



From Data to Action: Tackling Health Inequalities in Gamesley Through Community-Led Insight

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Introduction



The aim of the Gamesley Community Needs Assessment (CNA) was to identify and understand the Gamesley community's health and wellbeing needs, including the social factors that influence health outcomes, using both quantitative and qualitative methods.

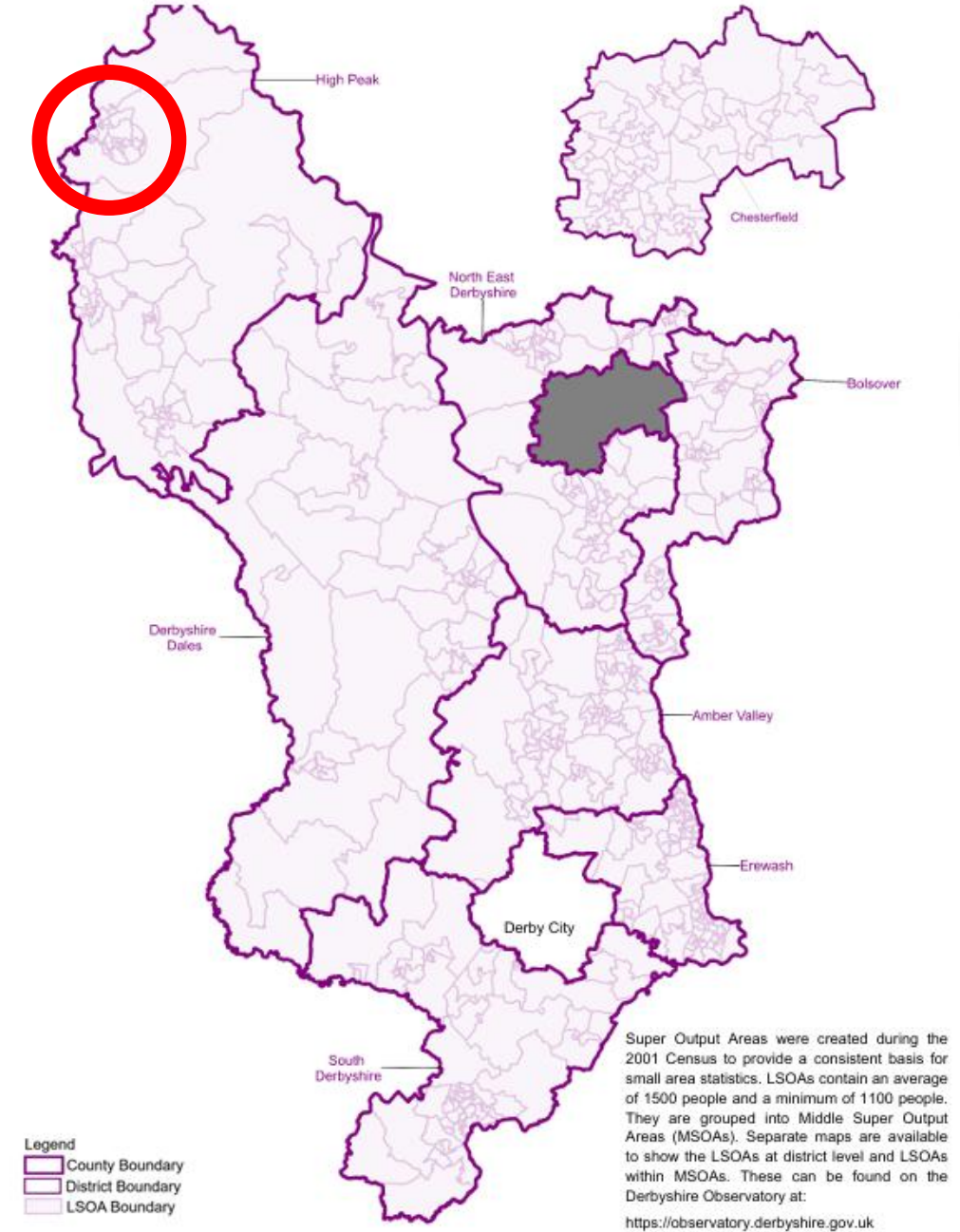


By including evidence directly from residents and professionals, the CNA aimed to gain a comprehensive understanding of the community's priorities, strengths, and areas requiring attention.





Derbyshire Lower Layer Super Output Areas (LSOAs) 2021



Gamesley in the High Peak:

- Gamesley is a community in High Peak, Derbyshire, located near the Greater Manchester border, originally developed in the 1960s as a Manchester overspill estate.
- The area is defined by a single ward made up of two LSOAs.

