Cornwall and Isles of Scilly Integrated Care System

# St Austell

Neighbourhood engagement overview and feedback pack

March 2026

Cornwall and Isles of Scilly Integrated Care System

# WHAT'S IN THE NEIGHBOURHOOD ENGAGEMENT EVALUATION PACK



- Introduction
- Neighbourhood area details
- Your neighbourhood health team in action
- Reaching our communities – comms actions
- Photos from neighbourhood health event
- Neighbourhood health event engagement findings



# INTRODUCTION

Working in partnership with local neighbourhood health teams and system partners, we delivered four initial neighbourhood health engagement events and ran an online survey, to support the creation of local neighbourhood health plans and develop our neighbourhood engagement approach.

This pack provides an overview of the ‘test and learn’ neighbourhood engagement activity for the wave 1 team for ‘St Austell’ that took place over November 2025 – March 2026.

Separate evaluation and information packs are available for the online survey, Patient Participation Group engagement and next steps for neighbourhood health engagement.

For any questions, please contact:
ciosicb.engagement@nhs.net

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# Neighbourhood Health overview

# THIS NEIGHBOURHOOD HEALTH AREA

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- This evaluation pack is for the St Austell Neighbourhood Health Area.

**This area covers patients:**

- St Austell
- Mevagissey



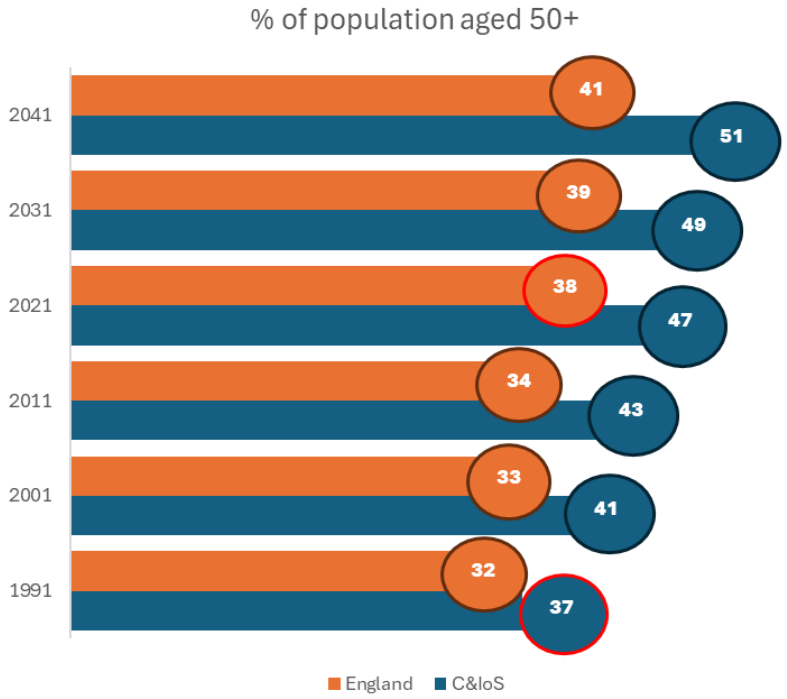


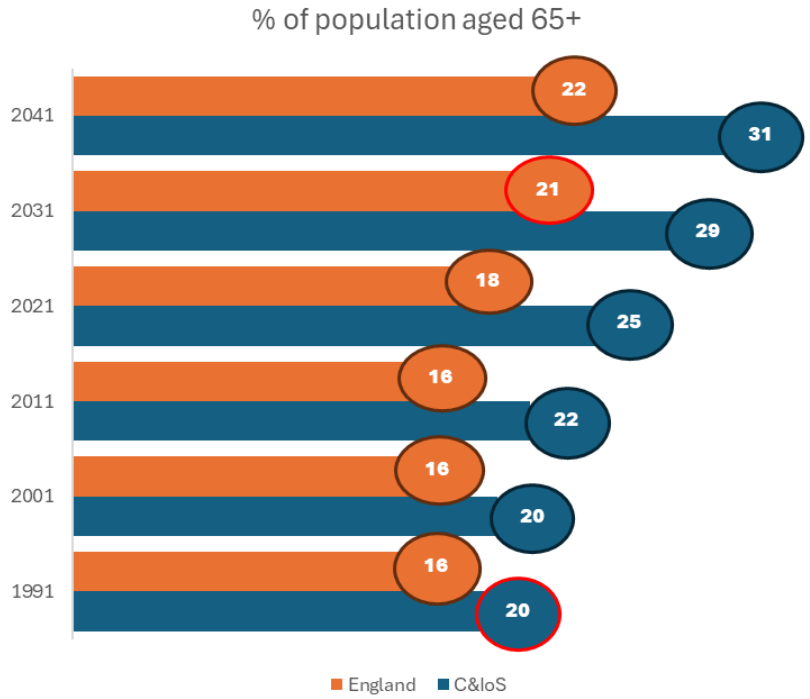

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# CHALLENGES - OUR AGING POPULATION

## An aging population – we surpassed the current national average 30 years ago

Cornwall now has nearly 29,000 more people aged 65+ than in 2011 and an additional 12,300 people in 50-64 in last 10 years. The baby-boomers are not the end of the demand




**279,523**

people aged 50+ in C&IoS in 2024

**152,202**

people aged 65+ in C&IoS in 2024

# AGE OF OUR PEOPLE: CHANGE OVER TIME

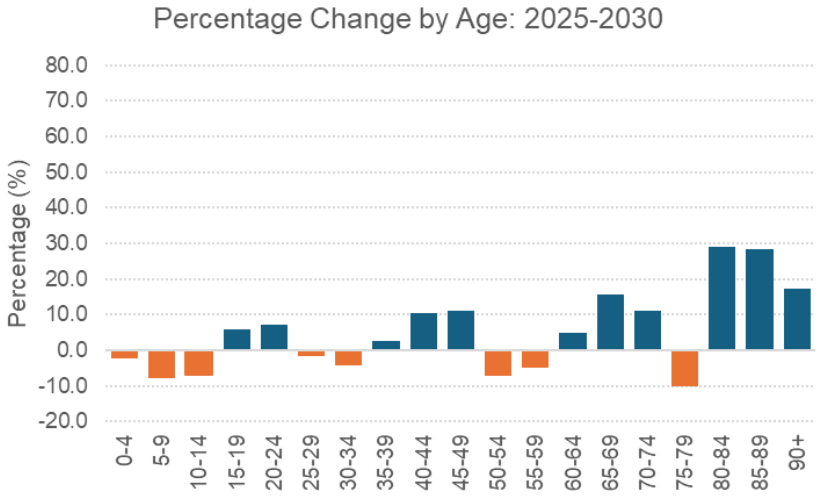
As with the rest of the UK, our population continues to grow older.

