



# Wellbeing for those facing deprivation in West Ipswich

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**



**Only 37%** of those facing deprivation in West Ipswich 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 **self-employed** are the most well demographic group on average

West Ipswich **physical and mental health** is the biggest barrier to wellbeing

People who are **unable to work** 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 be replenished by better meeting the Need for Privacy

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

# Key Findings

Just 36.56% of West 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.

West Ipswich is, however, meeting the same number of Needs (4 out of 15). Although it has a lower overall average score than the Suffolk-wide average, scoring 0.43 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 are facing deprivation in West Ipswich on average, and that could therefore benefit from targeted interventions to better support residents to meet these Needs.

These are:

## 1. Community

**59%** of West Ipswich respondents are not meeting this Need well\*

### **The biggest barrier to this Need being met?**

West Ipswich's physical or mental health

### **The biggest supporting factor?**

People's hobbies and interests

## 2. Security

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

### **The biggest barrier to this Need being met?**

West Ipswich's physical or mental health

### **The biggest supporting factor?**

Individuals' relationships

## 3. Control

**52%** of West Ipswich respondents are not meeting this Need well

### **The biggest barrier to this Need being met?**

West Ipswich's physical or mental health

### **The biggest supporting factor?**

People's home and day-to-day 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](http://www.suffolkmind.org.uk/emotional-needs-resources)*

# Key Findings

## 4. Physical Needs

**70%** of West Ipswich respondents are not meeting their Need for **Sleep** well

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

**56%** are not meeting their Need for **Food & Drink** well

### **The biggest barrier to these Needs being met?**

West Ipswich's physical or mental health

### **The biggest supporting factors?**

People's home environments, day-to-day environments and physical or mental health.

Some groups of people within west Ipswich are notably less well than the average. Those who are self-employed are the most well group amongst those facing deprivation in West Ipswich on average, meeting 7 of the 15 Needs well on average.

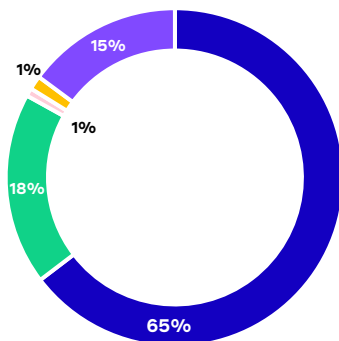
Those least well on average are those who are unable to work. This group is meeting none of their Needs well on average except for Privacy.

*Any questions about our findings? Please contact us on [Research@suffolkmind.org.uk](mailto:Research@suffolkmind.org.uk)*

# Engagement from West Ipswich residents

We received 908 responses from those living in West Ipswich and facing deprivation from 13<sup>th</sup> June 2022 to 29<sup>th</sup> 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:



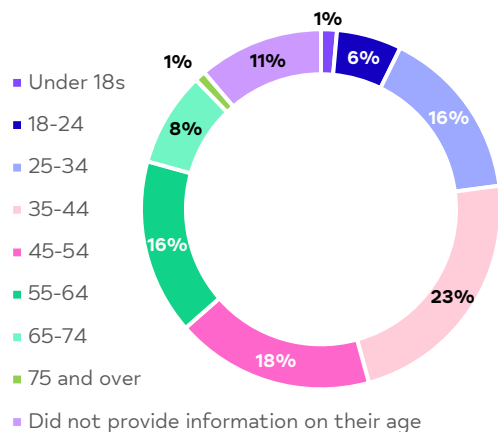
- 65% of respondents were women (including trans women)
- 18% were men (including trans men)
- 15% chose not to provide information on their gender
- 1% identified as non-binary or gender fluid
- 1% preferred to self-describe their gender

If we look at response rates by gender, we can see that 65% of respondents were women and just 18% were men. Just 1% of respondents identified as non-binary or gender fluid. Our results show that average wellbeing is higher amongst women in West Ipswich on average– with an overall average of 0.43 for women and 0.35 for men (on a scale of -3 to 3). Men also have the same average as non-binary or gender fluid respondents, which also stands at 0.35. However, with our sample size for women being nearly 4 times greater than it is for men, it is worth bearing in mind that our data on men’s wellbeing may be less representative of the sample population, than the data we’ve collected on women’s average wellbeing.

*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](mailto:Research@suffolkmind.org.uk)*

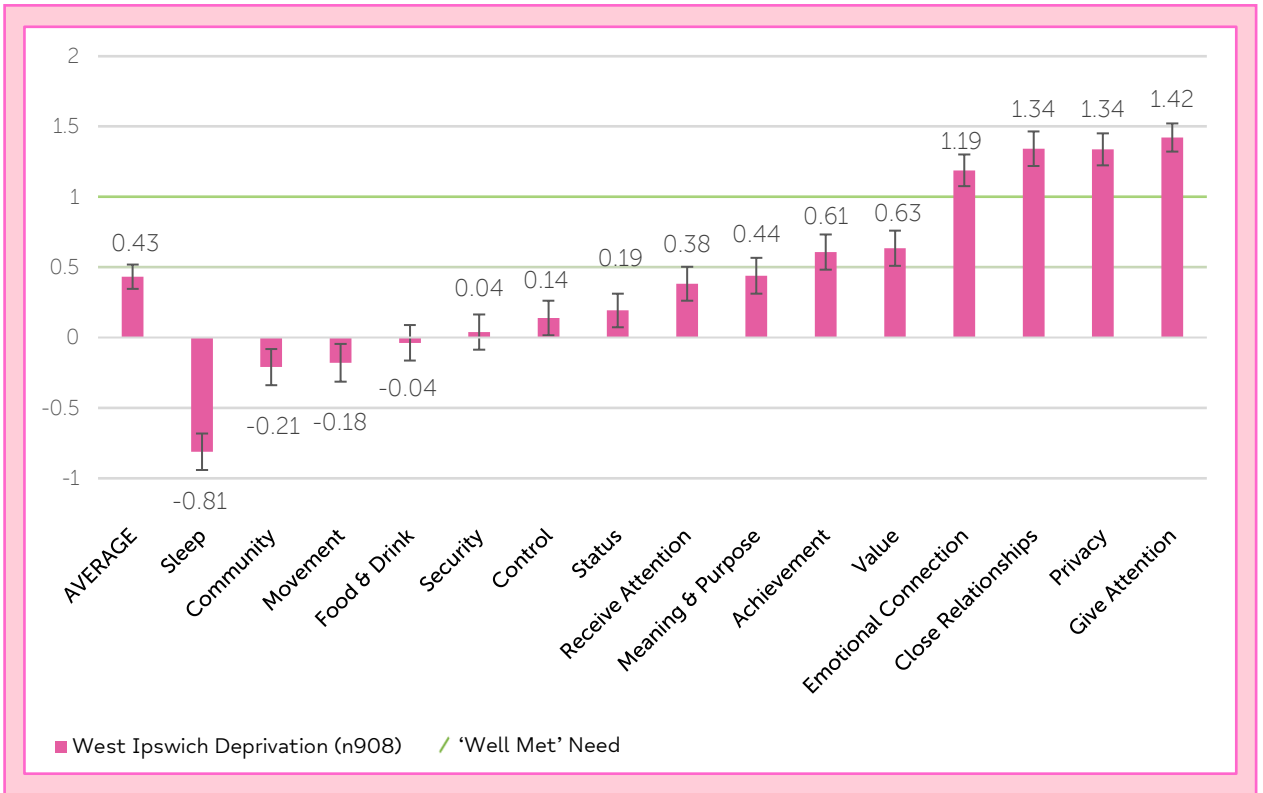
## Response rates by age:

Here, we can see that we heard the most from those between the ages of 25 and 64. We had the fewest responses from those under 18, and those aged 75 and over. Those aged 75 and over also happen to have the highest scores on average compared with other age groups, so it’s worth remembering that the fewer responses we have for a group, the less representative the averages may be.