- Gamesley has historical ties to Greater Manchester healthcare services, with commissioning transferring to Derby and Derbyshire ICB in 2022.
- Due to its location, residents often access health services outside of Derbyshire.

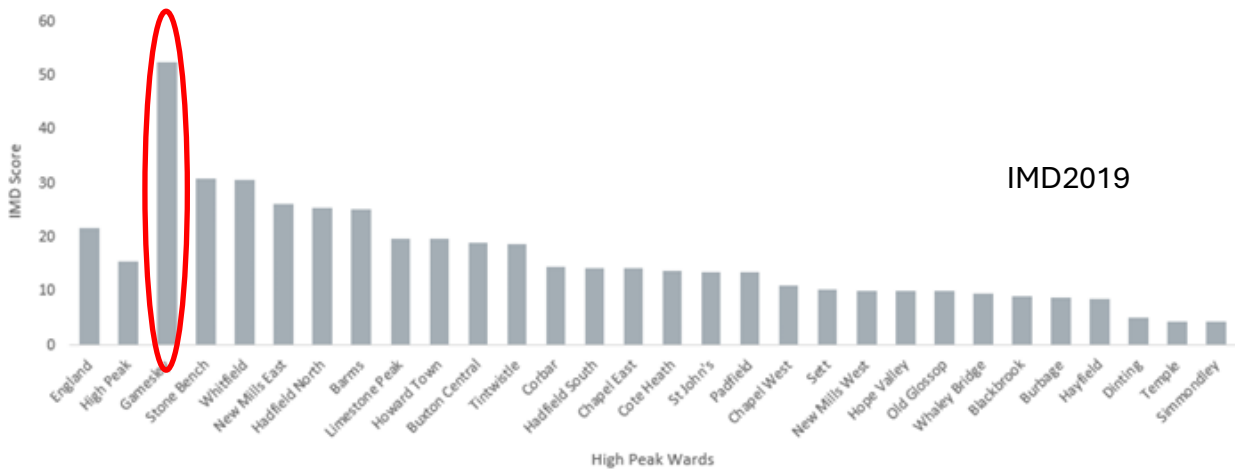
- Geography and rural separation contribute to a historic divide in service access across the High Peak.
- Transport limitations create challenges in accessing care.
- High Peak is served by two ambulance services. North West Ambulance Service (NWAS) (Glossop and Gamesley) and East Midlands Ambulance Service (EMAS) (rest of High Peak and Derbyshire).



Derbyshire and High Peak

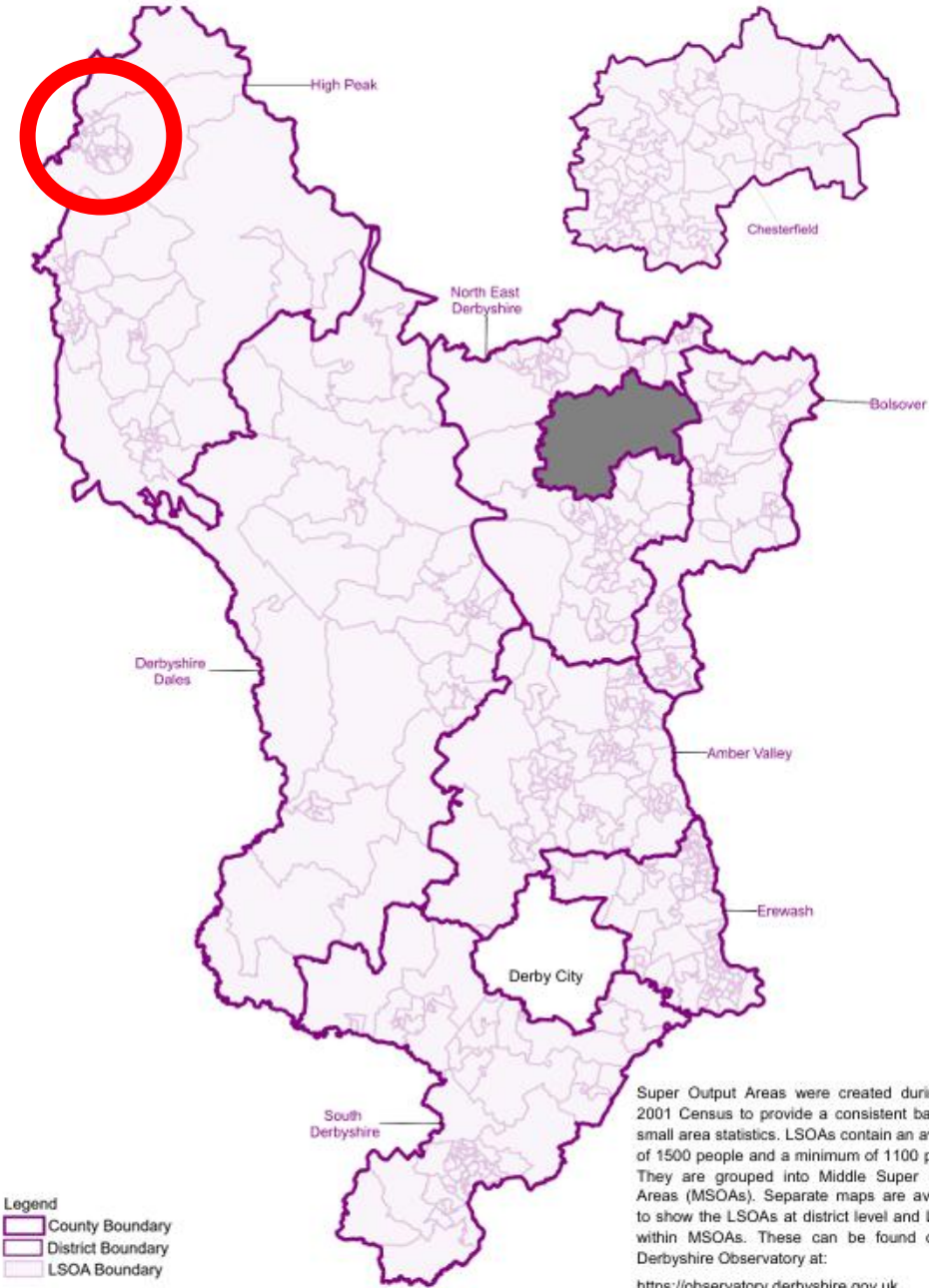
Overall, the High Peak district is less deprived compared to the average for England. The relatively prosperous appearance: and seemingly positive health indicators of the district overall mask small pockets of rural deprivation that can be found within some sparsely populated areas.

