Wellbeing in Haverhill

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 37% of Haverhill respondents are meeting their Needs well overall

Sleep is the worst met Need on average

Community is the least met emotional Need on average

Retired respondents are the most well demographic group on average

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

18 to 24 year olds are the least well demographic group on average

1 in 2 don't feel they have enough control over their lives

Contents

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 replenished by better meeting the Need for Privacy

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

Key Findings

Just 36.80% of Haverhill respondents* 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.

Haverhill 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 0.45 compared with Suffolk's 0.57 (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 who live in Haverhill, on average, and that could therefore benefit from targeted interventions to better support residents to meet these Needs.

These are:

1. Community

60% of Haverhill respondents are not meeting this Need well**

The biggest barrier to this Need being met?

Haverhill's physical and/or mental health

The biggest supporting factor?

People's relationships

2. Control

51% of Haverhill respondents are not meeting this Need well

The biggest barrier to this Need being met?

Haverhill's physical and/or mental health

The biggest supporting factor?

People's day-to-day environments

3. Status

55% of Haverhill respondents are not meeting this Need well

The biggest barrier to this Need being met?

Haverhill's physical and/or mental health

The biggest supporting factor?

People's relationships

* Throughout this report 'Haverhill' is defined as being within the CB9 postcode area.

** 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

71% of Haverhill respondents are not meeting their Need for **Sleep** well

63% are not meeting their Need for **Movement** well

58% are not meeting their Need for **Food & Drink** well

The biggest barrier to these Needs being met?

Haverhill's physical and/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 Haverhill are notably more or less well than the average. Retired respondents were the most well group in Haverhill on average, meeting 11 of the 15 Needs well on average.

Those least well on average are those aged between 18 and 24 years old, followed by those with developmental or learning disabilities. Both these groups are meeting just two of their Needs well on average, with these being Privacy and Giving Attention.

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

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Engagement from Haverhill residents

We received 462 responses from those living in Haverhill from 13th June 2022 to 16th 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:
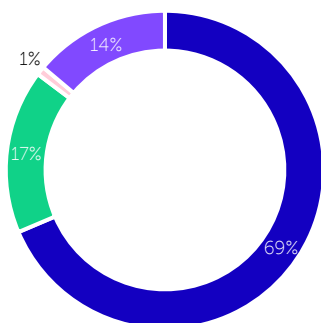
- 69% of respondents were women (including trans women)

- 17% were men (including trans men)

- 14% chose not to provide information on 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 Haverhill is quite a bit higher than women's (average overall score of 0.70 for men, compared with 0.40 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 over 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
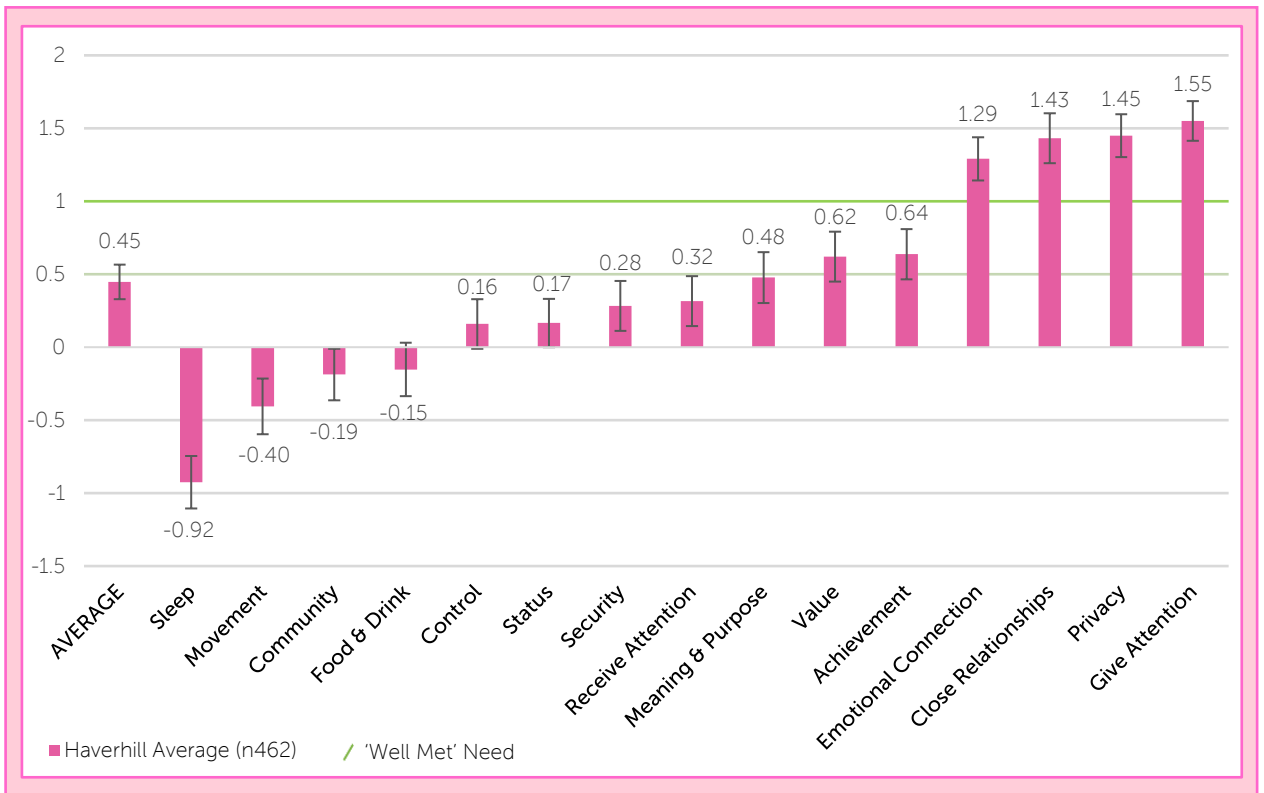
Response rates by age:

We heard the most from those aged between 35 and 64 years old. Just 2% of respondents were aged 75 and over, which is among our most well demographic groups on average. Similarly, just 5% of respondents were between the aged of 18 and 24, which happens to be our least well demographic 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.