*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 West Ipswich



Here we have the average results from the Emotional Needs Audit for those facing deprivation in West Ipswich. 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).

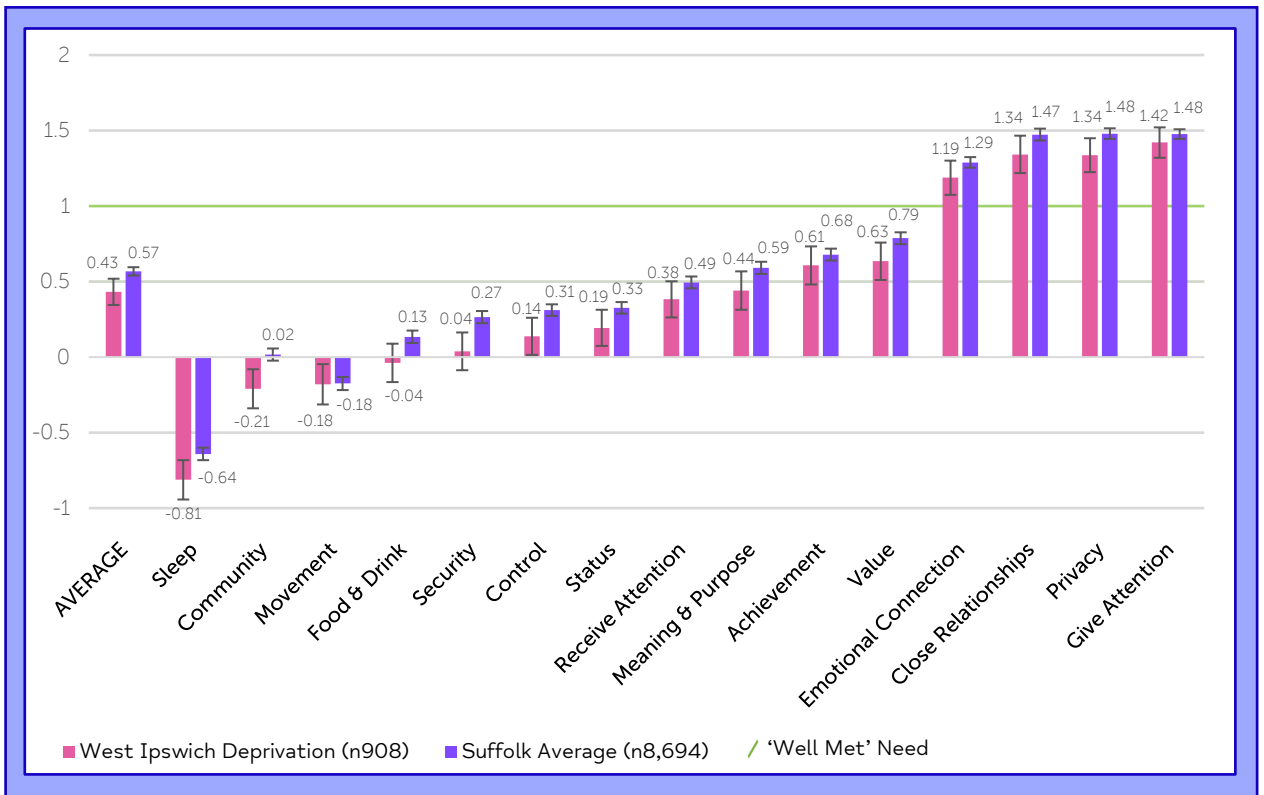
The error bars indicate the values we would expect our averages to fall within if we repeated this research. We used a 95% confidence interval; therefore, we can be 95% certain that the averages would fall within these ranges, if we were to collect data on the wellbeing of those facing deprivation in West 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 those facing deprivation in West Ipswich on average, with an overall average score of 0.43. 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 36.56% of West Ipswich respondents (or 332 out of 908 respondents) are meeting their Needs well overall. Therefore, just 37% 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 West Ipswich on average. Although, as we will see on the following page, wellbeing amongst West 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 for those facing deprivation in West 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 those facing deprivation in West 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 13<sup>th</sup> June 2022 and 8<sup>th</sup> March 2023. There were 8,694 responses within that time period for Suffolk as a whole, which we can compare with the 908 responses from those facing deprivation in West Ipswich.

Here, we can see that the confidence intervals do not overlap between the West Ipswich overall average and the Suffolk-wide overall average. Therefore, we can deduce that the difference between how well Needs are met overall amongst respondents facing deprivation in West Ipswich and the Suffolk-wide average is statistically significant.

Despite this, 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 is higher across the Suffolk average – with 41% of people meeting their Needs well among Suffolk-wide respondents, compared with 37% of West Ipswich respondents. However, 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 Need on average for both data sets. To analyse the results further, we can separate the Needs into four groups based on similarities in theme.



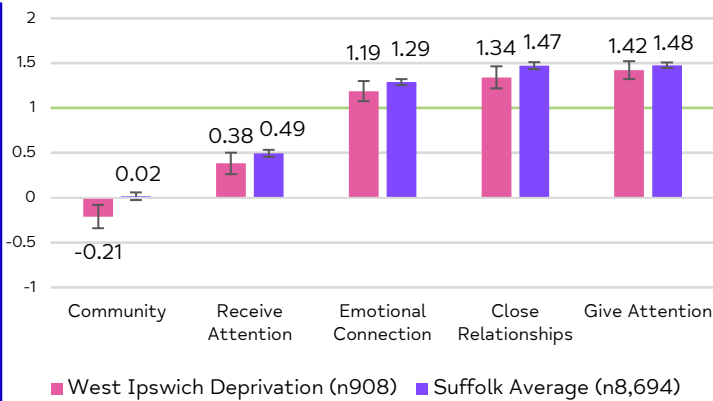
## Interpersonal Relationship Needs

We can see that the Need for a **Close Relationship** is well met on average, with a score of 1.34 (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 1.19, 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 West Ipswich, with an average score of -0.21. 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 those facing deprivation in West Ipswich, on average, is **Giving Attention**, with a score of 1.42, making it a well met Need. For both the West 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 facing deprivation in West 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 relationships and their physical or mental health.