Gamesley is an area in the High Peak that falls within the top 10% of the most deprived in England.



Source: Fingertips⁶

Derbyshire Lower Layer Super Output Areas (LSOAs) 2021



Super Output Areas were created during the 2001 Census to provide a consistent basis for small area statistics. LSOAs contain an average of 1500 people and a minimum of 1100 people. They are grouped into Middle Super Output Areas (MSOAs). Separate maps are available to show the LSOAs at district level and LSOAs within MSOAs. These can be found on the Derbyshire Observatory at: <https://observatory.derbyshire.gov.uk>

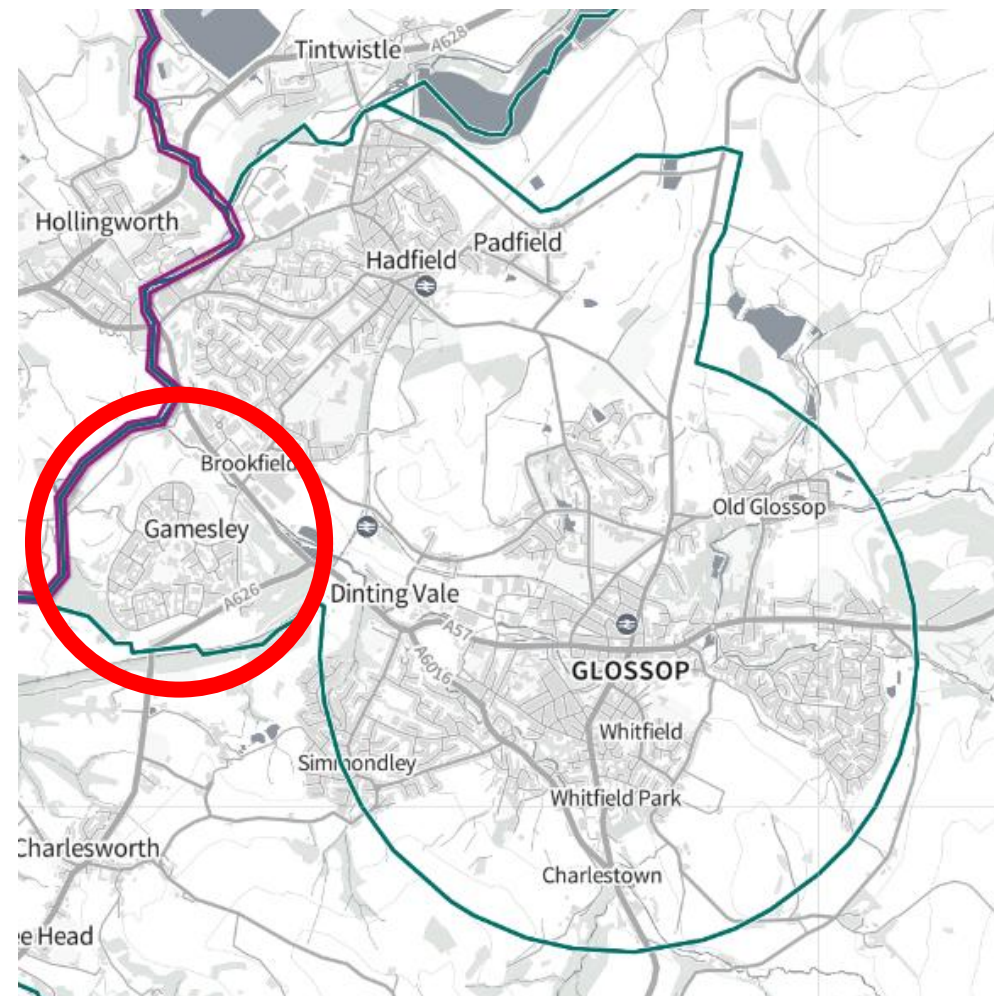
Gamesley in the High Peak:



