

GP Neighbourhood Profile – Overview

Indicators	Blackpool CCG	Far North	North	Central East	Central West	South Central	South
Demographics							
Population	172,699	19,893	28,604	26,485	36,620	23,890	37,207
% of CCG pop	100%	11.5%	16.6%	15.3%	21.2%	13.8%	21.5%
< 18	19.0%	15.5%	18.6%	21.1%	19.4%	21.1%	17.9%
18+	81.0%	84.5%	81.4%	78.9%	80.6%	78.9%	82.1%
65+	20.2%	31.1%	22.1%	16.4%	16.7%	15.6%	21.8%
% outside CCG boundary		59%	6%	15%	4%	4%	8.5%
Deprivation 1: most deprived/6: least deprived		6	5	3	1	2	4
Long standing health condition	62.3%	68.9%	63.3%	54.0%	64.1%	61.6%	62.4%
Unemployed	5.4%	2.1%	5.1%	3.6%	9.6%	6.7%	3.7%
Caring responsibility	19.7%	21.6%	18.3%	17.4%	13.8%	27.0%	23.1%
Smoking	26.8%	18.7%	21.1%	26.1%	34.2%	34.4%	23.9%
Obesity	13.5%	14.7%	13.8%	12.1%	13.9%	13.7%	13.4%
Disease prevalence*							
CHD	4.7%	6.20%	4.8%	3.6%	4.3%	4.0%	5.2%
Heart Failure	1.4%	2.40%	1.6%	1.0%	1.2%	1.4%	1.4%
Stroke/TIA	2.3%	3.50%	2.4%	1.8%	1.9%	2.2%	2.4%
COPD	3.7%	3.80%	3.5%	3.1%	4.2%	3.8%	3.7%
CKD	7.8%	8.70%	10.0%	6.9%	6.4%	8.3%	7.6%
Diabetes	7.6%	8.90%	7.6%	6.7%	7.7%	7.5%	7.6%
Cancer	2.8%	4.40%	3.1%	2.4%	2.0%	2.1%	3.1%
Mental health prevalence*							
Mental health	1.4%	1.20%	1.5%	1.3%	1.8%	1.8%	1.1%
Dementia	1.0%	1.80%	1.3%	0.6%	0.8%	0.8%	1.0%
Depression	13.5%	12.50%	9.9%	14.7%	16.4%	16.2%	11.7%
Long term MH problem	8.3%	4.60%	11.1%	7.0%	20.7%	10.0%	6.0%
Premature Mortality <75 years* (DSR per 100,000)							
Males	598.3	457.5	501.7	539.9	723.8	747.8	528.5
Females	381.2	301.3	314.8	352.3	472.7	471.7	341.9
Circulatory disease	105.8	70.8	94.5	99.3	124.7	135.7	101.0
Cancer	175.3	168.7	142.6	164.8	209.5	196.2	156.0
Respiratory disease	63.6	40.8	56.9	48.8	77.1	99.3	57.6

* significantly **higher** / **lower** than Blackpool average

Mosaic Profiles

Far North	32.4%	Senior Security - Elderly people with assets who are enjoying a comfortable retirement
	19.5%	Aspiring Homemakers - Younger households settling down in housing priced within their means
	12.2%	Modest traditions - Mature homeowners of value homes enjoying stable lifestyles
North	19.7%	Modest traditions - Mature homeowners of value homes enjoying stable lifestyles
	17.4%	Aspiring Homemakers - Younger households settling down in housing priced within their means
	15.3%	Senior Security - Elderly people with assets who are enjoying a comfortable retirement
Central East	16.0%	Family Basics - Families with limited resources who have to budget to make ends meet
	15.3%	Modest Traditions - Mature homeowners of value homes enjoying stable lifestyles
	14.8%	Transient Renters - Single people privately renting low cost homes for the short term
Central West	43.5%	Transient Renters - Single people privately renting low cost homes for the short term
	10.6%	Family Basics - Families with limited resources who have to budget to make ends meet
	10.1%	Modest Traditions - Mature homeowners of value homes enjoying stable lifestyles
South Central	33.9%	Transient Renters - Single people privately renting low cost homes for the short term
	14.7%	Vintage Value - Elderly people reliant on support to meet financial or practical needs
	14.2%	Family Basics - Families with limited resources who have to budget to make ends meet
South	17.5%	Modest traditions - Mature homeowners of value homes enjoying stable lifestyles
	14.7%	Transient Renters - Single people privately renting low cost homes for the short term
	13.8%	Aspiring Homemakers - Younger households settling down in housing priced within their means

Senior Security



Key Features

- Elderly singles and couples
- Homeowners
- Comfortable homes
- Additional pensions above state
- Don't like new technology
- Low mileage drivers

Aspiring Homemakers



Key Features

- Younger households
- Full-time employment
- Private suburbs
- Affordable housing costs
- Starter salaries
- Buy and sell on eBay

Modest Traditions



Key Features

- Mature age
- Homeowners
- Affordable housing
- Kids are grown up
- Suburban locations
- Modest income

Family Basics



Key Features

- Families with children
- Aged 25 to 40
- Limited resources
- Some own low cost homes
- Some rent from social landlords
- Squeezed budgets

Transient Renters



Key Features

- Private renters
- Low length of residence
- Low cost housing
- Singles and sharers
- Older terraces
- Few landline telephones

