



Wellbeing for those facing deprivation in East Ipswich

This report has been produced based on findings from the Public Mental Health and Emotional Needs project, in collaboration with Suffolk County Council.

March 2023



Only 38% of East Ipswich respondents who are facing deprivation are meeting their Needs well overall

Sleep is the worst met Need on average

Community is the least met emotional Need on average

Those who are unable to work are the least well demographic group on average

East Ipswich's **physical and mental health** is the biggest barrier to wellbeing

People working in public administration and defence are the most well demographic group on average

1 in 2 don't feel they safe and secure in their lives



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The Emotional Needs

Sleep helps calm emotions and repairs our body. We can tell our Need for Sleep is met when we feel rested after waking up

Food & Drink is about feeling you get energy, nutrition and pleasure from your diet – however that looks for you

Control is feeling we are free to make choices for ourselves, and part of meeting this Need is recognising that there are things we can't control

Meaning & Purpose is feeling motivated and that there is a point to getting out of bed in the morning. This can be met through meeting our Need for Achievement, through helping other people, or by being part of something bigger than ourselves

Achievement is met by feeling stretched and challenged by the things we do

Emotional Connection is about feeling connected in smaller, more intimate groups. **Close Relationships** is about feeling we can be completely ourselves around at least one other person (or a pet!)

Movement isn't just about going to the gym or out for a run. Getting our heart rate above resting level just three to four times a week – whether that's a brisk walk, dancing or hoovering – is enough to trigger an endorphin release equivalent in its effect to anti-depressant medication

Security is to do with our need to feel safe and secure in our surroundings. Some examples of where we meet our Need for Security is in our housing situation, financially or in relationships

Privacy is about being able to get time away from distractions and have time to process our thoughts and emotions

Status is met by feeling appreciated and respected as a person. **Value** is about feeling appreciated for our actions and contributions

Giving and Receiving Attention is about exchanging positive attention with those around us. It is a finite resource, but can be replenished by better meeting the Need for Privacy

Community is met when we feel we're part of a group

Key Findings

Just 38.30% of East Ipswich respondents facing deprivation* are meeting their Needs well overall. This is lower than the Suffolk-wide average, where 41.12% of respondents are meeting their Needs well overall.

East Ipswich is, however, meeting the same number of Needs (4 out of 15) well, on average, as the average for the general population of Suffolk. Although it has a lower overall average score than the Suffolk-wide average, scoring 0.53 compared with 0.57, respectively (on a scale of -3 to 3).

Alongside the three physical Needs, there are three emotional Needs that are particularly less well met amongst those facing deprivation in East Ipswich on average, and that could therefore benefit from targeted interventions to better support residents to meet these Needs.

These are:

1. Community

56% of East Ipswich respondents are not meeting this Need well**

The biggest barrier to this Need being met?

East Ipswich's physical or mental health

The biggest supporting factor?

People's hobbies or interests

3. Security

51% of East Ipswich respondents are not meeting this Need well

The biggest barrier to this Need being met?

The cost of living

The biggest supporting factor?

People's home environments

2. Control

50% of East Ipswich respondents are not meeting this Need well

The biggest barrier to this Need being met?

East Ipswich's physical or mental health

The biggest supporting factor?

People's home environments

** Please refer to Appendix 1 to see how this group is defined throughout this report.*

*** We define a Need as being 'well met' when it has a score of 1 or more, out of a scale of -3 to 3. For more information on our methodology, please refer to Appendix 1.*

For more information on our Emotional Needs & Resources approach, visit our website: www.suffolkmind.org.uk/emotional-needs-resources

Key Findings

4. Physical Needs

67% of East Ipswich respondents are not meeting their Need for **Sleep** well

58% are not meeting their Need for **Movement** well

52% are not meeting their Need for **Food & Drink** well

The biggest barrier to these Needs being met?

East Ipswich's physical or mental health

The biggest supporting factors?

People's home environments and day-to-day environments, their hobbies or interests, and their access to the outdoors

Some groups of people within East Ipswich are notably more or less well than the average. People working in public administration and defence are the most well group among those facing deprivation in East Ipswich on average, meeting 11 of the 15 Needs well on average.

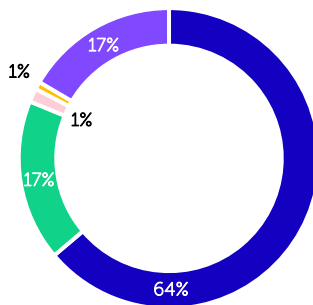
Those least well on average are people who are unable to work, followed by those living with mental health conditions. Both of these groups aren't meeting any of their Needs well on average.

Any questions about our findings? Please contact us on Research@suffolkmind.org.uk

Engagement from East Ipswich residents

We received 611 responses from those living in East Ipswich and facing deprivation from 13th June 2022 to 28th March 2023. We collect information on a number of demographic factors, alongside the Emotional Needs Audit (ENA) data, including gender, age, sexual orientation, ethnicity and nationality, economic status, and income. Of the demographic groups, this report focuses on age and economic status in particular – due to the biggest disparities in wellbeing existing amongst these groups.

Response rates by gender:



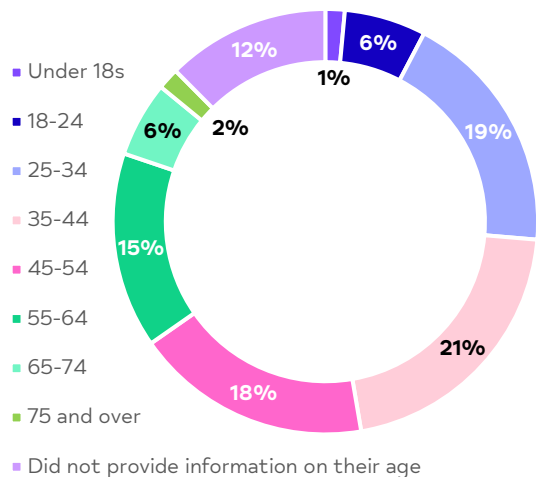
- 64% of respondents were women (including trans women)
- 17% were men (including trans men)
- 17% chose not to provide information on their gender
- 1% chose to self-describe their gender
- 1% identified as non-binary or gender fluid

We often struggle to collect information on men's wellbeing compared with women, and this is worth keeping in mind as it can affect our results. For instance, men's average wellbeing in East Ipswich is a bit higher than women's (average overall score of 0.64 for men, compared with 0.52 for women – on a scale of -3 to 3). However, we don't know the extent to which this is influenced by the fact that our sample size for women is nearly 4 times greater than is for men. It is also possible that men who do choose to answer our survey *may* be generally more well than those who don't.

Could you help us connect with individuals who are less represented in our data? If so, please reach out to us on Research@suffolkmind.org.uk

Response rates by age:

We heard the most from those aged between 25 and 64 years old. Just 6% of respondents were between the aged of 18 and 24. Similarly, only 6% of respondents were aged between 65 and 74, which also happens to be our most well age group on average. It's therefore worth bearing in mind that the fewer responses we have for a group, the less reliable the conclusions we're drawing are.



Where we receive fewer than 3 responses per reportable group, we do not report on the average wellbeing of this group – to ensure all responses remain anonymous.

Wellbeing in East Ipswich



To view this graph on the full scale (-3 to 3), see Appendix 2.