**Community is the lowest met emotional Need**

Despite all of the above Needs being less well met by West Ipswich than Suffolk on average, the confidence intervals overlap for all of the Needs except Community. Community is therefore the only Need that we can say is statistically significantly less well met by those facing deprivation in West Ipswich on average. Using feedback gained from West Ipswich respondents and case study participants, we can hypothesise about why Community is less well met among West Ipswich respondents. The Need for Community is the least met emotional Need on average, with people’s physical and mental health and the cost of living being the top barriers identified by individuals in West Ipswich who aren’t meeting this Need well. A number of respondents have also told us that feeling unsafe in their local area has stopped them going out and mixing with the community, which may be leading to social isolation. Stay at home parents are also meeting their Need for Community particularly less well, scoring just -0.71 on average (on the -3 to 3 scale), with one respondent telling us that middle aged mothers often face social exclusion and therefore need more support.

## 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% (n105) believed that their physical or mental health presented an obstacle
- 33% (n60) reported that the cost of living presented a barrier
- 30% (n54) 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:

- 65% (n34) viewed their hobbies and interests as enabling them to meet this Need well
- 63% (n33) selected their relationships as a contributing aid
- 48% (n25) identified their community involvement or day-to-day environment as supporting factors

## What helps people's wellbeing?

**“There's a lot of good in my small community and support like the OLIO app that people can give food and things for free that have helped me mentally with the huge money worries we are facing as a nation.”**

**“The Ipswich Buddhist Centre helps support my wellbeing.”**

**“There are a lot of options available for mental health support. Ipswich Town Football Club supports my wellbeing, and it's great to see them connecting with Suffolk Mind.”**

## What are specific barriers to wellbeing?

**“No "community" - can feel very isolated in a busy town.”**

**“Community, I had to drive a long way to get to the shops.”**

**“Not enough disabled parking. Some car parks are too far to walk to shops etc.”**

## What could be done to improve wellbeing?

**“Social exclusion is a huge problem for women who are middle aged mothers. I would like to see more social groups that are not stigmatised for women to make friends.”**

**“Not enough access to carer support and carer groups offering support.”**

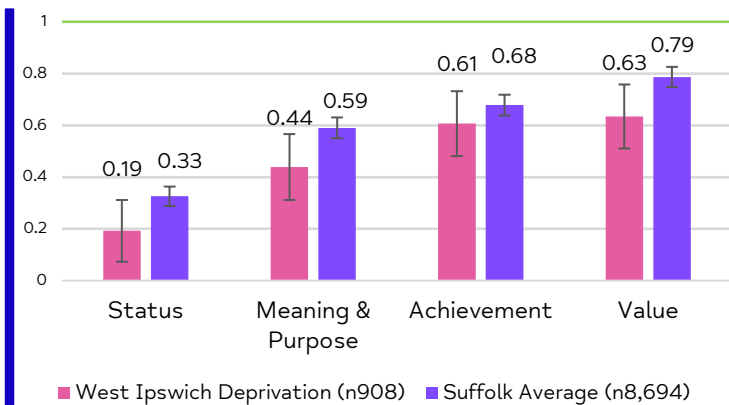


## Achievement and Value Needs

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 0.61 (on a scale of -3 to 3). Achievement is only marginally less well met by West 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 facing deprivation in West Ipswich who weren't meeting this Need well. If we look at results by industry, we can see that Achievement is least well met by those who are working in the Arts and Entertainment sector (scoring 0.36 on average). One reason for this may be due to this sector having taken a significant hit during the COVID-19 pandemic, and the cost of living crisis having compounded this issue as people's ability or willingness to spend money on arts and entertainment activities may have been affected. This may have resulted in Arts and Entertainment sector employees having fewer job opportunities than before the pandemic, which may in turn leave individuals feeling less stretched. Those on lower household incomes are also meeting this Need less well on average, with those with household incomes under £17,000 per year scoring just -0.08 on average, compared to those with household incomes over £40,000 scoring 1.44 on average.

**Meaning & Purpose** is strongly positively correlated to Achievement within the West 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 those facing deprivation in West Ipswich on average, with a score of 0.44, showing that respondents may not always be feeling purposeful about their actions.

As with the other Needs in this group, **Value** is also not well met on average, at 0.63. Value indicates how much people feel others appreciate them for their actions and contributions. Therefore, since West 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 other appreciate and respect them as a person. Status is significantly less well met than Value, with an average score of 0.19. 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, the above Needs are less well met by those facing deprivation in West Ipswich than Suffolk-wide respondents on average. Yet, since the confidence intervals overlap, we cannot 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 West Ipswich residents from meeting this Need well. The biggest barriers identified by respondents not meeting this Need well is their physical or mental health, their work situations, and the cost of living. People who are unable to work are meeting this Need the least well out of all economic statuses (-0.80, out of -3 to 3), followed by unemployed respondents (-0.72) and stay at home parents (-0.37). A few comments received from respondents expressed frustration at the lack of support for people out of work, and the need for greater assistance with gaining employment. Over 75s are also meeting this Need the least well of all age groups on average (scoring -0.22), with some respondents commenting that they need more support in general or with maintaining a household. This suggests that some individuals over the age of 75 may be feeling isolated or left behind.

## Barriers

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

- 59% (n77) stated that their physical or mental health prevented them from meeting this Need
- 34% (n44) attributed not meeting this Need well due to their work situation
- 30% (n39) identified the cost of living or their day-to-day environments as obstacles

## Supporting factors

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

- 62% (n45) felt supported to meet this Need due to the relationships in their lives
- 60% (n44) saw their work situations as a supporting factor.
- 49% (n36) reported that their home environment helped them meet this Need

## What helps people's wellbeing?

**"I have attended many NHS Recovery College courses and Suffolk Mind courses to help support my mental health."**

**"I get a call from the doctors every couple of weeks and it's good to know the crisis home treatment team are available for short term care."**

**"I currently volunteer, which gives me a sense of achievement and meaning and purpose, as I am not currently working."**

## What are specific barriers to wellbeing?

**"Not enough facilities around here/doctors. Everything has gone down in terms of mental health. Understaffed. Shortage of social care workers."**

