Wellbeing in Newmarket

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

April 2023

mind Suffolk | Suffolk County Council

Only 38% of Newmarket respondents 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 **European** are the most well demographic group on average

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

Individuals with a **disability caused by injury** are the least well demographic group on average

52% don't feel they have enough control over 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 replenished by better meeting the Need for Privacy

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

Key Findings

Just 38.17% of Newmarket 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.

Newmarket 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, Newmarket has a lower overall average score than the Suffolk-wide average, scoring 0.44 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 who live in Newmarket on average, and that could therefore benefit from targeted interventions to better support residents to meet these Needs.

These are:

1. Community

61% of Newmarket respondents are not meeting this Need well**

The biggest barrier to this Need being met?

Newmarket's physical or mental health

The biggest supporting factor?

Respondents' relationships and work situations

2. Security

50% of Newmarket respondents are not meeting this Need well

The biggest barrier to this Need being met?

Newmarket's physical or mental health

The biggest supporting factor?

Respondents' home environments

3. Control

52% of Newmarket respondents are not meeting this Need well

The biggest barrier to this Need being met?

Newmarket's physical or mental health

The biggest supporting factor?

Respondents' home environment

** Throughout this report 'Newmarket' is defined as being within the postcode area CB8*

*** 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 Newmarket respondents are not meeting their Need for **Sleep** well

59% are not meeting their Need for **Movement** well

55% are not meeting their Need for **Food & Drink** well

The biggest barrier to these Needs being met?

Newmarket's physical or mental health

The biggest supporting factors?

People's day-to-day environments and hobbies & interests.

Some groups of people within Newmarket are notably more or less well than the average. Those who have a European ethnicity or nationality are the most well group in Newmarket on average, meeting 12 of the 15 Needs well on average.

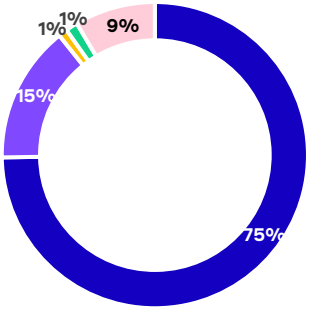
Those least well on average are those with a disability due to an injury to the body, including to the brain. This group is meeting none of their Needs well on average.

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

Engagement from Newmarket residents

We received 317 responses from Newmarket residents from 13th June 2022 to 10th April 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:



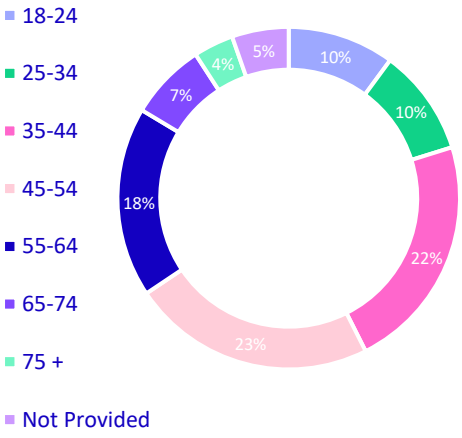
- 75% of respondents are women (including trans women)
- 15% are men (including trans men)
- 1% identify as non-binary and gender fluid
- 1% chose not to provide information on their gender

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. Our results show that average wellbeing amongst men and women is similar in Newmarket – being only slightly higher amongst women, with a 0.03 difference between the overall average of both groups (0.50 for women on average, 0.47 for men – 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 men is around 5 times smaller than is for women. However, it is also possible that men who do choose to answer our survey *may* be generally more well than those who don't, so our average could be even lower for men if we had a larger sample size.

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

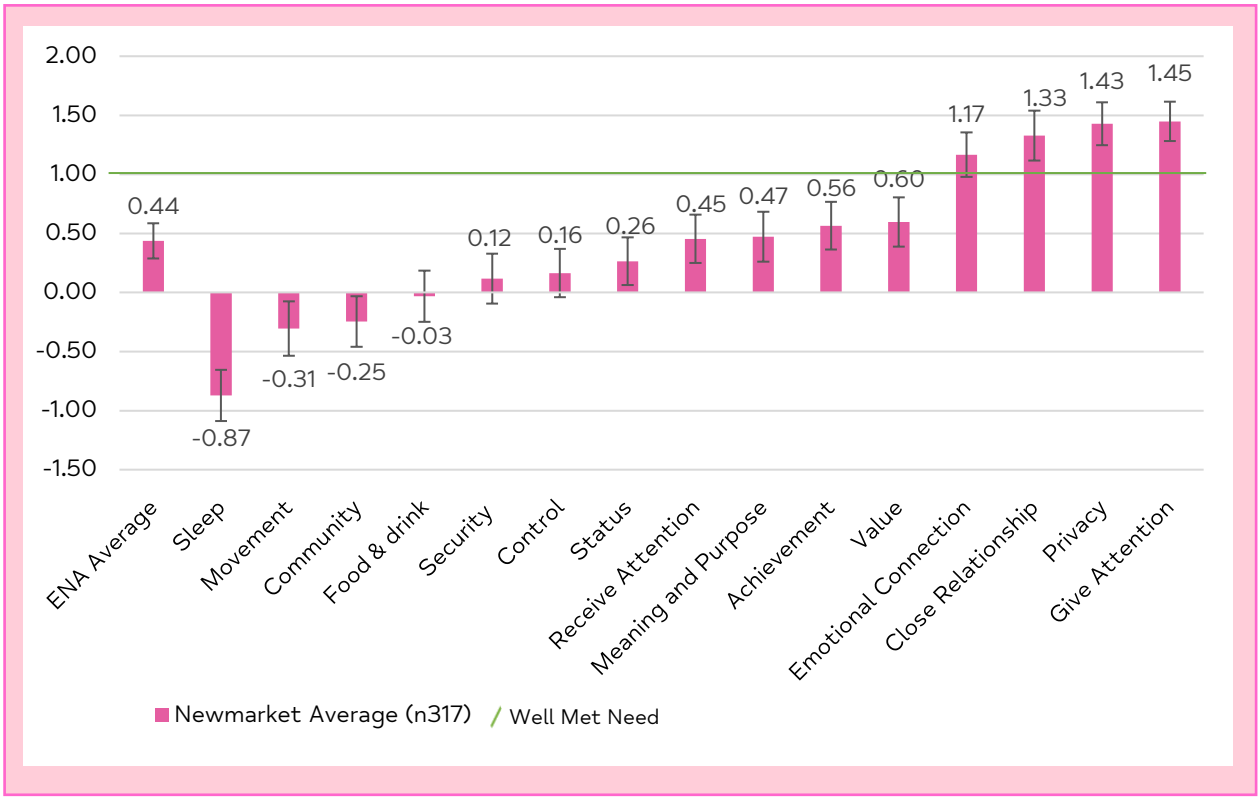
Response rates by age:

We heard the most from those between the ages of 35-64. 5% of respondents chose not to provide information on their age, and 4% of respondents were aged 75 or over. Yet, if we look at wellbeing by age groups, we observed that over 75s were among the two most well age groups. 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 Newmarket



