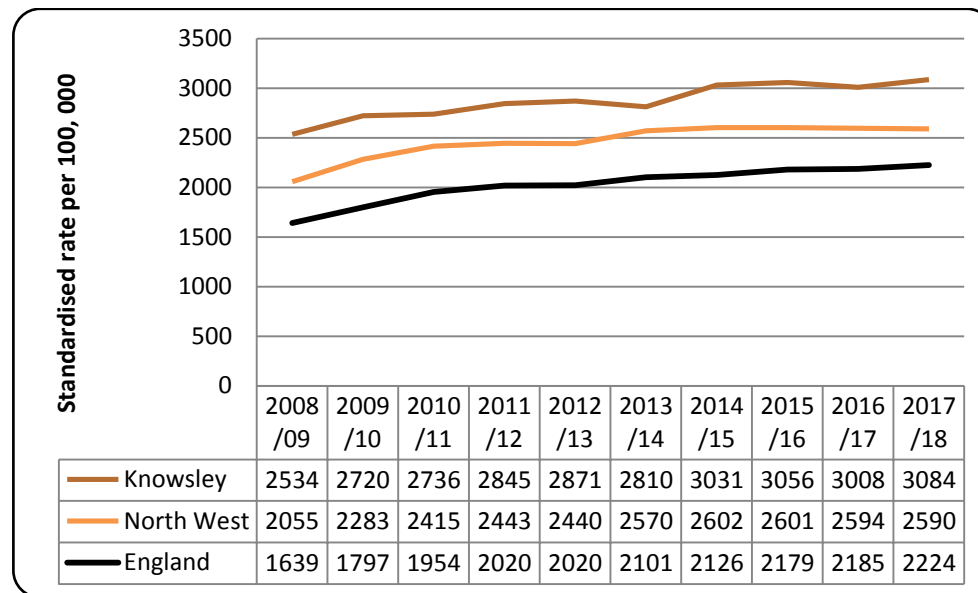
In Knowsley, it is estimated that 28.3% of adults drink over the recommended 14 units per week, which is similar to the North West and England (27.6% and 25.7% respectively). However, Knowsley’s mortality rate from alcohol has risen by 3.2% in the last 9 years and is currently the eleventh highest in the North West.

Knowsley residents living in the least deprived quintile were more likely to drink on a weekly basis than those from the most deprived quintile and were also more likely to ‘binge’ drink.

Knowsley also has significantly higher rates of alcohol related hospital admissions. During 2017/18, there were an estimated 4,363 hospital admissions related to alcohol in the Borough; a rate of 3,084 alcohol

related admissions per 100,000 population, significantly higher than England (2,224) and the North West region (2,590).

Figure 12: Hospital Admissions Related to Alcohol, 2008/09 to 2017/18



Source - Local Alcohol Profiles for England, Public Health England.

Since 2008/09, there has been a 21.7% increase in the rate of alcohol related hospital admissions in Knowsley. Although there has been an increase in the Borough, this has not been as large as the increase observed in the North West region (26.0%) or England (35.6%). Between 2012/13 and 2013/14, there was a fall in the rate of alcohol related hospital admissions in Knowsley which was in contrast to England and the



North West region. The gap in the rate between Knowsley and England has narrowed by 4.4% since 2008/09.

Out of 23 local authority areas in the North West region, Knowsley had the 6th highest rate of alcohol related hospital admissions during 2017/18.

The rate of alcohol related admissions for Knowsley males was 4,261 per 100,000 males in 2017/18, over twice as high as the rate for females (2,124 per 100,000 females). Since 2008/09, there has been a 16.4% increase in the rate of male alcohol related hospital admissions in Knowsley compared to 21.7% in females.

Table 7: Rate of Alcohol related hospital admissions, 2017/18

Area	2008/09	2017/18	% change
Knowsley	2534.0	3084.3	21.7%
North West	2055.3	2589.9	26.0%
England	1639.5	2223.8	35.6%

Source - Local Alcohol Profiles for England, Public Health England.

Knowsley CCG area has the 3rd highest incidence of all cancers combined

The main cause of death in Knowsley in 2017 was cancer which accounted for 27.9% of all deaths. More than four in ten cases of cancer could be prevented by lifestyle changes, such as not smoking, keeping a healthy body weight, cutting back on alcohol, eating a healthy balanced diet, keeping active and by staying safe in the sun.

The Knowsley CCG area has the 3rd highest incidence of all cancers combined (out of 207 CCG areas) in the 2014/16 period. Between 2009

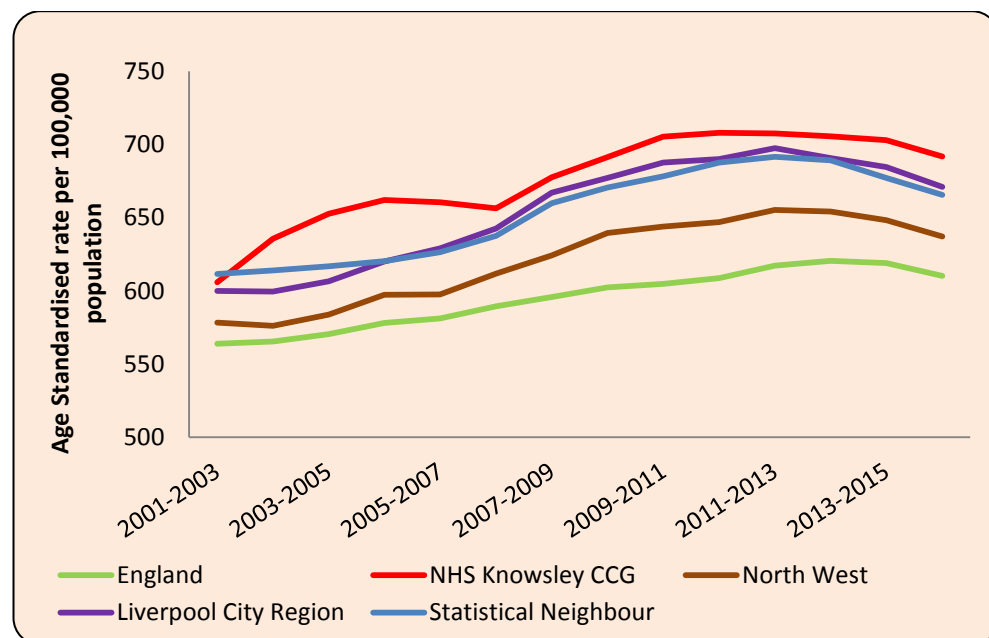
and 2016, 7,317 new cases were diagnosed in Knowsley - an average of 915 per year.

Of these cases there was a near equal split for males (48.5%) and females (51.5%). In 2014-16 the most prevalent male cancers in Knowsley were prostate and lung, responsible for 19.9% of all new cases in males, totalling nearly 40% (2 in 5 cases) of all cancer incidences. The most prevalent female cancers in Knowsley were breast cancer and lung cancer responsible for 25.1% and 22.1% of all new cases respectively; equating for nearly half (47.2%) of all cancer incidences in females.

In 2014/16, new incidence of cancer rate for all people of all ages in Knowsley CCG was 692 per 100,000 population; this was significantly above England (610) and North West (637). The Knowsley CCG new incidence of cancer rate increased by 14.2% from 2001/03 to 2014/16; the rate of increase was greater than England (8.2% increase) and the North West (10.2% increase) (figure 13).



Figure 11: New Cancer cases, 2001/03 to 2014/16, Age standardized rate per 100,000 population.