Looking at health at a district level means we can't understand the health of smaller communities

Breaking the data down into smaller areas means hidden health inequalities can be highlighted

Many of the health indicators for the **High Peak** district are similar to the county and England figures



However, **Gamesley** shows **worse health outcomes** for deaths due to diseases including **cancer** and **emergency hospital admissions**

Our Approach: Data + Community Voice

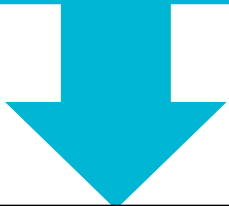
Demographic data

Acorn Segmentation

- Household Types
- Consumer Behaviours

Population Insights

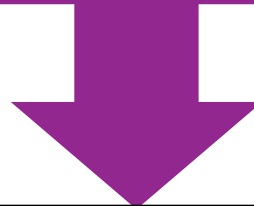
- Census data



Qualitative Data:

Interviews (residents and professionals)

- Lived experience
- Local priorities
- Community Perspectives
- Asset mapping



Quantitative Data

Health profiling:

- Epidemiology
- Screening Uptake
- Health Outcomes



Actionable Insight

- Hidden Inequalities
- Shared Understanding
 - Agreed Priorities
- Evidence-based Action



ACORN is a geodemographic segmentation tool combining multiple datasets including Census data. It profiles populations to provide an understanding of the various types of people that make up the population.



ACORN is not based on the individuals who live in Gamesley but uses postcode level data. ACORN was used within the CNA to provide modelled data about Gamesley by using indexes to compare likelihood against a base area (High Peak). These were shown as percentage differences.



For example, 'households in Gamesley were 144% more likely to move into social rented housing than those in High Peak'.



ACORN was used to support a clearer understanding of community characteristics where data was unavailable at a Gamesley level (LSOA geography).

A Quantitative View:



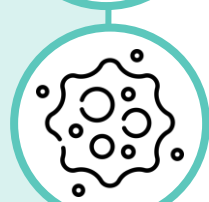
Gamesley was in the 10% most deprived decile of small areas in England .



Gamesley had statistically significantly worse hospital admission rates when compared to England.



Gamesley had statistically significantly worse outcomes when compared to England for indicators such as standardised mortality ratios for deaths from all causes, all cancer, and respiratory diseases.



Gamesley had statistically significantly worse standardised incidence ratios when compared to England for cancer incidence.



The standardised incidence ratio for Gamesley for colorectal cancer was the highest rate in England.



Cottage Lane Surgery in Gamesley had the second highest average number of appointments per registered patient (9.6) in the High Peak constituency.

Asset Mapping:

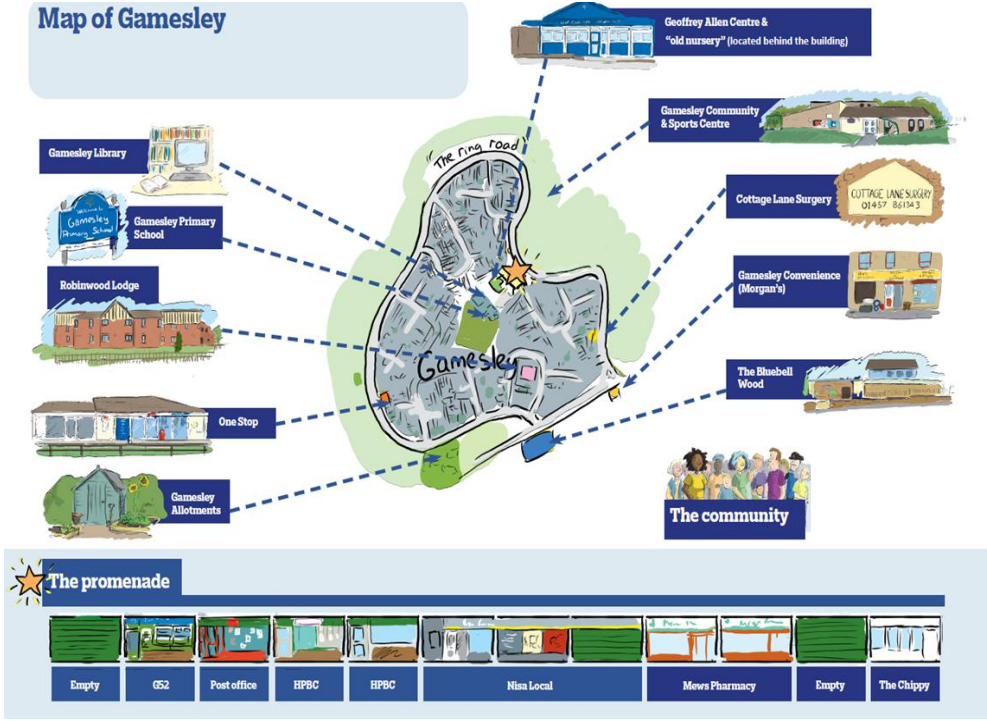
Asset mapping was conducted between February 2024 and August 2024.



The project team embedded themselves into the Gamesley community by talking to residents and stakeholders, attending local events, and being visible in the community.



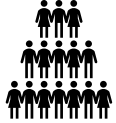
These activities identified a range of community assets that supported the health and wellbeing of residents.



The asset mapping provided a clear structure for planning and supporting an asset-based approach.



Community Engagement:



23 residents and professionals were interviewed



The aim was to **listen**, not consult. Wanted to build trust in a community with previous 'project fatigue'



Snowball method utilised to recruit participants. Eligible to take part if over 18 years, had a link to the community, able to give informed consent, able to speak English.