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

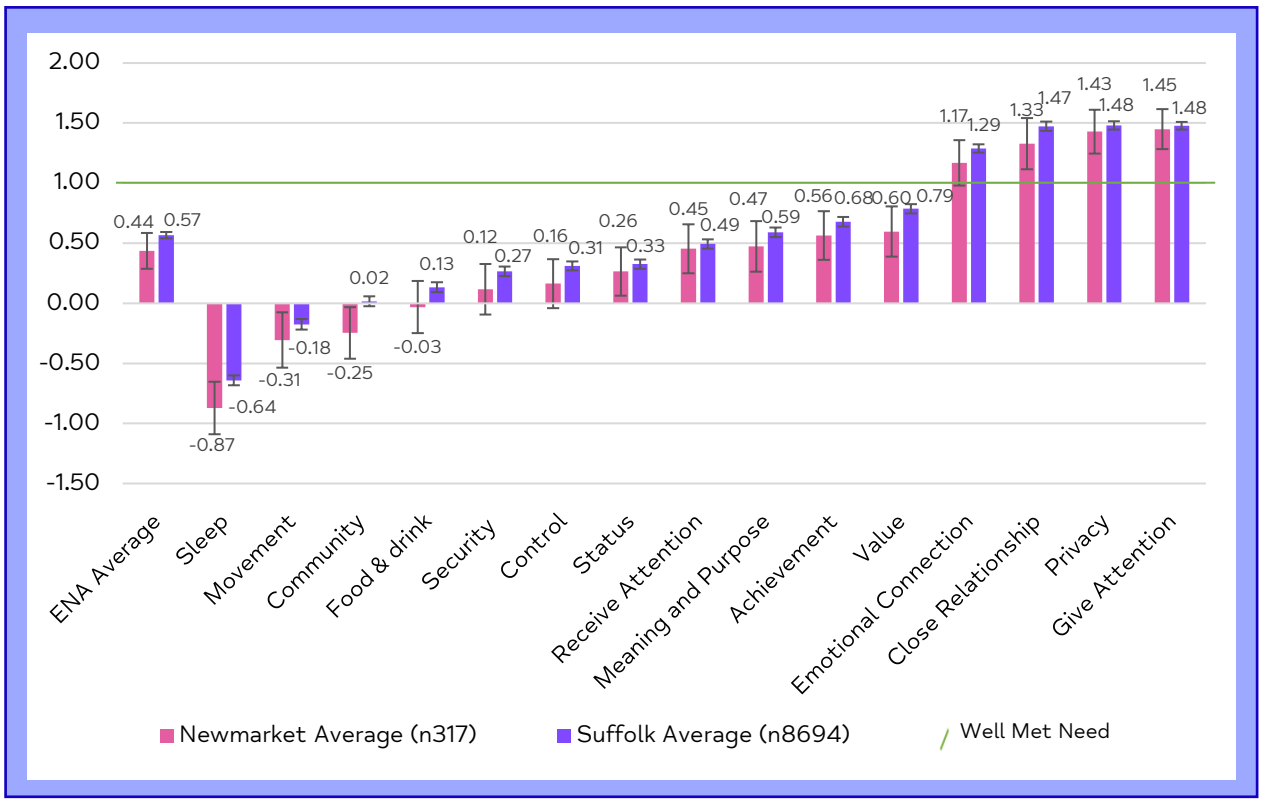
Here we have Newmarket's average results from the Emotional Needs Audit. The Emotional Needs are along the bottom on the x axis, arranged from least to best met on average from left to right, with the overall average of all Needs on the far left. How well the Needs are met is shown on the y axis. Within 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 Newmarket 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, on average, Needs are not well met by Newmarket, with an overall average score of 0.44, and just 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 observed that 38.17% of Newmarket respondents (or 121 out of 317 respondents) are meeting their Needs well overall. Therefore, just 38% 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 Newmarket on average. Although, as we will see on the following page, wellbeing in Newmarket is not statistically significantly different to wellbeing in Suffolk, our findings still allow us to prioritise Needs and interventions with the aim of further improving wellbeing in Newmarket.

How does this compare to Suffolk's average?

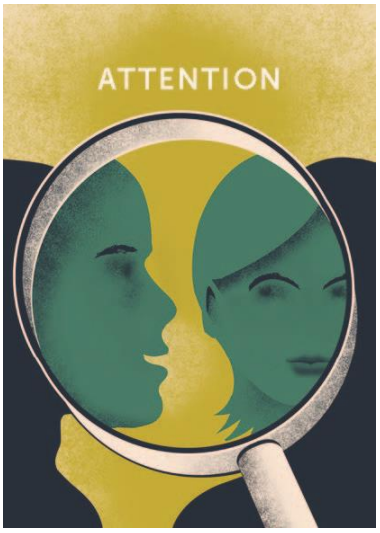


To view this graph on the full scale (-3 to 3), see Appendix 2.

We can make a comparison between the data we have collected on Newmarket with the Suffolk-wide data gathered as part of this research. These results are compared with the Suffolk average, based on data gathered between 13 June 2022 to 8 March 2023. There were 8,694 responses within that time period for Suffolk as a whole, which we can compare with the 317 responses from Newmarket.

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

Although the same number of Needs are well met on average (4 of 15), the percentage of respondents meeting their Needs well overall is lower amongst Newmarket respondents at 38% compared with Suffolk's average of 41%. We can also 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.

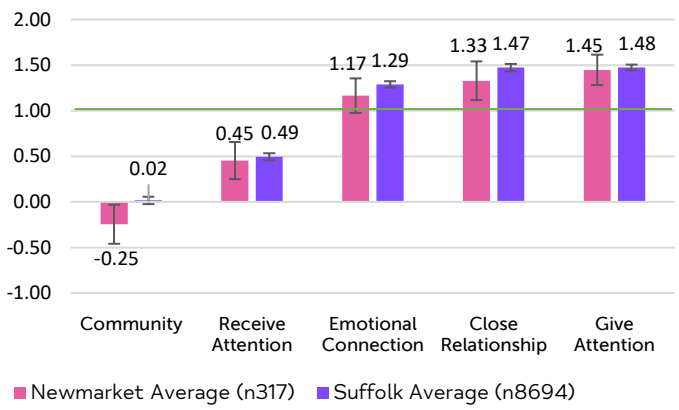


Interpersonal Relationship Needs

We can see that the Need for a **Close Relationship** is well met on average, with a score of 1.33 (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 1.17, 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, falling into the negatives with a score of -0.25. This suggests that people aren't always 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.

Giving Attention is the best met Need on average with a score of 1.45 and is much better met than **Receiving Attention,** which has a score of just 0.45 and is among the less well met Needs on average. This shows that, on average, people are feeling like they give others more attention than they receive back – with respondents' physical or mental health, followed by their relationships, presenting the biggest barrier to receiving enough attention. If we look at supporting factors that enable individuals to meet their Need to Give Attention well, we observed that the primary supporting factors identified by respondents meeting their Need to Give Attention well are similar for Newmarket and the Suffolk average, with this being people's relationships, followed by their work situations.