Source: National Cancer Registration & Analysis Service, Public Health England

The rate of lung cancer in Knowsley is almost double the England rate and is significantly higher than the North West

In the latest reporting period (2014-16) the rate of lung cancer incidences across all ages in Knowsley CCG is 151.9 per 100,000 population. This rate is almost double the England rate of 78.6 and is significantly higher than North West (98.4), Liverpool City Region (112.7) and Statistical Neighbour averages (108.8).

Over the last five years (2009/11 to 2014/16) the rate of lung cancer incidence in the Knowsley CCG area has increased by 12.7%, whilst over the same period the England rate has decreased by 0.3%, North West decreased by 0.6%, Liverpool City region decreased by 4.6% and Statistical Neighbours decreased by 4.6%. Over the last five years 2009-2011 to 2014-16, the gap between Knowsley and its comparators has increased.

Coverage of screening services for breast, bowel and cervical cancer screening are lower than national anticipated levels

There is a significant focus locally on the prevention and early diagnosis of cancer. Screening programmes are therefore vitally important to detect the early presence of cancer and treat appropriately.

However, in Knowsley, the coverage of screening services for breast, bowel and cervical cancer screening are lower than national anticipated levels. This is despite the fact that cancers caught at an early stage (stage 1 or stage 2) typically achieve better outcomes. In 2016, 50.4% of cancers in Knowsley were caught at an early stage; this is lower than England 52.6% and North West 51.9%. In Knowsley between 2012 and 2016 the rate of cases diagnosed at stage 1 and 2 increased by 16.1%, slower than the England rate of 26.3% but faster than the North West rate of 12.6%.

Knowsley has the 2nd highest premature mortality rate for cancer in England out of 326 local authority areas

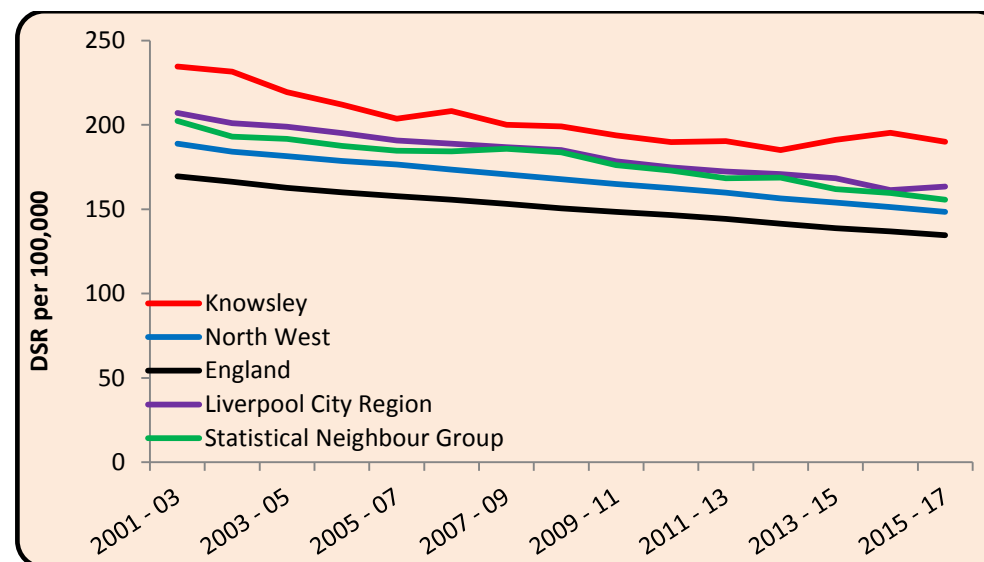
Between 2015 and 2017 in Knowsley, there were 1,408 deaths attributable to cancer, approximately 470 per year. Of these deaths, almost half (695)

were people under the age of 75 (premature) with a premature cancer mortality rate during 2015/17 of 190.1 deaths per 100,000 population.

Since 2005/07, the premature cancer mortality rate has fallen by 6.7% in Knowsley and over the same period the absolute gap in the mortality rate between Knowsley and England has widened by 21.0%. However, the premature cancer mortality rate in Knowsley remains significantly higher than England and the North West (134.6 and 148.5 deaths per 100,000 population respectively). Indeed, in 2015/17 Knowsley has the 2nd highest premature mortality rate for cancer in England out of 326 local authority areas (See figure 14).

Between 2015 and 2017, there were 401 deaths due to lung cancer (approximately 134 per year), this accounted for 28.5% of all cancer deaths.

Figure 14: Under-75 Cancer mortality rate, all persons, 2001/03 to 2015/17.



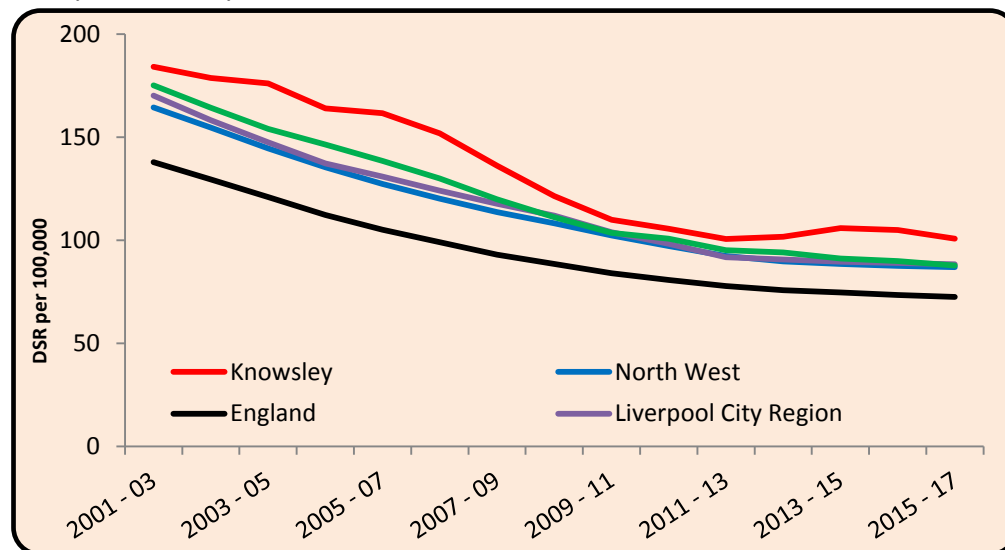
Source: ONS

The premature cardiovascular disease mortality rate in Knowsley has fallen, but still remains significantly higher than England and the North West rates.

Cardiovascular disease (CVD) is the term used to describe conditions that affect the heart or blood vessels. Cardiovascular disease was the second largest cause of death in Knowsley in 2015/2017, accounting for over a fifth (22.6%) of all deaths. In total in 2015/17, there were 1,052 deaths attributable to cardiovascular disease, on average 351 per year.

Of these cardiovascular disease deaths, 342 (35.1%) were people under the age of 75. The premature cardiovascular disease mortality rate was 100.8 deaths per 100,000 population in 2015/17. In the 10-year period since 2005/07, the premature cardiovascular disease mortality rate fell by 37.7% in Knowsley and over the same period the gap between the mortality rate for Knowsley and England narrowed by 49.9%. However, the premature cardiovascular disease mortality rate in Knowsley remains significantly higher than England and the North West (72.5 and 87.0 deaths per 100,000 population respectively) (Figure 15).

Figure 15: Under 75, cardiovascular disease mortality rate, all persons, 2001/03 to 2015/17.



Source: ONS

Hypertension (or high blood pressure) is a major risk factor for CVD and is one of the most common causes of premature death worldwide.