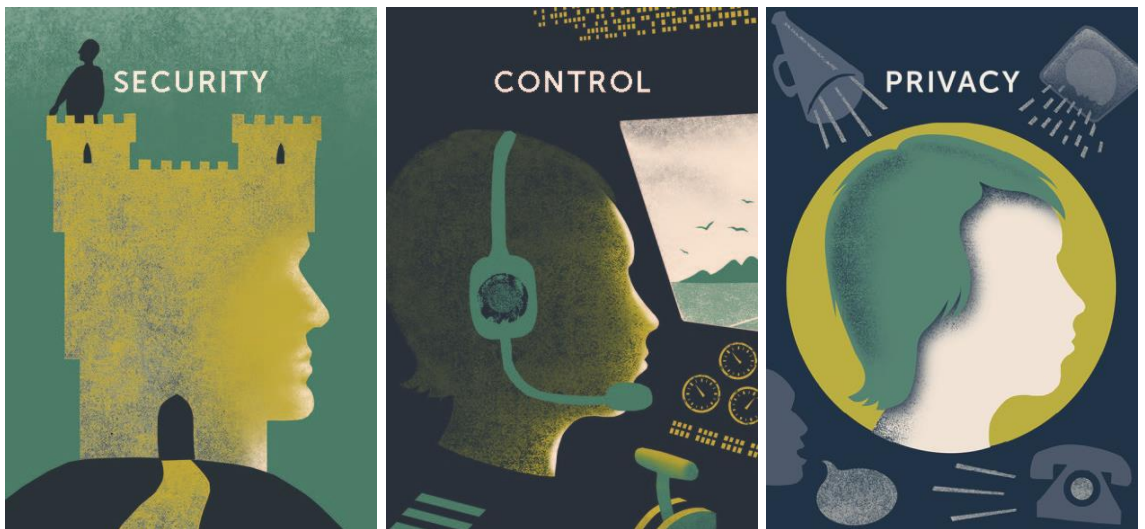
**"Lack of availability for help/medical needs/social workers."**

**"Lack of a decent pay. I work in the care industry. Very low wages."**

## What would people like to see done to improve wellbeing?

**"More needs to be done to help the people that fade into the background."**

**"Support for pensioners who have problems doing things like cutting lawn and house maintenance due to health reasons."**



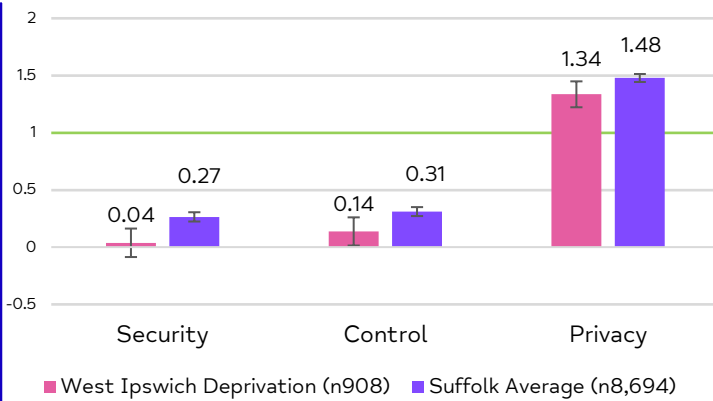
## Security and Control Needs

**Security** is the second least met emotional Need on average for those facing deprivation in West Ipswich, with a score of 0.04 (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 those facing deprivation in West Ipswich meeting their Need for Security are 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, a few case study respondents told us that anti-social or aggressive behaviour in West Ipswich affects their wellbeing, and this may be leading some to feel they aren't safe and secure. This is reflected in the comments we received from a number of respondents, who told us that the local area doesn't feel safe, particularly at night or when walking alone.

**Control** is another less well met Need on average, being the third least well met emotional Need and having an average score of 0.14. 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, which is important for us to be able to process our thoughts and emotions throughout the day. The top supporting factor for those facing deprivation in West Ipswich meeting this Need well was people's home environments, followed by their day-to-day environments and relationships.





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

As we can see above, the confidence intervals for Security and Control do not overlap across the West Ipswich and Suffolk average. We can therefore deduce that West Ipswich is meeting its Needs for Security and Control statistically significantly less well than the Suffolk average. This may be unsurprising, as, due to our focus on deprivation in West Ipswich, 32% of West Ipswich respondents have a household income of less than £17,000 per year. This is much higher than the 19% of Suffolk-wide respondents on less than £17,000. Across both the West Ipswich and Suffolk-wide data, we also know that those on the lowest household incomes (under £17,000) are meeting their Needs for Security and Control the least well on average (i.e. compared with those with household incomes of over £17,000 per year). Among West Ipswich respondents, those with household incomes below £17,000 were scoring just -0.44 for Security and -0.34 for Control, on average, compared with those with household earnings over £40,000 per year scoring 0.59 for Security and 0.72 for Control.

## Barriers

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

- 66% (n116) viewed their physical or mental health as a barrier
- 52% (n91) identified the cost of living crisis as an obstacle
- 35% (n62) 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:

- 59% (n39) felt their relationships enable them to feel safe and secure
- 58% (n38) believed their home environments support them to meet this Need
- 52% (n34) viewed their day-to-day environment as a supporting factor

## What helps people's wellbeing?

**“I have a close relationship with my parents, and I have friends through playing sport.”**

**“What works is the access to supportive organisations like Turning Point that I'm now involved in. The wonderful support by the Ipswich hospital. The support and ease of access to my local surgery Barrack Lane Medical Centre Ipswich.”**

## What are specific barriers to wellbeing?

**“Neighbours standing outside of flats, making comments when guests walk past drug dealings in same spot.”**

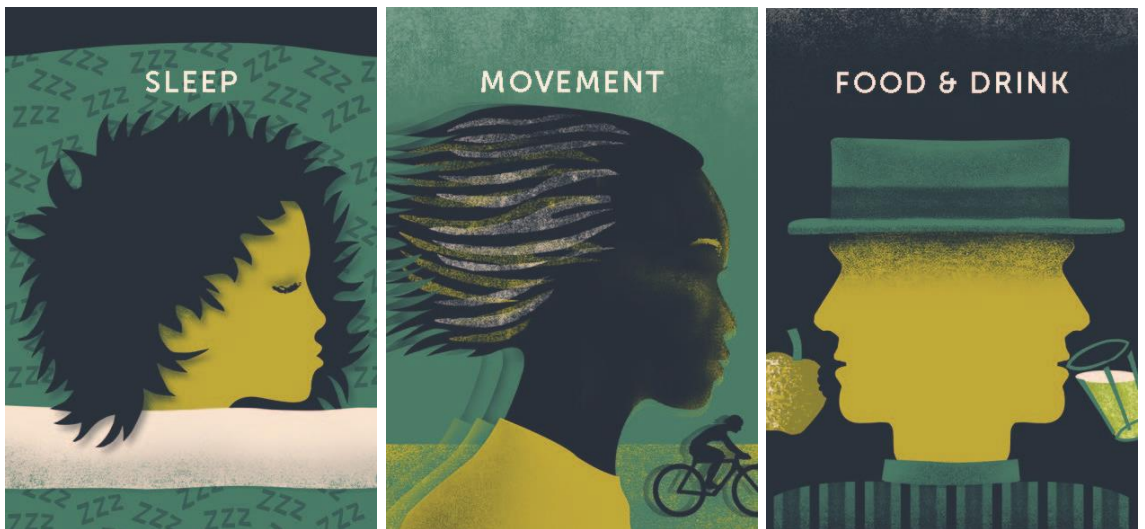
**“Feeling unsafe within the local environment. This stops mixing with the community.”**

**“I don't feel safe. Racism and xenophobia is a problem.”**

## What would people like to see done to improve wellbeing?

**“I'm afraid of the dark and believe the street lights should be left on longer at night. I hear people about doing crime which scares me but you can not see anything as it's black outside.”**