Community is the **lowest** met emotional Need

Despite all of the above Needs being slightly less well met by Newmarket than Suffolk, on average, Community is the only one where the confidence intervals don't overlap, and so this is the only one that is statistically significantly worse met by Newmarket. Over 3 in 5 of those in Newmarket aren't meeting their Need for Community well, compared with just over 1 in 2 from all over Suffolk. When case study respondents were asked what a specific barrier to wellbeing in Newmarket is, one individual told us that they feel isolated in Newmarket. They told us they felt that the town isn't very pedestrian or bike friendly, but with train lines also closing early, this leaves the town feeling very car-centred and limiting for those who don't drive.

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% (n59) believed that their physical or mental health presented an obstacle
- 31% (n31) reported that financial situations presented a barrier
- 29% (n29) viewed their day-to-day environment 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:

- 63% (n10) viewed their relationships or their work situations as enabling them to meet this Need well
- 50% (n8) selected either their day-to-day environment or their hobbies & interests as supporting factors
- 44% (n7) identified their access to nature or the outdoors supported the Need for Community

What helps people's wellbeing?

"Being part of the wider Romani community helps my wellbeing as we support each other."

"Regular aquafit classes aid my mobility and enables interaction with others."

"What works are friendships, faith community, community involvement albeit unpaid, and family."

What are specific barriers to wellbeing?

"Childcare costs make it hard to get out"

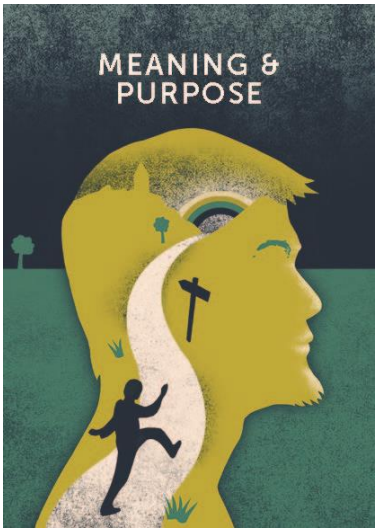
"I have discovered that there is little assistance / community resources or support for a lonely man experiencing the breakdown of a long-term relationship."

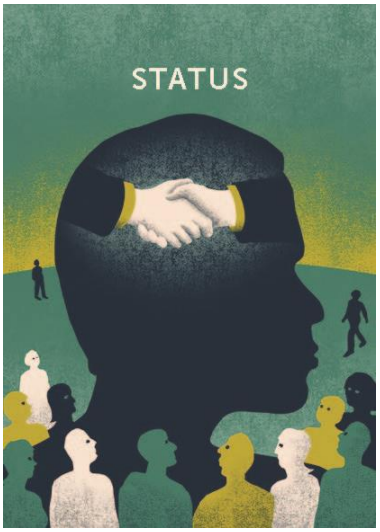
"There aren't any free initiatives and events for people like me in my area that could also bring local community together."

What could be done to improve wellbeing?

"I would like it if there were more events in the county for families. It would really be nice to take our kids and have fun."

"Needs more community projects in Newmarket, especially for teenagers."



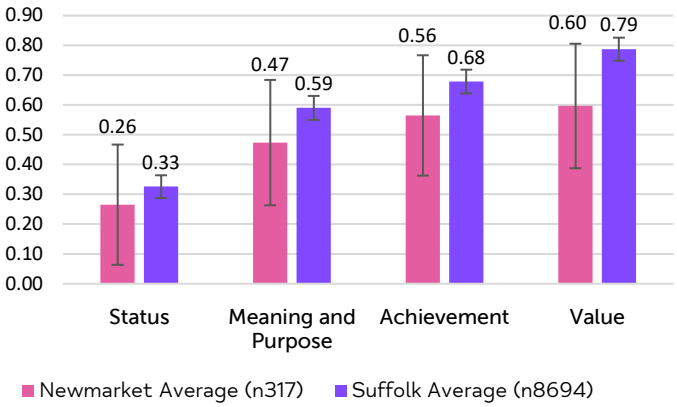


Achievement and Value Needs

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 – falling below 1 with a score of 0.56. This Need seems to be better met for Suffolk than Newmarket, but since the confidence intervals overlap, we can't say this difference is statistically significant.

Meaning & Purpose is strongly positively correlated to Achievement within this data set, meaning that on average we'd expect to see that if Achievement is high, so is Meaning and Purpose, and vice versa. It's therefore unsurprising that Meaning and Purpose is also less well met for Newmarket, on average, with a score of 0.47, showing that respondents may not always be feeling purposeful about their actions. We can support ourselves to meet this Need well by contributing to something bigger than ourselves, and this may be one reason why stay at home parents and those on parental leave are meeting this Need the best out of all economic statuses, with average scores of 1.08 and 2.50 respectively.

As with the other Needs in this group, **Value** is also not well met on average, at 0.60. Value indicates how much people feel others appreciate them for their actions and contributions. Therefore, since Newmarket 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 0.26. 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

The biggest barrier identified by respondents who aren't meeting their Need for Status is their physical or mental health, followed by work and financial situations. People's socio-economic situations therefore seem to be impacting upon their ability to meet this Need well. Looking at economic status, those who are unable to work are meeting this Need the least well, with a score of -1.19 on average. When it comes to household income, respondents with a household income of less than £17,000 a year are meeting this Need considerably worse than those with a household income over £40,000 a year, with average scores of -0.03 and 0.79 respectively.

Based on comments from Newmarket, respondents are struggling with the cost of living crisis and this impact can only be felt worse by those earning less. Respondents who are in these groups also reported feeling like they were being pushed around between different services, and feeling like they're left to fend for themselves.

Additionally, Newmarket scored lower on all Needs in this group when compared to Suffolk on average but since the confidence intervals overlap once again, these differences are not statistically significant.

Barriers

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

- 58% (n38) stated that their physical or mental health prevented them from meeting this Need
- 38% (n25) identified their work situation as an obstacle
- 32% (n21) attributed not meeting this Need well to their financial situation

Supporting factors

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

- 73% (n24) felt supported to meet this Need due to their work situation
- 45% (n15) saw their relationships as a supporting factor
- 39% (n13) reported that their hobbies and interests enabled them to meet this Need well

What helps people's wellbeing?

"Appreciate the effort in assessing the public's mental health scenario."

"Volunteering - a way of giving back to others in the community. It's also a way to meet new people and some have become friends."

What are specific barriers to wellbeing?

"Newmarket is physically closer to Cambridgeshire but sometimes cannot access services there because we are in Suffolk. Services operating in Ipswich and Felixstowe are a very long way away if you have no transport, and don't feel like part of my community. We can sometimes feel a bit isolated out here."