Hypertension often has no warning signs or symptoms, and many people do not realise they have it. Early detection of hypertension and treatment to reduce cardiovascular risk in people with hypertension is vital for the prevention of coronary heart disease and stroke. Lifestyle changes – particularly weight loss, an increase in physical activity, and a reduction in salt and alcohol consumption can also effectively reduce hypertension.

Hypertension is higher in Knowsley (15.35%) compared with the national prevalence (13.94%) and has increased compared with the previous year, where the prevalence was 15.21% (863 more cases).

Knowsley has consistently had a higher rate of diabetes prevalence than the North West and England over the period 2012/13 to 2017/18

Diabetes is a chronic disease that occurs either when the pancreas does not produce enough insulin or when the body cannot effectively use the insulin that it does produce.

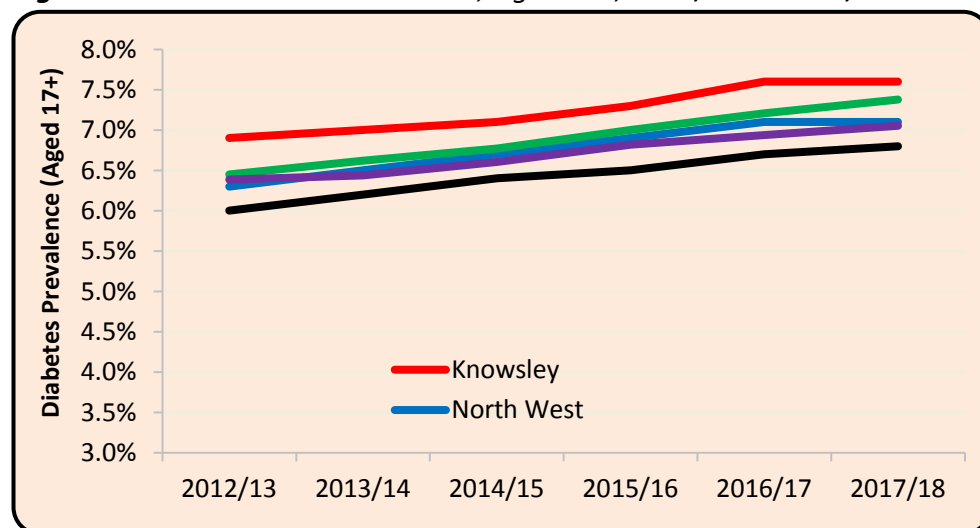
Type 2 diabetes is most common and accounts for about 90% of all diabetes. Obesity is strongly associated with type 2 diabetes and is estimated to account for 80-85% of the overall risk of developing type 2 diabetes. (Hauner, 2010). Those at increased risk need to be supported to change their lifestyle by losing weight, becoming more physically active, and eating healthier.

In 2017/18, there were 9,727 people aged 17 plus in Knowsley who have been diagnosed and included on GP registers for all types of diabetes, 7.8% of this age group. This was a higher prevalence compared to the North West (7.1%) and England (6.8%) with prevalence having increased by



15.1% since 2012/13 in Knowsley. This was compared to an increase in the North West of 18.2% and an increase in England of 18.3% over the same time period. Knowsley has consistently had a higher rate of Diabetes prevalence than the North West and England over the period 2012/13 to 2017/18. The prevalence data is likely to be an underrepresentation of people who have diabetes as these figures do not include those living with the condition who have not yet been diagnosed.

Figure 16: Diabetes QOF Prevalence, Aged 17+, 2012/13 to 2017/18.



Source: PHOF PHE and NHS Digital

In the last decade, premature mortality from Liver Disease has increased by 12.0%

Over the past decade Knowsley has had a greater increase in premature mortality from Liver Disease (LD) when compared to the North West and

England; 12.0% compared to 7.1% and 5.6% respectively. In addition, the absolute gap in the premature mortality rate between Knowsley and England in the period of 2005/07 to 2015/17 has widened by 23.5%.

There were 145 deaths (approximately 48 per year) due to LD in Knowsley between 2015 and 2017, accounting for 3.1% of all deaths during this period. Four fifths (80.0%) of LD deaths were under the age of 75.

The rate of premature LD mortality during this period for Knowsley was 29.2 deaths per 100,000 population, similar to the North West (26.4) but statistically worse than England (18.3). In 2015/17, Knowsley was the ranked 10th highest for premature liver disease mortality in the country out of 326 local authorities.

Respiratory diseases were the third major cause of death in Knowsley in 2017.

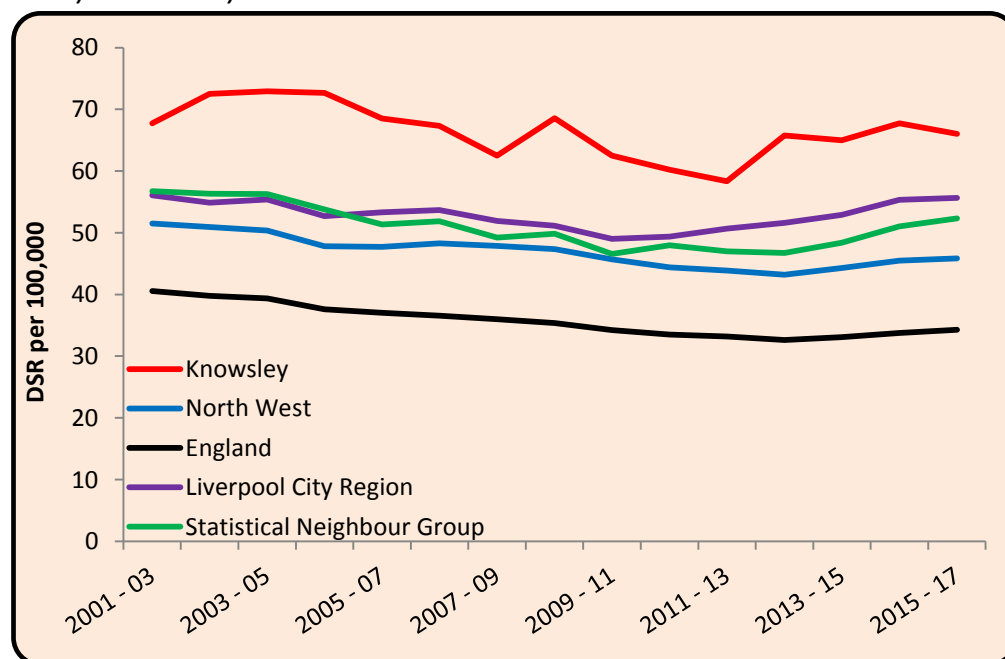
Respiratory disease covers a range of conditions and in 2017 were the third major cause of death in Knowsley, accounting for 17.2% of all deaths (261 in total). In total in 2015/17, there were 764 deaths attributable to respiratory disease, approximately 255 per year. Of these deaths, 31.5% (241) were people under the age of 75. The premature respiratory disease mortality rate (under-75) was 66.0 deaths per 100,000 people in 2015/17.

Between 2005/07 and 2015/17, the premature mortality rate from respiratory diseases fell by 3.6% in Knowsley, and over the same period of time the absolute gap in the premature mortality rate between Knowsley and England increased by 1.0%. Premature respiratory disease mortality in Knowsley remains significantly higher than the North West and England

(45.8 and 34.3 deaths per 100,000 people respectively). Knowsley had the 3rd highest premature mortality rate due to respiratory disease out of 326 Local Authority areas between the years 2015-2017.