**“Knowing there is support for everybody struggling with the cost-of-living crisis. A group in which this could be discussed would make people feel less alone.”**

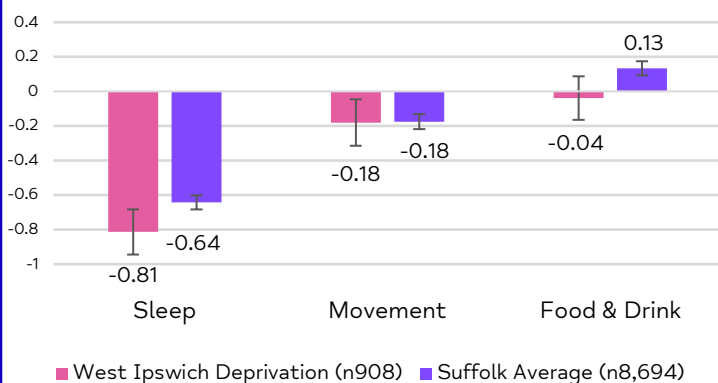


## Physical Needs

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 those facing deprivation in West Ipswich, with Sleep being the worst met Need on average. The average score for Sleep is -0.81, and whilst there doesn't always feel like there is a huge amount we can do to improve our sleep, our West Ipswich data shows that there is a strong positive correlation between Sleep and the Needs for Security and Control. Therefore, if someone's 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 Needs for Security or 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 well met on average, having average scores of -0.18 and -0.04, respectively. Based on comments we've received from respondents facing deprivation in West Ipswich, it's clear that some are struggling to eat well due to their finances, particularly since the cost of food is on the rise. Other respondents have told us that they feel unable to join a gym due to rising costs, explaining that free exercise classes locally would help improve their wellbeing.



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

Of the physical Needs, Food & Drink is statistically significantly less well met by West Ipswich than Suffolk on average. Once again, the focus on deprivation in West Ipswich is likely one of the key reasons for this disparity, with those on the lowest incomes meeting this Need the least well on average (-0.37 for those with a household income below £17,000, compared with 0.45 for those with a household income above £40,000 – on a scale of -3 to 3). People’s financial situations and the cost of living seem to be impacting upon their ability to meet their other physical Needs too, with these factors being identified as barriers by those not meeting their Needs. Comments from respondents also tell us that people have been struggling to keep their gym memberships due to rising costs as well as a lack of sports facilities. Some have therefore emphasised that free exercise classes or subsidised gym memberships would support their wellbeing.

## Barriers

Of the respondents who chose to identify barriers:

- 65% (n175) viewed their physical or mental health as a barrier to Sleep, while 62% (n132) identified this as barrier to Movement and 56% (n101) for Food & Drink
- 45% (n81) of people voiced that the cost of living crisis was preventing them from meeting their Need for Food & Drink
- 28% (n59) viewed their work situation as a barrier to meeting their Need for Movement
- 29% (n77) 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:

- 55% (n16) viewed their home environment as a supporting factor for Sleep
- 57% (n28) attributed meeting their Need for Food & Drink well to their home environments
- 48% (n39) of respondents saw their physical or mental health as a supporting factor for Movement

## What helps people's wellbeing?

**“Love music and creating my own world, love to do live music.”**

**“The waterfront and green spaces are close by.”**

**“Good support groups in terms of walking and running groups.”**

## What are specific barriers to wellbeing?

**“Exercise helps my anxiety but there are few Council run sports centres or classes in the town and even fewer in my area. Swimming is good but the only public pool we have often can't swim full lengths due to classes in the pool.”**

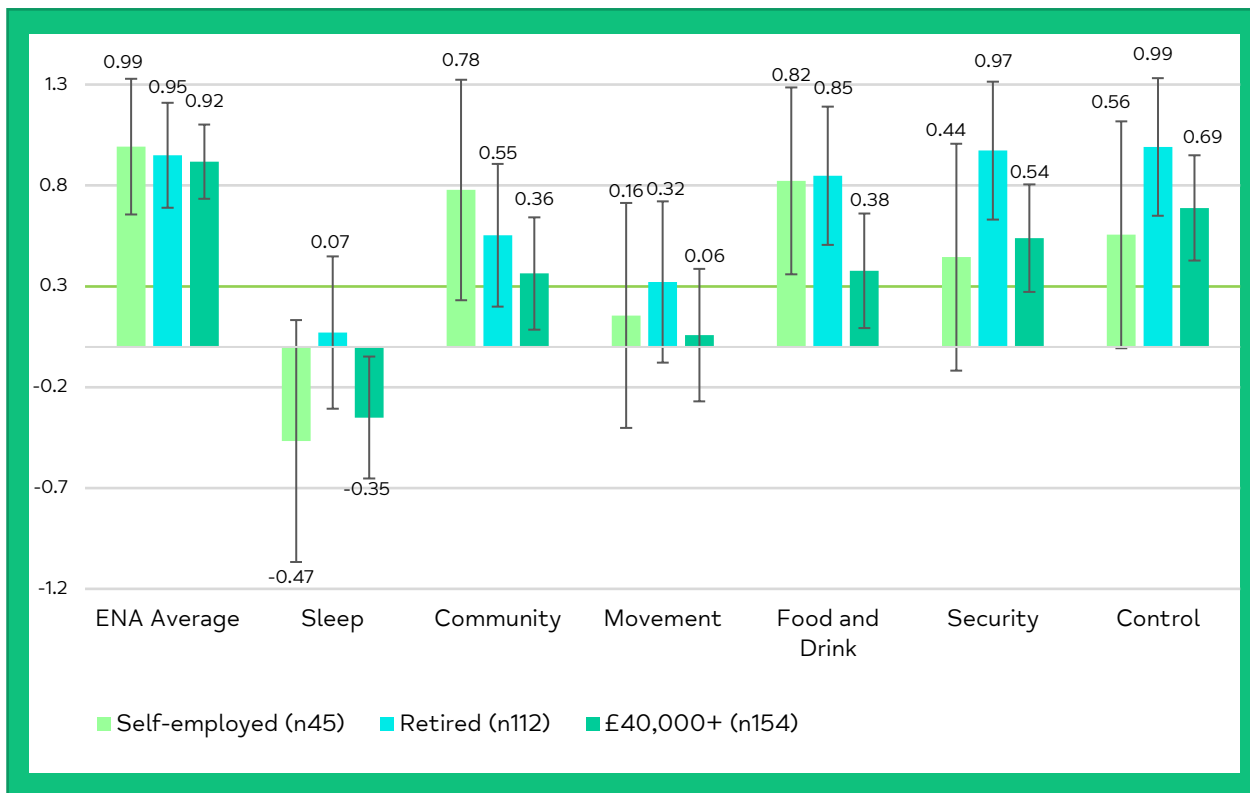
**“Lack of public sports centres in area and private gyms are expensive and classes oversubscribed.”**

## What would people like to see done to improve wellbeing?

**“Better funded support for mental health and adult services. It's hard to get physically well, if you can't also get mentally well too.”**

**“Regular, reliable & frequent public transport.”**

## Who are the most well groups on average?



The graph above focuses on the most well met Needs amongst West Ipswich 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 those facing deprivation in West Ipswich.\*

We can see that those who are self-employed have the highest overall average score, at 0.99 (on a scale of -3 to 3). This is closely followed by those who are retired, with an average score of 0.95, and those with a household income over £40,000, with an average of 0.92. Out of these most well groups, all three are statistically significantly more well, on average, than the West Ipswich average, despite none of them meeting their Needs well overall, since they all have average scores less than 1.

