

Appendix 1

Executive Summary

It is 2024; we are almost a quarter of the way through the 21st century and Brighton & Hove is changing, and in some surprising ways.

Demographic shifts

Students continue to influence the city profile, particularly housing patterns and the night-time economy, and they now form 54% of the 20-24 year old age group. However, there has also been a large increase in the number of residents in their 50s. The behaviour of this pre-retirement group, while not manifest in any social disruption, is quite different to their parents and their alcohol use is placing some additional pressures on health services.

While the total number of over 75s has fallen over the last 20 years, the number of over 90s has increased by 48% just over the last 10 years. It is true that more older people are ever more healthy in Brighton & Hove, and this is manifest through their contribution to city life, including a lively arts and culture programme. However, many of the very elderly rely on their children - who themselves are past retirement - for care at home. Total dementia rates have not increased over the last 20 years in Brighton & Hove - due largely to demographics but also in part to improvements in early treatment. However, the changing age profile means that many people living with dementia are now very elderly and so present with very complex care requirements. The recently retired group is therefore finding life just as full as ever as residents in their 60s divide caring responsibilities between grandchildren and their own elderly parents.

The ethnic mix of the city is changing too with the biggest increase due to migration from across the European Union - 1 in 5 of all births in the city comes from this group.

Lifestyles

The growth in a diverse range of tobacco and nicotine products such as hookahs, snus, kreteks, shisha-pens and the ever popular e-cigarettes has required a revision of the traditional approach that was so successful in tackling cigarette smoking in the late 20th and early 21st centuries. While e-cigarettes might help some adults to quit cigarettes, in young people they represent a conduit towards as opposed to away from tobacco use. The ambience of tobacco and nicotine consumption - with these activities closely tied to leisure and social connectivity - presents a challenge to national policy and local practice. The continued fall in cigarette use is however, one of the great public health successes of recent times. Even so, the effects of previous smoking are still evident in the spectrum of hospital admissions and will be for some time, and if anything, inequalities in tobacco use are wider than they ever were.

Obesity is the biggest public health challenge that we face. In Brighton & Hove, the signs are mixed. There has been year on year improvements in healthy weight figures for children and young people

and policies on school meals, vending machine access and education around food and cooking which have been particularly strong in the city over the last 20 years, are bearing (healthy) fruit. In adults, the picture is somewhat different and rates are still increasing although the rate of increase is slowing. National legislation on menu descriptions and food labelling is likely to have an effect over the coming years although some of the food industry is ever more canny in its use of technology and social media to get its (less healthy) message across.

Alcohol remains our most popular drug of choice although consumption - including harmful consumption - among young people and adults, has been falling for almost 20 years. Alcohol-related hospital admissions, which first started to fall around 12 years ago, continue on a downward trajectory. The national adoption of a minimum alcohol unit price has been a key factor in reducing harmful drinking. Consumption is increasingly moving into the home and several bars and venues are experimenting with novel offers to entice a dwindling customer base.

The last 15 years has seen a fall in opiate and crack cocaine use - although this is still the main reason for inpatient and residential treatment - as well as an increase in the use of novel psychoactive substances (NPS), many of which are purchased legally, usually on-line. Estimating the extent of NPS use is difficult as many users do not seek treatment, nor do they find themselves resorting to crimes of addiction, although the content of many NPS is by no means certain and some users have been unwittingly criminalised for purchasing and distributing illegal substances. Treatment services are adapting to this profile of drug use however, the full extent of NPS use still remains hidden.

Sexual lifestyles are changing and to some extent, women are becoming more like men in their behaviour although overall - in a digital world - sexual intercourse is falling in popularity. Teenage pregnancy rates are also falling but abortion rates, particularly in young women, remain high. The picture with regard to sexually transmitted infections is decidedly mixed. Increases in chlamydia and gonorrhoea screening are having a positive effect, and the benefits of the national human papilloma virus (HPV) vaccination programme - which in Brighton & Hove has been extended to high-risk men - are beginning to be seen. New drug treatments, self-diagnostic kits and the pre-exposure prophylaxis with anti-retroviral programme (PrEP) are making some inroads into HIV incidence. However, there remains a small sub-group of men who have sex with men (MSM), that continue to engage in very high-risk sexual activity, tied to recreational drug use. This has very serious consequences for them and their partners. Behaviour change in this group remains a challenge.

Health and healthcare

The configuration of local services into Care and Health Teams (CHETs), each tied to a group of GP practices and with several Single Point of Care Coordinators (SPOCCs) has seen the coordination of care in Brighton & Hove improve dramatically in recent years. The role of the Third Sector and of volunteers has also been crucial in creating much more fluent pathways of care.