Vintage Value



Key Features

- Elderly
- Living alone
- Low income
- Small houses and flats
- Need support
- Low technology use

Central West neighbourhood, Blackpool

Profile Summary

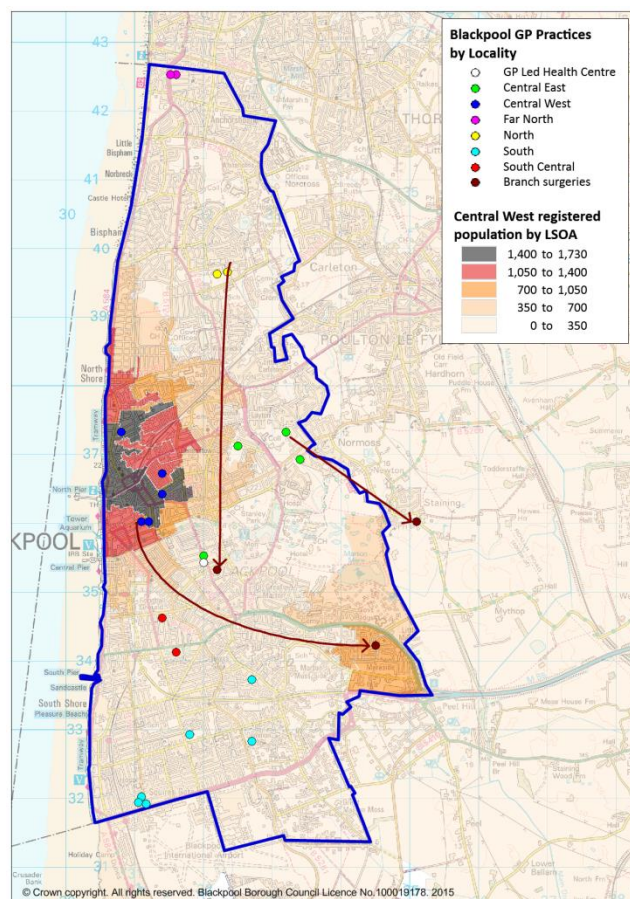
Demographic and health profile of the **Central West neighbourhood** in Blackpool based on the five GP practices in the neighbourhood and their registered populations.

- P81042 - Adelaide Street Surgery
- P81004 - Elizabeth Street Surgery
- P81760 - Gorton Street Practice
- P81043 - South King Street Medical Centre
- P81063 - St Paul's Medical Centre

The practices are based within Brunswick, Clarendon and Talbot wards with a branch surgery in Clifton.

Data from Public Health England's GP Practice Profile and NHS Digital QOF has been used to create an estimation of the health needs for this neighbourhood compared to Blackpool as a whole.

Further demographic data is provided using Experian MOSAIC segmentation tool. Comparisons for the neighbourhood using this data are against the national average and are an estimate of health characteristics and behaviours of the population based on the characteristics of the area. It is not the actual behaviour of the area.



Population

Figure 1: Registered Population, 2017

	England		Blackpool CCG		Central West	
	%	No.	%	No.	%	No.
All ages		172,699		36,620		
0-4	6.2%	9,155	5.3%	2,131	5.8%	
5-14	11.8%	18,267	10.6%	3,836	10.5%	
5-24	12.2%	19,017	11.0%	4,144	11.3%	
25-34	13.7%	22,845	13.2%	5,464	14.9%	
35-44	12.8%	19,996	11.6%	4,561	12.5%	
45-54	14.0%	26,446	15.3%	5,648	15.4%	
55-64	11.4%	22,159	12.8%	4,718	12.9%	
65-74	9.8%	18,821	10.9%	3,434	9.4%	
75-84	5.7%	11,487	6.7%	1,928	5.3%	
85+	2.4%	4,506	2.6%	756	2.1%	
<18	21.4%	32,793	19.0%	7,099	19.4%	
18+	78.6%	139,906	81.0%	29,521	80.6%	
65+	17.9%	34,814	20.2%	6,118	16.7%	