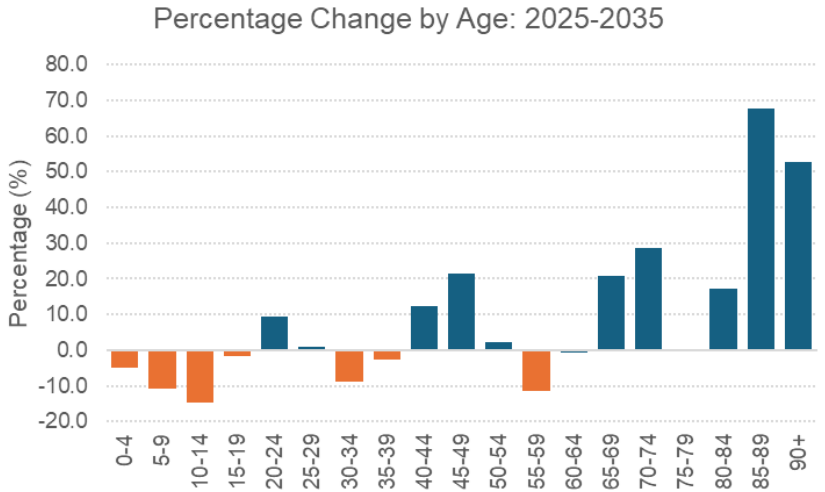
The charts to the right highlight the continued aging of the 'baby boom' cohort and **by 2035 St Austell INTs population aged 85-89 is expected to grow by over 60%** (Cornwall +68%) and a **45% increase in those aged 90+** (Cornwall +53%)

**Projected 6.3% fall in the number of children and young people (CYP) aged 14 and under by 2030** (Cornwall -6%). **By 2035 there will be 6.8% fewer CYP aged 0-14** (Cornwall -11%).

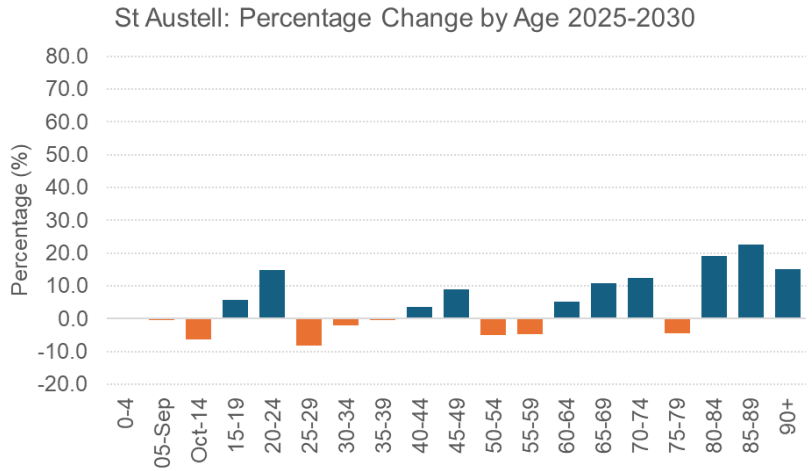
An equally important point to note is the continued decline in the younger working age groups which will impact directly on available workforce across all sectors.

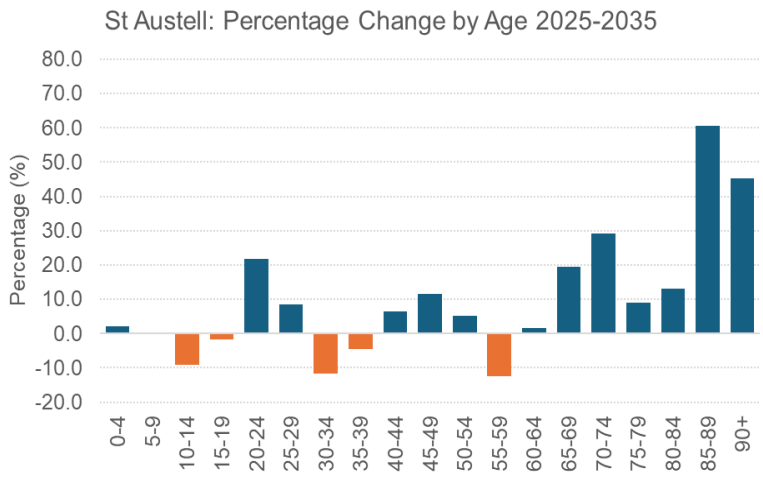
## Cornwall




## St Austell INT



# Projected Population: St Austell INT



As part of the Government's revised national planning policy and standard housing methodology (published in December 2024), the government have increased local housing allocations with an additional 1,714 dwellings required per annum across Cornwall and the Isles of Scilly. Past trends do not account for this higher level of housebuilding which in turn could result in higher population growth across the St Austell INT depending on allocated sites. Equally, the Council is about to embark on a new Local Plan which will determine the number and distribution of housing growth locally over the next 20 years. Both aspects impact on the growth of the population and joint work is ongoing to develop local projections to reflect these changes.

# FACTS AND FIGURES OF THE ST AUSTELL NEIGHBOURHOOD

## St Austell (INT)

**Population Health Overview**

### 2 x Practices

- St Austell Health Group
- Mevagissey Surgery

### Appointments delivered in Dec 2025

17,446 same day appointments

1,286 appointments within 1 day

2,384 appointments within 2-7 days

**2.2%** of people did not attend a booked appointment

**35% of appointments were face to face**

**60% of appointments were by telephone or online**

### Population

The age profile of St Austell INT very closely mirrors that of Cornwall overall, but with a higher proportion of females aged 80+.