Legend:
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Did not provide information on their age
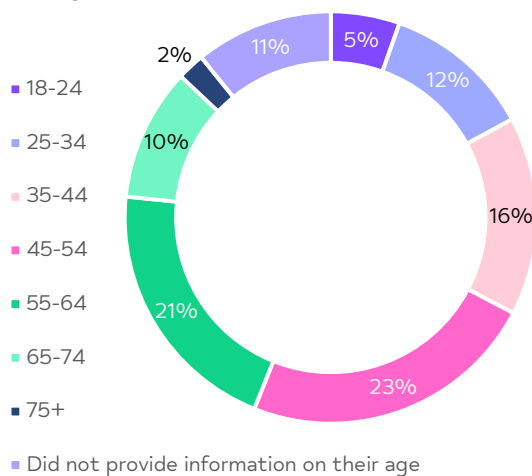
Where we receive fewer than 3 responses per reportable group, we do not report on the average wellbeing of this group – to ensure all responses remain anonymous.

Wellbeing in Haverhill

Data labels by category:

Category	Value
AVERAGE	0.45
Sleep	-0.92
Movement	-0.40
Community	-0.19
Food & Drink	-0.15
Control	0.16
Status	0.17
Security	0.28
Receive Attention	0.32
Meaning & Purpose	0.48
Value	0.62
Achievement	0.64
Emotional Connection	1.29
Close Relationships	1.43
Privacy	1.45
Give Attention	1.55

■ Haverhill Average (n462)   / 'Well Met' Need

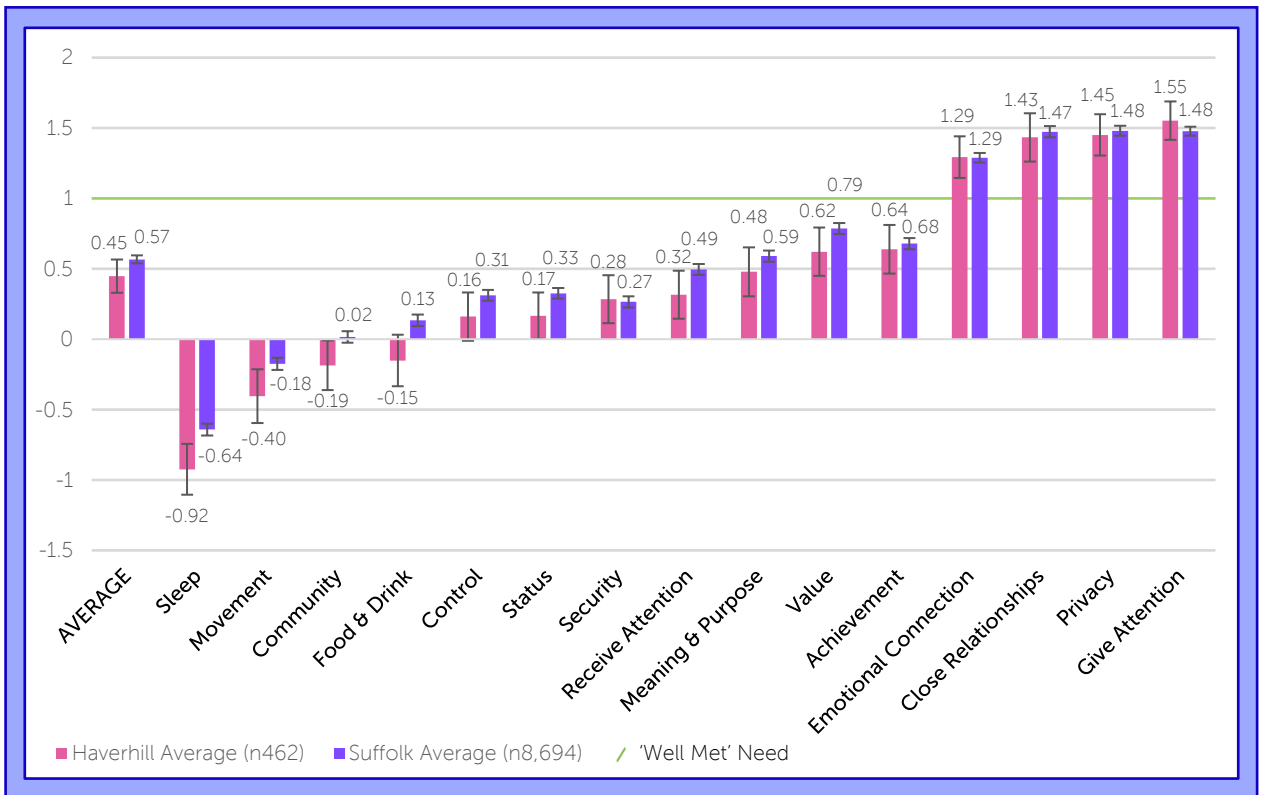*To view this graph on the full scale (-3 to 3), see Appendix 2.*

Here we have Haverhill'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 -1.5 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 living in Haverhill 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 Haverhill on average, with an overall average score of 0.45 (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 36.80% of Haverhill respondents (or 170 out of 462 respondents) are meeting their Needs well overall. Therefore, just 36.80% 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 in Haverhill on average. Although, as we will see on the following page, average wellbeing amongst Haverhill and Suffolk as a whole is not statistically significantly different, our findings still allow us to prioritise Needs and interventions with the aim of further improving wellbeing in Haverhill.

How does this compare to Suffolk's average?

Legend: ■ Haverhill Average (n462) ■ Suffolk Average (n8,694) ╱ 'Well Met' Need

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 Haverhill 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 462 responses from Haverhill.

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

However, the overall average score for Haverhill is lower than it is for the Suffolk average, with a difference of 0.12 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 37% in Haverhill. 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 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.
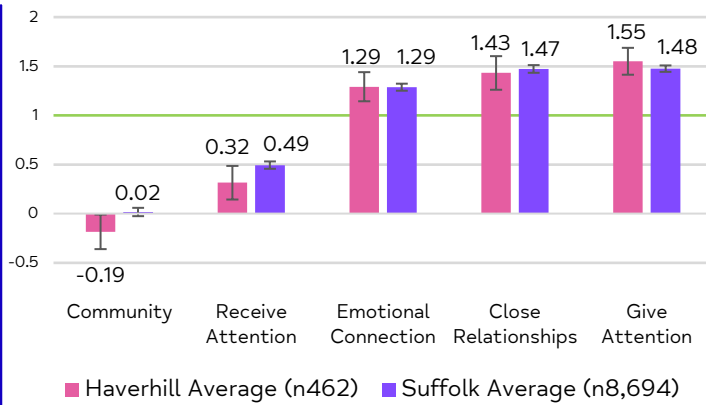
EMOTIONAL CONNECTION

COMMUNITY

ATTENTION

Interpersonal Relationship Needs

We can see that the Need for a **Close Relationship** is well met on average, with a score of 1.43 (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 1.29, 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 Haverhill, with an average score of just -0.19. 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 Haverhill respondents, on average, is **Giving Attention,** with a score of 1.55 making it a well met Need. For both the Haverhill 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 Haverhill 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 relationships and their physical or mental health.