Source: PHE, GP Practice Profile, Populations 2017

Figure 2: Proportion of population by age group, 2017

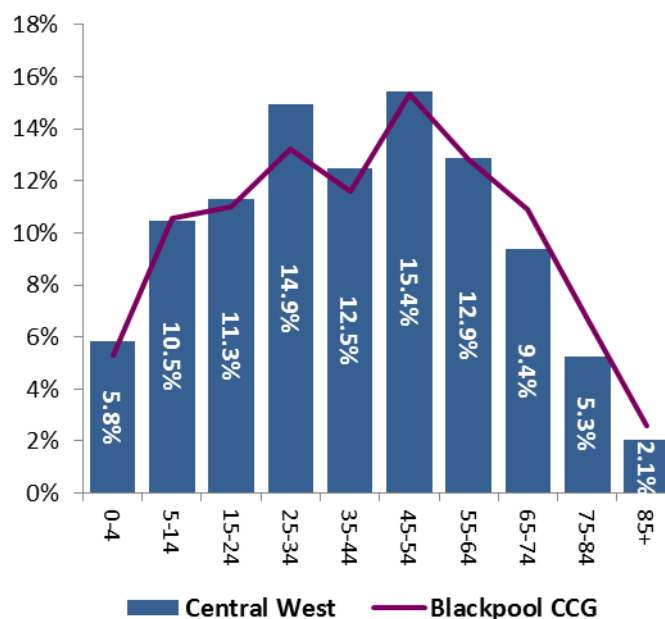


Figure 3: Central West population by gender, 2017

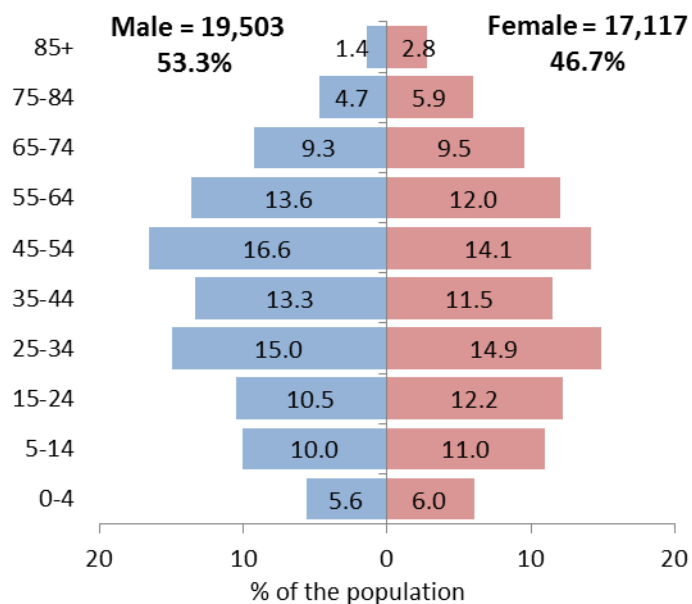
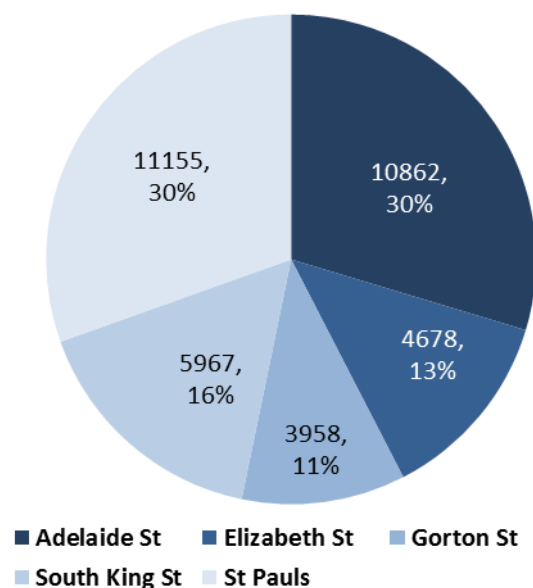
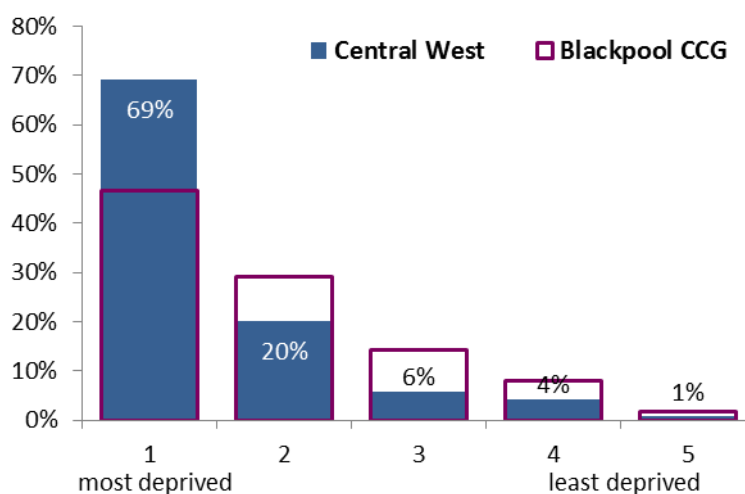


Figure 4: Central West population by GP Practice, 2017



- Central West has a population of over 36,600 and accounts for 21% of Blackpool’s registered population.
- 1,380 (4%) live outside Blackpool CCG area.
- This neighbourhood has the largest difference between the proportions of males and females with the difference greatest in the 35-64 age groups.
- Central West has a similar proportion of younger people to Blackpool as a whole, 27.6% are aged under 25 compared to 26.9% across Blackpool.
- Conversely, the over 65 population is significantly lower than the Blackpool average, 17% compared to 20%.
- Gorton St practice has the highest proportion of young people and the lowest proportion of older people, 40% are aged under 25, only 6.5% are aged over 65.
- St Paul’s Medical Centre has the highest proportion of older people, 20% are aged 65 and over.
- Central West is the most deprived neighbourhood in Blackpool.
- 69% (25,562) of the population live in areas in the most disadvantaged quintile in England, only 5% live in the two least deprived quintiles compared to 10% across Blackpool.