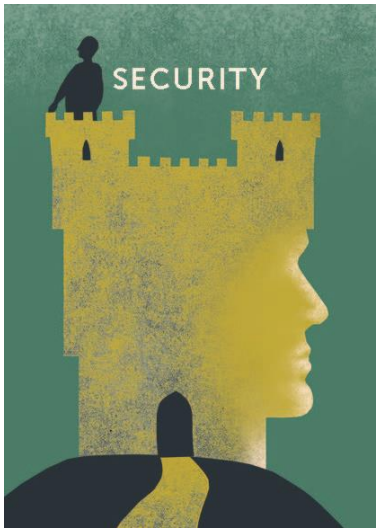
"I don't think that the local government contributes in any way to boosting mental health of normal working-class people in the region"

"My local area looks neglected and there's plenty of rubbish. I can never relax where I live, and I always have to drive somewhere to spend some nice time. "

What would people like to see done to improve wellbeing?

"More council support for arts initiatives, performance spaces and public performances should be encouraged"

"Better support for adult learning diagnosis (e.g ADHD, Dyslexia, Autism)"

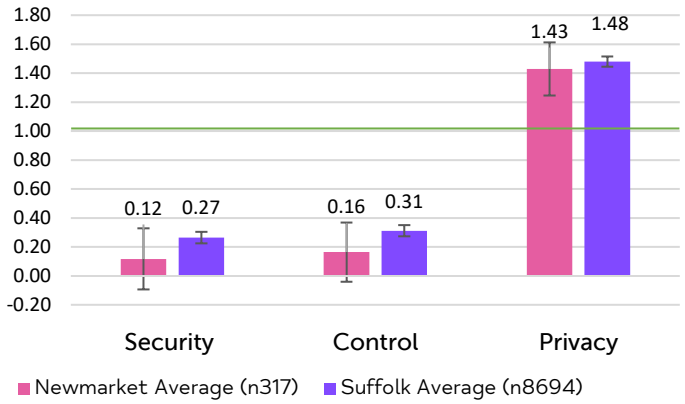


Security and Control Needs

Security is the second least met emotional Need on average for Newmarket respondents, with a score of 0.12, showing that people are not always feeling as safe and secure in their lives as they would like to. The biggest barriers to Newmarket meeting it's Need for Security are individuals' physical or mental health, the cost of living, and people's financial situations.

Control is also a less well met Need on average, with an average score of 0.16, suggesting that people also do not feel like they have enough control over their lives or their surroundings. Financial concerns are once again preventing residents from meeting this Need well, with the cost of living and people's financial situations also being among the top barriers for meeting the Need for Control. It's therefore clear that current economic uncertainty is impacting upon residents' ability to feel secure and in control of their lives. It's unsurprising that there are similarities between these Needs since they are strongly positively correlated in this data set.

On the other hand, **Privacy** is the second best met Need on average – with a score of 1.43. This is positive as it shows respondents generally feel able to take time to themselves when they need to – with people's home environments being the top supporting factor identified by Newmarket respondents meeting this Need well.



Security is the **second least** met emotional Need

Across both the Newmarket and Suffolk-wide data those on lower household incomes – less than £17,000 a year – are not meeting their Needs for Security and Control well, with average scores of -0.16 and -0.19 respectively. This is also significantly worse met than those with a household income over £40,000 a year, with average scores of 0.56 and 0.59, respectively. Based on the comments we've received from respondents, it's evident that some are struggling with rising costs and their current financial situations, and that this is negatively impacting upon their wellbeing. One respondent mentioned that they worry about the cost of bills and have stopped doing nice things with their family due to these worries.

Barriers

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

- 65% (n53) viewed their physical or mental health as a barrier
- 59% (n48) identified the cost of living crisis as an obstacle
- 46% (n37) believed their financial situations prevents them from meeting this Need well

Supporting factors

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

- 74% (n25) felt their home environment enables them to feel safe and secure
- 62% (n21) believed their relationships support them to meet this Need
- 59% (n20) viewed their work situation as a supporting factor

What helps people's wellbeing?

"Health care is excellent."

"Mental health support I've received has been really quick"

What are specific barriers to wellbeing?

"I really need some support to help me with my BPD and Complex PTSD I'm putting myself in dangerous situations and I'm losing control."

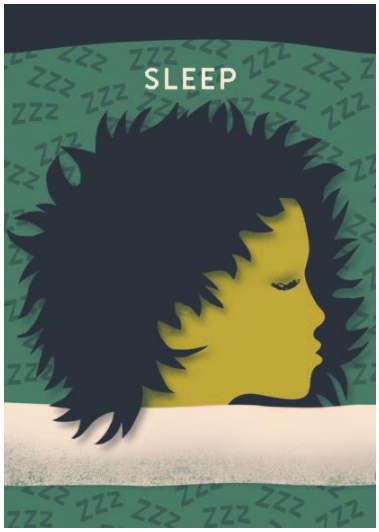
"Cost of living. Prices here are comparable to London however our wages do not reflect this."

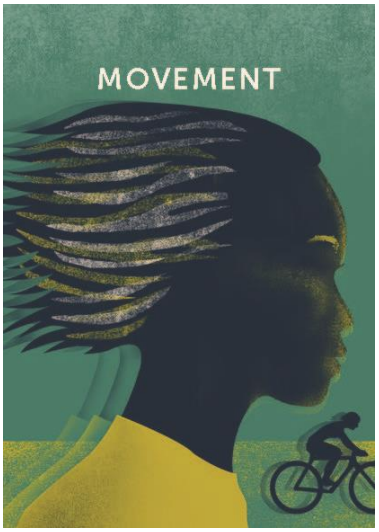
"How expensive private healthcare is NHS only providing limited number of therapy sessions ."

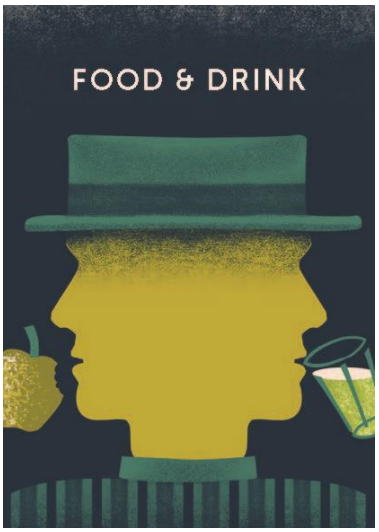
What would people like to see done to improve wellbeing?

"I think Kentford needs more public rights of way to help to improve people's health, wellbeing and access to the countryside."

"More services at Newmarket hospital, better publicity for what services there are"





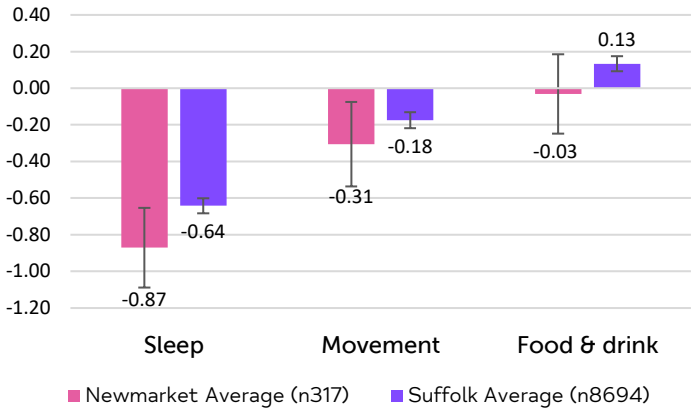


Physical Needs

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**.