Chart: Emotional Needs comparison between Haverhill Average (n462) and Suffolk Average (n8,694)

Need	Haverhill Average (n462)	Suffolk Average (n8,694)
Community	-0.19	0.02
Receive Attention	0.32	0.49
Emotional Connection	1.29	1.29
Close Relationships	1.43	1.47
Give Attention	1.55	1.48

■ Haverhill Average (n462) ■ Suffolk Average (n8,694)

Community is the lowest met emotional Need

Despite some of these Needs being slightly more or less well met, on average, by Haverhill than Suffolk, since the confidence intervals overlap, we cannot say that these differences are statistically significant. However, using feedback gained from Haverhill respondents and case study participants, we can hypothesise about why some Needs are less well met than others among Haverhill respondents. The Need for Community is the least met emotional Need on average, with people's physical or mental health, and their financial and work situations, being among the top barriers identified by individuals in Haverhill who aren't meeting this Need well. Comments from Haverhill respondents tell us that some people who experience anxiety feel that it prevents them from doing things, which may include getting out and about in the community. Case study respondents also told us that they feel trapped in Haverhill and unable to go further afield, due to limited public transport and, in particular, the lack of a train service locally.

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:

- 58% (n66) believed that their physical and/or mental health presented an obstacle
- 28% (n32) reported that their financial situation presented a barrier
- 26% (n30) viewed their day-to-day environment as getting in the way
- 25% (n29) attributed not meeting this Need well to their work situation

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:

- 51% (n18) viewed their relationships as enabling them to meet this Need well
- 46% (n16) selected their community involvement
- 43% (n15) identified their hobbies or interests as a supporting factor

What helps people's wellbeing?

"I feel supported when I get to see my family or someone like a health visitor actually speaks to me, and I can get advice on what I am struggling with in my day-to-day life."

"I have found Suffolk's Mental Health advice and service to be very good."

"I think that there is a sense of community in the town I live which also helps."

What are specific barriers to wellbeing?

"Barrier is health issues."

"Lack of counselling and mental health support in Suffolk."

"Biggest barrier is being in Haverhill where resources are almost non existent."

What could be done to improve wellbeing?

"I feel that there are a lack of groups for parents with young children and there needs to be more support for young parents that are by themselves as it is a very lonely and emotionally draining time."

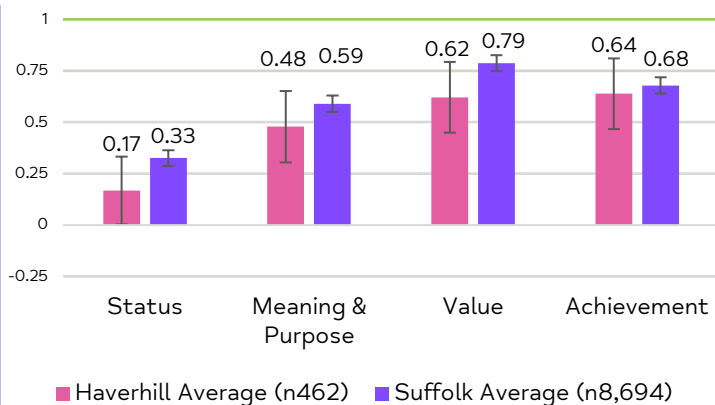"Access to community spaces and buildings with easy access."

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 0.64 (on a scale of -3 to 3). Achievement is slightly worse met by Haverhill 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 Haverhill who weren't meeting this Need well. This is demonstrated if we look at results by economic status, where we can see that Achievement is least well met by those who are on a zero-hours contract (-1.20), unemployed (-1.00) , or unable to work (-0.77) on average.

Meaning & Purpose is strongly correlated to Achievement within the Haverhill 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 on average for Haverhill, with a score of 0.48, 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 0.62. Value indicates how much people feel others appreciate them for their actions and contributions. Therefore, since Haverhill 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 0.17. 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.

Chart values:
- Status: Haverhill 0.17, Suffolk 0.33
- Meaning & Purpose: Haverhill 0.48, Suffolk 0.59
- Value: Haverhill 0.62, Suffolk 0.79
- Achievement: Haverhill 0.64, Suffolk 0.68

■ Haverhill Average (n462) ■ Suffolk Average (n8,694)

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

Although at first glance Suffolk appears to be meeting all of the Needs above better than Haverhill on average, since the confidence intervals overlap once again, we can't say that these differences are statistically 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 Haverhill residents to meet this Need well. The biggest barrier identified by respondents not meeting this Need is physical or mental health, followed by their work situation. People working on a zero-hours contract are meeting this Need the least well out of all economic statuses (-1.20), followed by students (-1.00) and stay at home parents (-0.96). Based on comments from Haverhill respondents, some feel that there is a lack of emotional and financial support for young parents, and this can leave people feeling isolated and undervalued.

Barriers

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

- 48% (n41) stated that their physical or mental health prevented them from meeting this Need
- 40% (n34) attributed not meeting this Need well to their work situation
- 29% (n25) identified their relationships as an obstacle

Supporting factors

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

- 57% (n20) felt supported to meet this Need due to the relationships in their lives
- 49% (n17) saw their work situation as a support factor
- 34% (n12) believed that their home environments enabled them to meet this Need well

What helps people's wellbeing?

"The GP surgery (Haverhill Family Practice) is great at referring on to the local IAPT service."

"Suffolk Mind have helped me get where I am today."

"Some therapy groups local in Haverhill town, some good doctors are helpful, and a social prescriber is able to give you a free 6-month gym membership."

What are specific barriers to wellbeing?

"I feel I need therapy or counselling or something, but I have no time or money to do it."

"Finance is the hardest part at the moment as it adds a lot of stress which rubs off elsewhere."

"Cost of private therapy."

What would people like to see done to improve wellbeing?

"Advertising what's available and making people aware of what's going on in Haverhill would help."

"Out of hours mental health services, as they usually only seem to be offered between 9am and 3 or 4pm. Having services available on weekends or in the evenings would be helpful."