Figure 5: Central West population by Deprivation quintile, 2017



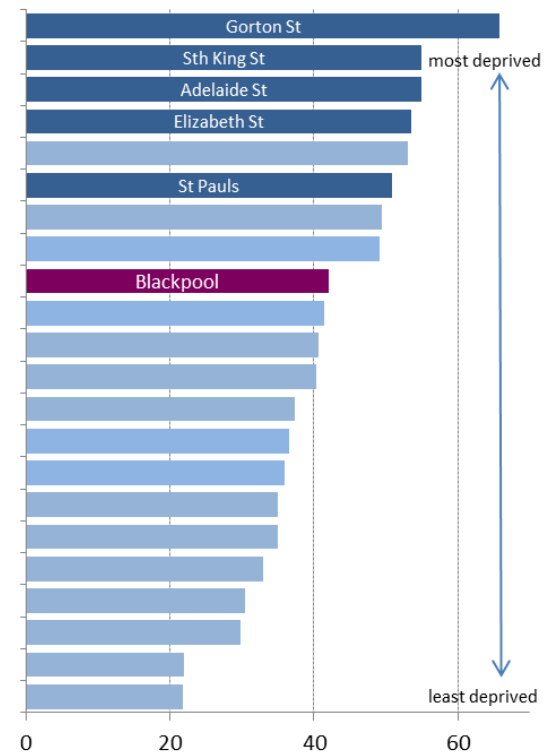
Deprivation and Life Expectancy

Deprivation covers a broad range of issues and refers to unmet need caused by a lack of resources of all kinds, not just financial.

Life expectancy is one of the key indicators of health in a population. For men in Blackpool it is 74.3 years, for women it is 79.4 years. Not only do people in Blackpool live shorter lives, but also spend a smaller proportion of their lifespan in good health and without disability.

- All five practices are in the most deprived 10% of practices nationally and the neighbourhood is the most disadvantaged within Blackpool.
- Life expectancy in Central West neighbourhood is estimated to be approximately 72.8 years for males and 78.6 years for females.
- In comparison, life expectancy across England is 79.4 for males and 83.1 for females.
- Gorton St practice has the lowest life expectancy for males and females in the neighbourhood.

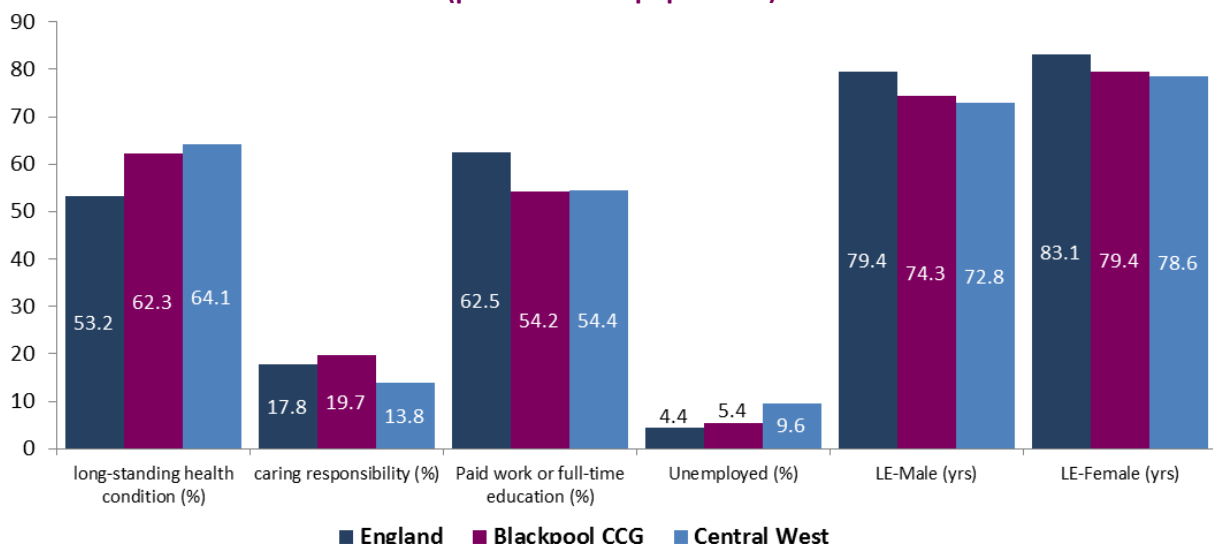
Figure 6: GP practice deprivation score



Health determinants and behaviours

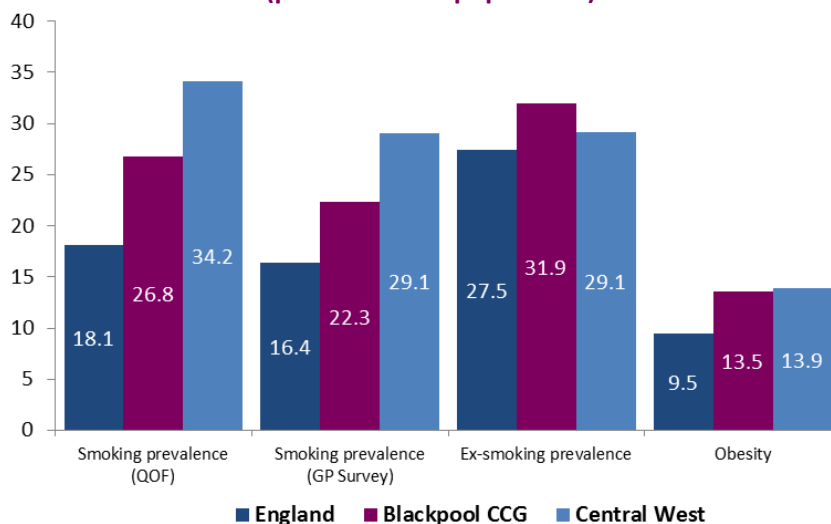
- Almost two thirds of the population in Central West have a long standing health condition, slightly higher than the Blackpool average of 62%.
- Proportions with a long standing health condition range from 52% in South King St practice to 73% in Elizabeth St practice.
- While the proportion of people in paid work/full time education is the same as the Blackpool average, the proportion of unemployed is significantly higher.
- Central West has a significantly lower proportion of people with caring responsibilities compared to the Blackpool average.
- Overall, Central West, with high levels of deprivation, unemployment and long term illness and the lowest life expectancy is the most disadvantaged of all Blackpool neighbourhoods.