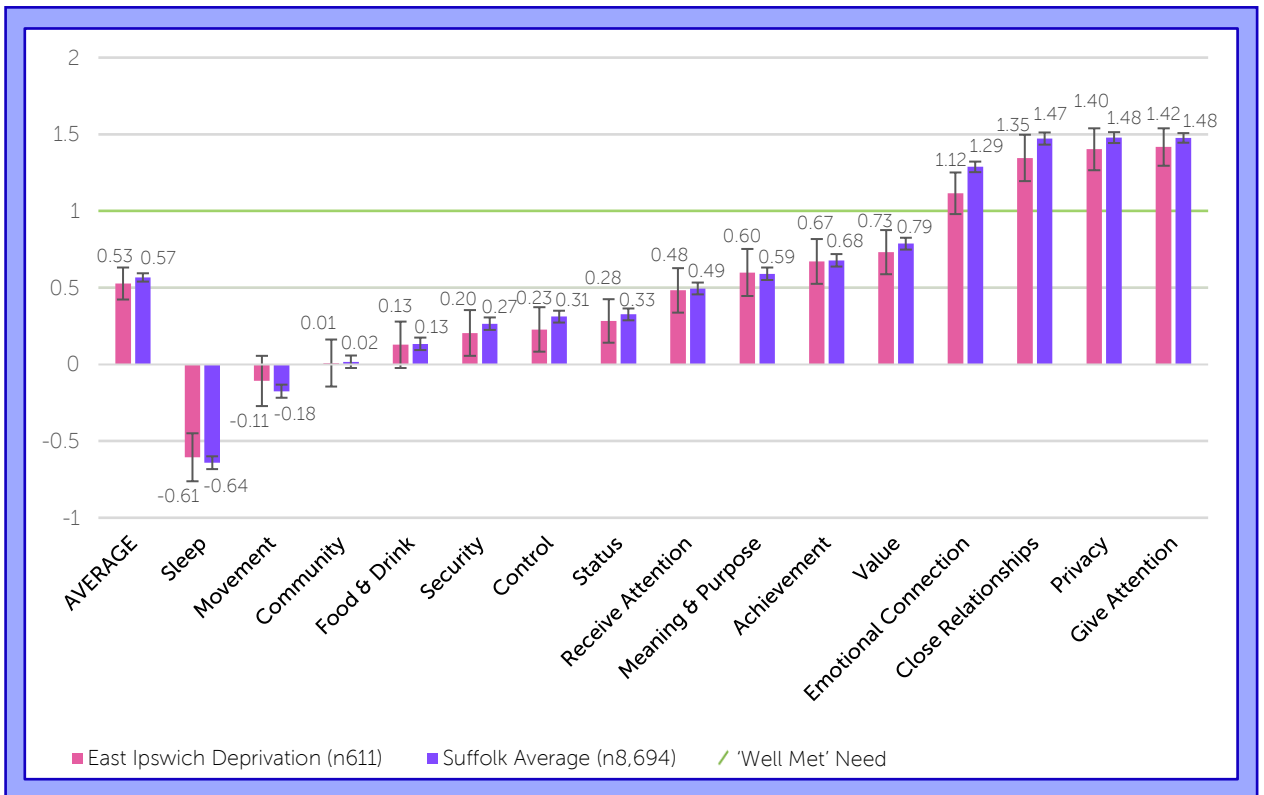
Here we have East Ipswich's average results from the Emotional Needs Audit. The Emotional Needs are along the bottom on the x axis, arranged from least to best met on average from left to right, with the average of all Needs combined on the far left. How well the Needs are met is shown on the y axis. Within the audit, each Need can be scored from -3 to 3, however, from this graph, we can see that the averages land between -1 and 2 (a view of the results on the full scale can be found in Appendix 2).

The error bars indicate the values we would expect our averages to fall within if we repeated this research. We used a 95% confidence interval; therefore, we can be 95% certain that the averages would fall within these ranges, if we were to collect data on the wellbeing of those facing deprivation in East Ipswich again in future.

The green line shows where we define a Need to be 'well met' – a score of 1 or more. At a glance, we can see that Needs are not well met by East Ipswich on average, with an overall average score of 0.53 (on a scale of -3 to 3). Similarly, only 4 of the 15 Needs are well met overall.

On an individual level, we deem someone to be meeting their Needs well overall if they have an average score of 1 or more across all their Needs. We can see that 38.30% of East Ipswich respondents (or 234 out of 611 respondents) are meeting their Needs well overall. Therefore, just 38.30% are classed as being in wellbeing on the mental health continuum. This is lower than Suffolk's average wellbeing, based on fixed dates of 13 June 2022 to 8 March 2023 for the Suffolk-wide comparison point throughout this research, for which 41.12% of respondents are meeting their Needs well overall. For this project we chose to focus on geographic areas which we knew to be less well, and therefore anticipated slightly lower wellbeing amongst those facing deprivation in East Ipswich on average. Although, as we will see on the following page, wellbeing amongst East Ipswich and the Suffolk average is not statistically significantly different, however our findings still allow us to prioritise Needs and interventions with the aim of further improving wellbeing in East Ipswich.

How does this compare to Suffolk's average?



To view this graph on the full scale (-3 to 3), see Appendix 2.

We can make a comparison between the data we have collected on East Ipswich with the Suffolk-wide data gathered as part of this research. These results are compared with the Suffolk average, based on data gathered between 13th June 2022 and 8th March 2023. There were 8,694 responses within that time period for Suffolk as a whole, which we can compare with the 611 responses from East Ipswich.

Here, we can see that the confidence intervals overlap between the East Ipswich overall average and the Suffolk-wide overall average. Therefore, we *cannot* deduce that the difference between how well Needs are met overall amongst East Ipswich respondents and the Suffolk-wide average is statistically significant.

However, the overall average score for East Ipswich is lower than it is for the Suffolk average, with a difference of 0.04 between the two. Yet, the same number of Needs are well met on average, with both groups meeting 4 of the 15 Needs well. As has been discussed, the percentage of respondents meeting their Needs well overall is higher amongst the Suffolk average – with 41% of respondents meeting their Needs well across the whole of Suffolk, compared with 38% in East Ipswich. We can see a similar trend across both data sets in terms of how well each Need is met – with Sleep being the worst met Need on average, and Giving Attention and Privacy being among the best met Needs on average for both. To analyse the results further, we can separate the Needs into four groups based on similarities in theme.



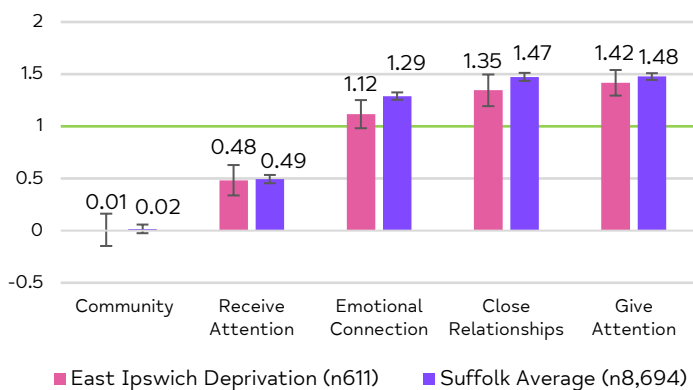
Interpersonal Relationship Needs

We can see that the Need for a **Close Relationship** is well met on average, with a score of 1.35 (on a scale of -3 to 3), showing that people are feeling accepted for who they are by at least one person in their lives. **Emotional Connection** is also high on average, being a well met Need with a score of 1.12, suggesting that respondents are feeling connected in small, intimate groups.

It's helpful to compare these two Needs to **Community**, as this reflects the difference between feeling connected in smaller groups compared with bigger groups. Community is the least well met emotional Need on average for those facing deprivation in East Ipswich, with an average score of just 0.01. This suggests that people aren't feeling well connected in larger, less intimate settings.

The Need for Community has taken a considerable hit in recent years, with Suffolk's average score for Community reaching an all time low during Summer 2022 compared to previous years. Community was, therefore, one of the Needs focused on during action planning.