SECURITY — CONTROL — PRIVACY
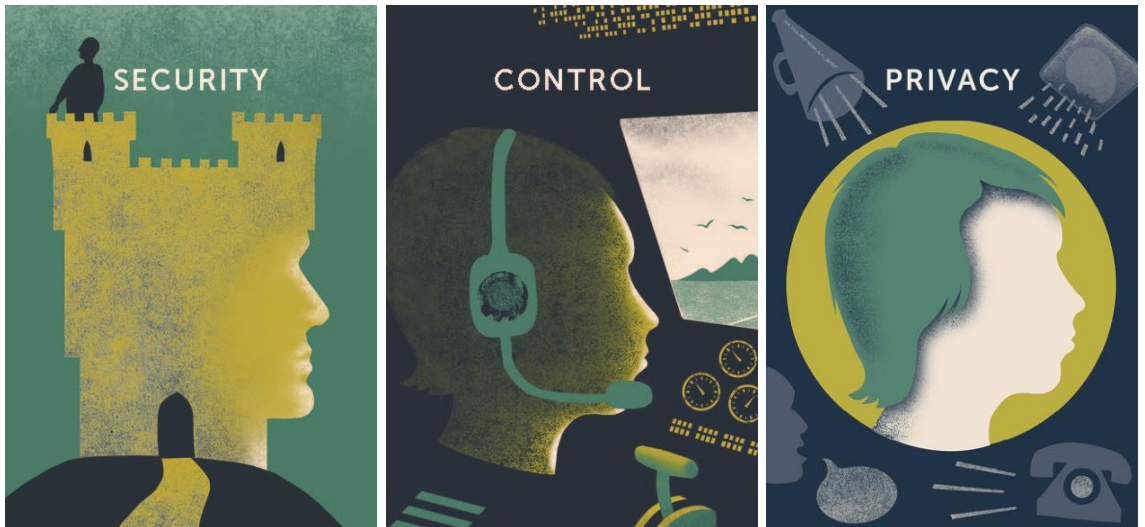
Security and Control Needs

Security is the fourth least met emotional Need on average for Haverhill, with a score of 0.28 (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 Haverhill respondents meeting their Need for Security is individuals' physical or mental health, the cost of living, 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 the cost of travelling further afield to access services presents the biggest issue. Others have also voiced concern that resources and funding are often allocated to nearby towns instead of Haverhill, resulting in other towns overshadowing Haverhill and its local needs. This may be affecting residents' abilities to feel safe and secure in the town, and it may also be presenting a barrier to their Need for Status as residents feel that Haverhill has effectively been 'left behind'.

Control is another less well met Need on average, being the second least well met emotional Need and having an average score of 0.16. 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. 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 Haverhill respondents meeting this Need well being people's home environments.

Haverhill Average (n462) Suffolk Average (n8,694)
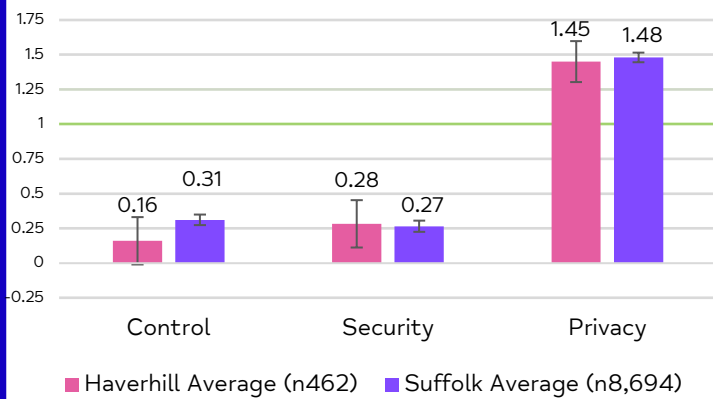
Control is the **second least** met emotional Need

Across both the Haverhill 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 Haverhill respondents, those with household incomes below £17,000 were scoring just -0.20 for Control, on average, compared to those with household earnings of over £40,000 per year scoring 0.61 for Control. Based on the comments we've received from Haverhill respondents, it's evident that some people see their financial situations as the biggest barrier to wellbeing. A number of individuals have told us that their money worries cause them significant stress, and this impacts upon many aspects of their lives.

Barriers

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

- 61% (n66) viewed their physical and/or mental health as a barrier
- 42% (n45) identified the cost-of-living crisis as an obstacle
- 36% (n39) 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 Control:

- 60% (n26) believed their day-to-day environments support them to meet this Need
- 58% (n25) felt their home environments enable them to feel as though they have enough control over their lives
- 44% (n19) viewed their relationships as a supporting factor

What helps people's wellbeing?

"There are some fantastic local support organisations supporting groups of people with varying needs, all on a voluntary basis."

"Since losing my wife I have suffered depression and grief. I have found my local surgery and supporting services to be sympathetic and caring. The services ring me to check how I am coping, suggesting groups and activities I could engage with."

What are specific barriers to wellbeing?

"People are expected to travel a long way to access healthcare and other services or opportunities, yet there's a significant amount of poverty in Haverhill."

"Poor transport links and road access. You are at times trapped in this town - more than just metaphorically."

"Nothing available. Very hard to get help."

What would people like to see done to improve wellbeing?

"More diversity in Haverhill could help to tackle some of its issues, particularly things like racism."

"More investment (in time or resources) is needed for Haverhill."

SLEEP   MOVEMENT   FOOD & DRINK
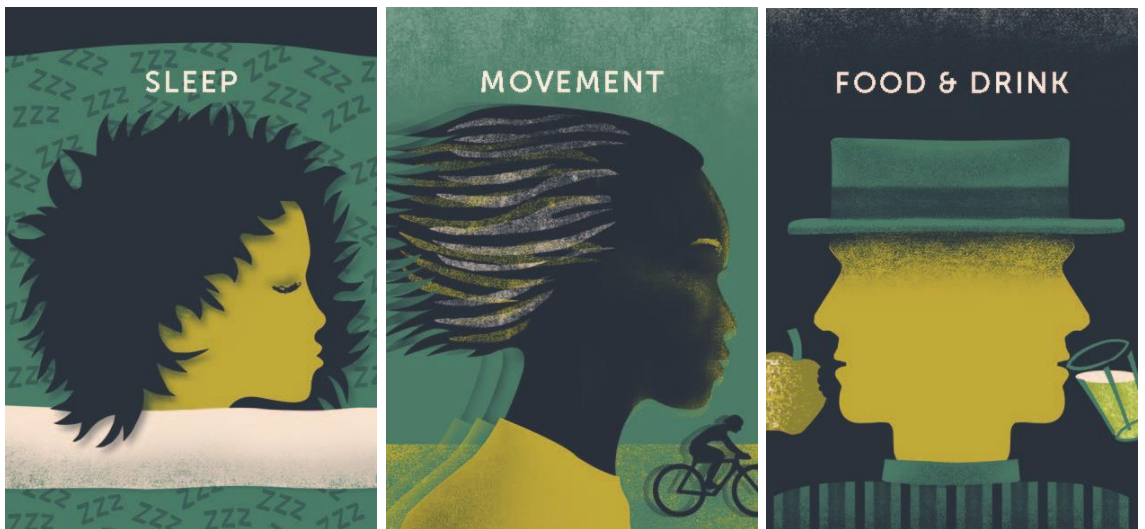
Physical Needs

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 Haverhill respondents, with Sleep being the worst met Need on average. The average score for Sleep is -0.92, and whilst there doesn't always feel like there is a huge amount we can do to improve our sleep, our Haverhill data shows that there is a strong positive correlation between Sleep and the Need for Control. Therefore, if someone's worrying about the control they have over their finances, for example, this may impact upon the quality of their sleep. Hence, if we make changes to better meet people's Need for Control, 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 met on average, having average scores of -0.40 and -0.15, respectively. Food & Drink is also strongly positively correlated to the Need for Control within the Haverhill data, so enabling residents to feel more in control of their lives and surrounding may, in turn, support them to feel better able to get a balance of energy, nutrition and pleasure from their diet.