The three physical Needs are among the least well met Needs on average, with Sleep being the lowest met Need on average – falling into the negatives with an average score of -0.87. Whilst there doesn't always feel like there is a huge amount we can do to improve our sleep, we observed from this data that the Need for Sleep is strongly positively correlated to the Need for Control, therefore if someone feels a lack of control over their finances, for example, this may be impacting upon their quality of sleep. Hence, if we make changes to better meet people's Need for Control, we may see that their Need for Sleep becomes better met too. Sleep can also be a good indicator of when people are starting to move down the mental health continuum, so it's important to keep an eye on.

Although they are slightly better met than Sleep, **Movement** and **Food & Drink** are also less well met on average, with average scores of -0.31 and -0.03, respectively. These two Needs are positively correlated with each other, which implies that, for Newmarket respondents, feeling more able to get a balance of energy, nutrition and pleasure from their diet could help them feel that they are doing enough physical activity, and vice versa.



All three **Physical Needs** are **unmet**

The physical Needs are less well met in Newmarket than in Suffolk, but since these confidence intervals overlap, we cannot say that this difference is statistically significant. However, it is apparent that all three physical Needs are not well met by Newmarket on average. People's physical or mental health, their work situations, and the cost of living are presenting the biggest barriers to meeting all three physical Needs. There were comments from respondents finding they could no longer access ways they used to stay active due to increasing costs, and respondents lamenting the lack of green spaces nearby.

Barriers

Of the respondents who chose to identify barriers:

- 61% (n74) viewed their physical or mental health as a barrier to Sleep, while 67% (n70) identified this as barrier to Movement and 59% (n45) for Food & Drink
- 42% (n32) of people voiced that the cost of living crisis was preventing them from meeting their Need for Food & Drink
- 29% (n30) viewed their work situation as a barrier to meeting their Need for Movement
- 26% (n32) 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:

- 67% (n12) viewed their day-to-day environment as a supporting factor for Sleep
- 52% (n16) attributed meeting their Need for Food & Drink well to their day-to-day environments
- 62% (n18) of respondents saw their hobbies and interests as supporting factors for Movement

What helps people's wellbeing?

"Surrounded by countryside and love walking."

"Well kept flower borders/planters around town."

"Ensuring a regular gym routine, one where I feel physically pushed and working towards maintaining a healthy lifestyle."

What are specific barriers to wellbeing?

"Would love chance to enjoy nature but no transport means can't get out of town."

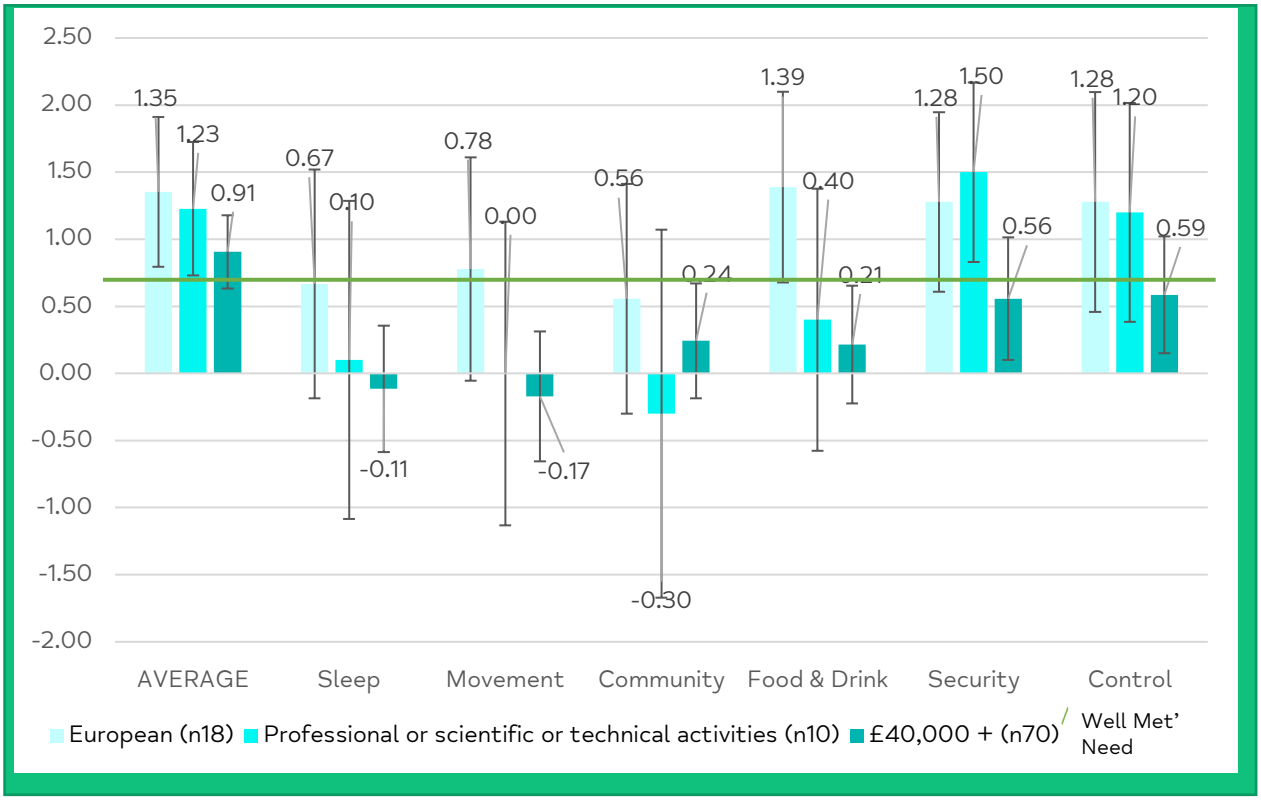
"For me the main barrier is a small amount of nature reserves and forests around where I live. I love going for long walks and seeing wildlife but that involves a bit longer trips in a car."

What would people like to see done to improve wellbeing?

"Perhaps the council should focus on re-wilding within urban areas - this would have payoffs far beyond people's mental health."

"We need proper wildlife habitats accessible from the town centre, not just squares of muddy grass."

Who are the most well groups on average?



The graph above focuses on the most well met Needs amongst Newmarket 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 Newmarket respondents.* We can see that respondents who identified as European have the highest overall average score of 1.35. This is followed by people working in professional, scientific or technical activities, and those with household incomes above £40,000 per year, with average scores of 1.23 and 0.91, respectively. All three of these groups are statistically significantly more well than the Newmarket average.

