

Case study

Salford City Council

Salford City Public Health
Intelligence Team



Overview

The city of Salford covers 37 square miles and is made up of eight neighbourhoods (see map below). Some **269,000** people are proud to call Salford their home.

Salford's priorities as a city are The Great Eight, with a vision to create 'A fairer, greener and healthier Salford'. The Great Eight are:

- **Tackling poverty and inequality**
- **Creating vibrant places and spaces**
- **Tackling the climate emergency**
- **Skills and education (A Learning City)**
- **Affordable housing and reducing homelessness**
- **Promoting transport and digital connectivity**
- **Creating an economy for all**
- **Tackling health inequalities and providing the best possible care**

The Salford Public Health Intelligence team have a particular focus on tackling health inequalities but the other Great Eight priorities each impact on health and inequalities. These related factors, including employment, housing and education, are commonly referred to as the wider determinants of health.

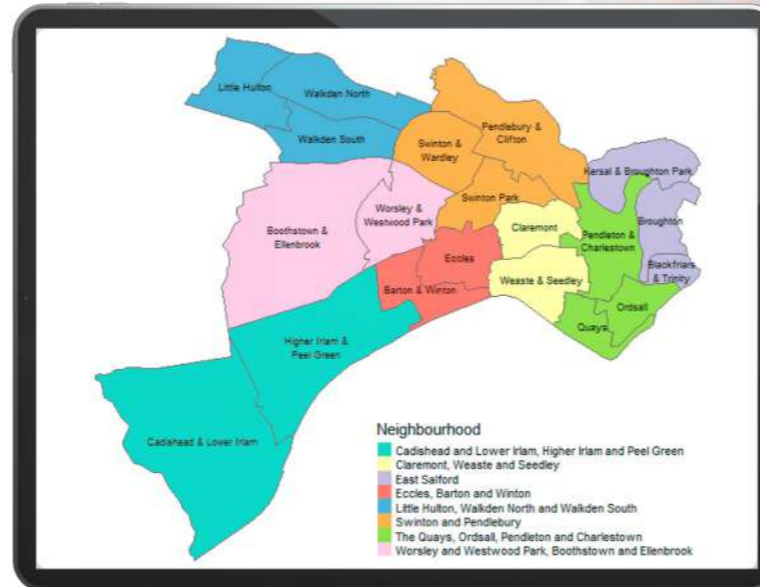


Fig 1 – Map of Salford: Neighbourhood and Wards



The challenge

The Joint Strategic Strengths and Needs Assessment (JSSNA) considers a wide range of factors that affect the health and wellbeing of the people of Salford. The delivery of the JSSNA is a responsibility of Salford's Health and Wellbeing Board and its findings informed Salford's Locality Plan.

The objective of the JSSNA is to involve partner organisations, such as the local NHS, local authorities, police, fire service and third sector organisations, to provide a top level, holistic view of current and future need within the city. Salford also has a focus on 'Strengths' in the JSSNA to identify existing strengths and assets within the city and its communities which already benefit the health and wellbeing of Salford residents. It is used to agree key priorities to improve the health and wellbeing of the population communities and reduce health inequalities between communities. Salford City Council's Public Health team play a central role in the production of the Joint Strategic Strengths and Needs Assessment (JSSNA) alongside its partners.

The aim of the JSSNA programme is to help Salford City Council and its partners understand their population and to promote thinking about the differences and similarities between the

communities living within the city. This encourages the conversation around population diversity and the inequalities which may arise as a result, both of which are essential when designing services to ensure fair and equal accessibility for all communities.

Another objective of the JSSNA is to promote the value of engaging with Salford's Public Health team to collectively meet partnership aims. Through engaging with Experian and using Mosaic as a tool for profiling areas, Salford are championing evidence-based decision making during the development and delivery of public health services at a local level, with the aim of reducing inequalities.



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Mosaic delivers what we need it to. It helps us meet the twin aims of better understanding our population and how best to reach those we need to. The most value is gained from the huge number of measures available and then being able to map that data down to the most granular household level.

Gordon Adams
Strategic Intelligence Manager
at Salford City Council

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The Solution

Salford's Public Health Intelligence team required a common currency across partner organisations within the city. By choosing Experian's Mosaic segmentation, Salford were able to apply a consistent principle of geodemography across all their households. This provided an easy-to-understand framework which now serves as a foundation to make informed decisions on where and how to address public health issues.

The framework was applied to Salford households to create the Mosaic Profile for Salford, a report which contributes significantly to our understanding of the local population in Salford and forms part of the JSSNA.