The best met Need amongst East Ipswich respondents, on average, is **Giving Attention**, with a score of 1.42 making it a well met Need. For both the East Ipswich and Suffolk average, Giving Attention scores much more highly than **Receiving Attention**, which is among the less well met Needs on average. This shows that people feel they give others more attention than they receive back. We asked those in East Ipswich who weren't meeting this Need (i.e. scoring less than 0) to identify any barriers that prevent them from doing so, and respondents' top barriers were their physical or mental health and their relationships.



Community is the lowest met emotional Need

Despite all of the above Needs being slightly less well met by East Ipswich than Suffolk on average, since the confidence intervals overlap for all but Emotional Connection, we cannot say that these differences are statistically significant. Since the confidence intervals do not overlap for Emotional Connection, however, we can deduce with 95% confidence that those in East Ipswich are meeting this Need significantly less well than the Suffolk average. Using feedback gained from East Ipswich respondents and case study participants, we can hypothesise about why some Needs are less well met than others among East Ipswich respondents. Among the top barriers to individuals in East Ipswich meeting this Need well is their relationships, with comments from respondents telling us that unsupportive family members can have a negative affect on wellbeing. The Need for Community is the least met emotional Need on average, with people’s physical or mental health, the cost of living and individuals’ financial situations being among the top barriers identified by individuals in East Ipswich who aren’t meeting this Need well. Comments from respondents tell us that the cost of public transport, and limited services, prevents people from getting out and about in the community. Case study respondents also told us that they feel unsafe in East Ipswich, which makes some not want to leave the house, which can in turn prevent people from socialising and forming connections in their local area.

Barriers

Respondents who weren’t meeting their Need for Community (scoring below 0) were asked to identify barriers that prevent them from doing so. Of the respondents who chose to identify barriers:

- 59% (n67) believed that their physical or mental health presented an obstacle
- 41% (n46) reported that the cost of living presented a barrier
- 37% (n42) viewed their financial situation as getting in the way

Supporting factors

Respondents who were meeting their Need for Community very well (scoring 2 or more) were asked to identify factors that support them to do so. Of those who provided information on supporting factors:

- 60% (n29) viewed their hobbies and interests as enabling them to meet this Need well
- 56% (n27) selected their relationships as a contributing aid
- 52% (n25) identified their work situations or day-to-day environment as supporting factors

What helps people's wellbeing?

“In the county there are lots of events put on which helps me feel positive when I attend with my family.”

“To be a volunteer helps very much as I feel useful. It is also good to meet people and to have conversations and laugh together.”

“My long-standing friendships and access to be part of social events helps maintain my sense of wellbeing and positive mental health.”

What are specific barriers to wellbeing?

“Not enough is being done for people with mental health.”

“Parents and family who are unsupportive and closeminded.”

“Having to worry about things like my children not having their basic health needs met - there are no NHS dentists in Suffolk. This causes a great amount of worry.”

What could be done to improve wellbeing?

“The county needs to do more to support night time economy as the hospitality industry is in decline. There are so many more bars and clubs in other similar size towns/cities where as Ipswich has TWO late night venues. This would help the uni (which also needs attention) to bring in students and make it a compelling option.”

“Free arts and entertainment”

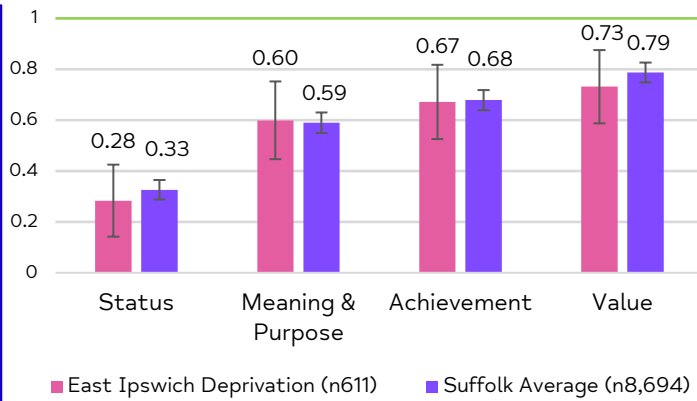


Achievement and Value Needs

We can see that people are feeling some internal achievement about their actions but may not be feeling stretched as **Achievement** is a less well met Need on average, scoring 0.67 (on a scale of -3 to 3). Achievement is only marginally less well met by East Ipswich than Suffolk-wide respondents, on average; however, since the confidence intervals overlap, we can't say this difference is statistically significant. People's work situations can affect their ability to meet this Need well, with it being by far the biggest barrier identified by respondents in East Ipswich who weren't meeting this Need well. Looking at results by economic status, we can see that Achievement is least well met by those who are unable to work (-1.21) or unemployed (-0.62) on average. Those on lower household incomes are also meeting this Need the least well on average, with those with a household income less than £17,000 per year having an average score of just 0.09 compared to those with a household income above £40,000, with a score of 1.42 on average.

Meaning & Purpose is strongly positively correlated to Achievement within the East Ipswich data, meaning that on average we'd expect to see that if Achievement is high, then so is Meaning & Purpose (and vice versa). It's therefore unsurprising that Meaning & Purpose is also less well met for East Ipswich on average, with a score of 0.60, showing that respondents may not always be feeling purposeful about their actions.

As with the other Needs, **Value** is also not well met on average, at 0.73. Value indicates how much people feel others appreciate them for their actions and contributions. Therefore, since East Ipswich isn't meeting this Need well on average, this suggests that individuals may not be feeling as valued for their actions and contributions as they would like. **Status**, on the other hand, tells us how much people feel others appreciate and respect them as a person. Status is significantly less well met than Value, with an average score of 0.28. This shows that the appreciation and value people may at times feel for their actions doesn't always translate to them feeling valued as a person.



Status is one of the **lowest** met Needs

Once again, despite differences in how well Needs are met among East Ipswich and Suffolk-wide respondents, since the confidence intervals overlap we can't say with confidence that these differences are statically significant. As Status is the least well met Need out of the Achievement and Value Needs group, we'll take a look at factors that can prevent or enable East Ipswich residents to meet this Need well. The biggest barrier identified by respondents not meeting this Need is their physical or mental health, followed by the cost of living and their work situation. People who are unable to work are meeting this Need the least well out of all economic statuses (-1.27, out of -3 to 3), followed by those not employed by choice (-0.60) and unemployed respondents (-0.52). Based on comments from respondents who are unable to work, some feel that there is a lack of support for those who are out of work and living with mental health challenges, and this can leave people feeling isolated and undervalued as individuals.

Barriers

Of the respondents who chose to identify barriers to meeting their Need for Status:

- 61% (n53) stated that their physical or mental health prevented them from meeting this Need
- 40% (n35) identified the cost of living as an obstacle
- 38% (n33) attributed not meeting this Need well to their work situation

Supporting factors

Of the respondents who chose to identify supporting factors to meeting their Need for Status:

- 69% (n34) felt supported to meet this Need due to the relationships in their lives
- 61% (n30) saw their work situation as a supporting factor
- 39% (n19) believed that their home environments enabled them to meet this Need well

What helps people's wellbeing?

“Working part time and volunteering.”

“Being able to talk to friends family and work colleagues when I have a problem.”

“Being involved with the local community and encouraging others to join in activities and support each other gives me a great feeling knowing I am helping people.”

What are specific barriers to wellbeing?

“Living in Ipswich provides easy access on foot to shops, entertainment, work place & friends. However cost of living crisis, low income and high rent means I cannot enjoy these things freely.”