Figure 7: Health determinants and general health in Central West: 2015/16 (percent of the population)



Smoking is the most important cause of preventable ill health and premature mortality in the UK. It is a major risk factor for many diseases, such as lung cancer, chronic obstructive pulmonary disease and heart disease and is a modifiable lifestyle risk factor; effective tobacco control measures can reduce the prevalence of smoking in the population. Obesity is an important causal factor in diabetes, heart disease, hypertension and stroke and also carries psychosocial penalties. It is recognised as a major determinant of premature mortality and avoidable ill health.¹

**Figure 8: Health behaviours in Central West: 2015/16
(percent of the population)**



- Over 4,000 (13.9%) people are recorded as obese (BMI ≥ 30) in Central West, similar to the Blackpool average. Rates range from 8.8% in South King St to 16.5% in Gorton St.
- There are an estimated 10,500 smokers in Central West with the highest prevalence in Gorton St practice (50%)
- Central West has significantly higher rates of smoking prevalence than the Blackpool average and almost two times higher than the national rate.

Burden of disease

People are living longer but spending more years in ill-health and for several conditions, although death rates have declined, the overall health burden is increasing. Sickness and chronic disability are causing a much greater proportion of the burden of disease as people are living longer with several illnesses. Low back and neck pain is now the leading cause of overall disease burden, with hearing and vision loss, and depression also in the top 10, alongside diseases with a high mortality such as ischaemic heart disease, COPD and lung cancer². Across Blackpool this burden happens at a much earlier age than in other areas.

- Central West generally has significantly lower rates of diagnosed illness than the Blackpool average.
- Depression, serious mental illness and COPD are the only conditions where recorded diagnosis is significantly higher than the Blackpool average.
- 1,569 (4.2%) have been diagnosed with COPD, probably linked to the high smoking rates in the area.
- The relatively low rates of diagnosed cardiovascular disease, respiratory disease and other long term conditions may be attributable to the relatively young population in the neighbourhood.

¹ PHE, Public Health Outcomes Framework, Health Improvement

² PHE, Public health matters, The burden of disease and what it means in England, Sept 2015

- Modelled estimates for selected health conditions are generally similar to Blackpool averages, none are significantly different.

Figure 9: GP diagnosed disease prevalence (QOF): 2015/16 (percent of the population)