**35,915** registered patients, 5.9% of total Cornwall and IoS population.

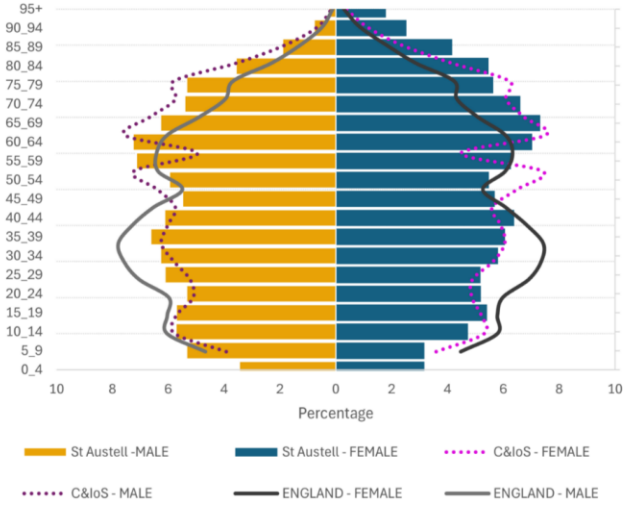
**4.4%** registered patients are from ethnic minority groups

**% of Pop. by age group**



0-24 (25%) 25-64 (50.5%) 65+ (24.5%)

St Austell Population Sept 2025



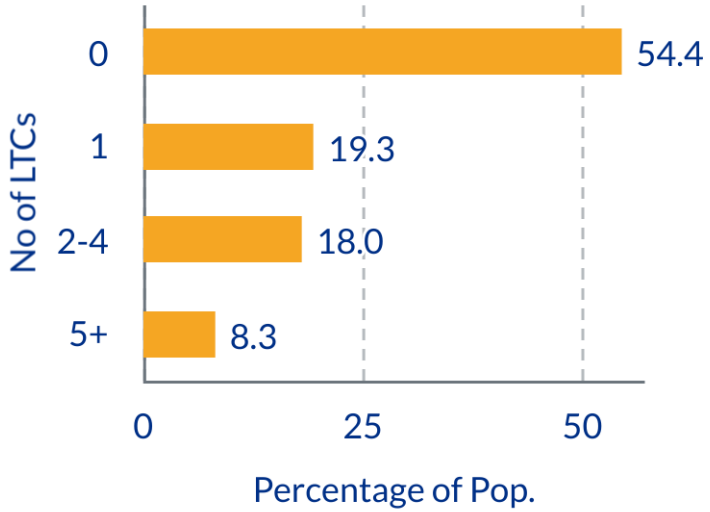



9

# FACTS AND FIGURES OF THE ST AUSTELL NEIGHBOURHOOD

## Health and Wellbeing

### Number of Long Term Conditions




### People are increasingly living with multiple conditions

more than 1 in 4 smoke

18% of patients are obese

1 in 5 have high blood pressure

12% of patients have an asthma diagnosis

6% have low level depression

more than 1 in 20 (7.3%) have diabetes

### Life expectancy varies:

**Carlyon Bay**

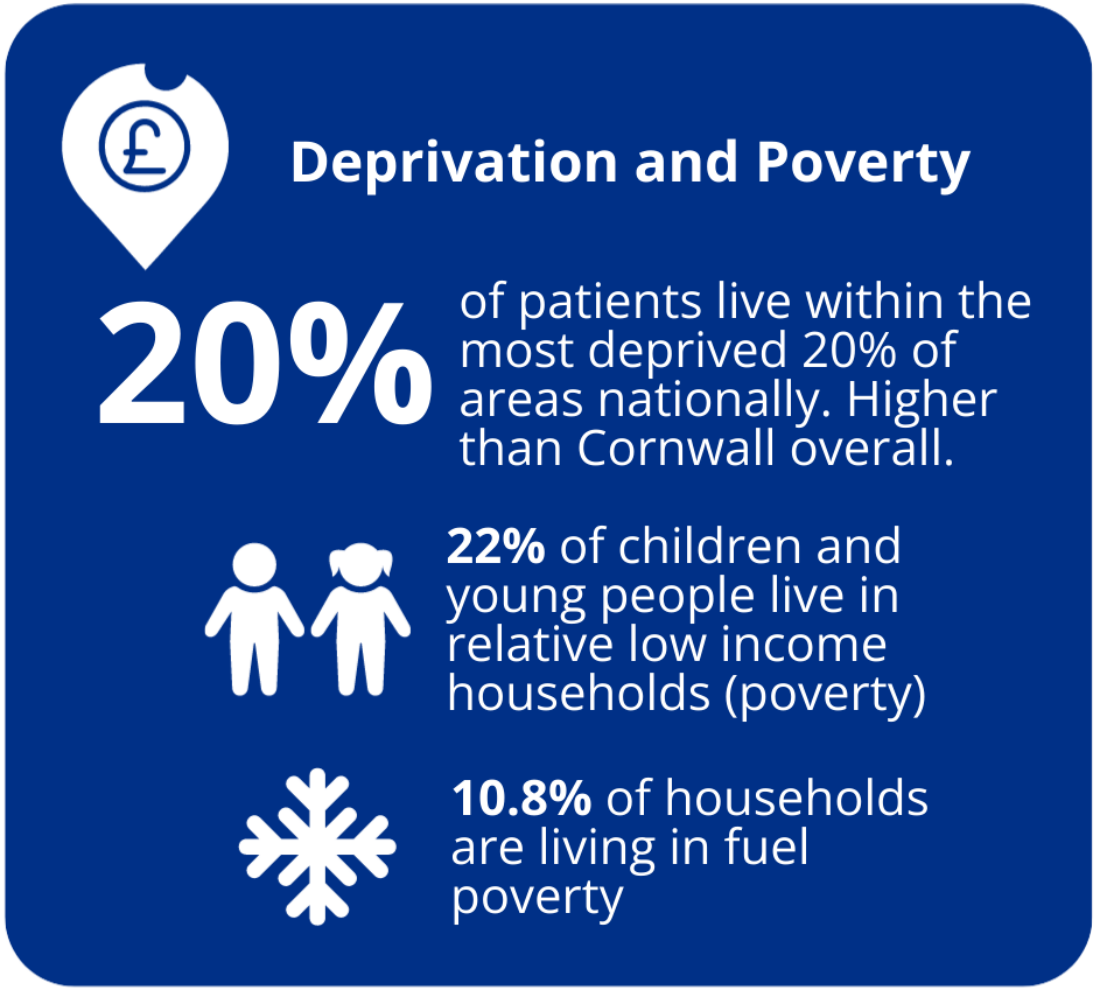
| Male LE | Female LE |
|---|---|
| 81.8 | 85.7 |
| 76.6 | 80.1 |