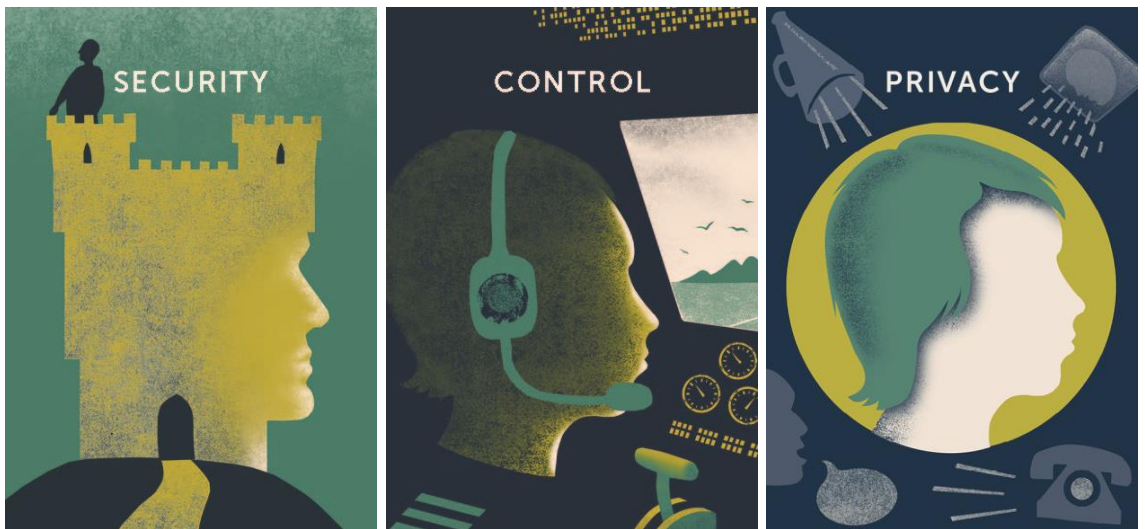
“Not enough facilities and support available for young disabled people.”

“To this day I feel like men's mental health is never taken seriously and needs to be taken so.”

What would people like to see done to improve wellbeing?

“More support networks for example allocated support workers to help and assistance for the future as well as current problems.”

“I would also love to access services for things like quitting smoking and improving mental health without having to go somewhere public, due to my social anxiety.”

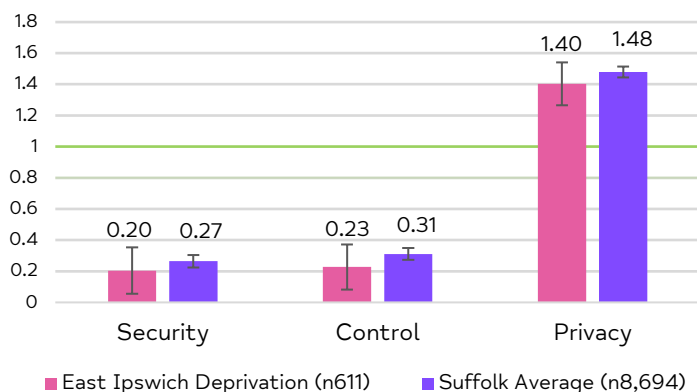


Security and Control Needs

Security is the second least met emotional Need on average for those facing deprivation in East Ipswich, with a score of 0.20 (on a scale of -3 to 3). This shows that individuals may not always be feeling as safe and secure in their lives as they would like to. The biggest barriers to East Ipswich meeting its Need for Security is the cost of living, individuals' physical or mental health, and people's financial situations. When asked if there is anything specific that presents a barrier to having good mental health, one case study respondent told us that East Ipswich feels unsafe and this makes them not want to leave the house. This is reflected in the comments we received from a number of respondents, who told us that the area doesn't feel safe – feeling particularly unsafe at night and unsafe for women.

Control is another less well met Need on average, being the third least well met emotional Need and having an average score of 0.23. This suggests that these respondents do not feel like they have enough control over their lives or their surroundings. As with Security, financial concerns and current economic uncertainty are presenting real obstacles to individuals meeting their Need for Control – with the cost of living and people's finances being among the top barriers identified by respondents not meeting this Need well. Control was therefore a Need that was prioritised during action planning.

On the other hand, **Privacy** is a well met Need on average. This is positive, since it reflects the fact that respondents feel able to take time to themselves when they need it – with the top supporting factor for East Ipswich respondents meeting this Need well being people's home environments.



Security is the second least met emotional Need

Across both the East Ipswich and Suffolk-wide data, those on the lowest household incomes are meeting their Need for Control the least well on average, compared with those from higher income households. Among East Ipswich respondents, those with household incomes below £17,000 weren't meeting their Need for Security on average (scoring -0.31). However, those with household earnings of over £40,000 per year were meeting this Need well on average (scoring 1.05). Based on the comments we've received from East Ipswich respondents, it's evident that the cost of living is preventing the local population from feeling safe and secure in their lives. A number of individuals have told us that their financial insecurity, and the lack of financial support available to them, causes stress and impacts upon their quality of life.

Barriers

Of the respondents who chose to identify barriers to meeting their Need for Security:

- 55% (n52) identified the cost of living crisis as an obstacle
- 54% (n51) viewed their physical or mental health as a barrier
- 38% (n36) believed their financial situation prevents them from meeting this Need well

Supporting factors

Of the respondents who chose to identify supporting factors to meeting their Need for Security:

- 78% (n49) felt their home environment enables them to feel safe and secure
- 70% (n44) believed their relationships support them to meet this Need
- 49% (n31) viewed their work situation as a supporting factor

What helps people's wellbeing?

“I'm fortunate compared to many retired people because I have reasonable health and family living locally that I see regularly. I also have enough pension to be able to pursue my hobbies in a modest way and do some volunteer work.”

“My work is county based which meets many of my emotional needs but leaves me with little privacy. I work with people all day, every day and have a small family who of course need my attention. No chance to be on my own...”

What are specific barriers to wellbeing?

“Knife crime and women being attacked, and the police don't seem to be taking action.”

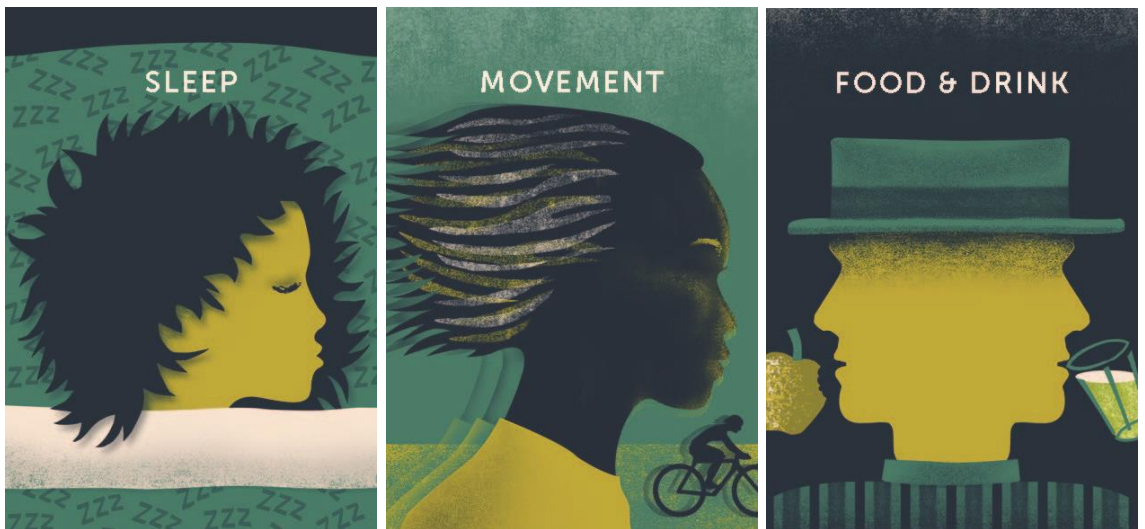
“Money always presents a barrier especially with increased prices on everything.”

“The cost of private counselling for my children is a barrier.”

What would people like to see done to improve wellbeing?

“The county needs to do more in terms of cost of living, speaking to the working class and finding out issues in regard to this.”