Female premature mortality of respiratory disease was 69.3 deaths per 100,000 people in 2015-17 and had the highest rate of any Local Authority in England out of 326 Local Authority areas. Male premature mortality for respiratory disease is the 17th highest in the country and was 62.3 deaths per 100,000 people in 2015-17.

Figure 17: Under-75 Respiratory Disease mortality rate, all persons, 2001/03 to 2015/17.



Source: ONS

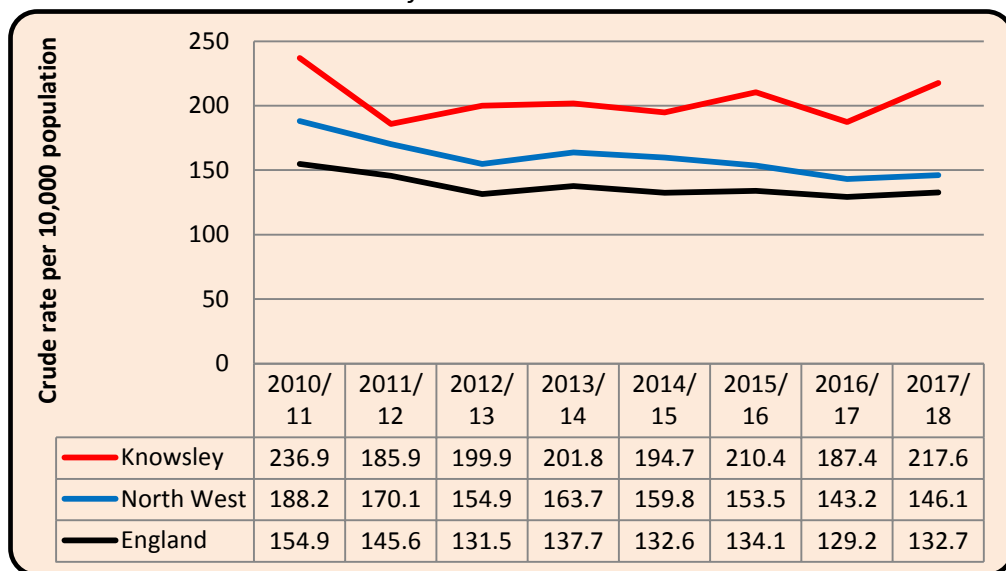
The number of adults in Knowsley with a longstanding health condition caused by a stroke is projected to grow by 17.8% by 2030

In 2017/18 there were 2,829 people who had been diagnosed with a stroke in Knowsley. Early mortality rates (under 75 years of age) for stroke in Knowsley between 2015/17 were 18.1 per 100,000 people which was significantly higher than the England rate (13.1%). Numbers of adults in Knowsley aged 18+ with a longstanding health condition caused by a stroke is projected to grow by 17.8% by 2030. The projected growth is significantly lower than England (24.5%) and slightly lower North West (19.6%).

Rates of hospital admissions have fallen in Knowsley but still remain higher than North West and England averages

Rates of hospital admissions in those aged 15-24 due to unintentional and deliberate injuries in Knowsley fell significantly between 2010/11 and 2011/12. Since this period rates have remained steadier with the most recent rates of 217.6 admissions per 10,000 reported in 2017/18. However, Knowsley is significantly higher than England (132.7) and North West (146.1) and has been consistently higher over the period 2010/11 to 2017/18. The 2017/18 figures show that admissions rate in this age group is 64% higher in Knowsley compared to the England average and 49% higher than the North West.

Figure 18: Hospital admissions of young people (15-24) due to unintentional and deliberate injuries.



Source: PHE, Public Health Profiles. Hospital Episode Statistics (HES)

Adults in Knowsley are more likely to suffer from or have experienced mental health issues and generally have lower levels of wellbeing

Having good mental health and wellbeing is an important factor for living well. However in England, [one in four adults](#) experience at least one diagnosable mental health problem in any given year and mental ill health is the largest single cause of disability in the UK, representing up to 23% of the [total burden](#) of ill health.

Since 2012/13, Knowsley’s severe mental health prevalence (severe mental illness includes schizophrenia, bipolar affective disorder and other psychoses) has increased by 24.1% compared to a 16.0% regionally and a 12.3% increase nationally from 0.86% in 2012/13 to 1.07% in 2017/18. Of particular note is the increase in prevalence of depression; this has increased by 147.6% since 2012/13 in Knowsley. There has also been a 17.5% increase in items classified as antidepressant drugs dispensed in Knowsley since 2014/15, which indicates again an increase in demand for mental health services and support for depression in particular.

Depression is prominent issue in Knowsley. In 2017/18, there were approximately 18,619 people aged 18 plus in Knowsley who were registered with depression; 14.3%. This was a higher prevalence compared to the North West (11.7%) and England (9.9%) with prevalence having increased by 174% since 2012/13 in Knowsley. This was compared to an increase in the North West of 77% and an increase in England of 69% over the same time period. The number of new cases of depression in Knowsley in 2017/18 was 3,498, 2.8% which again was higher when compared to the North West and England; 2.0% and 1.6% respectively.

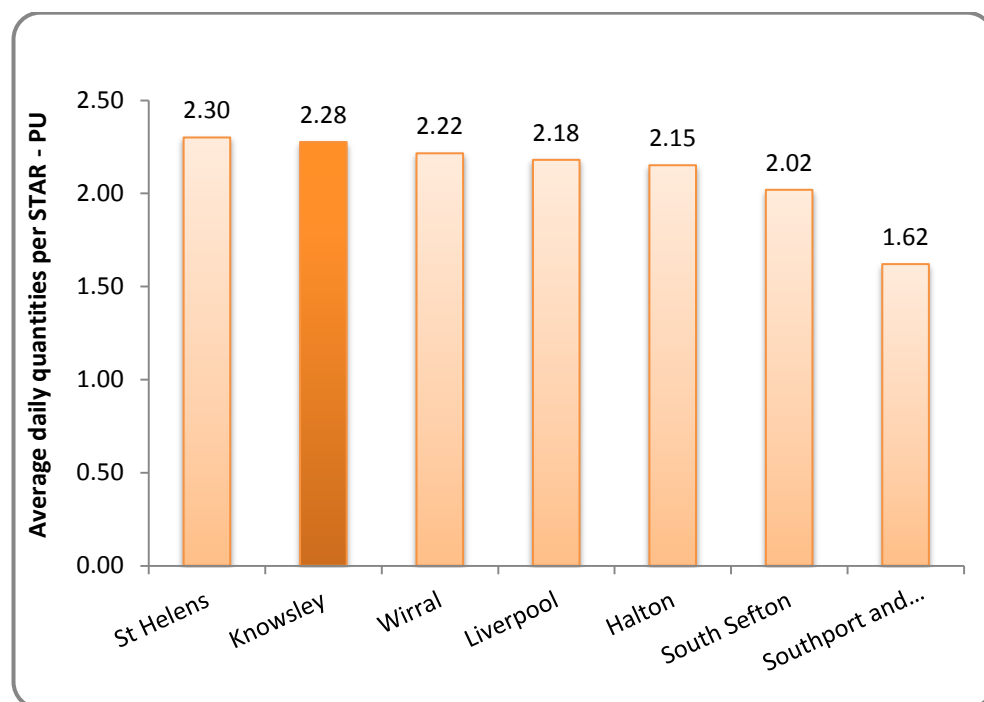
In Knowsley, 25.4% of people in aged 16+ reported having high levels of anxiety, the highest in the North West and higher than the North West and England average of 20%.