As the above graph demonstrates, even the most well groups aren't meeting the average least met Needs well. However, these groups are meeting some of these Needs statistically significantly better than the West Ipswich average. For example, every group is meeting the Needs for Community, Food and Drink and Value statistically significantly better than the West Ipswich average.

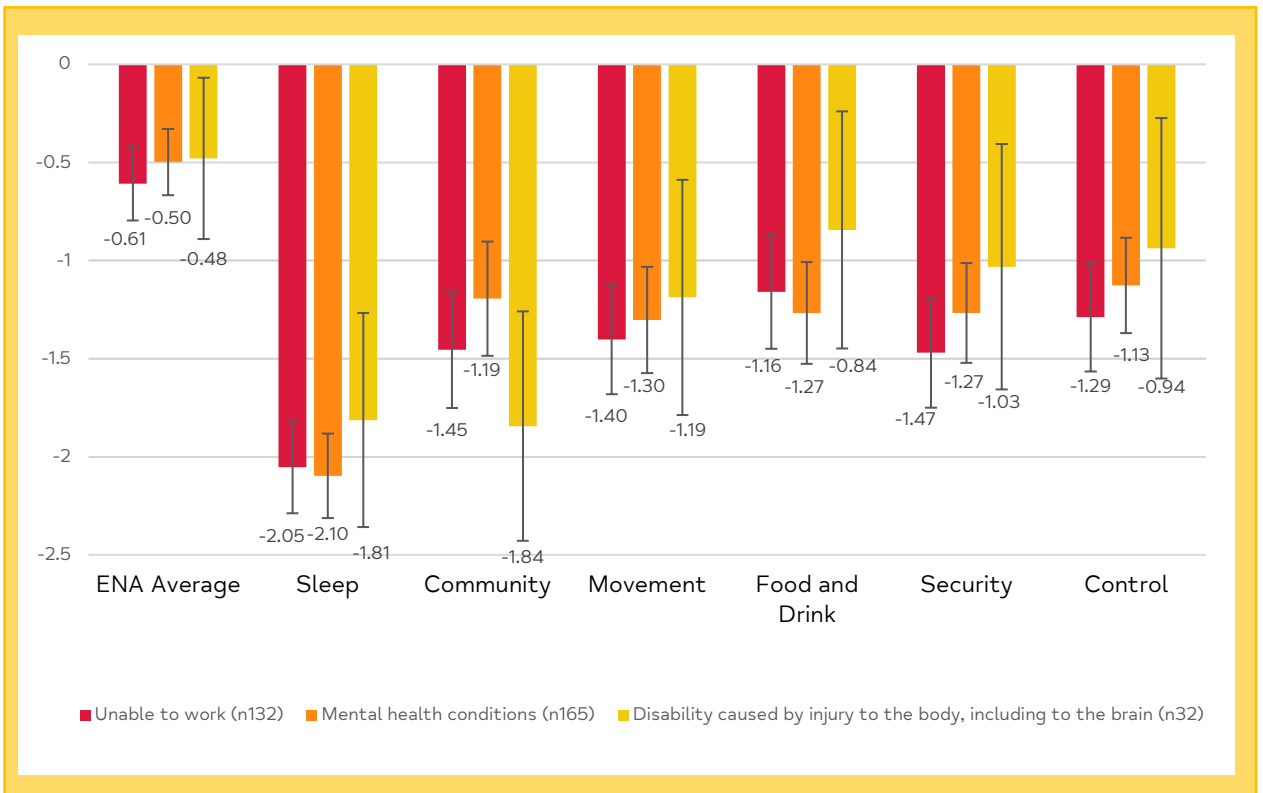
Respondents who are self-employed are meeting their Need for Community the best out of these groups. If we look at what supports this group to meet their Need for Community better than the average population, we can see that people's work situations are the top supporting factor, with 75% of respondents reporting this as a supporting factor. However, based on comments from respondents within this group, people are still seeking more connections at work and feel as though they don't have a wider community to support their wellbeing outside of their friends and family.

Retired respondents are meeting their Needs for Security and Control statistically significantly better than the West Ipswich average, with respondents saying that their day-to-day environments and their relationships are the biggest supporting factors to meeting these Needs. A few comments have mentioned support from their family helping with their wellbeing, but there are also a lot of comments around people wanting more face to face support and connection, which might be partly why this Need isn't well met overall by this group.

None of these groups are meeting their Need for Movement statistically significantly better than the West Ipswich average. A few respondents commented saying that there aren't enough affordable sports centres accessible, and that classes can be oversubscribed.

*\*It is worth noting that we have focused on demographic groups with a minimum of 25 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 West Ipswich respondents on average. To view the full graph, with each Need shown, see Appendix 3.

Looking at the least well groups on average among those facing deprivation in West Ipswich, we can see that people who are unable to work are the least well, with an overall average of -0.61 (on a scale of -3 to 3). This is followed by those with mental health conditions and individuals with a disability caused by injury to the body, including the brain, with averages of -0.50 and -0.48, respectively.

All three of these least well groups are statistically significantly less well than the West Ipswich average, and are meeting all of the least met Needs (outlined in the graph above) statistically significantly less well than the West Ipswich average.

We can see that the Need for Sleep is much worse met by these groups compared with the West Ipswich average. The biggest barrier across all groups was individuals' physical or mental health, followed by their home environment. Some respondents with mental health conditions have told us that they feel stuck or like they can't leave their house, so this may be contributing towards their home environments presenting a significant barrier to Sleep.

If we look at Community, those with a disability caused by injury to the body are meeting this Need the least well on average, with a score of -1.84. Looking at barriers to respondents meeting this Need, 83% of respondents said that their physical or mental health was a barrier. This goes alongside comments from respondents around not feeling able to leave their house to go and socialise, sometimes due to accessibility issues and sometimes due to feeling unsafe, and a sense that there is a declining sense of community in Ipswich. It is therefore also unsurprising that the Need for Community is strongly positively correlated with the Need for Security in this data set.

People who are unable to work are meeting their Need for Control the least well out of these three groups, on average. With 75% of respondents who are unable to work having a household income of less than £17,000 per year, it's unsurprising that the cost of living and individuals' financial situations were among the top barriers to meeting this Need. People's physical or mental health is another barrier to meeting this Need well, with respondents commenting that a lack of mental health support prevents them from gaining control over their lives and negative thoughts. One case study respondent expressed frustration at what they see as a two-tier system when it comes to physical and mental health support, with only those who can afford to go private getting the support they need.