✓
Understanding of local and regional population differences

✓
Better decision making based on data

✓
Reporting framework to inform the JSSNA strategy

Using Mosaic, the Salford Public Health Intelligence team analysed all households within their area to provide an overview of the population:

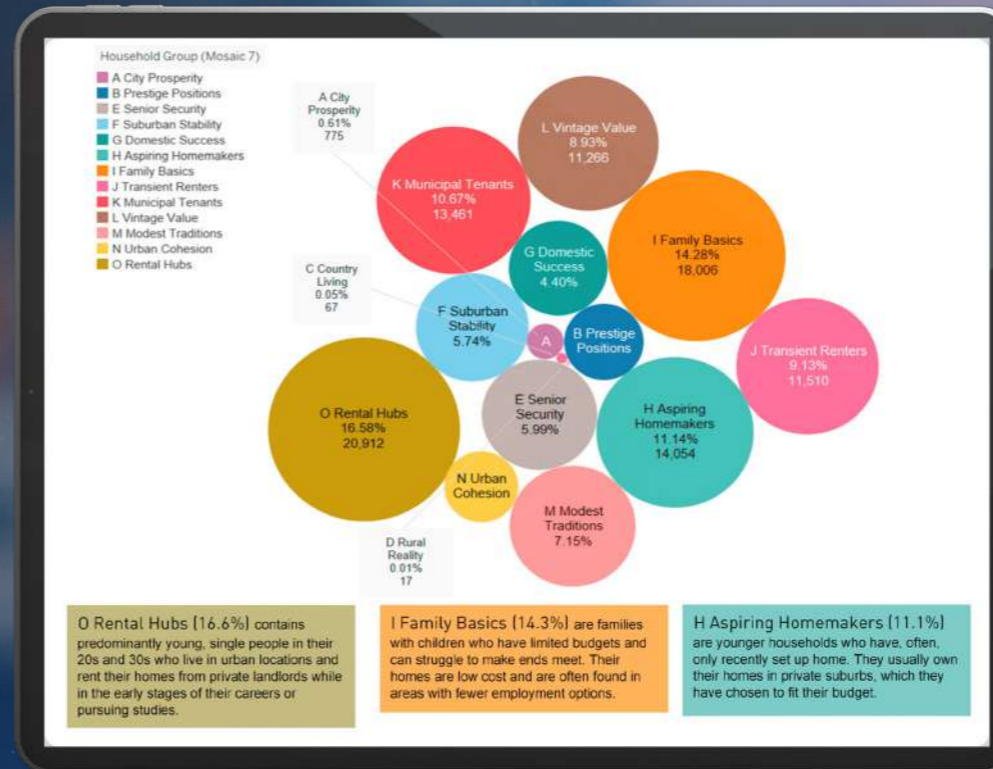


Fig 2. Salford Profile – Mosaic Groups

Using these insights, Salford created reporting that feeds into the JSSNA. Downstream effects and outputs from the detailed findings gathered from their insight will be seen in the overall strategy and tailoring of the offer to the public in each area of the city, which is critical in the delivery of high quality public services for the residents of Salford whilst maintaining value and efficiency.

By analysing the population by Mosaic Group and type, this enabled the team to create a profile report. The findings of the report showed that the three most common Mosaic Groups were:

- **O – Rental Hubs**
- **I – Family Basics**
- **H – Aspiring Homemakers**

Further geospatial analysis revealed the locations of these three groups and their concentrations within the different parts of the city.

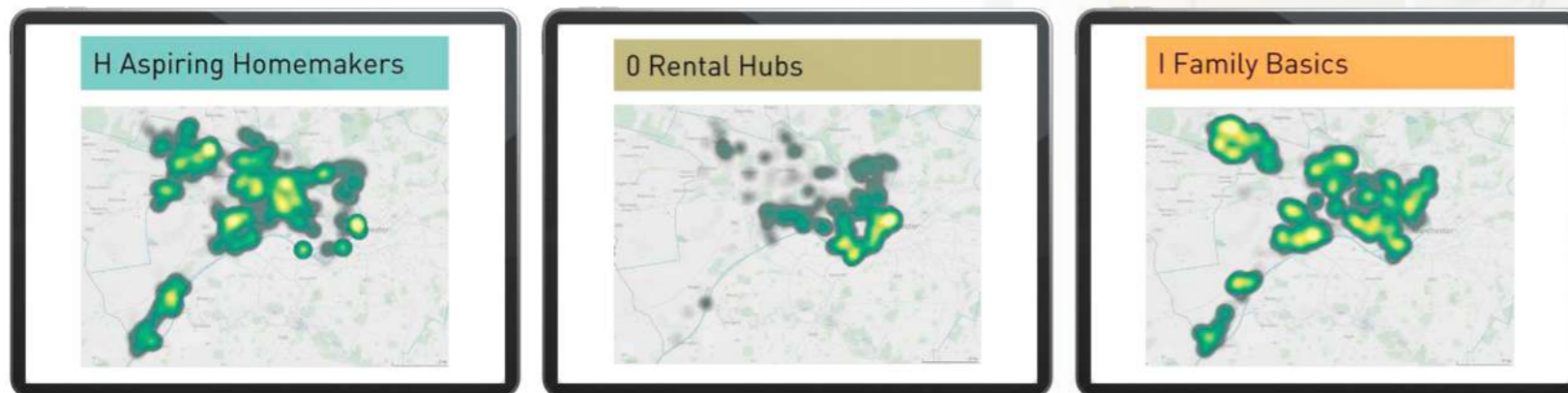


Fig 3. Concentration densities of Mosaic Groups in Salford

A copy of the Mosaic report can be found [here](#)



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