**St Austell Central**



10

# FACTS AND FIGURES OF THE ST AUSTELL NEIGHBOURHOOD




- Higher rate of young carers in the area
- Higher number of teenage pregnancies
- Higher level of self harm


11

# THERE ARE 5 MAIN HEALTH ISSUES IN YOUR AREA:

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| Health Issue | What this means |
|---|---|
| **Smoking**  | Major risk factor for heart and lung disease |
| **Overweight**  | Could lead to diabetes, high blood pressure, and reduced mobility |
| **High Blood Pressure**  | Increases risk of stroke, heart attack, and kidney disease |
| **Asthma**  | Chronic lung condition requiring ongoing management |
| **Diabetes**  | Long-term condition affecting multiple organ systems |

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# Neighbourhood health in action

# WHAT NEIGHBOURHOOD HEALTH TEAMS ARE DOING

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- Using data to spot risk early to help local people
- Making care in the last stages of life more personal
- Work with partners to reduce long hospital stays
- Providing ways and support for people to recover at home
- Improve community care for muscle and joint problems
- Reduce unnecessary hospital outpatient visits




**This will help us to:**

- ✓ Reduce hospital admissions for older people
- ✓ Reduce overall hospital admissions, including mental health
- ✓ Pay particular attention to the needs of children and young people

# WHAT NEIGHBOURHOOD HEALTH TEAMS ARE DOING – PAIN CAFES

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# WHAT NEIGHBOURHOOD HEALTH TEAMS ARE DOING

- Many older people need help to live happier and healthy lives for longer

- Cornwall has one of the oldest populations in the country, with **25% of residents aged over 65** and only **one main hospital** serving the county (Cornwall Council, 2021).

- Neighbourhood health teams are designed to **shift care into the community**, **prevent deterioration**, and **reduce avoidable hospital admissions** (Department of Health and Social Care, 2025).

- Launched in 2025 our dedicated older adults team that brings everyone together

- Patients are identified through **BRAVE AI** – this uses data and patient information to find out who we need to help

- The aim is to understand what support individuals need to remain well at home, avoid crisis, and prevent hospital admission.



# WHAT NEIGHBOURHOOD HEALTH TEAMS ARE DOING

Microsoft Teams

int

2026-02-27 10:53 UTC

Recorded by
LEDBETTER, Catherine (CORNWALL PARTNERSHIP NHS FOUNDATION TRUST)

Organized by
LEDBETTER, Catherine (CORNWALL PARTNERSHIP NHS FOUNDATION TRUST)



# COMMUNITY HEALTH AND WELLBEING WORKERS

A collaboration between the NHS and the voluntary sector to support people who need to most help in our communities.

It’s not just about healthcare – it’s about building relationships, trust, and helping people navigate the complex web of health, housing, and social care services.

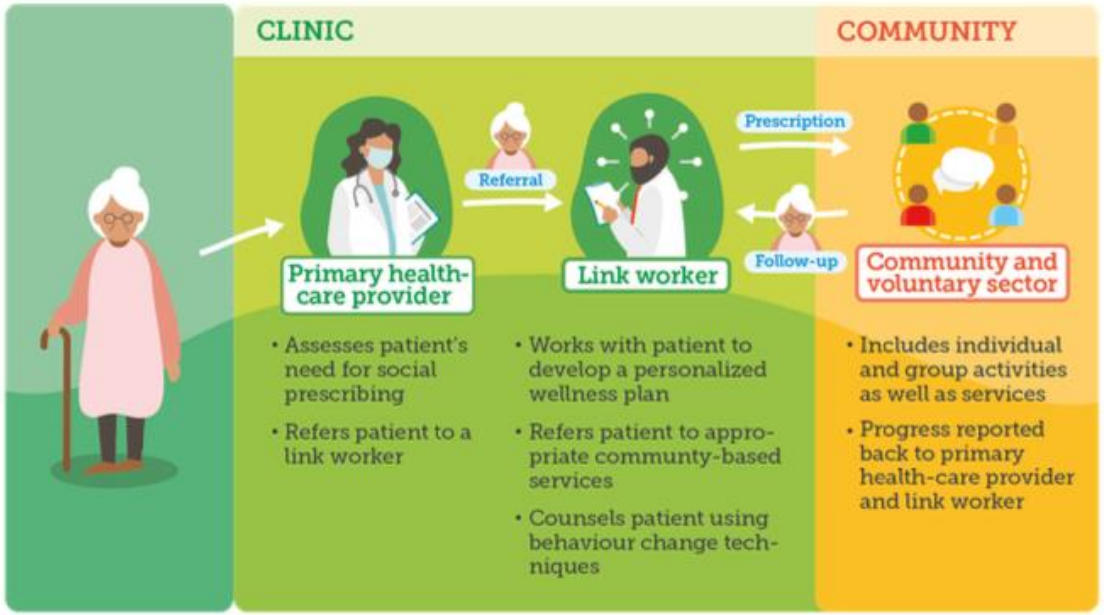
Around 60 community workers in 9 local areas supporting 600 people with more planned for 2026/27.

Many of the workers are recruited from the local communities they serve, offering personalised, one-on-one support to individuals and families who often face barriers in accessing traditional services.