In 2017/18, antidepressant prescribing in Knowsley was higher than all other areas in the Liverpool City region (LCR) except St Helens (figure 19). The level of antidepressant prescribing in 2017/18 was also higher than England as a whole and the Cheshire and Merseyside region. Knowsley had



the 3rd highest levels of antidepressant prescribing in the North West, out of 31 clinical commissioning group areas in 2017/18 and the 3rd highest rate in the country (out of 186 CCG areas).

Figure 19: Antidepressant prescribing: average daily quantities (ADQs) per STAR-PU, 2017/18 in LCR



Source – Public Health Profiles

In Knowsley there are currently 385 people receiving support from adult social care services for their mental health; around 28% of this cohort are aged between 18 and 64 (table 8).

Table 8: Mental Health ASC service users in Knowsley

Mental health ASC service users by age (December 2018)	
18-64	108
65-74	55
75-84	116
85+	106
Grand Total	385

Source - Knowsley LAS/ContrOCC data December 2018

Knowsley also has a higher rate of emergency hospital admissions for mental health related illnesses / injuries. In 2016/17, there were 309 admissions per 100,000 population for self-harm, much higher than the North West at 231.2 and England at 185.3. There were also 694 admissions per 100,000 population for admissions where the primary diagnosis or any of the secondary diagnoses are for an alcohol-attributable mental and behavioural disorder due to use of alcohol which again was much higher than regional and national averages. The mortality rate for suicide in Knowsley for 2015/17 was 12.0 deaths per 100,000 population in Knowsley, which was higher than the North West and England averages.

It has been highlighted locally that there is a lack of parity of esteem between mental and physical health, with insight suggesting a distinct lack of understanding regarding the links between physical and mental health. People in Knowsley also feel that mental ill health is still met with too much stigma and discrimination.

Nationally and locally, it is felt that the allocation of resources is not balanced between preventative and reactive spend (treatment) and that there needs to be a shift towards more preventative interventions and improving wellbeing.

Evidence suggests that the majority of mental illnesses start before adulthood so there is a role for universal services and interventions before issues reach crisis point. Signposting to services too is recognised as having an important role in ensuring that people suffering from poor mental health have access to appropriate support.

Anecdotally, green spaces are reported as a valuable resource to promote and maintain good mental health and wellbeing.

The benefits of green space are discussed in more detail in the Local Environment and Place chapter of the 2030 evidence base.

Around 40% of adults receiving support from Adult Social Care services in Knowsley are aged 18-64

There are currently 2,840 adults (18+) in Knowsley receiving support from adult social care services (July 2019). Of the people receiving these services 40.5% (1,691 people) are aged between 18-64.

The Adult Social Care Outcomes Framework (ASCOF) measures how well care and support services achieve the outcomes that matter most to people. It is used locally and nationally to set priorities for care and support, measure progress and strengthen transparency and accountability. The measures help to demonstrate how the system is working as a whole and is made up of performance measures from the personal social services adult social care survey; the personal Social Services Survey of Adult Carers and also Short and Long Term Services (SALT) collection.

Adult social care services are improving and working well in Knowsley

The most recent performance results for 2018/19 (table 9) indicate that adult social care services and the system as a whole are performing well in Knowsley, with significant improvements being seen across a number of different indicators. For example, there has been an increase in the number of people receiving a direct payment as part of their support, and an increase in adults with learning disabilities living in settled accommodation. This will be having a positive impact on those people who are receiving these services.

Table 9 – ASCOF Outcomes, 2018/19

ASCOF Indicators	17/18	NW 17/18	England 17/18	18/19	Trend
(2A1) Adults aged 18-64 permanently admitted to residential or nursing care per 100,000 population	9.98	17.2	14	4.42	↑
(1C1A) The total number of clients who received self-directed support (existing/new direct payments or personal budget) at year end	99.2%	88.1%	89.7%	99.6%	↑
(1C2A) The total number of clients receiving a direct payment (whether part of a self-directed process or not) at the year end	32.2%	24.4%	28.5%	36.6%	↑
(1C1B) The total number of carers who receive self-directed support (existing/new direct payments or personal budget) in the year	95.7%	90.6%	83.4%	100%	↑
(1C2B) The total number of carers receiving a direct payment (whether part of a self-directed process or not) in the year	1.8%	81.1%	74.1%	100%	↑
(2D) Outcome of Short Term to maximise independence - Sequel to Service - ALL clients	55%	74%	78%	87%	↑
(1E) Adults with learning disabilities in employment	3.07%	4.3	6%	2.07%	↓
(1G) Adults with learning disabilities in settled accommodation	92.3%	88.2%	77.2%	93.2%	↑

Those accessing Adult Social Care services feel in control, safe and secure

For working age adults in Knowsley accessing social care services, there has been an increase between 2017/18 and 2018/19 in those who report to have control over their daily life and who say the services have made them feel safe and secure. This could be attributed to the move towards more personalised care enabling people to have more choice and control over the services that they receive. The proportion of residents who find it easy to find information about services has also increased. However, overall satisfaction with care and support and the proportion of people who feel safe have both fallen since last year. This data can be found at table 10.

Table 10 - ASCOF Outcomes, 2018/19

ASCOF Indicators	2017/18	2018/19
The proportion of people who use services who have control over their daily life	82.6%	79.4%
Overall satisfaction of people who use service with their care and support	82.0%	79.0%
The proportion of people who use services who find it easy to find information about services	53.4%	59.4%
The proportion of people who use services who feel safe	69.7%	73.7%
The proportion of people who use services who say that those services have made them feel safe and secure	84.8%	88.3%

Around half of people aged between 18 and 64 receiving adult social care services don't have as much social contact as they would like

Loneliness and social isolation are different but related concepts. Social isolation can lead to loneliness and loneliness can lead to social isolation. Both may also occur at the same time. People can experience different levels of social isolation and loneliness over their lifetime, moving in and out of these states as their personal circumstances change.

Nationally, almost a fifth of the population – say they are always or often lonely, but almost two thirds feel uncomfortable admitting to it (British Red Cross and Co-Op, 2016). In Knowsley, loneliness and social isolation is one of the top three concerns amongst older people in Knowsley.

This is discussed in more detail in the Age Well chapter of the Knowsley 2030 evidence base.

For working age adults in the Borough only just over half (52.3%) of people aged between 18 and 64 who receive adult social care services reported in 2018/19 that they had as much social contact as they would like. This has only improved from 52.2% in 2017/18 highlighting that this is also a concern amongst the working age population as well as older people in the Borough.

People with learning disabilities in Knowsley want better support for their mental and physical health needs

In Knowsley there are currently 694 people receiving care services for learning disabilities; the majority of these individuals (87.6%) are aged

between 18 and 64. The number of adults with a moderate to severe learning disability is set to fall slightly in Knowsley between 2020 and 2030, by approximately 4.5%. Similarly, the number of people with severe to moderate learning disabilities is also expected to fall nationally, however at a smaller rate of 2.9%.

Nationally and locally, people with learning disabilities have reported that they want better support for both their mental and physical health needs. In particular, local insight found that people with learning disabilities and / or Autism want better access to annual health checks and better information. This is particularly important as people with learning disabilities are more vulnerable to serious health conditions such as obesity and early onset of dementia. For example, in Knowsley 31.6% of people registered on their GP's learning disability register who have had a BMI assessment in the last 15 months classified as being obese, compared to 30.6% of all residents.