“Having the freedom and mental and physical health to choose my daily activities”

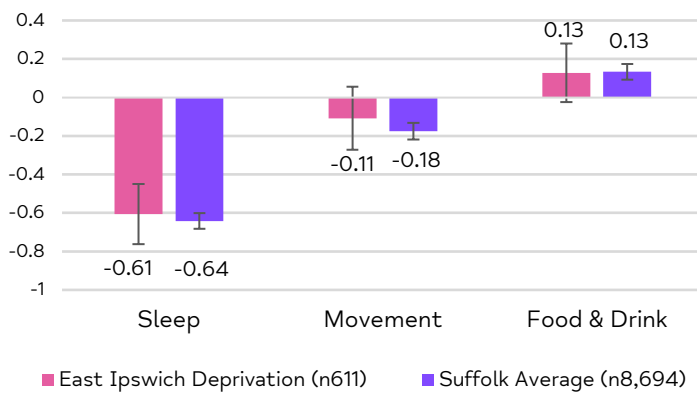


Physical Needs

As for the physical Needs, it can seem like these aren't as connected to wellbeing as some of our emotional Needs. However, there are many connections between our emotional Needs and physical Needs, and what happens during the waking day can have a significant impact on our physical Needs, even **Sleep**.

We can see that none of the three physical Needs are met on average among East Ipswich respondents, with Sleep being the worst met Need on average. The average score for Sleep is -0.61, and whilst there doesn't always feel like there is a huge amount we can do to improve our sleep, our East Ipswich data shows that there is a strong positive correlation between Sleep and the Need for Security. Therefore, if someone is worrying about how safe and secure they feel in their local area, for example, this may impact upon the quality of their sleep. Hence, if we make changes to better meet people's Need for Security, we may see that their Need for Sleep also becomes better met. Sleep can also be a good indicator of when people are starting to move down the mental health continuum, so it is important to keep an eye on.

Movement and **Food & Drink** are also not well met on average, having average scores of -0.11 and 0.13, respectively. Based on comments we've received from East Ipswich respondents, it's clear that some are struggling to eat well due to their finances, while others feel unable to join a gym due to rising costs.



All three
Physical Needs
are **unmet**

Sleep and Movement are better met amongst East Ipswich respondents than Suffolk-wide respondents on average, but once again this difference is not statistically significant. However, it's apparent that all three physical Needs are not well met by East Ipswich on average. The cost of living is likely impacting upon East Ipswich's ability to meet these Needs well, with these being identified as one of the top barriers by those not meeting these Needs. Some respondents have told us that they can no longer afford food, while others tell us they have been struggling to keep their gym memberships due to rising costs.

Barriers

Of the respondents who chose to identify barriers:

- 67% (n113) viewed their physical or mental health as a barrier to Sleep, while 61% (n72) identified this as barrier to Movement and 68% (n65) for Food & Drink
- 40% (n38) of people voiced that the cost of living crisis was preventing them from meeting their Need for Food & Drink
- 31% (n37) viewed their day-to-day environment as a barrier to their Need for Movement
- 26% (n44) identified their day-to-day environment as being an obstacle to feeling well rested after sleep

Supporting factors

Of the respondents who chose to identify supporting factors:

- 76% (n28) viewed their home environment as a supporting factor for Sleep
- 58% (n30) attributed meeting their Need for Food & Drink well to their day-to-day environments
- 64% (n35) of respondents saw their hobbies and interests as supporting factors for Movement

What helps people's wellbeing?

“I am very grateful for the county-run parks in my area and the opportunities they provide.”

“It's also lovely to have a gym nearby and a swimming pool.”

“Living in Suffolk near nature, near the coast means I can be immersed in nature. I live very close to magnificent green space which helps me to feel good.”

What are specific barriers to wellbeing?

“The current state of the area and parks. Dog poo left on the pavement, broken glass and rubbish on pavements and alleyways.”

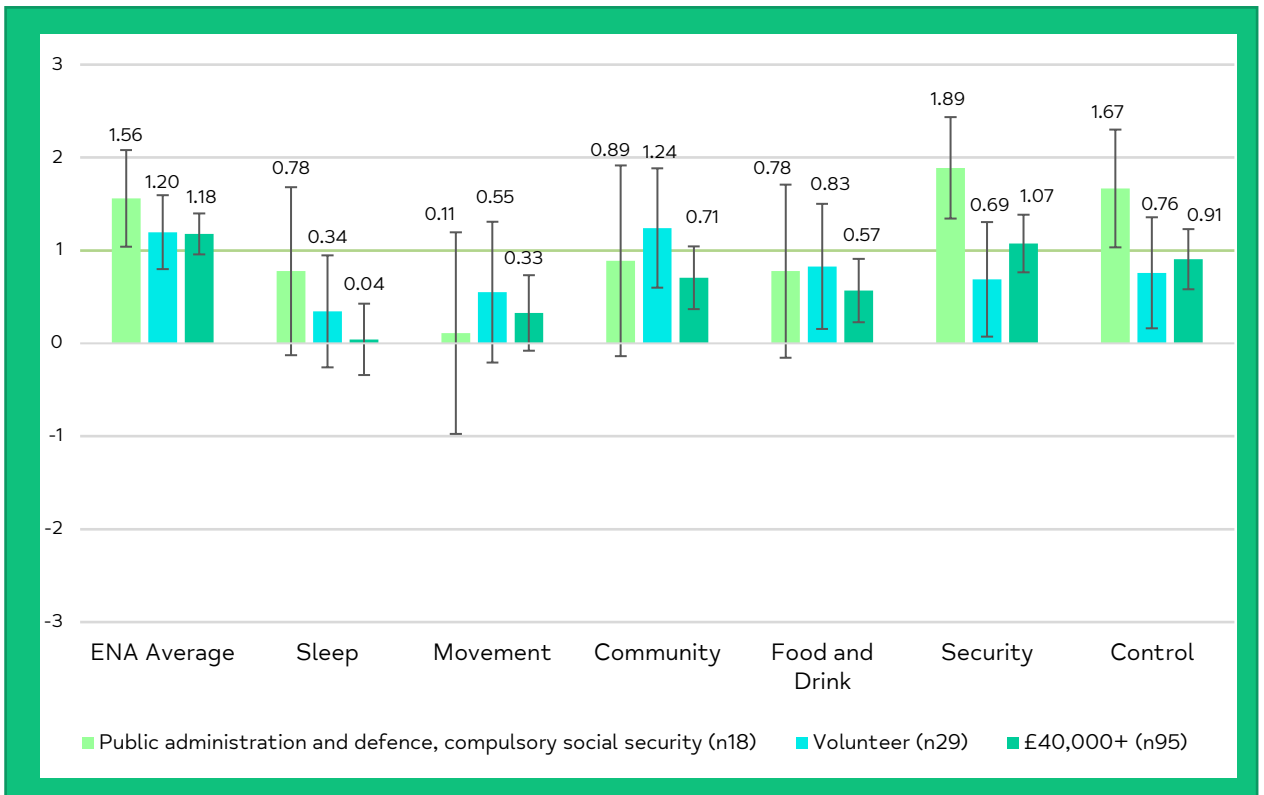
“I'd like to re-join the gym... I just need the price of everything to go down.”

What would people like to see done to improve wellbeing?

“Access to local swimming pool, able to attend a female only session as well and mixed gender sessions.”

“I would like to feel safe to run at night time alone.”

Who are the most well groups on average?



The graph above focuses on the most well met Needs amongst those facing deprivation in East Ipswich on average. To view the full graph, with each Need shown, see Appendix 3.