# Social Prescribing at St Austell Healthcare

Cornwall and the Isles of Scilly Health and Care Partnership




Social Prescribing as a Solution to High Intensity GP Use

- supporting people to become less reliant on medical services

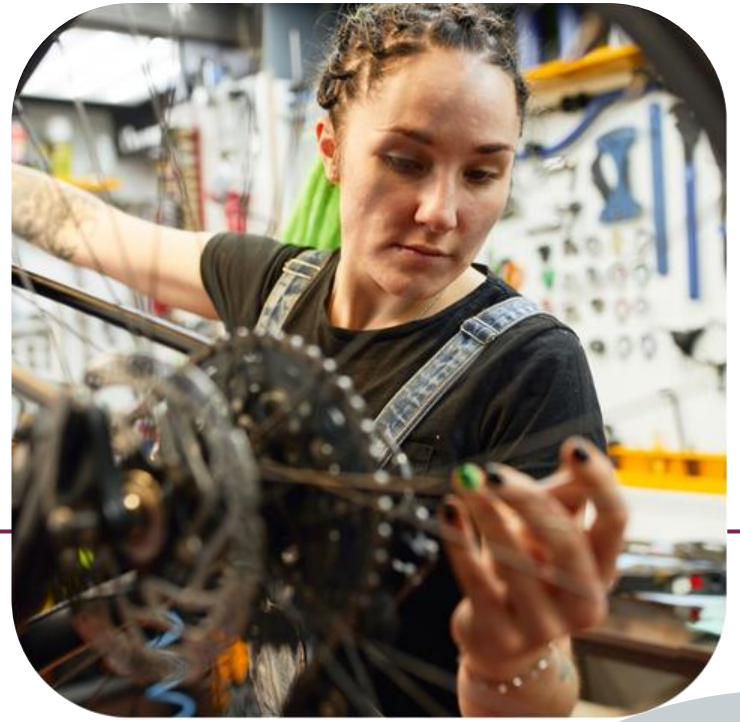
- encouraging people to become more involved and active in their community

- exploring a range of non-medical challenges with a person and work with them to find solutions

Cornwall and the Isles of Scilly Health and Care Partnership

# WorkWell

Starting, staying and succeeding in work.



- In-work, and either off sick or struggling in the workplace due to a health condition; or
- Recently out-of-work and requiring health related support to move into sustainable employment.
- A ‘health related barrier’ includes anyone with a health condition or disability, including mental health conditions. This can be self declared.

# IT ISN'T ALWAYS A GP YOU NEED TO SEE

At your GP surgery there are a range of health professionals who can help you this includes:

- Nurse practitioners
- Pharmacists
- mental health practitioners
- social prescribing link workers
- community health and well-being workers
- Physiotherapists

So it's isn't always a GP that you need to see...



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# Reaching our communities

Communications to promoting the events and afterwards

# NEIGHBOURHOOD COMMUNICATIONS

A communication plan supported the promotion of local events and engagement including:

- Text message invite through GP surgeries
- Social media adverts and posts across ICB, partner and channels
- Printed leaflets and posters displayed locally
- A series of newspaper articles over 4 weeks in local Cornish newspapers – The Voice newspapers and The Cornish Times, - as news items and advertorials.
- Invites sent from Chief Executives/leads in neighbourhood inviting stakeholders (MPs, Cllrs, lived experiences groups)
- Communications toolkits with print and social content, draft articles




CORNISH TIMES

HOME NEWS SPORT WHAT'S ON SEND YOUR STORY PUBLIC NOTICES

SERVICE \ AD FEATURE

## Public invited to shape local neighbourhood health planning

What works, what doesn't, what's missing? Public invited to shape local neighbourhood health planning - Sponsored Article

17th Feb 2026 Leave a comment SPREAD THE NEWS




## What works, what doesn't, what's missing? Public invited to shape local neighbourhood health planning

Local people are being invited to help shape the future of health and wellbeing services in their neighbourhoods, as we launch the first in a series of public engagement events taking place this February and March.

The neighbourhood health and wellbeing events will give residents, community groups, businesses and local stakeholders the chance to share what works well, what is difficult, and what could be better when it comes to health and support close to home. What people say will help shape neighbourhood services over the year ahead, with more events planned across Cornwall later this year.

The event is aimed at people who are registered with specific GP surgeries, helping neighbourhood health teams to listen and learn about the needs of each neighbourhood.

We are encouraged to attend the event linked to their GP practice and to sign up for workshop, where they can share views in more depth and help influence future plans.

**Bracefield, Acting Chief Executive, NHS Cornwall and Isles of Scilly said:**

"Now that the best health and wellbeing services are shaped with communities, not for. These neighbourhood events are about listening – to what's working well, what and what's missing – so we can design support that truly reflects people's lives and priorities.

"We encourage people to come along, share their experiences and help us shape neighbourhood health services for the year ahead."

**Thomas, Place Director for Central Cornwall said:**

"Every neighbourhood is different, and local people understand their communities better than anyone. By taking part – whether through a workshop, a drop-in visit or online – residents can help influence how services develop in their own area. This is a genuine opportunity to have your say and help shape health and wellbeing support closer to home."

**Neighbourhood events locations and dates:**

Lanivet Community Centre: Tuesday 10 February

This event is for patients from Bosvena Health, Fowey River Practice, Lostwithiel Medical Practice and Middleway Surgery, that form part of the Three Harbours & Bosvena Neighbourhood Health Area.

Chi Austel: Tuesday 3 March

This event is for patients from Mevagissey Surgery and St Austell Healthcare, that form part of the St Austell Healthcare Neighbourhood Health Area.

**Why come along?**

People attending can:

- Share their views and hear from others in their community
- Help shape local health and wellbeing services
- Meet neighbourhood health teams
- Take part in a way that suits them – by booking a workshop, dropping in, or joining online if they can't make the event

To make it easier to attend, a light lunch will be provided, and support with travel is available if needed.

**How to take part**

- Drop in: anytime from 10am to 4pm
- In-person workshops: from 1pm to 3pm
- Online workshops: from 6pm to 7.30pm

People are strongly encouraged to sign up for a workshop in advance, as this helps plan sessions and gives everyone time to share their views. Drop-ins are also welcome on the day.

https://cios.icb.nhs.uk/get-involved/caring-where-it-matters/







[St Austell residents invited to help shape future of health and wellbeing services | Cornish times]

[Cornwall residents invited to shape local health plans | Cornish times]

# Communications toolkit for events

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Each event had its own local promotional materials – social media posts, poster, and wording to use to invite local stakeholders and people.

We also promoted all events together on ICB led comms.