Adults with learning disabilities in Knowsley have reported that they want better day opportunities, with more flexibility and a better range of options that are community based as opposed to traditional building based day care. In particular, they have expressed that they want day care that is meaningful and can help to support independent living and employment opportunities. The need to provide better employment opportunities for residents with learning disabilities is further evidenced in recent figures which demonstrate there are fewer people with learning disabilities in paid employment locally compared to the national average, at 3.1% compared to 6% nationally ([NHS Adult Social Care Outcomes Framework, England, 2017-18](#)).



This is something that the Council and Knowsley Community College have focused on over the past couple of years. In response to positive outcomes gained from other internship pilots around the country, the decision was taken in April 2016 to implement a supported internship pilot in Knowsley. Knowsley Community College and Knowsley Council undertook a partnership approach to develop and deliver the programme with the council acting as the employer organisation providing interns with four days a week working within different council services, alongside one day a week of teaching with college staff.

The internship started in September 2016 with 11 interns, who were Knowsley residents, had learning difficulties or disabilities and were either in further education or received adult social care support. Nine interns from the 2016 cohort have since gained paid employment with the remaining two pursuing volunteering and training opportunities. Due to its success, the council welcomed ten new interns in September 2017 who worked in a range of council services including Grounds Maintenance, Environmental Services, Administration, Catering and Security. Partners will need to build on this model in the future and continue to encourage take up to help increase employment opportunities for those with learning disabilities.

The transformation of adult social care services in Knowsley has focused on early intervention and prevention and using local assets in the community to meet people's needs as opposed to traditional care services. It is therefore a positive that locally; there is a high proportion of people with learning disabilities living in settled accommodation in the community. In 2017/18, 92.3% of people aged 18-64 receiving care

services for a learning disability lived in their own home or with their family. This is significantly higher than the national average of 77.2%.

As part of the transformation of care services in Knowsley, there has been a focus on promoting settled accommodation in the community for people with learning disabilities through the likes of supporting living options. This involves people having their own tenancy or own home, alongside support from a care provider to help them live as independently and safely as possible. As such, this support option helps to promote and enable more choice and independence, enhancing opportunities and quality of life. The number of people with learning disabilities living in supported accommodation has been increasing gradually over the past 4 years and in December 2018 there were a total of 261 people with learning disabilities in supported living. It is anticipated that this trend will continue to grow in Knowsley, with a number of new bungalow and apartments being created to support people with learning disabilities and people with mental health problems.

There has been a steady increase in the number of people using assistive technology in Knowsley

Assistive technology also plays a part in helping people to remain independent and Knowsley's Early Intervention and Prevention programme focuses on the use of assistive technology to support people to remain in their own homes and communities. In January 2018, the Council launched a pilot, which offered every person a free 12 week Assistive Technology package, including a lifeline pendant and a smoke alarm to support the hospital discharge process. In March 2018, this pilot



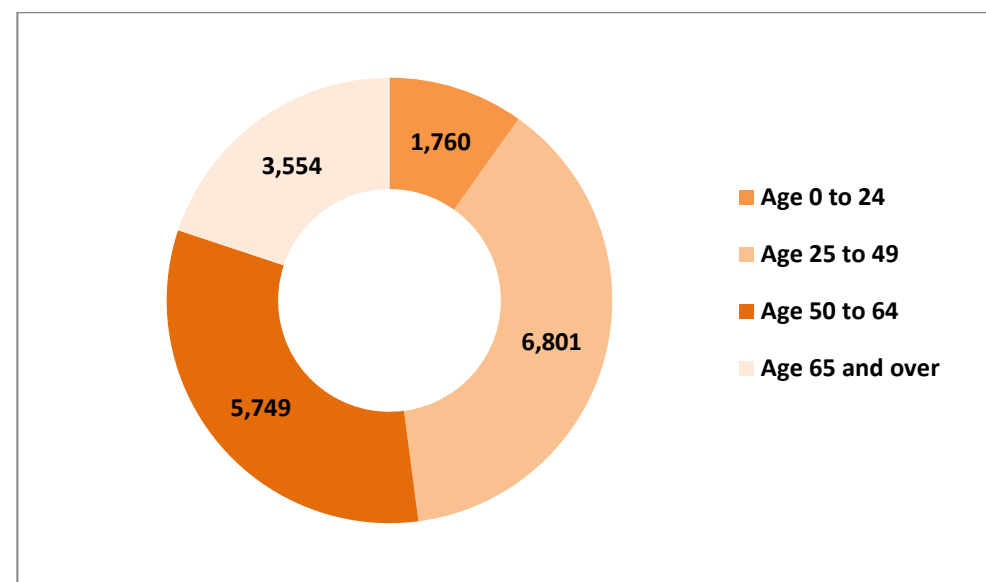
was extended to include people living independently at home. There has been a steady increase in the number of people using assistive technology over the last 3 years with a total increase of 237 service users between January 2018 and March 2019.

The highest proportion of carers in the Borough are aged between 25-49

In the 2011 Census, 17,865 Knowsley residents described themselves as unpaid carers (figure 20). This represents 12.2% of the Borough's population and is higher than the national and regional figures (10.2% and 11.1% respectively). It is important to note however that the total number of carers in Knowsley is likely to be higher than this as some people are either unaware or reluctant to identify as a carer, and also the Census data is now out dated. Based on Census data, carers aged between 25 and 49 account for the highest proportion of total carers in the Borough at around (38%).

The number of carers in the Borough and their needs are likely to change dramatically over the next ten years and beyond. Population changes will mean that there will be an increasing number of people that will require support from an unpaid carer. In addition to this, it is anticipated that there will be a more intense role required of carers due the fact that people are living for longer and with more complex needs.

Figure 20: Total number of Knowsley unpaid carers by age



Source – ONS, 2011 Census

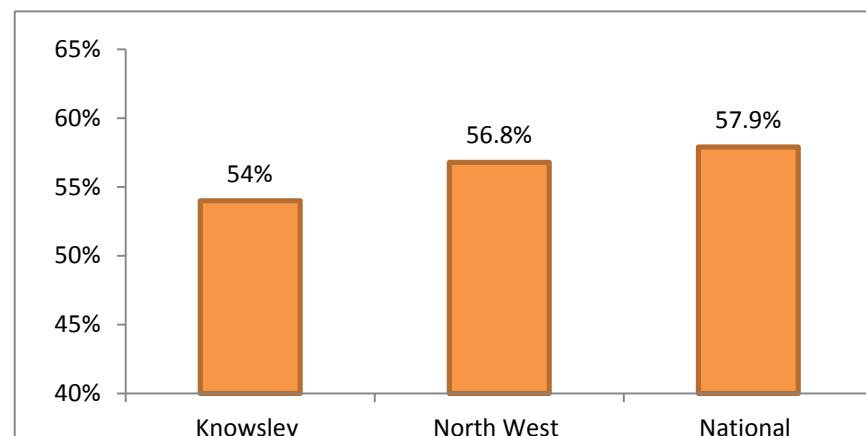
Demand for support in the community amongst carers is high

There are a number of community organisations offering support to carers in Knowsley that are highly valued by the people who use them. Local insight from carers and community providers suggests that these services in the community are providing a lifeline for them, with many feeling that there are no other options for support. Evidence and insight from residents and carers reflects this and shows that demand for these services is high. For example data from the Carers Centre in Knowsley suggests that there has been an increase in new referrals for carers aged between 18 and 64 since 2017. The total number of adult carers aged between 18 and 64

registered at the centre has also increased since 2017, now making up 66% of the total number of carers who access support through the centre. This corresponds with feedback from some local groups in the community who reported waiting lists for carers to access support.