Drawing on the demographic information we collect alongside the ENA, we can identify which demographic groups are particularly more or less well than the average. Here, we have the demographic groups with the highest average scores among those facing deprivation in East Ipswich.*

We can see that those who work in public administration and defence and compulsory social security have the highest overall average score, at 1.56 (on a scale of -3 to 3). This is followed by volunteers, scoring an average of 1.20, and those with a household income of more than £40,000 per year, who have an average of 1.18. All three of these groups are statistically significantly more well than the East Ipswich average.

Respondents working in public administration and defence are meeting 11 of the 15 Needs well on average, compared with the East Ipswich average of 4 of 15. However, as the above graph demonstrates, even the most well groups aren't meeting some of the average least met Needs well. Sleep, Movement and Food and Drink are all less well met by all three groups, and despite being amongst the most well groups, volunteers and those with a household income over £40,000 are only meeting one of these least met Needs well – Community and Security respectively. However, these groups are meeting some Needs statistically significantly better than the East Ipswich average. For example, each group is meeting the Needs for Sleep, Meaning & Purpose and Value significantly better than the East Ipswich average.

**It is worth noting that we have focused on demographic groups with a minimum of 10 respondents per group, to ensure the sample size is as representative as possible. Therefore, there may be some groups that are more or less well on average but that have been excluded from this report's analysis due to having a very small sample size.*

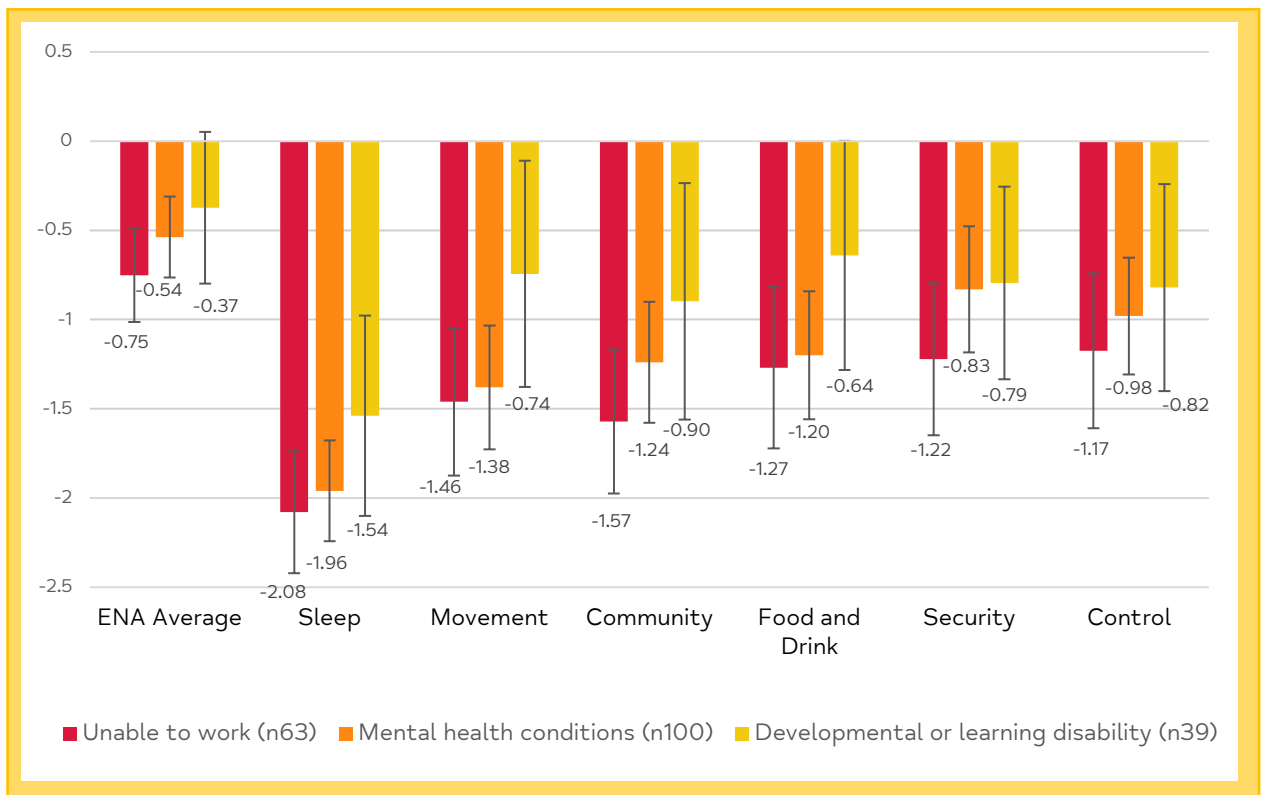
Who are the most well groups on average?

Sleep is the only one of the 6 least well met Needs that is statistically significantly better met by all three of the most well groups compared with the East Ipswich average. When we look at supporting factors for this Need, we can see that home environment is the most commonly cited factor that supports people to meet this Need, with as many as 92% of those with a household income of over £40,000 listing this as a supporting factor.

Volunteers are the only ones of these three groups meeting their Need for Community well, on average, and they are also meeting it statistically better than the East Ipswich average. 86% of respondents meeting this Need said their community involvement helps them meet it, and 71% said their work situation helps them. Many respondents mentioned that their volunteering opportunities support their wellbeing, with one respondent saying that being a volunteer helps them feel useful and gain a sense of community.

The Need for Security is statistically significantly better met for those with a household income over £40,000, compared with the East Ipswich average. Considering the largest barrier for this Need being met for everyone facing deprivation in East Ipswich is the cost of living, with 55% of respondents citing this barrier, it makes sense that this would pose a smaller barrier to those on a higher household income, as they might be less likely to feel the impact of the cost of living crisis.

Who are the least well groups on average?



The graph above focuses on the least well met Needs amongst those facing deprivation in East Ipswich on average. To view the full graph, with each Need shown, see Appendix 3.

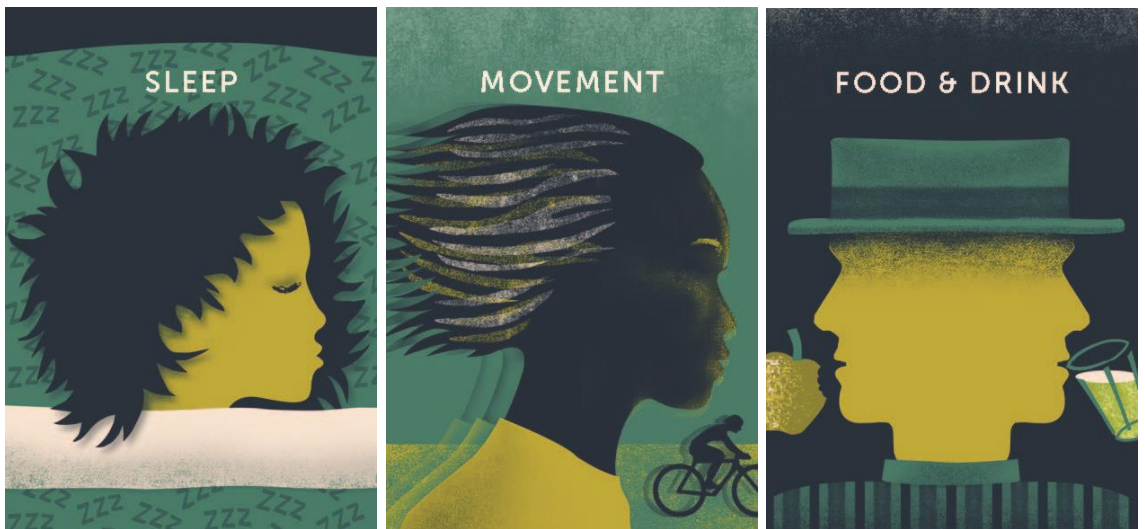
If we look at the least well groups on average among those facing deprivation in East Ipswich, we can see that those unable to work (either permanently or temporarily) are the least well on average, with an overall score of -0.75 (on a scale of -3 to 3). This is followed by people with mental health conditions, and people living with a developmental or learning disability, with average scores of -0.54 and -0.37, respectively.