**Local event toolkits and comms materials here: [Neighbourhood events - Google Drive]**



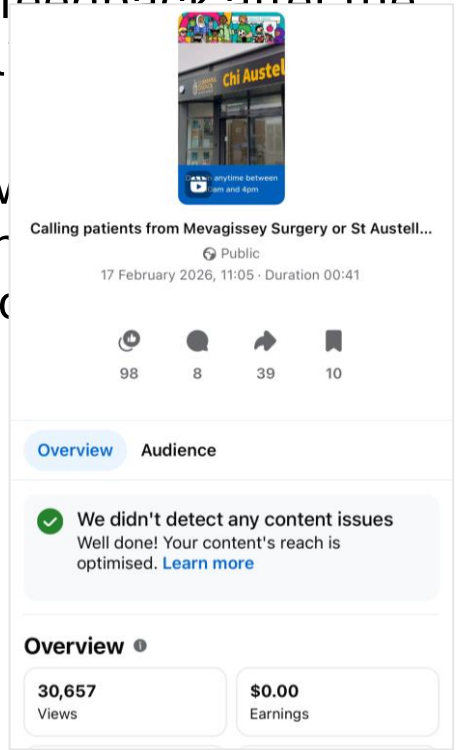
# PROMOTING EVENTS: ST AUSTELL

| Facebook post | Reach |
|---|---|
| St Austell and Mevagissey we want to hear from YOU | 8236 |
| Are you registered with Mevagissey Surgery or St Austell Healthcare? | 993 |
| Calling patients from Mevagissey Surgery or St Austell Healthcare? (Reel) | 30,657 |
| Today free event - Are you registered with Mevagissey Surgery or St Austell Healthcare? | 1630 |
| What a fantastic turnout today at our St Austell Neighbourhood Health & Wellbeing engagement event! | 7663 |
| **TOTAL reach** | 49,179 |

**Social media commentary**

**Summary**

- Queries about workshop content and booking
- Confusion about the location of Chi Austel – *led to more comms explaining location*
- Comments about mobility access and attending during working hours
- Comments relating to GP and dental access
- Strong cluster of very positive feedback after the event, praising turnout, friendl usefulness
- Overall: Balanced sentiment, v positivity from those who atter some venue frustrations due t



# SOCIAL MEDIA FOR: ST AUSTELL

Posted by Metricool
17 Feb ·

Calling patients from Mevagissey Surgery or St Austell Healthcare!... more




See insights and ads  Boost again

**NHS Cornwall and Isles of Scilly**
Posted by Lucy Tuson
3 Mar ·

🤗 What a fantastic turnout today at our St Austell' Neighbourhood Health & Wellbeing engagem... more




See insights and ads  Boost post

Gorran School + 39  5 comments  6 shares

Like  Comment  Share

**NHS Cornwall and Isles of Scilly**
Posted by Matthew Fox
3 Mar ·

Are you registered with Mevagissey Surgery or St Austell Healthcare?

Join us at a neighbourhood health and wellbeing event happening right now at 📍 Chi Austel, St Austell.

Why come along?

✔ Find out what support is available locally
✔ Share what matters to you and your community
✔ Help shape future health and wellbeing services
✔ Meet the teams working in your neighbourhood



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# Photos from the event










## Chi Austel – Tuesday 3 March

Over 250 people attended the different sessions over the day:

- Primary school session
- In person and online neighbourhood health workshop
- Health and wellbeing market place with drop in session










## Drop in sessions and health and wellbeing market place

- Neighbourhood health teams ran a drop in session to talk to people and get feedback to our questions over the day using posters/post it notes, creative drawings and 121 conversations
- Over 20 health and wellbeing stalls promoting local organisations and community groups throughout the day.


















**Workshop sessions – in person & online**

Local people took part in a 2 hour workshop where the neighbourhood team explained:

- Who the neighbourhood team are and what the intention is for neighbour health
- The population health need – using local population health data and our online survey findings
- Specific examples of neighbourhood health in action – through films and case studies
- Neighbourhood health questions to help us shape local neighbourhood health plans

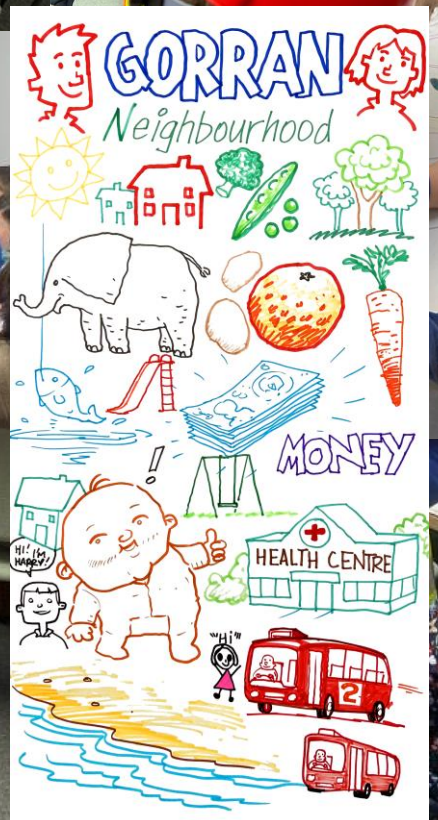
# CREATIVE ENGAGEMENT – PRIMARY SCHOOL SESSION










**Gorran Primary School**

Local students, aged 5-6 years joined our neighbourhood health creative session to discuss what is a neighbourhood, what does it need to be healthy and well, where should monies be spent and importantly they designed/drew the healthy neighbourhood they would like to live in the future.


0.08
CHAOS


FREE
First Floor via Stairs
Fields


NHS
Cornwall and
Isles of Scilly


iCareiMove

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# Neighbourhood findings

**Residents want local, accessible and affordable health services, better transport and clearer information, more joined-up support, welcoming community spaces, and simple, practical improvements that make it easier to stay healthy and connected.**

# KEY THEMES FROM DROP IN SESSION

### 🩺 Access to health services

- Long waiting times for appointments
- Difficulty getting GP appointments
- Need for better access to mental health support
- Requests for more walk-in or same-day appointments
- Need for improved access to physiotherapy and other allied health services

### 💻 Digital barriers & opportunities

- Digital tools could be easier to use; some people need support to build confidence
- Desire for simpler online booking and better digital communication to reduce phone demand

### 🤝 Community & connections

- Need for better signposting to community support groups
- Interest in more community groups and social activities to reduce isolation

### 📘 Health knowledge & self-care

- Need for simple, accessible information on managing common conditions
- Requests for checklists or leaflets to take home
- Interest in more prevention-focused advice and support, including lifestyle changes

### 🚙 Transport, infrastructure

- Suggestions for better parking and easier on-site access
- Need for improved signage and directions inside buildings
- Desire for more comfortable waiting areas

### 👩‍⚕️ Workforce & capacity

- Concerns about pressure on NHS staff and not enough staff available
- Desire to reduce workload for clinical teams
- Need for more continuity of care

### 🌱 Community strengths

- Appreciation for staff efforts despite pressures
- Positive response to community health events like the one held locally

### ⭐ Local priorities

- Easier access especially support to book online and out of hours
- Desire for more joined-up working across NHS and community services
- Interest in more preventative outreach in neighbourhoods
- Requests for practical tools such as free health checks, blood pressure monitoring, and advice sessions without appointments
- Help to understand health – education and sign posting

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# KEY THEMES FROM DROP IN SESSION



# IN PERSON WORKSHOP KEY THEMES

Residents want local, accessible, affordable health services, clearer information, better transport, stronger community spaces, and simpler, fairer ways to get support — alongside more prevention, screening and social connection.