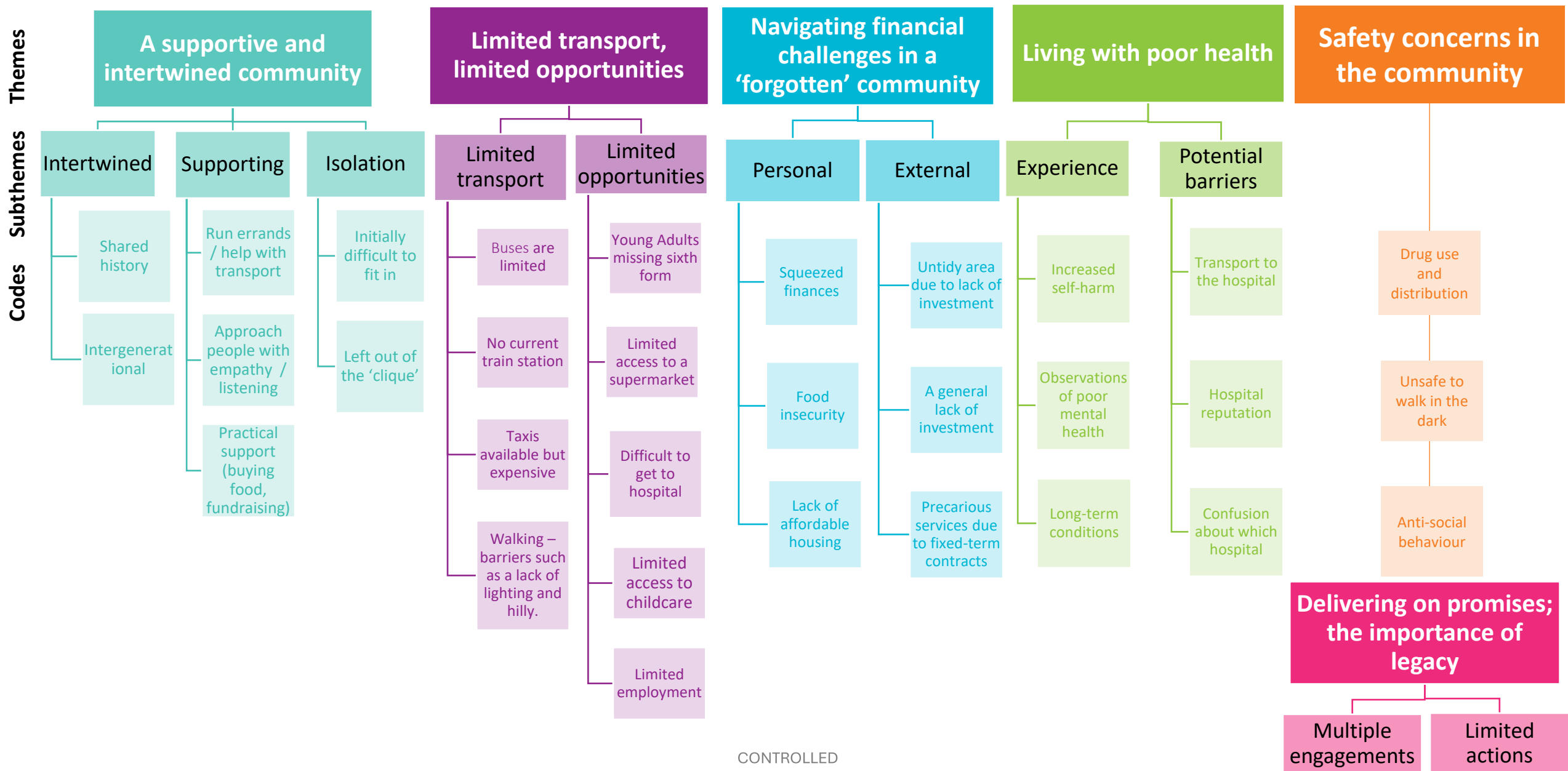


Best ethical practice followed: **participant information sheet, informed consent, right to withdraw** at any time during the interviews and right to withdraw their data up to August 2024. Signposting provided where required.



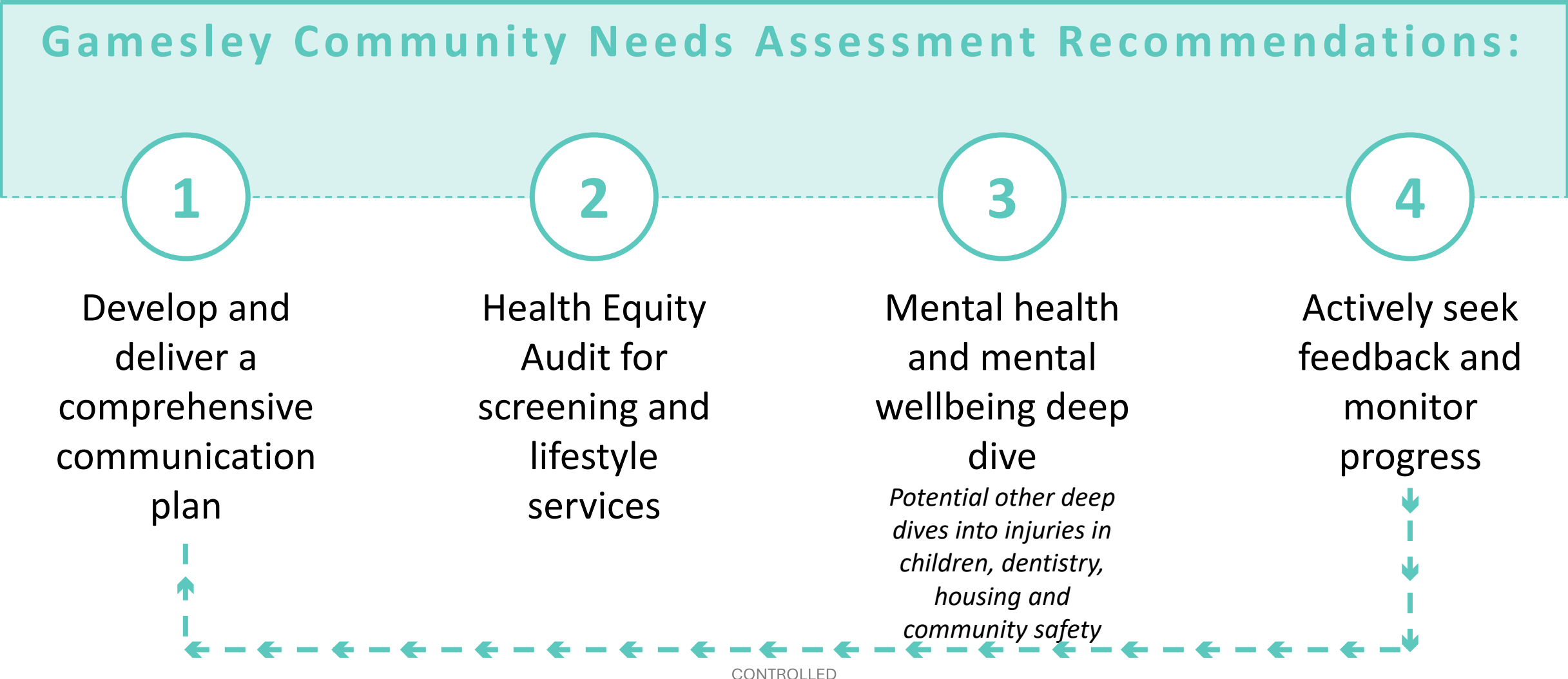
23 interviews were conducted between February 2024 and August 2024, 6 with resident and 17 with professionals. Ranged from 8 – 82 minutes. Interviews were **recorded and transcribed** verbatim. **Thematic analysis** was conducted.