■ Haverhill Average (n462)	■ Suffolk Average (n8,694)
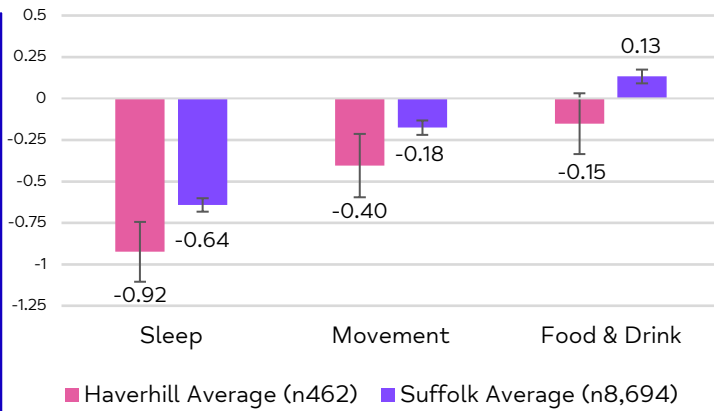
All three Physical Needs are unmet

The three physical Needs are all unmet Needs amongst Haverhill respondents on average. We can also say with 95% certainty that Sleep and Food and Drink are significantly less well met by Haverhill than the Suffolk average, as the confidence intervals do not overlap. People's financial and work situations, alongside the cost of living, are likely impacting upon Haverhill's ability to meet these Needs, with these being identified among the top barriers by those not meeting their Needs. Comments from respondents tell us that people's finances are getting in the way of them getting or keeping active, with the cost of gym memberships being seen as a particular barrier. When asked what could be done to improve wellbeing in Haverhill, one case study respondent told us that more green spaces and a bigger park could help.

Barriers

Of the respondents who chose to identify barriers:

- 66% (n116) viewed their physical and/or mental health as a barrier to Sleep, while 61% (n87) identified this as barrier to Movement and 61% (n73) for Food & Drink

- 43% (n52) of people voiced that the cost-of-living crisis was preventing them from meeting their Need for Food & Drink

- 35% (n49) viewed their work situation as a barrier to their Need for Movement

- 24% (n43) identified their work situation as being an obstacle to feeling well rested after sleep

Supporting factors

Of the respondents who chose to identify supporting factors:

- 71% (n15) viewed their home environment as a supporting factor for Sleep

- 57% (n20) attributed meeting their Need for Food & Drink well to their day-to-day environments

- 63% (n22) of respondents saw their hobbies or interests as a supporting factor for Movement

What helps people's wellbeing?

"Spending time with my family and doing my hobbies helps me day to day and work colleagues too."

"I enjoy yoga and meditation to help my mental health."

"I joined a local running club to help with my mental health, more so than my physical health, a run helps massive amounts."

What are specific barriers to wellbeing?

"I see work as a barrier for me as I work long days and sometimes cannot fit in things I would like to do or feel tired."

"If I wanted to do something like going to the gym cost money, so financially I cannot afford it."

What would people like to see done to improve wellbeing?

"More groups in a relaxed environment and creative or active sessions, optional pop-in sessions- group outings."

"East Town Park is lovely, but not big enough. It would be great to have a bigger park/more green spaces."

Who are the most well groups on average?
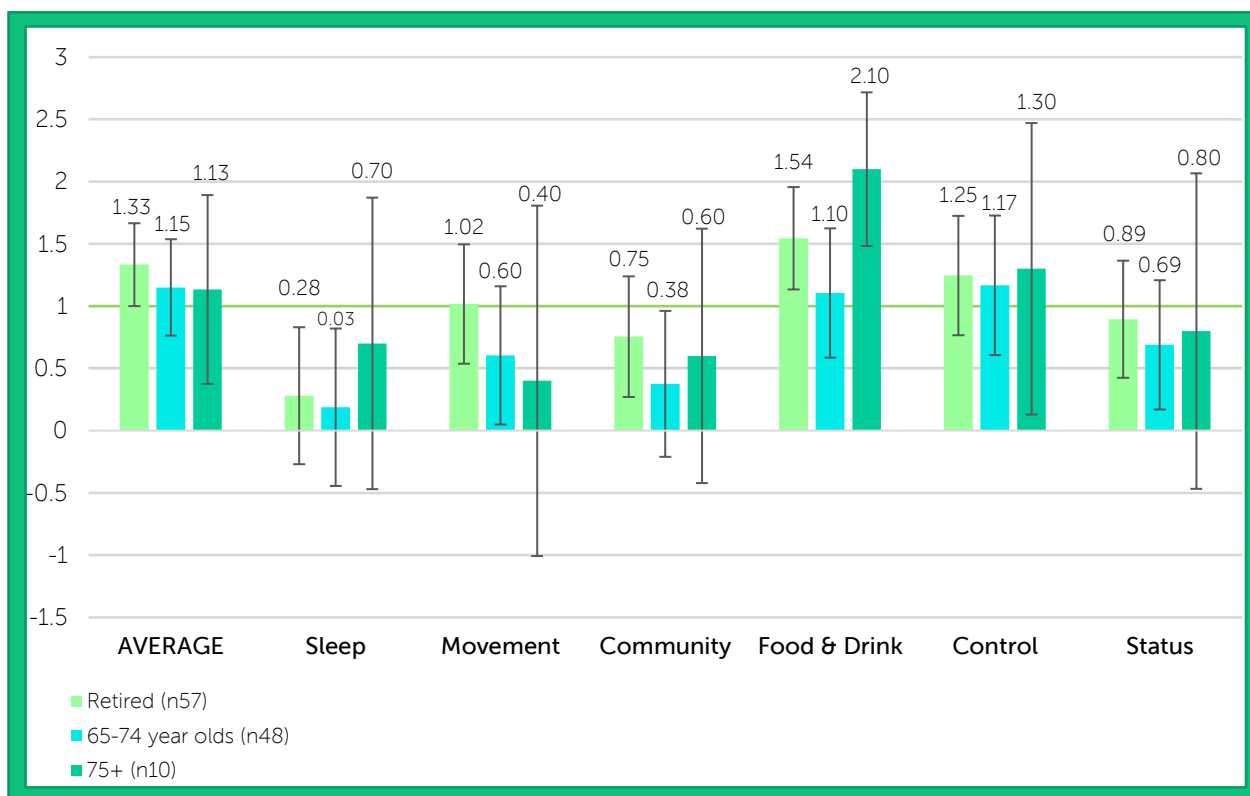
The graph above focuses on the most well met Needs amongst Haverhill respondents on average. To view the full graph, with each Need shown, see Appendix 3.