All three of these least well groups are statistically significantly less well on average than the East Ipswich average. These least well groups are also meeting almost all Needs statistically significantly less well than the East Ipswich average, including Sleep, Community, Security and Control.

83% of those who are unable to work are not meeting their Need for Community well, with people's caring responsibilities being among the top barriers to Community identified by those who were unable to work. With 48% of those who identified as unable to work also telling us that they were a family carer of some kind, this may also be affecting individuals' abilities to get out and socialise, and build a sense of community.

The Need for Security is statistically significantly less well met by all three of these groups compared with the East Ipswich average. The cost of living is among the top barriers to respondents being able to meet this Need for all three groups. This is accompanied by comments from respondents saying that they aren't able to access services anymore since they can't currently afford the cost associated, and feeling trapped in an unsafe area and not being able to move due to the financial implications.

This lack of physical safety follows through to respondents' Need for Movement as well. Those unable to work and those with mental health conditions are meeting this Need statistically significantly less well than the East Ipswich average, and looking at comments we can see that a few respondents don't feel safe to leave their house or their area to go on walks or runs. One case study respondent also suggested that having more cycle paths and reducing traffic to feel safer cycling would support their wellbeing.



What conclusions can we draw from these results?

Our research has revealed that the Needs for Community, Security, and Control, alongside the three physical Needs, are the least well met Needs for those facing deprivation in East Ipswich, on average. Therefore, targeting local interventions to better meet these Needs could help to improve wellbeing for those facing deprivation in East Ipswich.

When asked what they would change about East Ipswich, if they could change just one thing, case study respondents had a number of suggestions, including:

- Support for those feeling the affects of the cost of living crisis
- Investments into the hospitality industry
- Reduction in crimes and anti-social behaviours for safety

Our data and feedback collected on those facing deprivation in East Ipswich has been fed back to key individuals within Suffolk County Council and the local area. Based on our findings, discussions have now begun regarding the types of interventions that could be implemented to improve wellbeing for those facing deprivation in East Ipswich.

Appendix 1

Purpose of Report

Suffolk Mind and Suffolk County Council have embarked on an ambitious project to gain more insight into the mental health of Suffolk's population. The insight gained will be used to guide decision-making by Suffolk County Council on the interventions needed to improve public mental health. This research was conducted using our validated mental health measure, the Emotional Needs Audit (ENA), which has been distributed widely online, on foot by trained data collectors, and by mail drop to Suffolk residents' homes.

As well as analysing Suffolk-wide wellbeing, this research has paid particular attention to groups and locations in Suffolk that have worse mental health outcomes, according to pre-existing data gathered by Suffolk County Council and Suffolk Mind. This report focuses on the average wellbeing of those in East Ipswich who are facing deprivation, based on data gathered from 13th June 2022 to 28th March 2023. Throughout this report, those living in IP3 0, IP3 9, IP4 1, or IP4 2 postcodes, or those in IP3 and IP4 postcode areas with household incomes under £17,000 per year, are deemed to be facing deprivation in East Ipswich. This data is compared with the Suffolk-wide average, which includes all responses from those who identified that they live in the county of Suffolk and completed the ENA between 13th June 2022 and 8th March 2023.

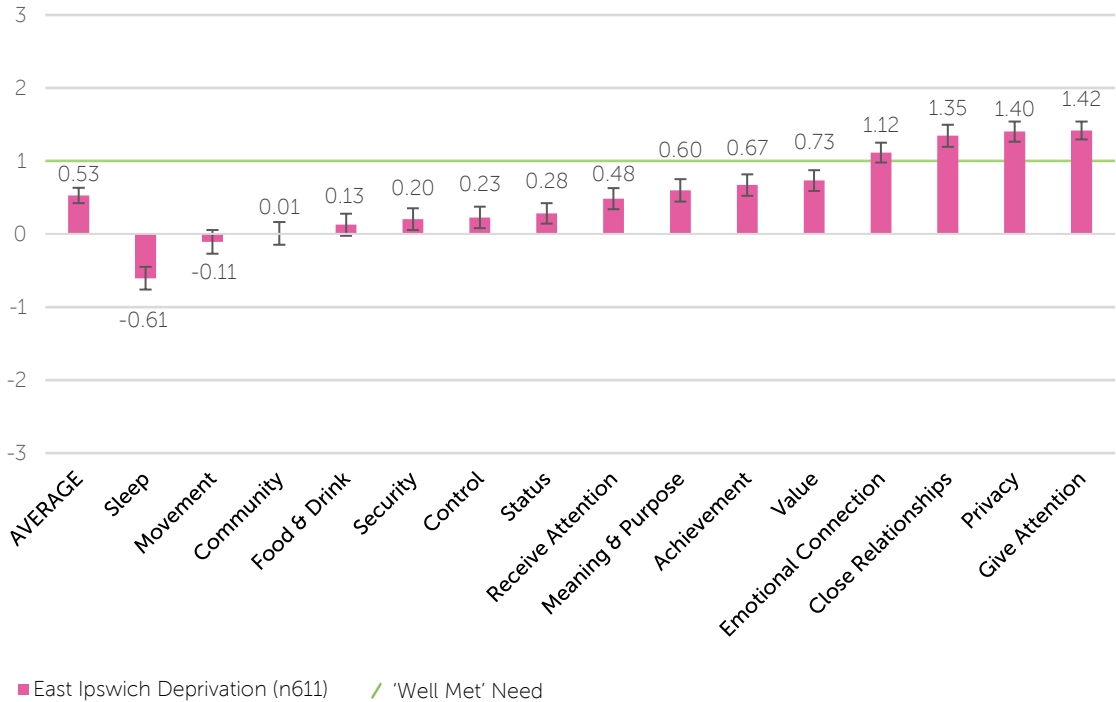
Methodology

This research is based on the Emotional Needs and Resources approach, which outlines the 12 innate Emotional Needs that we must meet, in balance, in order to be mentally well. This approach can be used to provide a useful direction to help improve mental wellbeing, allowing us to identify when a specific Need is not met and enabling us to make changes to meet that Need and improve wellbeing. This idea applies to individuals, but also to groups of people, including samples of the population. Looking at which Needs are generally unmet in a sample population can help identify areas to work on to make Suffolk a healthier and happier place to live. If you'd like more explanation on each of the Emotional Needs, see the Suffolk Mind website.