Coronary heart disease mortality rates continue to improve and are better than national equivalents. Cancer mortality rates however, continue to lag behind national rates although there has been some approximation over the last five years. Large increases in melanoma and oral cancer rates are

grabbing national and local headlines. Diabetes too is not a good news story for the city with increasing rates, and represents the natural progression for many people of our biggest public health challenge - obesity.

Mental and emotional wellbeing

The last decade has been a decade of mental wellbeing improvement in Brighton & Hove. Suicide rates have continued to fall, and the last few years, linked to a programme of better staff training, self-harm rates have at last gone down. The work of the Happiness Strategy Group has seen some targeted improvement in wellbeing, such as in local Muslim groups. Other initiatives, like The Shed for older men and the Crisis Support Centre in West Street have been very successful, and are no doubt behind some of this improving picture of mental health and wellbeing.

Schools

School performance, and in particular, the gap between pupils from more and less affluent backgrounds have much improved over the last 10 years. National policy, with a landscape of Academies and Free Schools, and a raised compulsory age of school leaving has seen a transformation of how schools operate, with much stronger ties to business, to apprenticeships and other employment opportunities. These changes, coupled with ever more mobile technology improvements mean that the school and extra-curricular lives of children today are a long way from their parents' experience, and the leadership role of the local authority is very different to even just 10 years ago.

The economy

The view from the top of the i360 is pretty good, with improvements to Valley Gardens, to Circus Street and to the Sea (now Water) Front and even out to the English Channel with the Rampion Wind Farm. The last 20 years have seen two decades of economic success, despite the recession in the early years of the 21st century. The city's two universities, and a growing creative digital and information technology ('Superfused') sector has helped provide strong growth, in the face of a downsizing public sector. Regional status as Greater Brighton has seen visitor numbers to the region, and in particular to the city grow year on year. The one blot on the landscape is the absence of affordable housing for many of the people who work in the city.

Housing

Providing affordable homes for the people who want to live and work in Brighton & Hove remains as big a challenge as it did 20 years ago. The cost of buying a home puts it out of the reach of most residents and private rents have been high for decades. Recent developments such as the ones in Preston Barracks and Toads Hole, innovations like the Shipping Container Homes, and higher density

property developments in the city centre and even east Brighton have failed to meet the demand for homes or bridge the affordability gap. The pressure from increasing student numbers is a key factor in the ever-expanding landscape of houses of multiple occupation (HMOs).

There has been some success in tackling the numbers of homeless people in the city, as well as some innovative work to reduce excess winter deaths from cold and fuel poverty. However, home ownership remains ever more exclusive, and large numbers of people who work in Brighton & Hove have decided to live outside the city, in the Greater Brighton Region, placing additional pressures on transport. A long-term solution to the city's housing problem remains a long way away.

Transport, air quality and climate change

Over the last 20 years, in Brighton & Hove bus journeys have more than doubled from 23 million per annum to 53 million, while cycle trips have more than quadrupled with people cycling to work rising from 3,000 in 1993, to 6,600 in 2011, to 13,000 in 2023. However, heavy diesel traffic (bus and taxi) in confined spaces - such as North Street - saw pollution from Nitrogen Dioxide rise in the first part of the 2010s. The adoption of a Low Emission Zone, and more importantly the subsequent and continuing conversion of diesel buses to electric hybrid buses have seen the picture improve in recent years.

Transport, pollution and several associated 'Big Solution' ideas remain very much on the local political agenda. The same can be said of climate change, and the city has seen several manifestations of this over the 21st century with coastal erosion, and several severe summer and winter weather events including floods. The Health Protection Subgroup has been instrumental in coordinating a citywide response to these events over the last 10 years. Projected temperature increases appear to be materialising but there remain a number of possible future scenarios and the city, like the rest of the globe, faces a long-term challenge.

Projections and assumptions and the uncertainty therein

This report is written as if we were living in 2024. The reason for taking this approach is not simply to print a hostage to fortune, but to engage stakeholders and policy makers in an active debate about where the city is heading, and what we can collectively do to improve the potential outcomes for residents, employees and visitors alike.

In order to make the predictions in this report we have made the maximum use of Office of National Statistics population estimates, published research-based projections of lifestyle behaviours and disease rates, and national and local intelligence on policy developments in health, education, planning, housing, transport and associated air quality. We have tried to connect this intelligence together to paint a picture of life in Brighton & Hove in 10 years time. Of course it is possible (indeed virtually certain) that some of these assumptions will prove to be incorrect and that the picture that develops in some respects will be different to the one painted here. That should not forestall any debate, for in compiling this report it is abundantly clear that we need not just sit and

watch events unfold, but that we can do much to influence our collective future for the better. If it realises its goal, then this report will prompt us to do just that.

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