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 Haverhill respondents.*

We can see that those who are retired have the highest overall average score, at 1.33 (on a scale of -3 to 3). This is followed by those aged 65 to 74 years old, scoring an average of 1.15, and those who are aged 75 or over, who have an average of 1.13. Out of these most well groups, those who are retired or aged between 65 and 74 are statistically significantly more well than the Haverhill average.

Retired respondents are meeting 12 of the 15 Needs well on average, compared with the Haverhill 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, Community and Status are all less well met by these groups. However, these groups are meeting some of these Needs statistically significantly better than the Haverhill average. For example, each group is meeting the Needs for Sleep, Food & Drink, Security, and Privacy statistically significantly better than the Haverhill average.

If we look at supporting factors for retired respondents who are meeting their Need for Sleep well, we can see that their home environments and hobbies or interests are supporting individuals to get good quality sleep and wake up feeling rested. 70% of retired respondents also meeting their Need for Movement well, with their day-to-day environments, their hobbies or interests, and access to nature or the outdoors being the top supporting factors.

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 least well groups on average?
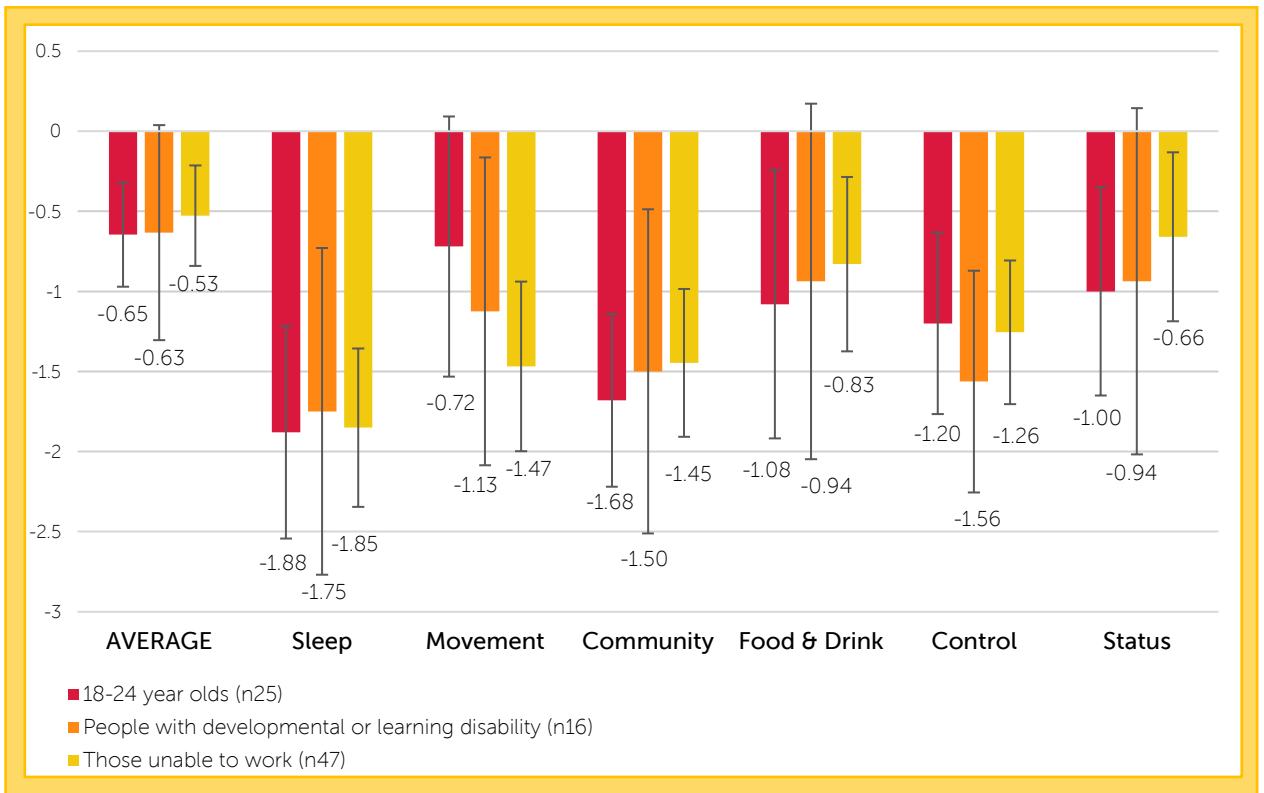
The graph above focuses on the least well met Needs amongst Haverhill respondents on average. To view the full graph, with each Need shown, see Appendix 3.

If we look at the least well groups on average among Haverhill respondents, we can see that 18 to 24 years olds are the least well on average, with an overall score of -0.65 (on a scale of -3 to 3). This is followed by people living with a developmental or learning disability, with an average score of -0.63, and those who are unable to work (either permanently or temporarily), with an average score of -0.53.

All three of these least well groups are statistically significantly less well than the Haverhill average. These least well groups are also meeting the Needs for Value, Achievement, Control, Community, Meaning & Purpose, and Emotional Connection statistically significantly less well than the Haverhill average.

96% of those aged between 18 and 24 are not meeting their Need for Community well, with one case study respondent telling us that there's no opportunities to socialise with others their age. When asked what they would do to improve wellbeing in Haverhill, they said it would help to have more free social events for young adults, where people can make friends and participate in group activities.

Similarly, 87% 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 1 in 3 of those who identified as unable to work also telling us that they were a family carer of some kind, this may be affecting individuals' abilities to get out and socialise, and build a sense of community.