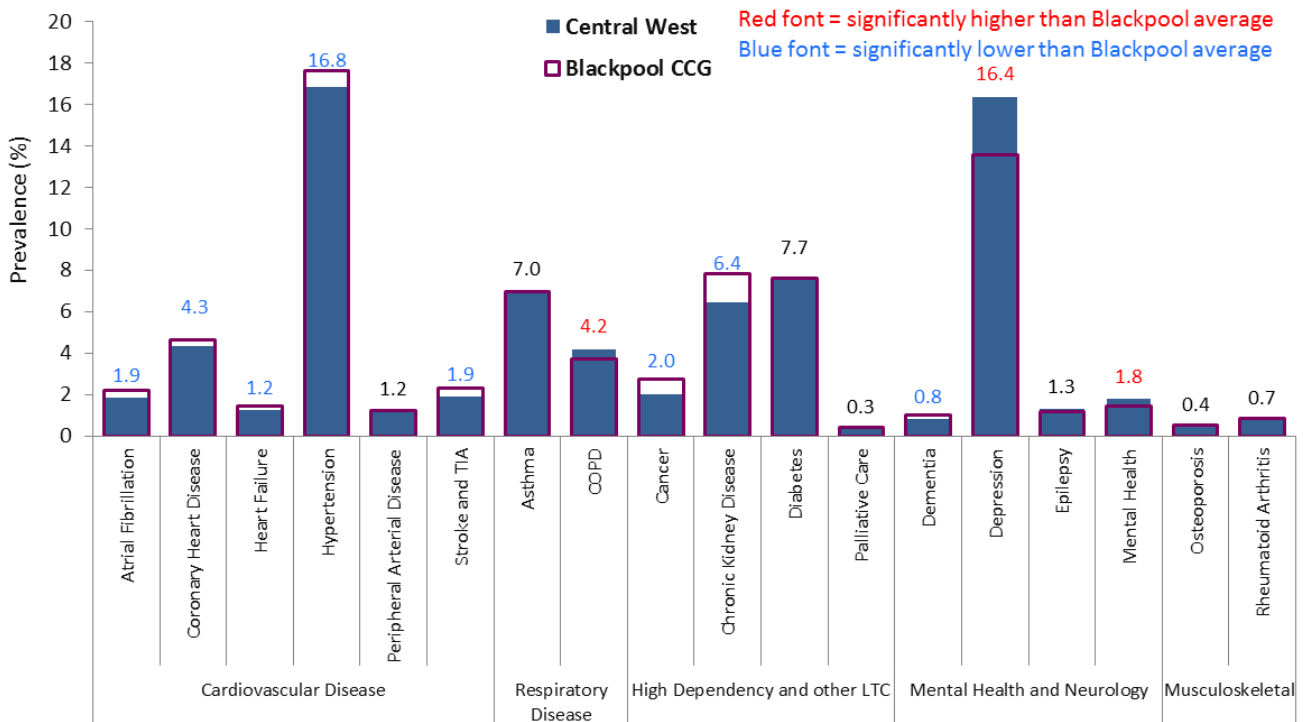
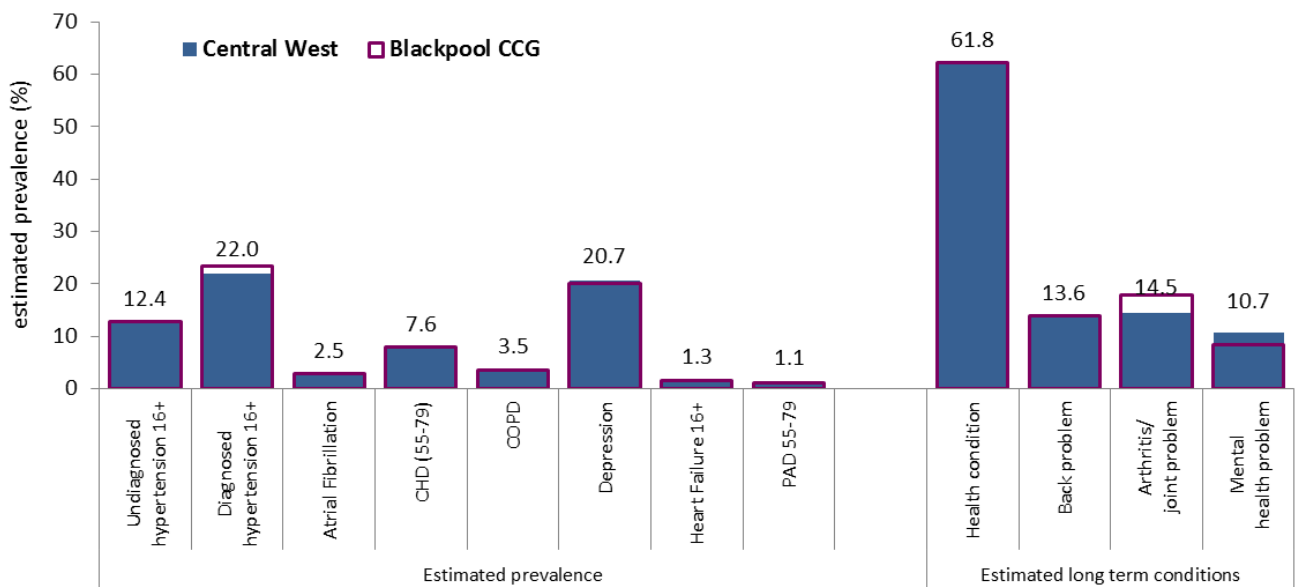


Figure 10: Modelled estimates of disease prevalence and long term conditions: 2015/16



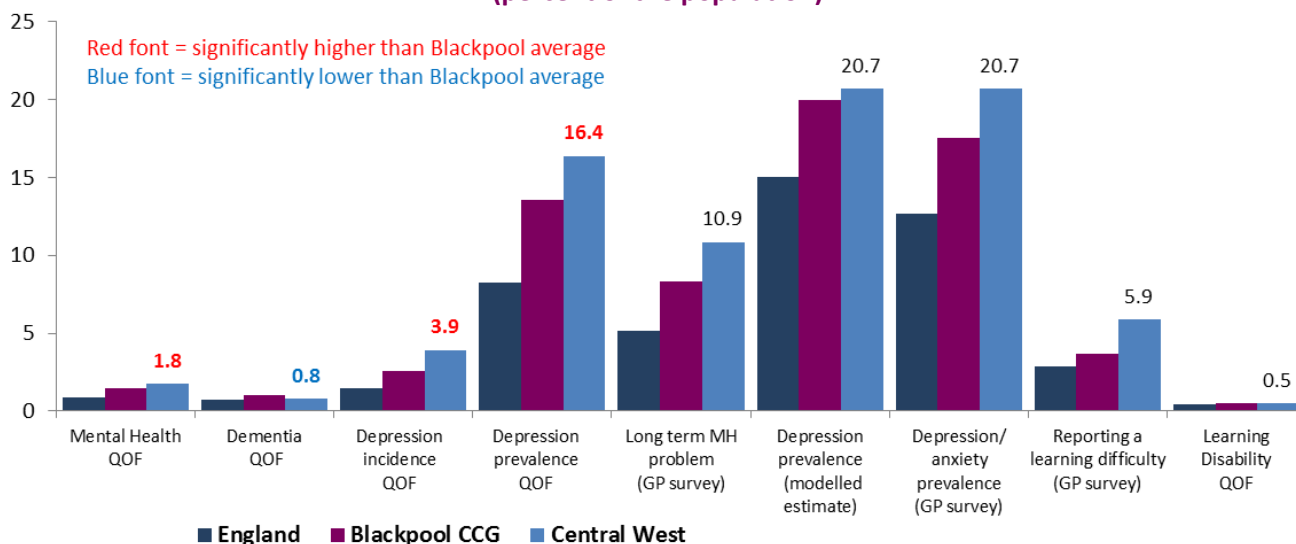
Mental health and wellbeing

About a quarter of the population will experience some kind of mental health problem in the course of a year, with mixed anxiety and depression the most common mental disorder in Britain. About half of people with common mental health problems are no longer affected after 18 months, but poorer people, the long-term sick and unemployed people are more likely to be still affected than the general population. Emerging evidence shows the

impact of psychosocial risk factors throughout life, such as loneliness, isolation and depression, may reduce resilience to disease onset and progression³.