As carers within this age group are working age, there is a key challenge around ensuring they are not financially disadvantaged from their caring role and are supported to continue in their employment or access new employment opportunities. However, local data and insight suggests that in Knowsley, carers are less likely to be accessing full time employment. Census data shows that of the total number of unpaid carers in Knowsley, 9,516 (54.4%) are economically active. This is lower than the regional average of 56.8% and the national average of 57.9% (figure 21).

Figure 21: Number of unpaid carers in Knowsley who are economically active



Source – ONS, 2011 Census

Of the 9,516 unpaid carers who are economically active, 90% are in employment; the majority of which (65%) work full time. This is the equivalent of 32% of all unpaid carers, which is lower than the regional (34%) and national (47%) averages.

To add to this, the ADASS Carers Survey for 2017 reported a reduction in the number of carers in full time employment in Knowsley from 10.6% in 2014/15 to 7.7% in 2016/17. This may suggest that working carers are having to leave their employment in order to continue their caring duties. This is a trend that national research has recently identified; [Carers UK](#) found that more than 600 people a day leave their jobs because of the demands of being a carer. Therefore there is a clear need to ensure working carers are provided with enough support so that they can maintain both their paid employment and their caring role. In particular, carers who are in employment and also providing 50 or more hours of care a week are likely to be requiring the most support.

Data from the 2011 Census suggests that in Knowsley carers tend to suffer with their own health needs. Around 10% of all unpaid carers reported bad or very bad health, higher than both the regional figure of 7.8% and the national figure of 6.7%. This can be further evidenced in more recent local insight (Carers Strategy Survey, 2016) which found over 70% of carers had one or more long term health problems, with 20% reporting that they have bad or very bad health. To add to this, according to the ADASS Carers Survey 2016/17 there has also been a fall in carer reported quality of life. Therefore there will be a key challenge between now and 2030 in addressing the physical and / or mental health needs of carers so that they

are able to maintain their own health and wellbeing and continue in their caring roles.

In particular, carers in Knowsley aged between 18 and 65 have reported that information and training in managing health conditions and/or disabilities and fluctuations in severity; support to be and stay in education, support from others in similar caring situations and support to build and keep relationships are some of the most important types of support that they need.

Duties introduced through the Care Act (2014) aim to put carers on equal legal footing to the cared for, with local authorities required to assess a carer's need for support where carer appears to have needs. This is something that Knowsley is doing well as evidenced in feedback from local carers. Results from a recent survey on the Carers Assessment process found that carers had a positive experience, with 50% stating that they thought their experience was excellent and 32% stating that their experience was good. However whilst carers are reporting a positive experience of the assessment process, demand is increasing so we need to do more to support people and meet their needs.

Leisure and Culture

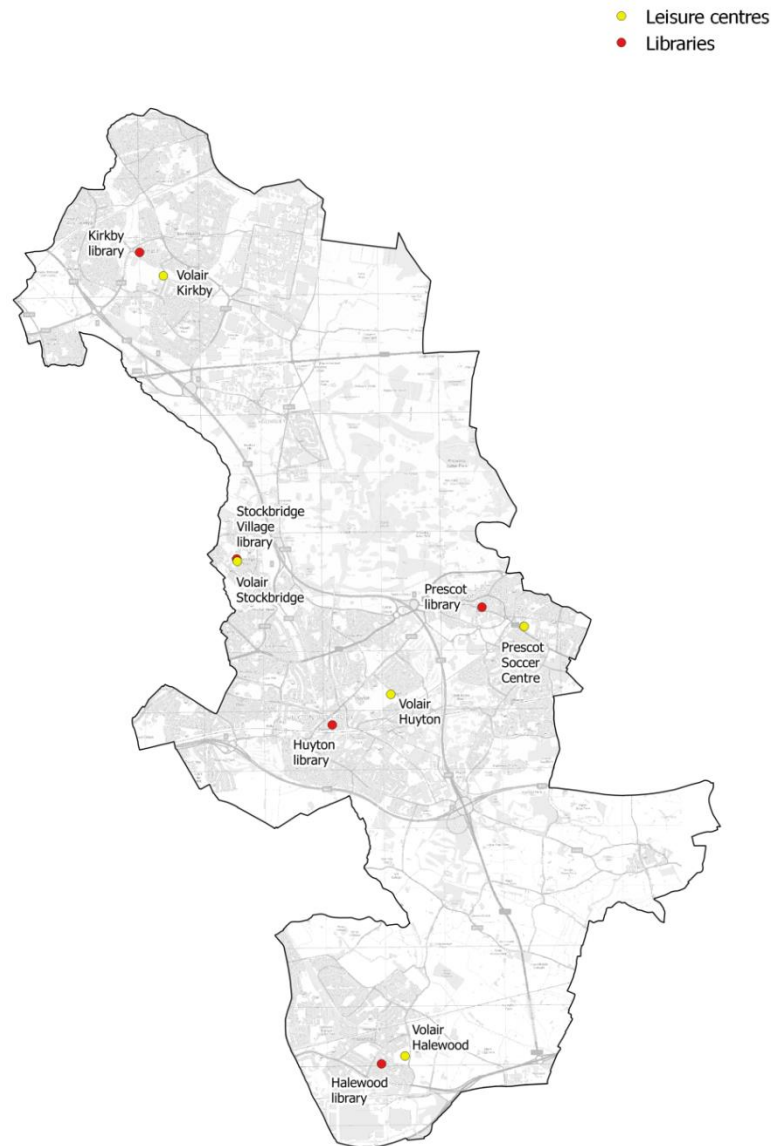
Leisure and culture supports working age adults to 'Live Well' in a range of different ways and evidence demonstrates the benefits particularly on improved health and wellbeing. Living a more active lifestyle is a simple answer to many of the big health challenges and the benefits of regular physical activity are widely known to improve not only a person's physical

health, but also mental health and wellbeing too. Similarly, evidence suggests that engagement with the arts and culture can have a positive impact on enhancing health, wellbeing and quality of life for people of all ages.

Knowsley has a range of physical assets which form part of this offer in terms of its leisure centres and libraries, the locations of which can be seen on the map at figure 22.



Figure 22: Knowsley leisure centres and libraries



Physical activity levels in Knowsley are low

Physical activity levels are an extremely important indicator for good health and for maintaining healthy behaviour. Evidence suggests being physically active reduces the individual's risk of a range of diseases, e.g. coronary heart disease, stroke, type 2 diabetes. Furthermore, evidence from the [Department of Health](#) has shown increasing an individual's physical activity levels helps to maintain a healthy weight, helps maintain the ability to perform everyday tasks with ease, improves self-esteem and reduces symptoms of depression and anxiety.

However as highlighted earlier in this chapter, physical activity levels in Knowsley are low. This is despite the extensive leisure offer available in the Borough including the five leisure centres in Knowsley as seen on the map at figure 22, each offering a gym, swimming pool, sauna & steam facilities, group exercise classes, and personal training.

For some residents, these leisure centres are viewed as a real strength and asset in Knowsley:

“Leisure centres are really well attended by older people particularly and are a good methods / vehicle for tackling social isolation ... There's a sense that everything is under one roof in a leisure centre and could be used as a way to tackle social isolation”

“Leisure has improved in the Borough – gyms are good (Volair). Outdoor gyms in parks are good”

However national guidance from NICE recommends that local government should assess the potential barriers to physical activity, such as a lack of access to affordable opportunities to leisure. This is something which has been cited locally by other residents as an issue:

“When you have multiple children the cost is difficult”

“Leisure centres can be expensive during peak time”

Physical activity doesn't have to take place just in leisure centres. Knowsley hosts 161 public parks and green spaces covering 593 hectares, providing multiple, significant benefits to individuals and communities.