Control is also significantly less well met by these groups than the Haverhill average. If we look at barriers to those living with a development or learning disability meeting their Need for Control, we can see that people's work situations are the primary obstacle. If we look at comments from respondents with a development or learning disability, we can see that some feel they aren't getting the mental health support they need either inside or outside of work. One respondent told us that they don't think others at work know how to support their mental health, and if people aren't feeling accommodated for at work, this may be lead them to feel that they don't have enough control over their lives or the decisions they make. With 1 in 3 people with a development or learning disability also telling us they are unable to work, this may be affecting how in control they feel over their lives and their finances.

SLEEP   MOVEMENT   FOOD & DRINK
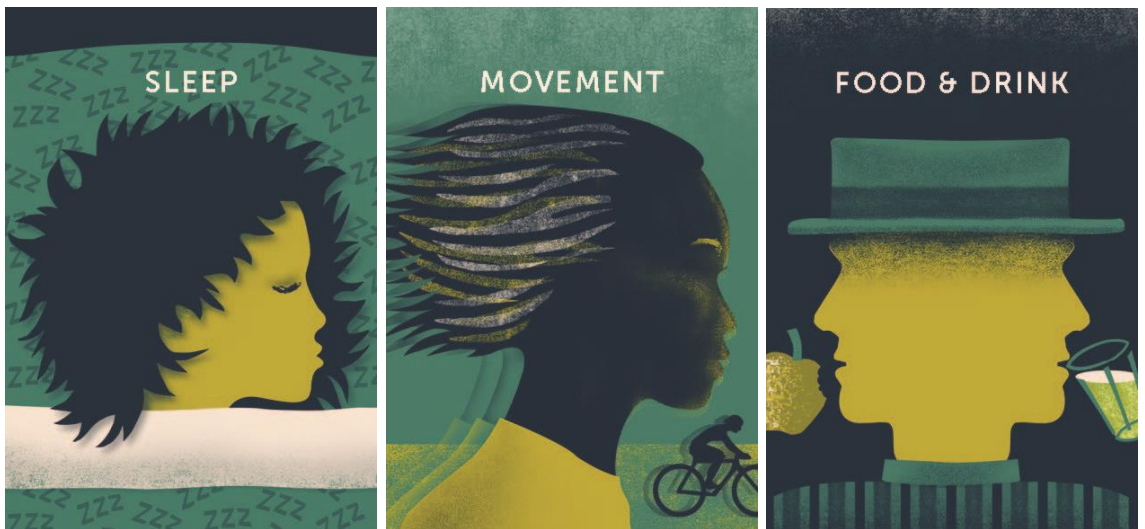
What conclusions can we draw from these results?

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

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

- Bridging the gap between Haverhill and other local towns

- More facilities and events for young people

- Peer support groups for family or personal carers of all kinds

- A drop-in centre for people to go to when they want support and need to talk about their mental health

- Restoring train services in Haverhill

- Making Haverhill more accessible for wheelchair users, including fixing the pavements

Our data and feedback collected on Haverhill 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 in Haverhill.

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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 inventions 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 Haverhill, throughout this report defined to be the CB9 postcode area, based on data gathered from 13th June 2022 to 16th March 2023. 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.
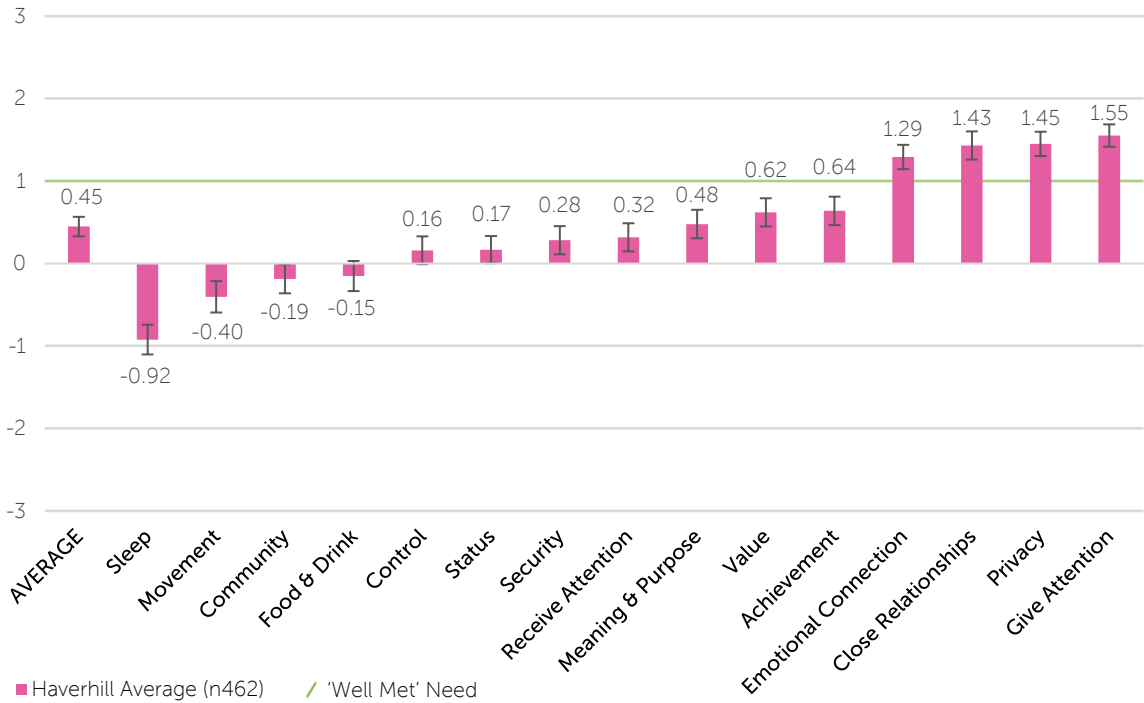
Methodology