**1 What do you think are the main health conditions?**

- Mental health (anxiety, depression, stress)
- Cancer (breast, prostate, skin/mole checks)
- Diabetes and obesity/weight issues
- Asthma and COPD
- Lack of exercise and difficulty being active
- Smoking and need for stop-smoking support

**Key Takeaway**: Residents highlight a mix of long-term conditions, mental health needs and lifestyle factors that are difficult to manage without better local support.

**2 What would help people with these health conditions?**

- Easier access to healthcare professionals and local services
- Affordable, accessible exercise and outdoor activity options
- Better housing and access to healthy food
- More frequent health checks (6-monthly)
- More mental health and wellbeing support (e.g., mindfulness)
- Better awareness of what is available locally

**Key Takeaway**: People want practical, local, affordable help that supports prevention, improves wellbeing and makes it easier to stay healthy.

# IN PERSON WORKSHOP KEY THEMES

**3 How do we create communities where it's easier to be healthy?**

- Better, more affordable transport
- Community hubs for social connection and support
- Screening and tests available closer to home
- Safe outdoor spaces and easy access to activity
- Good housing and healthier food options
- Clear information about local services and activities

**Key Takeaway**: Healthier communities require good transport, accessible local spaces, safe environments, and clear, joined-up information

**4 What feels frustrating, confusing or unfair locally?**

- Long travel distances / services not available locally
- Digital exclusion and difficult online systems
- Lack of men's health checks, including prostate
- Poor dental access
- Inconsistent or confusing communication routes
- Limited local screening (e.g., mole/skin checks)

**Key Takeaway**: Transport issues, digital barriers, inconsistent communication and gaps in local provision leave many feeling overlooked and disadvantaged.

# IN PERSON WORKSHOP KEY THEMES

**5 What small changes could make a big difference?**

- Local mole/skin-check events (“mole day”)
- More privacy at reception desks
- Appointments at the closest facility
- Digital support for older people
- Clearer information about services and self-care
- Being trusted to explain what they need when booking

**Key Takeaway**: Simple, low-cost improvements - especially around privacy, local access, digital help and better communication - would significantly improve people’s experiences.

**6 What’s the best way to keep people informed and involved?**

- In-person community events
- Social media and neighbourhood meetings
- Leaflets in GP surgeries
- Local feedback groups (WhatsApp or in-person)
- Parish noticeboards
- Trained volunteers supporting communication

**Key Takeaway**: Residents prefer clear, community-based communication that uses everyday channels and reaches people both online and offline.

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# HOW DO WE CREATE COMMUNITIES WHERE IT'S EASIER TO BE HEALTHY RATHER THAN SICK?



# ONLINE WORKSHOP (EVENING) KEY THEMES

## ⭐ Headline takeaways

- People strongly value local, joined-up care and see neighbourhood health teams as a positive step.
- Many issues centre on deprivation, long-term conditions and an ageing population, which increase demand.
- Early examples show neighbourhood working prevents avoidable hospital admissions and improves day-to-day quality of life.
- The voluntary sector is vital, often solving practical issues that clinical teams alone cannot.
- Prevention, early support and “what matters to you” conversations are seen as crucial.

## 🚧 Common Barriers

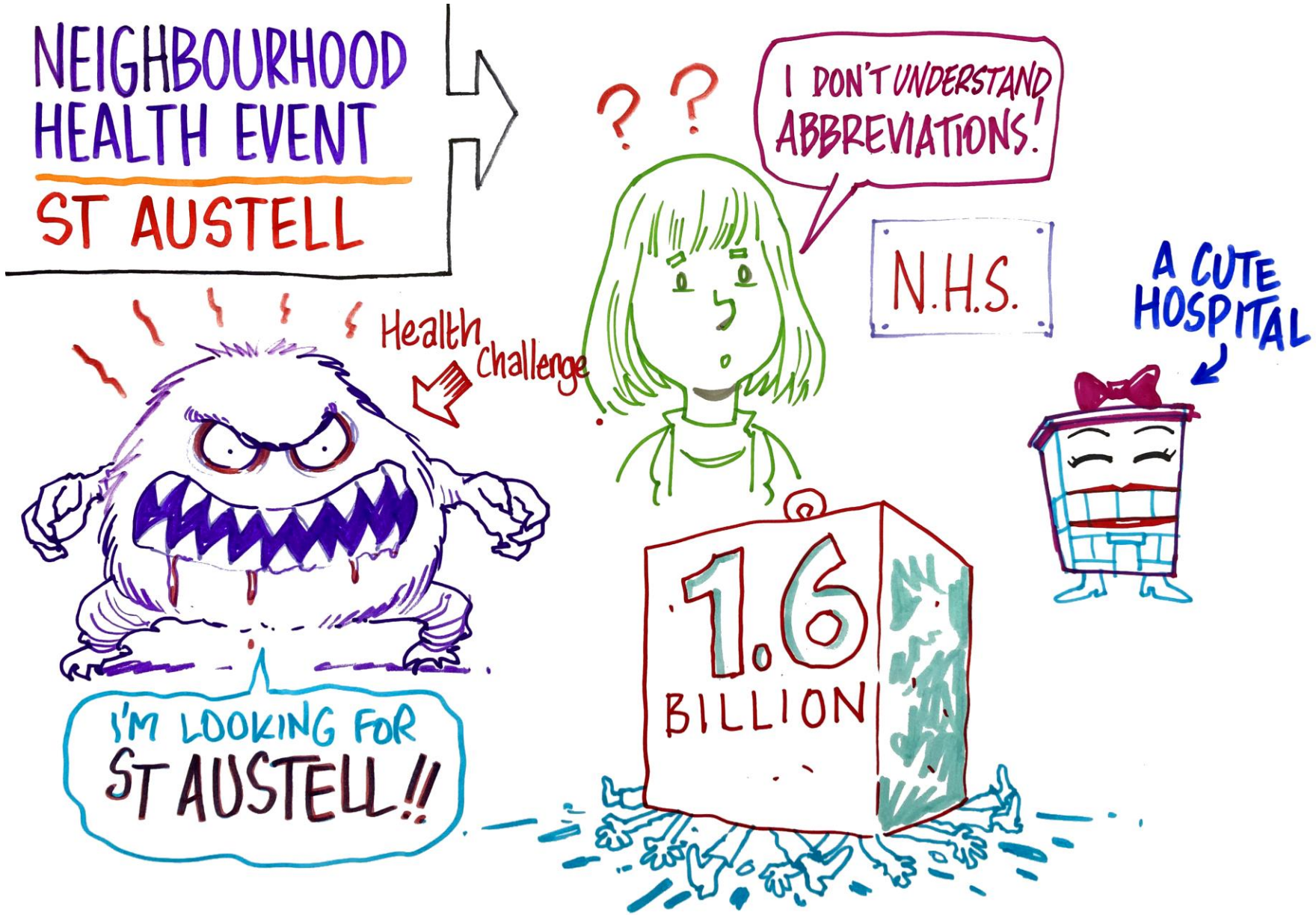
- Travel and transport difficulties, especially for those without cars.
- Fragmented pathways sending people between multiple hospitals or clinics.
- Poverty, poor housing and cost-of-living pressures, affecting health and access to care.
- Low awareness of local support services.
- Digital barriers to booking and accessing information.
- Isolation, especially in older or vulnerable groups.
- High prevalence of long-term conditions and associated health inequalities.