## 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 West Ipswich on average. Therefore, targeting local interventions to better meet these Needs could help to improve wellbeing for those facing deprivation in West Ipswich.

When asked what they would change about West 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
- Better advertisement of services and events that are available
- Better access to services, especially for mental health
- More NHS doctors and dentists
- Increased community facilities

Our data and feedback collected on West 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 West 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 facing deprivation in West Ipswich, throughout this report defined to be those living in postcode areas of IP1 1, IP1 2, IP1 3, IP1 5, and IP1 6, as well as IP 2 0, IP 2 8, and IP 2 9. We have also included responses from those within IP1 and IP2 postcode areas, who have a household income of less than £17,000 per year. Based on data gathered from 13<sup>th</sup> June 2022 to 29<sup>th</sup> 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 13<sup>th</sup> June 2022 and 8<sup>th</sup> March 2023.

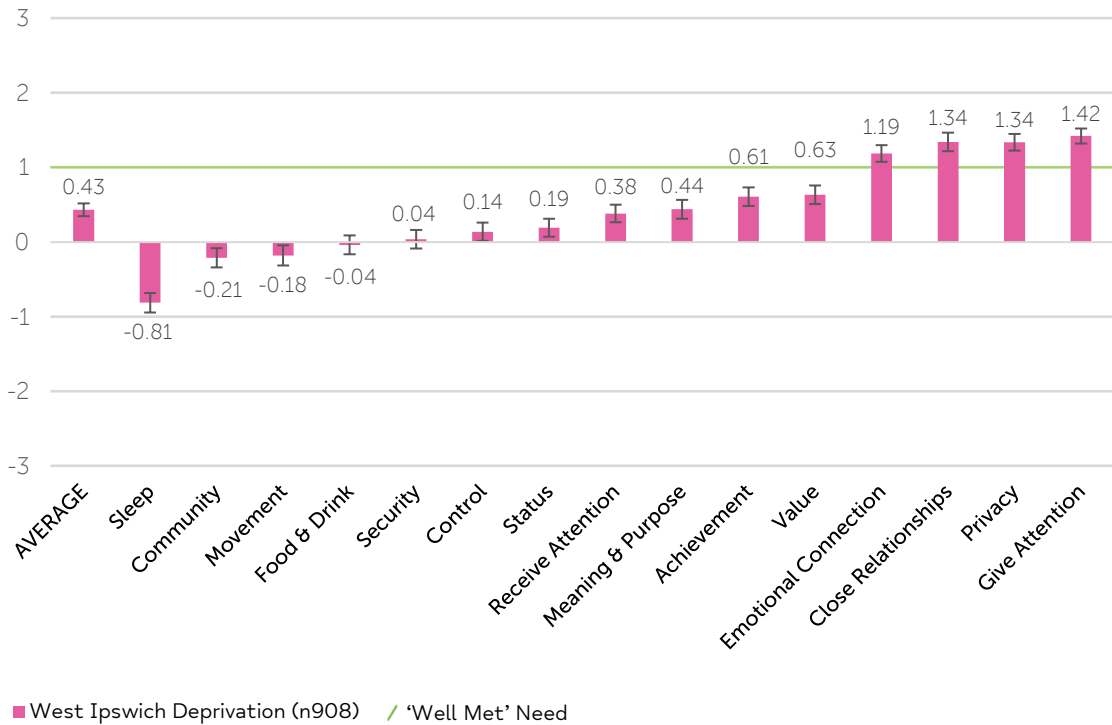
## Methodology

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.

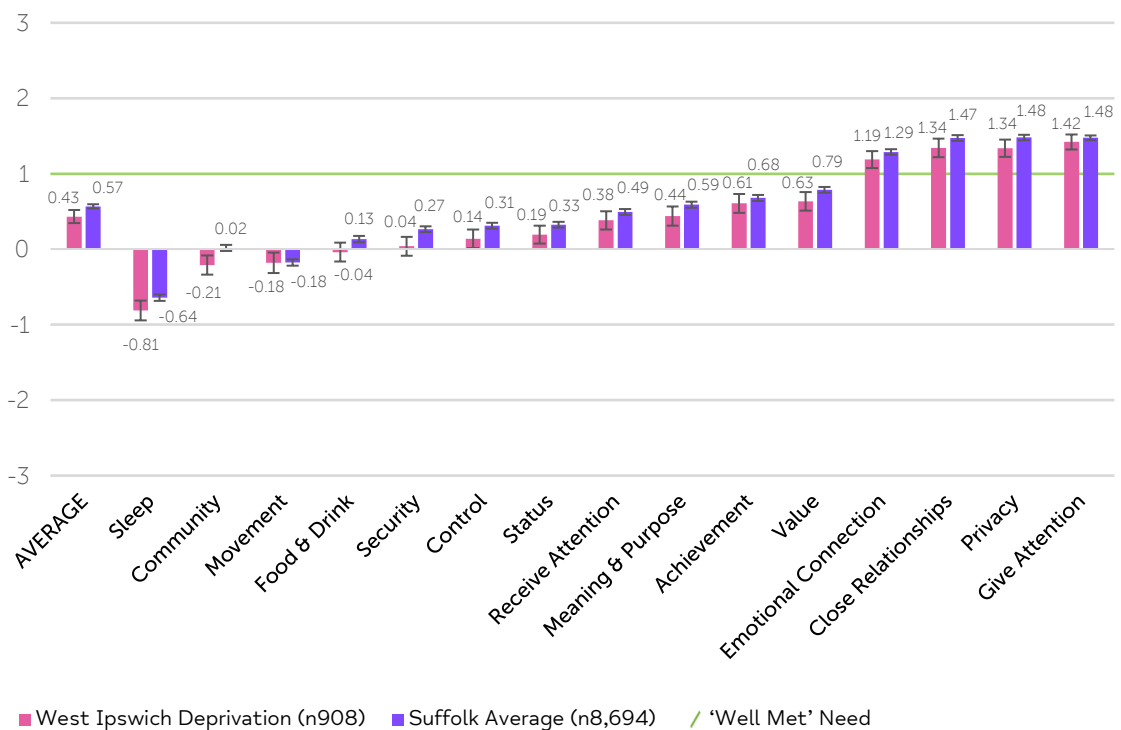
In the ENA, we ask 15 questions that encompass all elements of the 12 Needs, containing both emotional and physical aspects. These are scored on a scale from -3 (not at all met) to +3 (very well met). We also ask respondents to identify any environmental barriers that may prevent them from meeting their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