Those who identify as European are meeting 12 out of the 15 Needs well on average, compared with the Newmarket average of 4 out of 15. However, as the above graph demonstrates, even the most well groups aren't meeting some of the average least met Needs well. For instance, only European respondents are meeting the Need for Food & Drink well on average and those who are working in professional, scientific or technical activities are meeting their Need for Community less well than the Newmarket average.

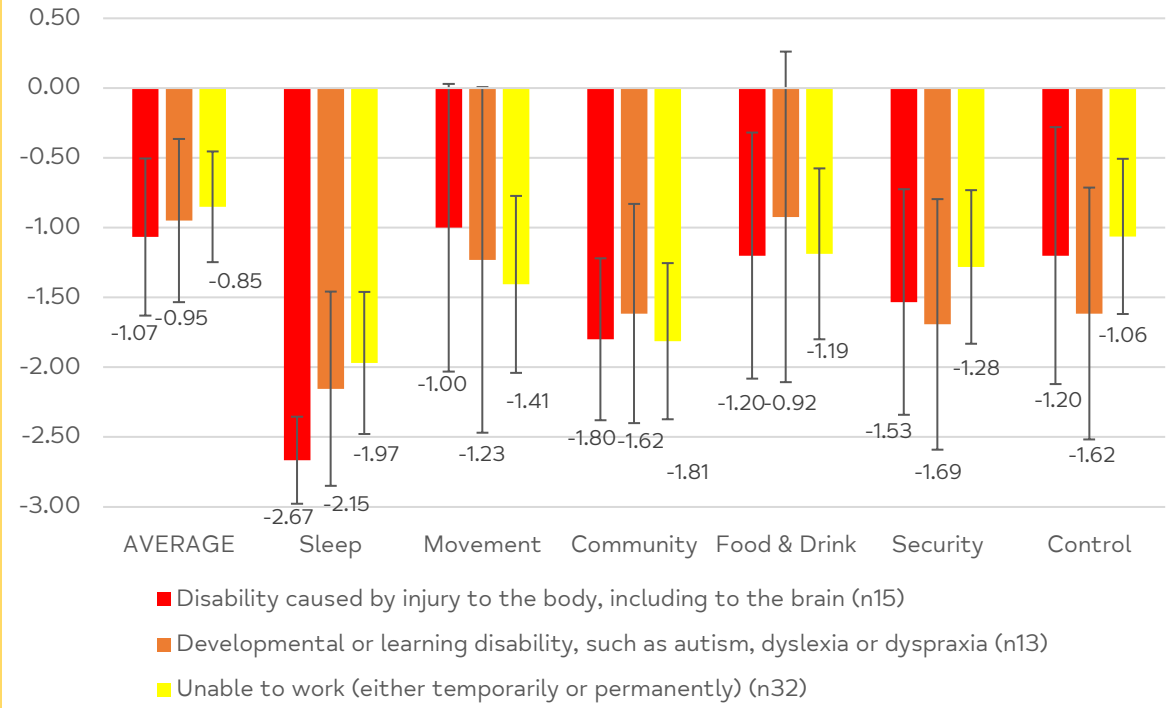
There are some Needs that are met statistically significantly better than the Newmarket average. For example, European respondents and those working in professional, scientific or technical activities are meeting their Needs for Security and Control statistically significantly better, on average, than Newmarket. 100% of European respondents who were meeting their Need for Security reported that their access to nature or the outdoors supported them to meet this Need. There were some comments from respondents around how they prioritise accessing nature, but it involves long trips in the car to get there. They commented that having more green space closer to them would improve their wellbeing further, and would make it more accessible for other people too.

European respondents were also meeting their Need for Food & Drink statistically significantly better, on average, than Newmarket respondents. European respondents felt that their day-to-day environment, home environment and relationships enable them to feel that they get a balance of energy, nutrition and pleasure from their diet.

Since a significant barrier to Newmarket respondents meeting their Need for Sleep is the cost of living crisis, it is possibly unsurprising that those with a household income over £40,000 a year are meeting this Need statistically significantly better than the Newmarket 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 least well groups on average?



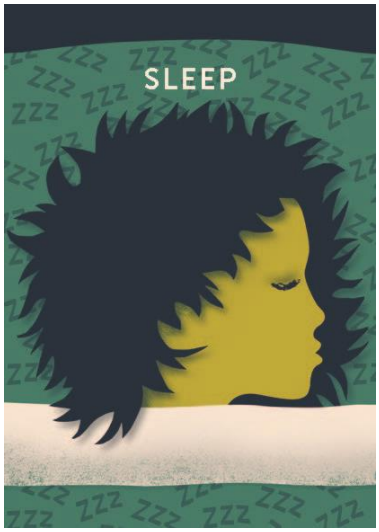
The graph above focuses on the least well met Needs amongst Newmarket respondents on average. To view the full graph, with each Need shown, see Appendix 3.

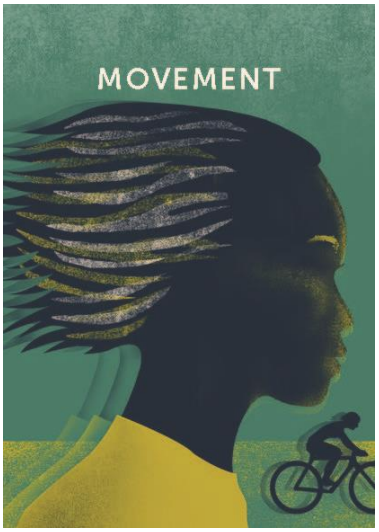
If we look at the least well groups on average among Newmarket respondents, we can see that people living with a disability caused by injury to the body, including the brain, are the least well on average, with a score of -1.07. This is followed by people living with a development or learning disability, with an average score of -0.95 and those who are unable to work either temporarily or permanently, with an average score of -0.85. All three of these least well groups are statistically significantly less well than the Newmarket average.

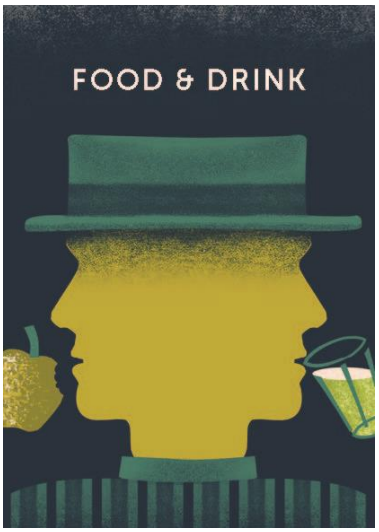
The cost of living is the biggest barrier preventing those with a disability caused by injury from meeting their Need for Security. With a third of those with a disability caused by injury also having a household income of less than £17,000, this may be leaving this group feeling particularly less able to feel safe and secure in their lives, since they may be feeling the effects of the increased cost of living the most. This is evidenced in the comments with respondents in this group mentioning that a loss of financial security has impacted their mental health.

People living with developmental or learning disabilities are meeting their Needs for Security and Control the least well on average, statistically significantly worse than Newmarket. Comments from such respondents told us that the lack of mental health services available and the length of time it takes to get a diagnosis affects their wellbeing.