Knowsley's green space is discussed in more detail in the Local Environment and Place chapter of the 2030 evidence base.

The Council's Green Space assets are extensively utilised for a range of health interventions, in line with national health objectives and targets that aim to improve both physical and mental well-being in the Borough. These interventions include:

- Physical activities including walking, Nordic Walking, cycling, Forest Schools;
- Mental well-being activities including experiencing the green environment through community events and programmes including Eco therapy, and skills; and
- Building capacity for the development of social skills and confidence by encouraging involvement in Green Spaces through participation in activities such as Friends groups and volunteering.

There is a recognition that more could be done to maximise health benefits of green spaces in Knowsley, however many options are constrained by available resources. There is also more work to be done in supporting people to become more active more broadly through engaging with communities support to understand the physical activity guidelines and what the benefits of being active are to them. By doing this physical activity will eventually be seen as the cultural norm for everyone.

The Council continues to engage partners to promote utilisation of green space for health and wellbeing and to look for innovative solutions to increase utilisation.

Knowsley residents feel part of their community as a result of using their local library

Libraries play an important role in society as providers of a range of services from book-lending and computer access to training courses and providing meeting space for social activity such as reading groups and volunteering opportunities that keep people active and engaged.

In Knowsley, the Library Service consists of five libraries (as seen on the map at figure 22) which provide the Home Delivery Service, the School Library Service and an Archive.

Libraries in Knowsley provide a wide range of benefits to support reading and learning as well as being a place to signpost people to information and provide digital support for getting online. They also help to improve health and wellbeing by providing:

- Health resources and information for people of all ages
- Targeted collections endorsed by health professionals e.g. Reading Well Books on Prescription, Shelf Help (for young people), Mood Boosting books
- Information about preventative health services and current health campaigns
- Reading for pleasure to support mental wellbeing
- Groups to encourage community wellbeing and combat social isolation e.g. Knit and Natter and Silver Club, reminiscence sessions
- Local and Family History activities to develop and support their sense of identity and place
- Accessible services for people with disabilities e.g. Home Delivery Service

Local performance information indicates that attendances at reading, literacy and wellbeing activities have increased from 19,752 visits in 2017/18 to 26,053 in 2018/19. The total number of active customers registered has also increased from 35,955 in 2017/18 to 38,280 in 2018/19.

In terms of customer satisfaction, 97.36 % of users surveyed in 2018/19 said they were satisfied with Knowsley's library services. High numbers of customers also report feeling part of their community as a result of using their library (94.53%) have been able to increase their knowledge/skills by using the library (96.48%) and regard their library as a safe and welcoming place (98.74%) This is further supported by local insight from residents:

"Since I joined as a child I have always felt safe and relaxed in the library so it helps me feel less stressed. I can escape from my fears and worries for a while"

"My role as a support worker is to ensure the person I support is developing her skills in a quiet place"

"To teach my children the value of this fantastic community resource and help them to enjoy learning"

"I have severe arthritis and it is a good place to visit without going too far from home. ... It's a vital part of our social community"

"It is one of the places that I feel very happy. This place really helps my health".

Fewer people in Knowsley access cultural events or activities than in the Liverpool City Region

The importance of participation and social connectivity is a crucial part of Living Well. There are many examples of how culture and creativity can be a catalyst for bringing people together and creating the conditions for fulfilling social connections and shared experiences that are positive and can build pride in their local communities. Some examples of these are included in the 2017 LGA report '[People, culture, place](#)'.

[The Social Mobility Barometer](#) (2018) produced by the Social Mobility Commission highlights public attitudes to social mobility and found that nationally, 40% of people think that it is becoming harder for people from

disadvantaged backgrounds to move up in society, with 44% of 25-49 year olds agreeing with this.

In Knowsley, in a similar way to other statistical neighbours, participation in culture by adults is lower than the national average and amongst the lowest in the Liverpool City Region in some areas. With the absence of a permanent cultural venue/theatre (unlike any other Borough in the City region) there is less access in Knowsley to regular participation in cultural activity, of scale. Whilst there is a plethora of cultural opportunity in Liverpool City Centre, the participation level amongst Knowsley residents is still low. Barriers to this could transport, the lack of scale of activity, the lack of a 'focus' cultural venue, or other socio economy reasons.

The Active Lives Survey undertaken by Arts Council England provides an overview of adult participation (16+) in England for the period 2015-2017 asking those surveyed to state their participation in leisure and culture over the previous 12 months period. Whilst the survey sample is not large, and the survey is not the most recent, it does provide an indication of participation at a local level as shown in table 11:

Table 11: Adult Participation in the Arts

	Spent time doing a creative, artistic, theatrical or music activity or craft	Attending event, performance, festival involving creative, artistic, dance, theatrical or music activity	Attending a museum or gallery	Attended a public library
England Average	34.70%	52.20%	46.50%	35.00%
Halton	29.40%	44.95%	41.75%	33.15%
Knowsley	26.22%	45.35%	48.99%	31.04%
Liverpool	31.99%	52.56%	56.38%	39.00%
St Helens	28.40%	41.62%	41.60%	29.92%
Sefton	27.16%	46.39%	55.27%	28.70%
Wirral	32.78%	55.89%	54.45%	42.73%

Source - Active Lives Survey 2015-2017

Knowsley recently undertook market segmentation with the Audience Agency, linked to the Arts in Libraries project, and this provides some insight into how to target and engage Knowsley audiences. Using this, and a varied quality programme of cultural activity, is already increasing audiences for high quality and diverse cultural experiences. The forthcoming Shakespeare North Playhouse will increase activity and help to make visible the various participation opportunities across Knowsley and surrounding areas.

Knowsley's investment in Shakespeare North Playhouse is also a significant commitment to the regeneration of 'place' and improvement of broader outcomes. The project will have a catalytic effect through creating gross value added, employment, training, participation and stimulating growth in other areas of restaurants, bars, other leisure, hotels, housing and visitor attractions.

"Shakespeare North is the opportunity to bring trailblazing new ideas to improve lives."

There is an opportunity and need to maximise the dynamic and energising effect of culture and creativity in Knowsley, to regenerate town centres and other public places and spaces. Creating space for this to happen, in a way that creates a 'home' for creative industries rather than just a 'temporary place' would make Knowsley an attractive place for the sector to invest and regenerate.

Overall there is a need to build the grass roots infrastructure for culture, creativity and community connections which strengthens social interaction and community networks, celebrates the uniqueness of communities

(history and heritage) and creates a critical mass of participation that helps people and communities to have more positive outcomes and opportunities.

Locally, developing a new 'Culture and Creativity 10 Year Strategy' for Knowsley and working towards Knowsley becoming the Borough of Culture will provide the perfect opportunity to do some of this. The Liverpool City Region (LCR) 'Borough of Culture' initiative was developed as part of the LCR Culture and Creativity Strategy work which included the Borough of Culture initiative, which Knowsley will host in 2022. This will offer the opportunity for active involvement of residents and local stakeholders through a programme of major events that will help raise the image and profile of Knowsley whilst attracting more visitors to the Borough.

To get the best from Knowsley's year as Borough of Culture, and in the lead up, it will be important for different council services and partners to get actively involved. This exciting year has the potential to elevate the positive work that is taking place and explore new ways to work with communities and partnerships.

The planning for Knowsley's year has already started, shaped by formal and informal engagement such as the 'creative conversations' that took place to create the city region's Culture and Creativity Strategy. This feedback, together with the Knowsley Better Together approach, has shaped the plan for progressing Borough of Culture in Knowsley.