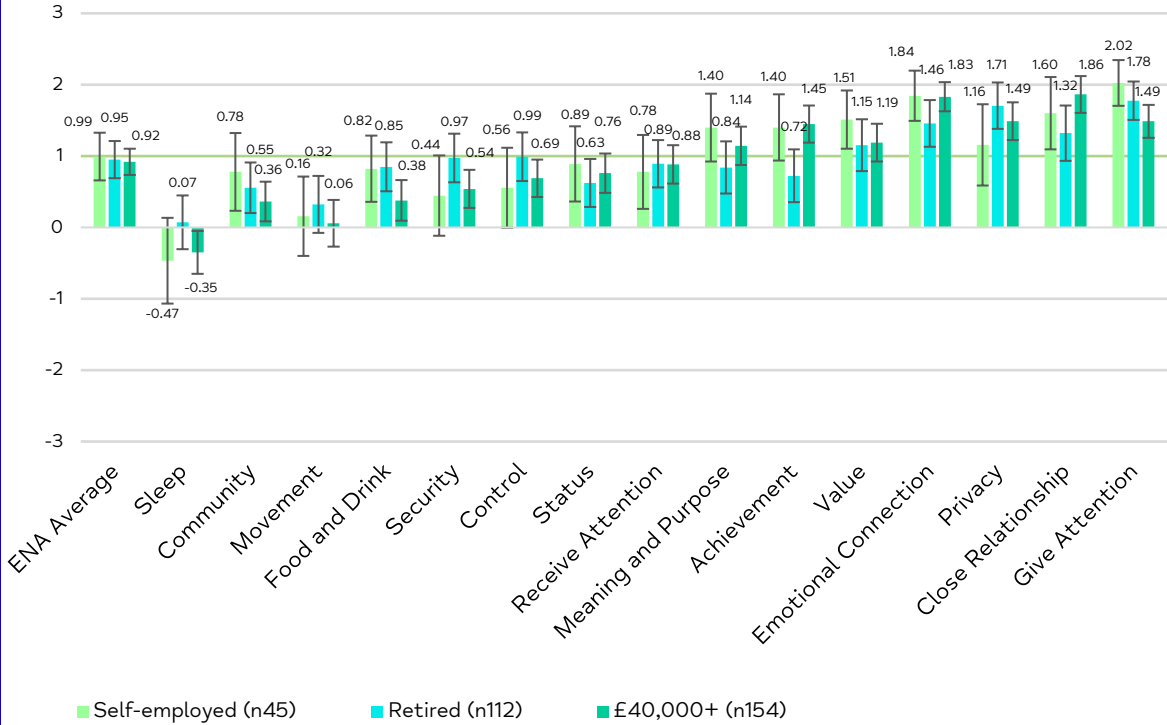


Average wellbeing compared with the Suffolk average:

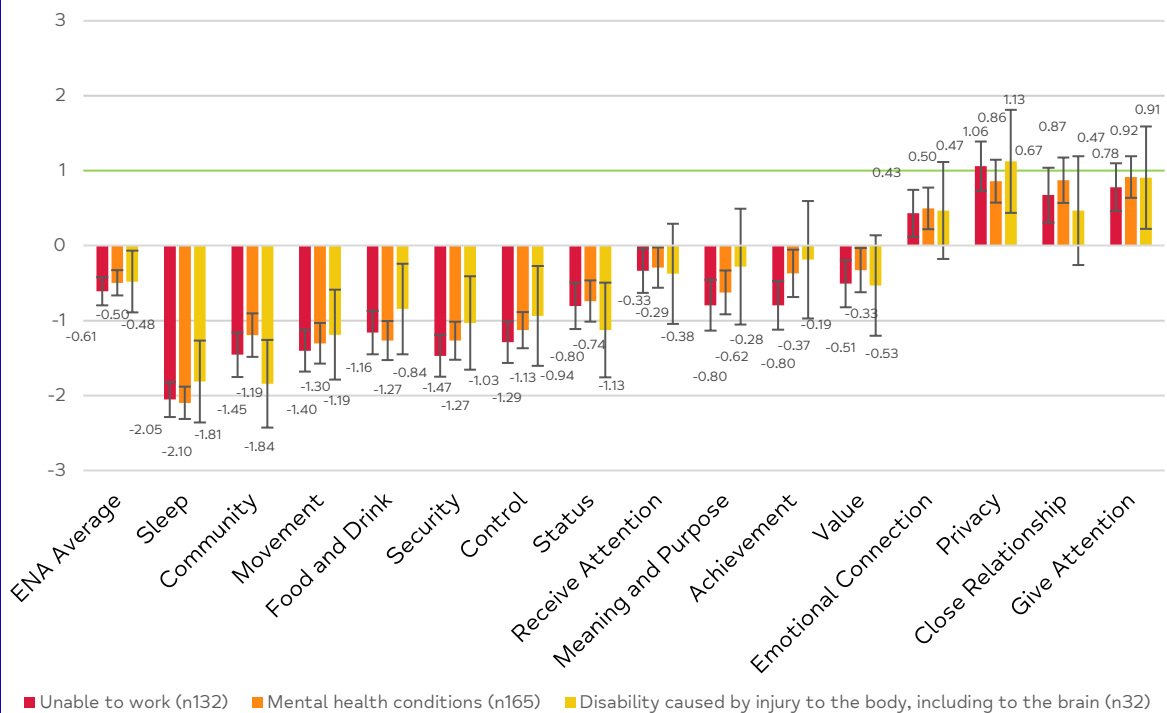


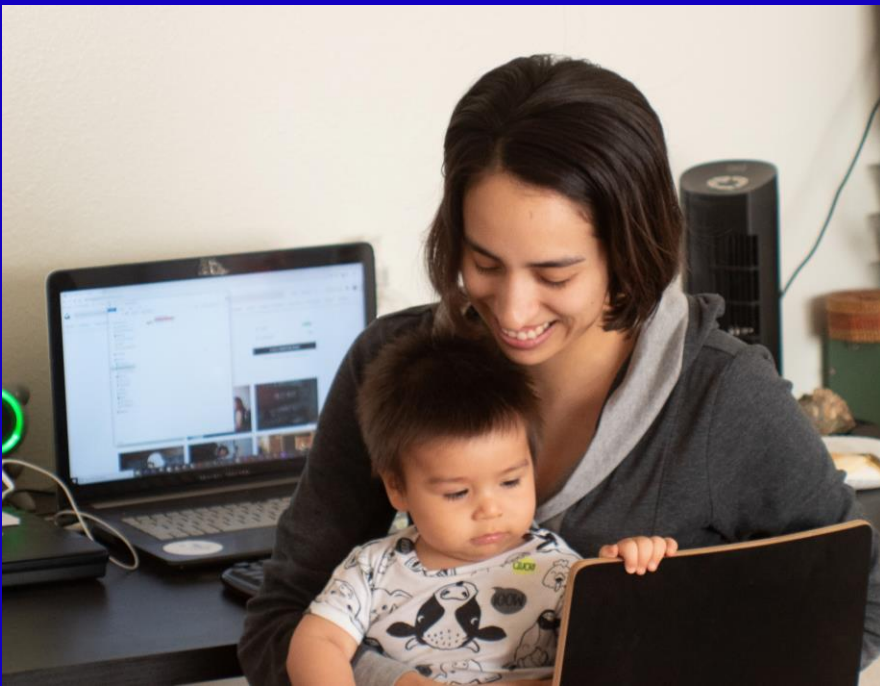
# Appendix 3 – Most & Least Well Graphs

The most well groups on average:



The least well groups on average:





 mind Suffolk

 **Suffolk**  
County Council