All three groups are also meeting their Need for Community statistically significantly worse than Newmarket, on average. Looking at the barriers identified by those unable to work, we can see that their financial situations and the cost of living are getting in the way. One respondent commented that money issues have prevented them from keeping up their hobby, while another told us that the cost of public transport is leaving them isolated and unable to travel or get out and about. Amongst those who are unable to work, Community and Meaning & Purpose are strongly positively correlated Needs. Contributing towards something bigger than ourselves can enable us to better meet our Need for Meaning and Purpose. Therefore, helping respondents contribute to something, such as volunteering, could also help them meet their Need for Community better.







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 in Newmarket on average. Therefore, targeting local interventions to better meet these Needs could help to improve wellbeing in Newmarket.

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

- Improved accessibility to green space in the town centre
- Improved transport services
- More funding for mental health services
- More community events and activities

Our data and feedback collected on Newmarket 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 Newmarket.

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 Newmarket, throughout this report defined by the postcode's area CB8. Based on data gathered from 13th June 2022 to 10th April 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.

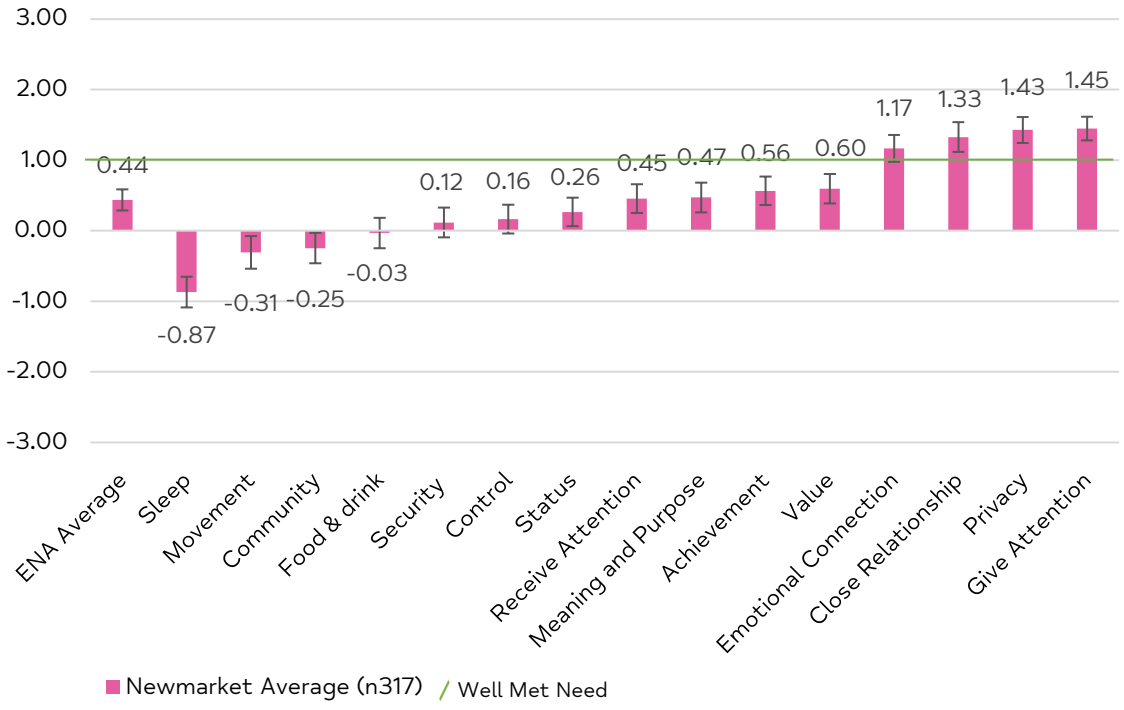
Methodology

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.

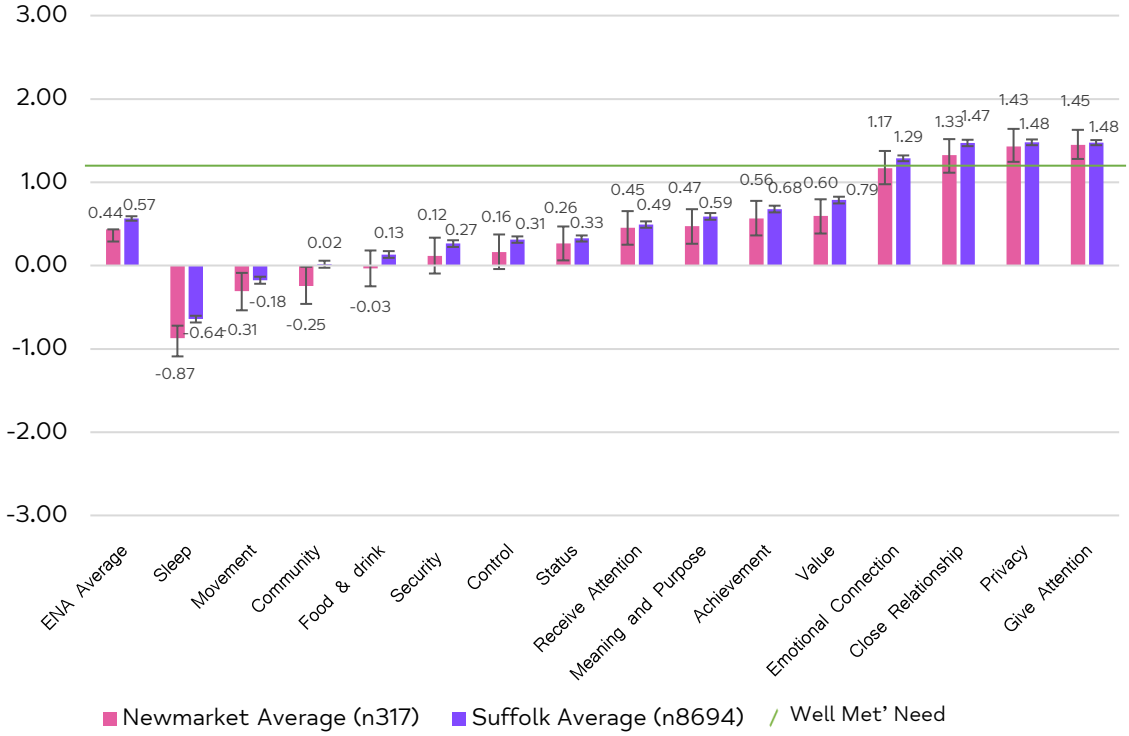
In the ENA, we ask 15 questions that encompass all elements of the 12 Needs, containing both emotional and physical aspects. These are scored on a scale from -3 (not at all met) to +3 (very well met). We also ask respondents to identify any environmental barriers that may prevent them from meeting their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