- Over 650 people have been diagnosed with schizophrenia, bipolar affective disorder and other psychoses in Central West neighbourhood.
- The proportion diagnosed with a serious mental health problem is 1.8%, significantly higher than 1.4% across Blackpool.
- There were 297 diagnosed dementia patients in Central West, where rates of diagnosis are significantly lower than the Blackpool average.
- There were 1,162 new diagnoses of depression in Central West in 2015/16. The incidence of depression is significantly higher than the Blackpool and national average.
- Almost 5,000 (16.4%) people have depression, significantly higher rates than the Blackpool and national average.
- 11% of people report having a long-term mental health problem.
- The diagnosed incidence of depression is highest in Adelaide St practice (6.2%), while both Adelaide St and Gorton St practices show a fifth of their population have depression.

Figure 11: Mental health and wellbeing in Central West: 2015/16
(percent of the population)



Premature Mortality

One in 3 deaths in England occur among people who are under the age of 75 and around two-thirds of deaths among the under 75s are caused by diseases and illnesses that are largely avoidable, including cancer, heart disease, stroke, respiratory and liver disease. That's because many of the direct causes, such as cancer and heart disease, are preceded by long periods of ill-health mostly caused by lifestyle related factors.⁴

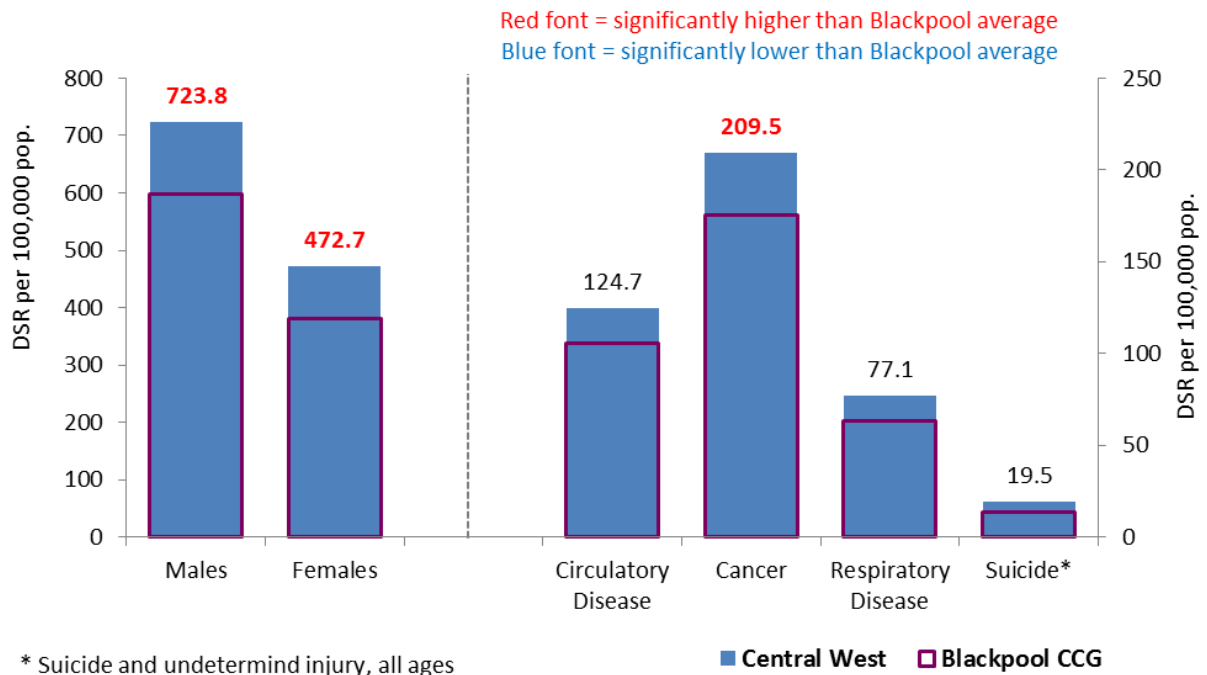
- Like all neighbourhoods in Blackpool, all age, all cause mortality is significantly higher than the national average. Death rates in Central West are also significantly higher than the Blackpool average.
- Of the 2,286 death in Central West in 2012-16, 44% (997) were aged under 75 years.
- This compares to 36% across Blackpool and 33% nationally.

³ NICE [NG16], Dementia, disability and frailty in later life – mid-life approaches to delay or prevent onset, October 2015

⁴ Department of Health's 'Living well for longer: a call to action to reduce avoidable premature mortality

- Premature mortality rates (per 100,000 population) are significantly higher in Central West for both males and females.
- The most common causes of premature death in Central West are Cancer (34%) followed by Cardiovascular Disease (20%) and Respiratory Disease (13%).
- Central West has similar mortality rates to Blackpool for circulatory disease and respiratory disease; they are not significantly higher. However, with 334 deaths, mortality rates from Cancer are significantly higher in Central West (209.5 per 100,000) than the Blackpool average (175.3 per 100,000).