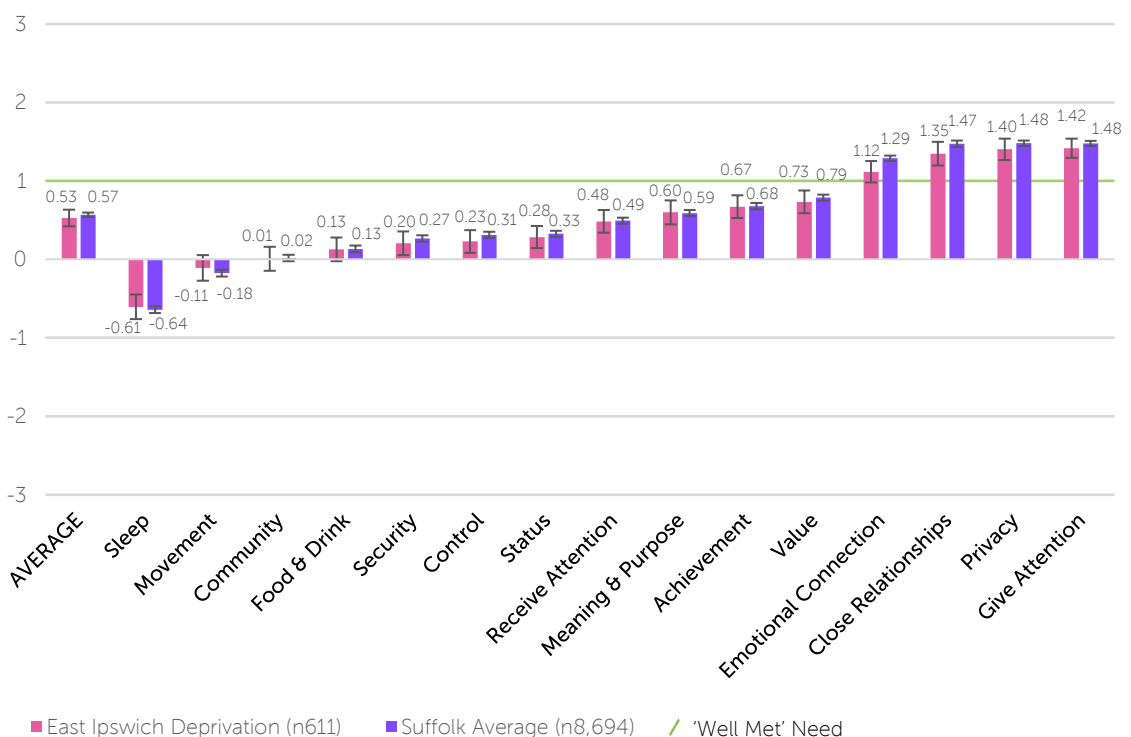
In the ENA, we ask 15 questions that encompass all elements of the 12 Needs, containing both emotional and physical aspects. These are scored on a scale from -3 (not at all met) to +3 (very well met). We also ask respondents to identify any environmental barriers that may prevent them from meeting their Needs, as well as any factors that support them to meet Needs well. We also collected data on demographic factors, such as age and gender identity, to determine how these factors affect wellbeing. Respondents were given the opportunity to participate in case studies to support this research and allow us to gain a deeper understanding of factors that may prevent or enable individuals to meet their Needs.

Appendix 2 – Overall Wellbeing Graphs

Average wellbeing amongst those in East Ipswich:

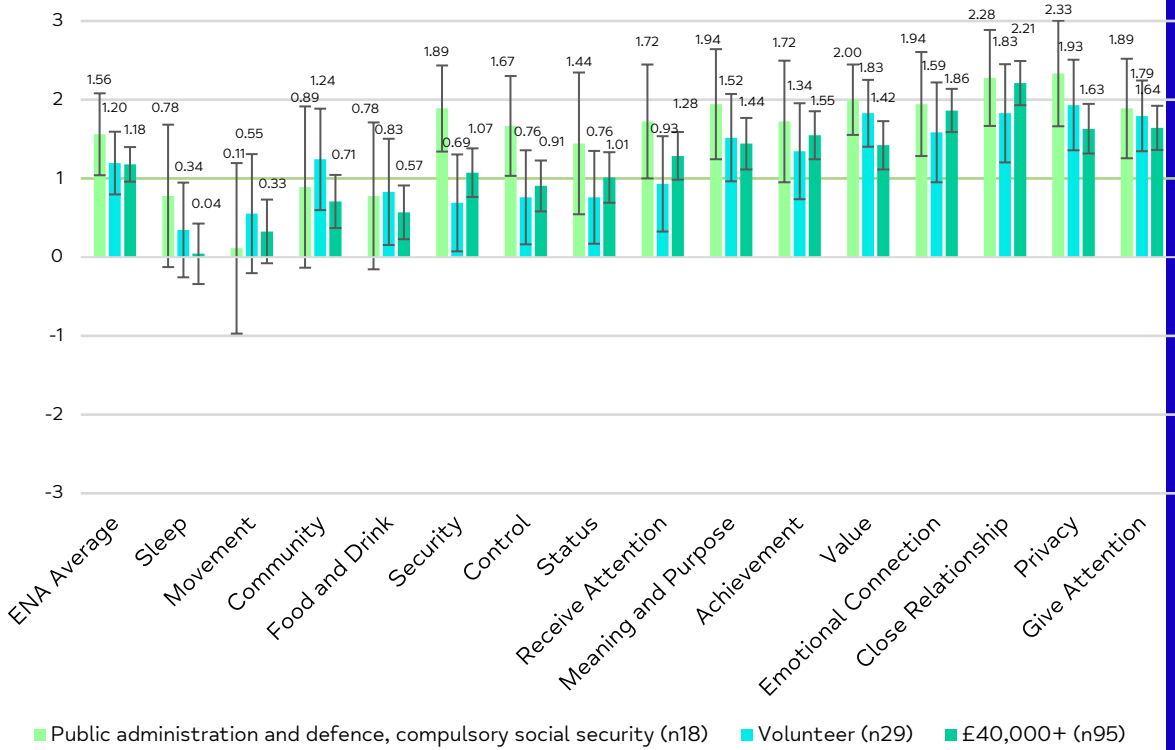


Average wellbeing compared with the Suffolk average:

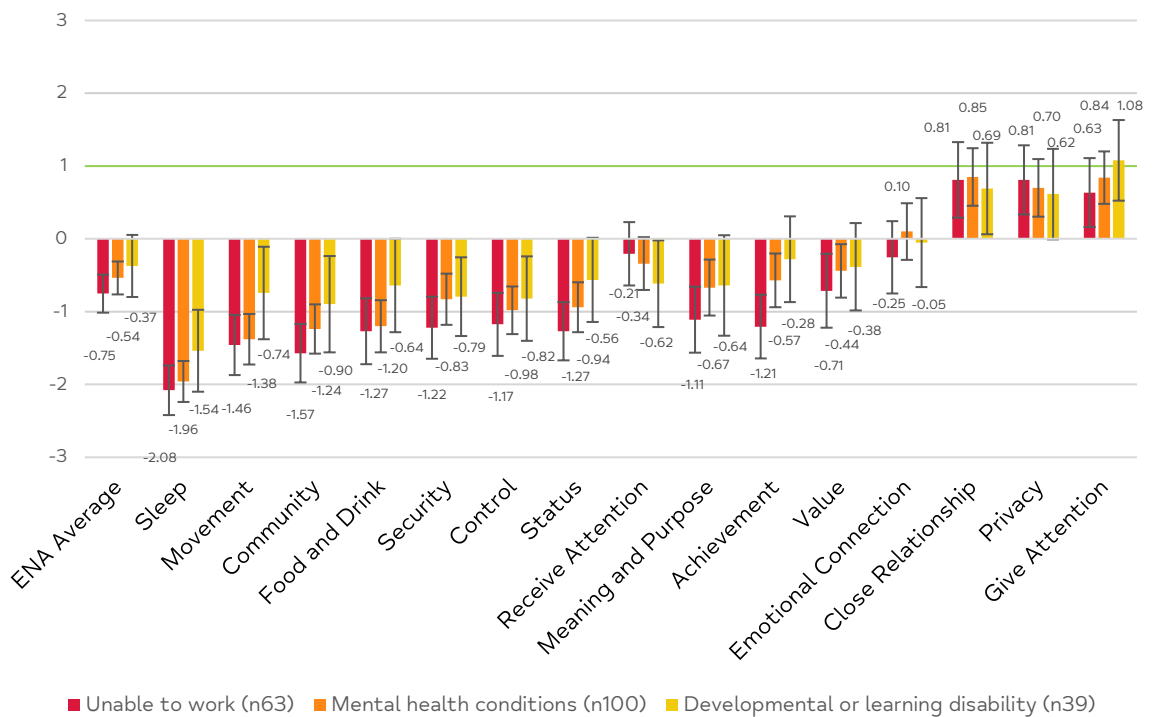


Appendix 3 – Most & Least Well Graphs

The most well groups on average:



The least well groups on average:





 mind Suffolk

 **Suffolk**
County Council