Community Engagement Findings:



Recommendations

Developed with a range of stakeholders in November 2024.



Summary of findings



Gamesley Community Needs Assessment Key Messages

From January to September 2024, a Community Needs Assessment took place in Gamesley.

This was written into a report to show what strengths there are in the community and what challenges people face.

For more information contact Helen Thornhill helen@the-bureau.org.uk

For more detail about the report click headings with the ¹ symbol

1. Your Community Spirit is Your Greatest Strength ¹

- Gamesley has a strong, supportive, and proud community.
- Residents help each other with food, transport, and emotional support.
- This spirit is a powerful tool for driving positive change.

"I know that I can just go across the road and knock on someone's door if I need anything."



2. Gamesley Faces Serious Health Challenges ¹

- Gamesley is one of most deprived areas in England. This means that health outcomes are worse than less deprived areas. There are:
 - Higher rates of cancer (specifically bowel), respiratory (lung) disease, and emergency hospital admissions.
 - Lower cancer screening uptake.
 - High rates of self-harm hospital admissions and poor mental health indicators.



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3. Transport is a Major Barrier ¹

- Limited bus services (no evening, Sunday, or bank holiday service).
- Lack of affordable transport affects access to jobs, healthcare, and fresh food.

"You could potentially be stranded up here... how do you get down into Glossop to get your shopping and your fresh fruit and veg and your meat in the depths of winter? You can't."



"With prices going up with everything it's making it harder and harder and harder to be able to afford things."

4. Financial Struggles are Widespread ¹

- Many residents face food insecurity and rely on local support.
- High levels of unemployment and low educational attainment.
- Lack of affordable housing is pushing families out of the area.



5. Safety and Wellbeing are Ongoing Concerns ¹

- Residents report drug use, anti-social behaviour, and feeling unsafe at night.
- Community members often under-report issues due to close-knit ties.

"There's needles... It's not fair for the young kids. We won't take the kids to the local parks."



COTTAGE LANE SURGERY
01457 861343

6. Local Services are Under Pressure ¹

- Only one GP surgery on the estate (Cottage Lane) with high demand and limited staff, but high satisfaction rates from patients.
- No local dental practice.

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7. We've Listened - Now it's Time for Action ¹

- This assessment is based on your voices and lived experiences.
- Four key actions are planned:

- Better communication** about findings and next steps.
- Undertake a Health Equity Audit** which is a check-up of services across a community. It looks at who is getting help to stay healthy, who is missing out and what changes can be made to improve access, so everyone has the same chance to become healthier
- Investigate the mental health** needs of the community, to understand the real experience, challenges and gaps in support that people face.
- Ongoing community involvement** through a neighbourhood group.

Gamesley Community Neighbourhood Group



"I know four generations of the same family use this place...and I'm very, very proud of it."

8. You Can Help Shape the Future

- A Community Neighbourhood Group is being formed.
- Residents are encouraged to get involved, share ideas, and hold services accountable.
- Your voice matters in shaping a healthier, more connected Gamesley.
- There is a call for continued support, follow through and action.
- Contact Helen Thornhill helen@the-bureau.org.uk
- Go online at www.gamesleycommunitygroup.org

Community Focused

Full report: [Gamesley Community Needs Assessment 2025](#) ¹

"I think we need help to do things, if we had the tools to do things we'd do them."



"Communities get project fatigue."



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Map of Gamesley



The promenade

Empty	G52	Post office	HPBC	HPBC	Nisa Local	Mews Pharmacy	Empty	The Chippy		

Develop and deliver a Communication Plan



1

Gamesley Community

Evening briefing event held in the community centre including Call to Action, Summary & Report
Gamesley Community Neighbourhood Group formed June 2025

2

Derbyshire County Council

Briefings and dissemination within Public Health and the wider council

3

Glossopdale and High Peak Stakeholders

Health and Wellbeing Partnership, Neighbourhood Alliance Groups and wider NHS and High Peak Borough Council Partners

4

Wider systems

East Midlands Combined Community Authority

Communication is key with residents – development of 'Gamesley Gazette'



Health Equity Audit for Screening and Lifestyle Services

- A Bowel Screening Pathway report has been completed
- Summary document presented to community and partners
- Findings that no specific inequalities in access to services, although transport is a known barrier – work to do on improving uptake of bowel screening and prevention messaging as part of action plan
- Greater links have been made with Manchester Screening Inequalities Leads
- Further health equity audits to be carried out 26/27

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Gamesley Bowel cancer Screening and Care Pathway Key Messages

From January to September 2024, a Community Needs Assessment took place in Gamesley.