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.
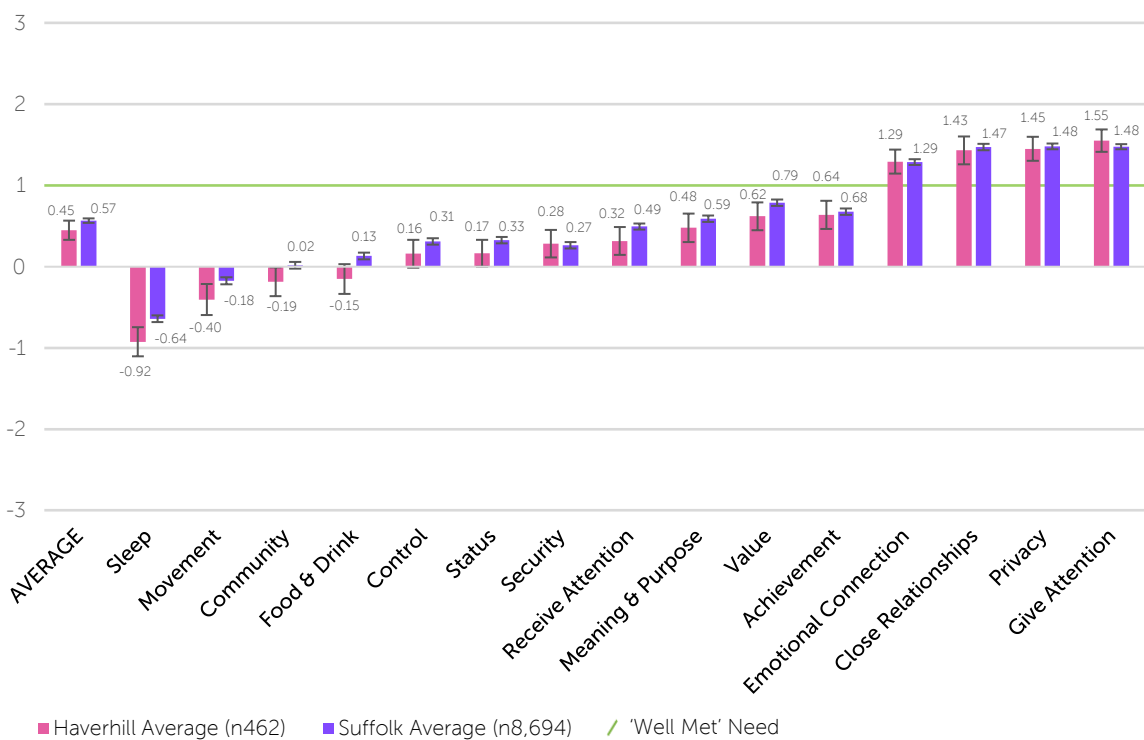
In the ENA, we ask 15 questions that encompass all elements of the 12 Needs, containing both emotional and physical aspects. These are scored on a scale from -3 (not at all met) to +3 (very well met). We also ask respondents to identify any environmental barriers that may prevent them from meeting their 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

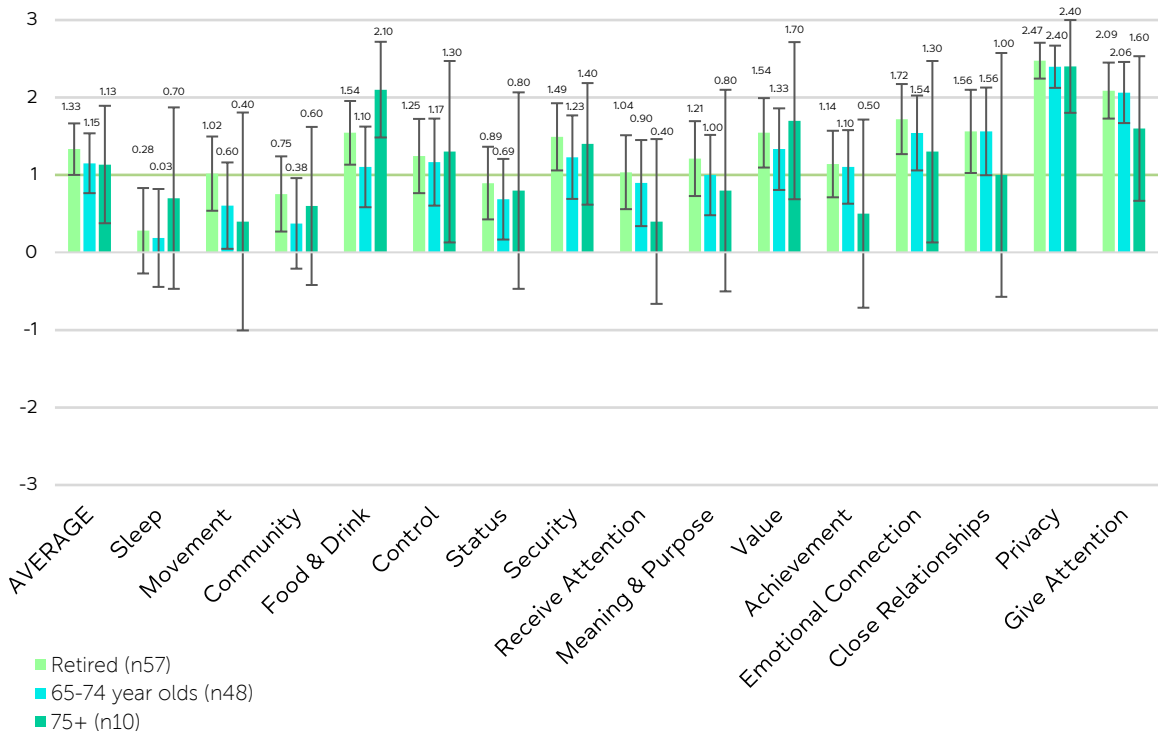## Average wellbeing amongst those in Haverhill:

Legend: ■ Haverhill Average (n462)   ╱ 'Well Met' Need

Values (left to right): AVERAGE 0.45, Sleep -0.92, Movement -0.40, Community -0.19, Food & Drink -0.15, Control 0.16, Status 0.17, Security 0.28, Receive Attention 0.32, Meaning & Purpose 0.48, Value 0.62, Achievement 0.64, Emotional Connection 1.29, Close Relationships 1.43, Privacy 1.45, Give Attention 1.55

Average wellbeing compared with the Suffolk average:

Legend: ■ Haverhill Average (n462)   ■ Suffolk Average (n8,694)   ╱ 'Well Met' Need

Values (Haverhill / Suffolk): AVERAGE 0.45 / 0.57, Sleep -0.92 / -0.64, Movement -0.40 / -0.18, Community -0.19 / 0.02, Food & Drink -0.15 / 0.13, Control 0.16 / 0.31, Status 0.17 / 0.33, Security 0.28 / 0.27, Receive Attention 0.32 / 0.49, Meaning & Purpose 0.48 / 0.59, Value 0.62 / 0.79, Achievement 0.64 / 0.68, Emotional Connection 1.29 / 1.29, Close Relationships 1.43 / 1.47, Privacy 1.45 / 1.48, Give Attention 1.55 / 1.48

Appendix 3 – Most & Least Well Graphs

The most well groups on average:

Legend:
- Retired (n57)
- 65-74 year olds (n48)
- 75+ (n10)

The least well groups on average:

Legend:
- 18-24 year olds (n25)
- People with developmental or learning disability (n16)
- Those unable to work (n47)