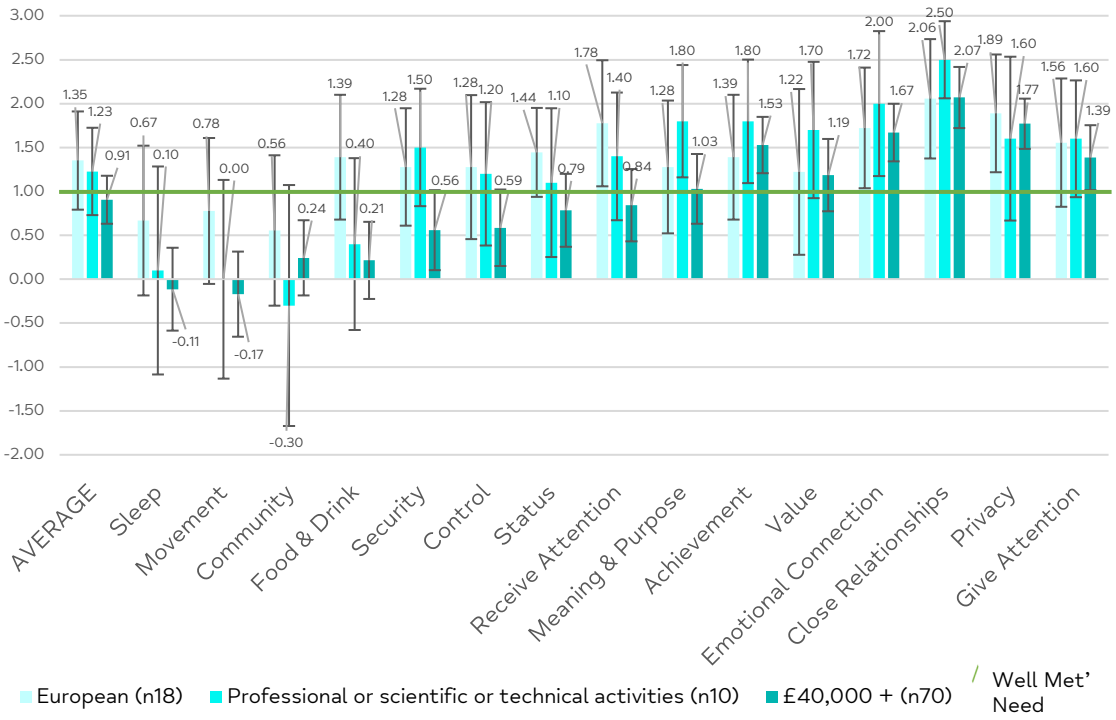


Average wellbeing compared with the Suffolk average:



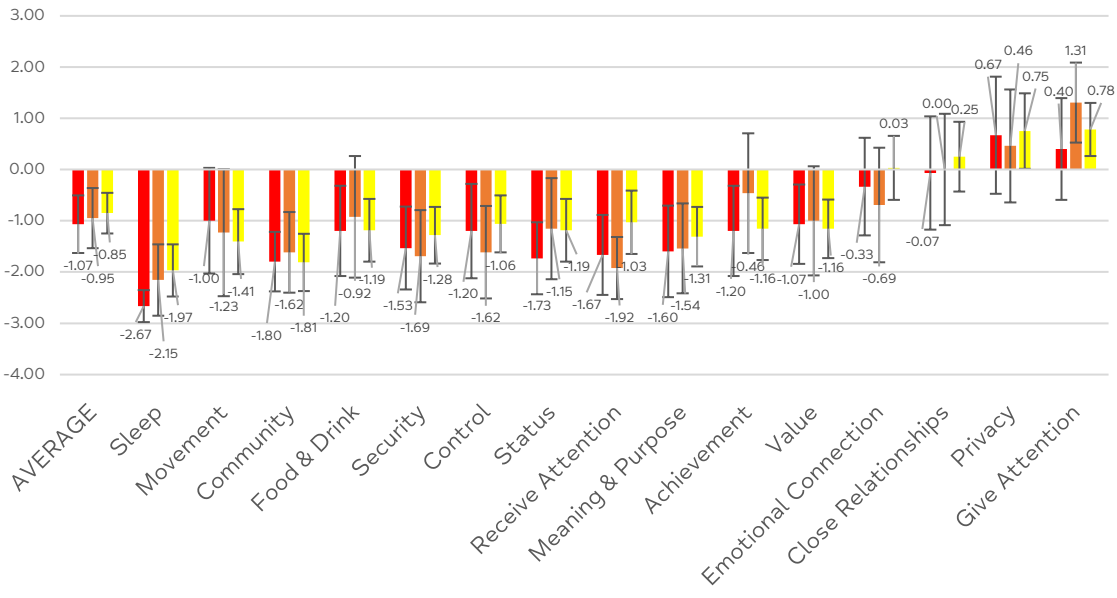
Appendix 3 – Most & Least Well Graphs

The most well groups on average:



European (n18) Professional or scientific or technical activities (n10) £40,000 + (n70) Well Met' Need

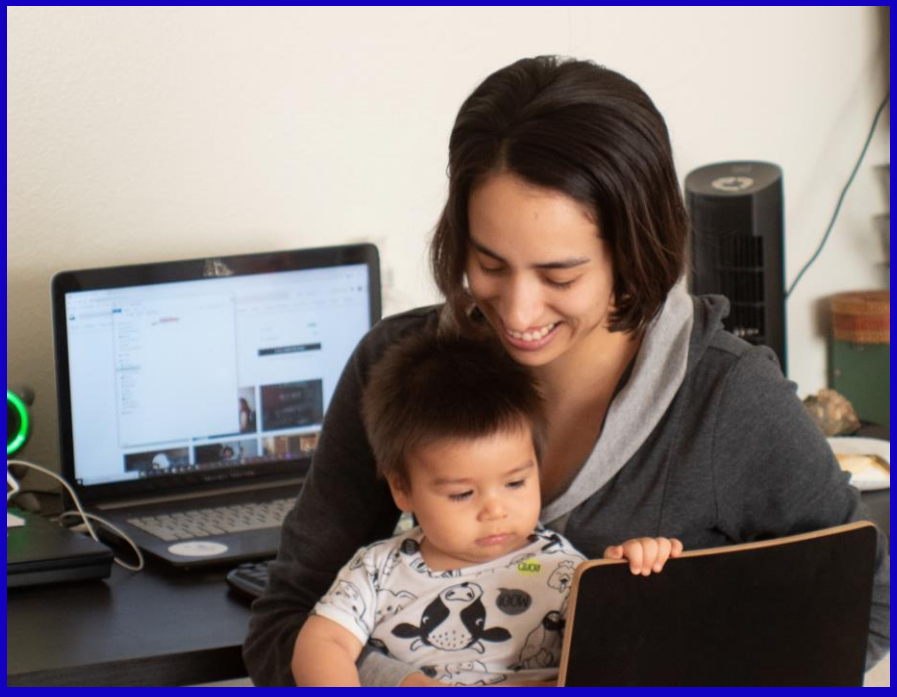
The least well groups on average:



Disability caused by injury to the body, including to the brain (n15)

Developmental or learning disability, such as autism, dyslexia or dyspraxia (n13)

Unable to work (either temporarily or permanently) (n32)



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