## 💡 What would help most

- More consistent local appointments to reduce long travel.
- Earlier access to information about community groups, pain support, social prescribing etc.
- Simple, clear communication about what help is available and how to access it.
- Better coordination across services so people aren’t passed between multiple departments or sites.
- Proactive outreach, especially to housebound people, vulnerable families and young people.
- More youth-focused mental health and wellbeing support.

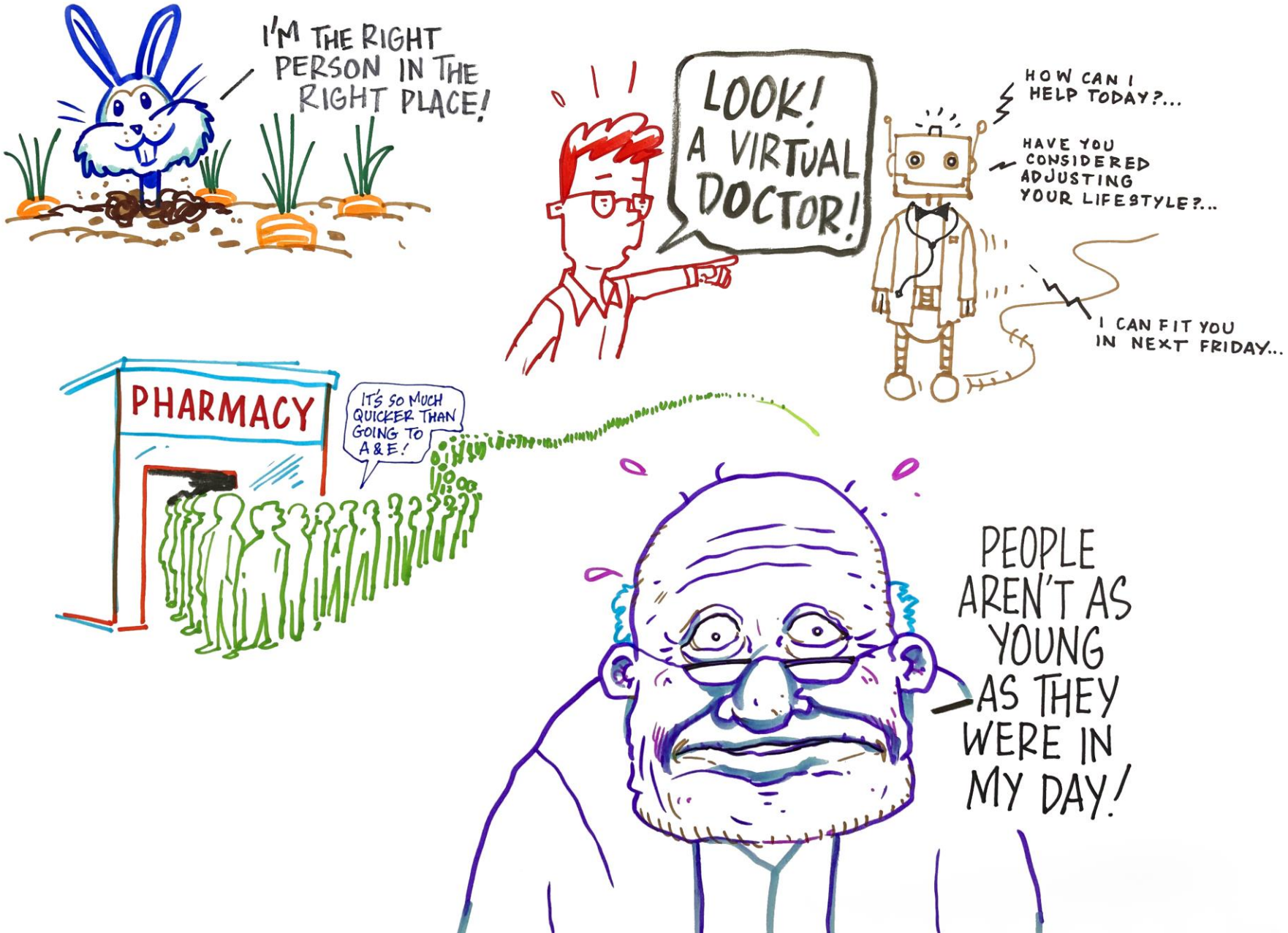
# CREATIVE ENGAGEMENT – OUTPUTS FROM OUR WORKSHOP

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