Figure 12: Premature mortality (under 75) in Central West compared to Blackpool CCG: 2012-16 (directly standardised rates per 100,000 population)



Source: Primary Care Mortality Database, rates calculated locally.

Mosaic Profile

The MOSAIC profile provides a synthetic estimate of lifestyle and health behaviours by Group and Type within the community by combining six categories of data; demographics, socio-economics and consumption, financial measures, property characteristics, property value and location. The estimates are based on the population characteristics of the area, they are **not** the actual behaviour of the area’s population. The comparison for the estimates is the **national average**.

In the Central West neighbourhood the 3 predominant Groups are ‘Transient Renters’, ‘Family Basics’ and ‘Modest Traditions’ which make up almost two thirds (64.2%) of the population. Overall the largest Mosaic Type with 39% of the population is ‘Renting a Room’, by far the largest Mosaic Type in Blackpool. The key features of these groups are summarised in the table below.

	L	M	K
	43.5%	10.6%	10.1%
Group Name	Transient Renters	Family Basics	Modest Traditions

One Line Description	Single people privately renting low cost homes for the short term	Families with limited resources who have to budget to make ends meet	Mature homeowners of value homes enjoying stable lifestyles
Key feature 1	Private renters	Families with children	Mature age
Key feature 2	Low length of residence	Aged 25 to 40	Homeowners
Key feature 3	Low cost housing	Limited resources	Affordable housing
Key feature 4	Singles and sharers	Some own low cost homes	Kids are grown up
Key feature 5	Older terraces	Some rent from social landlords	Suburban locations
Key feature 6	Few landline telephones	Squeezed budgets	Modest income

To summarise, the key points in the **Central West** neighbourhood are:

- **Higher working age** population, 56% aged 26-50 and the neighbourhood with a **high proportion of males**. Lowest elderly population of all the neighbourhoods.
- **43% are single households** and there are almost twice the average home sharers, 15% compared to 8.5% nationally. Lower numbers of households with children.
- Central West is the **most deprived** neighbourhood and has the **highest BME population** (20%) with particularly high proportions of Eastern European.
- A large amount of **low quality accommodation** in terraces, semi-detached and flats. This is the cheapest property of all the neighbourhoods with **very high levels of private rented** accommodation, 42% compared to 17% nationally.
- This is the least settled community with **high levels of transience**; 20% live there for <2 years.
- Central West has the highest proportion of people who have never worked and those who do work are likely to be in low paid, routine/manual occupations.
- Average **household income is the lowest** of all neighbourhoods, £26,600 compared to £37,500 nationally. More than two thirds are on < £20,000. This is the neighbourhood struggling the most financially and most likely to claim benefits.
- **Most likely to take risks**, they would support legalising cannabis, think rules are made to be broken, are more likely to be swayed by other people and don't worry about the future.
- Central West has the **highest levels of crime** of all the neighbourhoods, especially anti-social behaviour.
- **Low levels of education**; an estimated 28% have no formal qualifications and only 19% are educated to degree level or higher compared to 27% nationally.
- **29% have a health problem or disability affecting their daily lives**, the highest proportion of all the neighbourhoods despite having the youngest population.
- While 68% are most likely to talk to their GP or specialist doctor about a health issue, Central West is also the neighbourhood most likely to use NHS Direct helpline or website.
- Lower levels of age related illness but **higher levels of mental ill health**, 19% have depression and 11% report anxiety.
- **High levels of service use**, 18.5% see their GP at least once a month compared to 13% nationally.

- Central West has the **highest levels of smoking** and is the least likely to support a smoking ban in public places. However, Central West also has the highest proportion who has tried to give up smoking.
- This neighbourhood has the highest consumption of takeaway fast food of all the neighbourhoods and the lowest participation in sport or exercise.
- Most popular newspapers are **The Sun** (22%), **Daily Mail** (11.5%) and **Daily Mirror** (10%)
- Central West **embraces technology** and is the neighbourhood most likely to get the latest gadgets. **Smartphone ownership is the highest** of all neighbourhoods and 87% have a laptop or tablet.
- There is **high engagement with social media** with 65% accessing Facebook most days. 95% use the internet every day and **92% will access their emails most days**.
- This is the neighbourhood most likely to use the internet for entertainment; watching online content, listening to music, social networking, gambling and gaming, as well as for practical purposes such as banking and shopping. Use of it for information/research is lower than average.

Engagement and communication channels (higher than national average / Lower than national average)

		UK (%)	Central West (%)
Channel preferences	Mobile call	1.16	1.12
	SMS	1.85	2.01
	Email	58.18	58.83
	Post	15.45	15.80
	Landline	1.84	2.29
	Prefer not to be contacted	21.52	19.95
Contacting organisations preference	Phone	21.38	20.93
	Email	28.79	27.95
	Online	21.81	21.99
	Post	13.77	14.34
	Shop / branch	8.61	9.13
	Other	5.64	5.67
Offers and promotions preference	Mobile call	1.05	1.00
	SMS	2.29	2.52
	Email	63.43	63.64
	Post	17.83	18.46
	Landline	1.59	2.39
	Prefer not to be contacted	11.65	9.50
	No preference	2.17	2.50
Customer research preference	Mobile call	1.15	0.95
	SMS	1.38	1.69
	Email	66.73	67.22
	Post	10.27	9.88
	Landline	2.08	2.19
	Prefer not to be contacted	15.98	15.55