This found that Gamesley faces serious health challenges including higher rates of cancer (specifically bowel) and lower cancer screening uptake

Derbyshire County Council, Glossop PCN and Manchester's Bowel Cancer Improvement Lead have worked together to look at what is happening now

1. What we found

- Screening uptake in Gamesley has improved, but some people are still missing out.
- The number of people with a positive FIT test result has remained higher than other areas.
- Colonoscopy findings overall were as expected, which is reassuring.
- Some residents may still experience barriers such as transport or accessing appointments, however there is a free taxi service available organised by Manchester bowel screening improvement team.
- Colonoscopy bowel preparation is posted out to patients where possible. If collection is required the hospital will assist where people can't get there.
- Stepping Hill is now an accredited hospital for bowel screening.



2. What can we do next?

- Relationships between services in Derbyshire and Manchester have grown and can be built on to ensure residents of Gamesley have good access to screening, health services and information.
- Work with the GP practice to support people who are not returning their screening kits.
- Bowel screening information can be shared with other screening checks, so people get the right information without it feeling confusing.
- Supporting small healthy changes, like eating more fruit and vegetables, whilst understanding this can be difficult for many reasons.
- Work together with the community and others that are supporting people, so it's all joined up.



Mental health and mental wellbeing deep dive



- Residents' concerns re: Mental Health & Suicides
- Wellbeing Support guide co-produced Guide includes:
 - Signs and symptoms or poor emotional wellbeing
 - Factors
 - Self Care
 - Support
 - Community Groups
 - Wider support
- Delivered to every door in Gamesley
- Family fun day took place in May, incorporating Mental Health and Suicide Prevention information and support

Gamesley Wellbeing Support Guide

This booklet has a range of information regarding mental health and wellbeing.

Mental Health Support Line, Call NHS 111 and press option 2. Life at risk? Call 999

Friends, Residents of Gamesley's FROGS

Mental Health and Suicide Prevention
Public Health Derbyshire

@DCCMHSP

Actively seek feedback and monitor progress steered by Community and partners



- Gamesley Community Centre hosts regular meetings with residents and partner organisations to review priorities and progress.
- Community-led fundraising project established to transform sports pitch facilities
- Resident feedback informed the delivery of targeted health and wellbeing programmes
- Active Travel plans being developed to improve links between Gamesley and the local secondary school
- Community communication channels strengthened with the co-production of local newsletters
- Melandra Castle Roman Fort revitalisation being explored by Glossop Heritage Group
- Coloured Walking routes around estate being developed
- Transport and connectivity challenges continue to be raised as a priority by residents
- Ongoing work to challenge stigma and promote positive community stories

What else

Lots more has happened in the Community:

1

AAA Screening delivered from the community centre (86.2% uptake)

2

Breast Screening awareness sessions
Car share scheme in place
Evening and weekend appointments added following community feedback

3

Transport video been developed and sent to the Mayor
Gamesley Speaks! We Need Better Bus Services
[Gamesley Bus Video](#)

4

BBC returned – One Year On
[Gamesley Community Centre BBC Breakfast](#)

5

Funding received from EMCCA
[£200,000 boost to create new community wellbeing hub - East Midlands Combined County Authority](#)

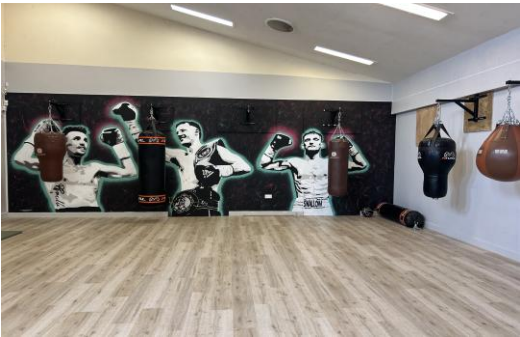
What else

6

Family Fun Day
incorporating charity
football march held
Saturday 2nd May
2026

7

Co-design of centre
with residents



8

Formation of Gamesley
Darts club 14 yrs +



9

Development of the
Gamesley Gazette



10

Gamesley Cares



Challenges and Learning for Future Development



1

Complex Health and Care System Boundaries

Differences in service footprint and organisational boundaries can create challenges for community-based delivery and coordinated working

2

Changes in Local Authority and Partner Priorities

Organisational restructuring, funding changes and shifting priorities can affect capacity, continuity and long-term sustainability of local initiatives

3

Maintaining Strategic Leadership Engagement

Securing consistent senior-level participation across partner organisations remains important for sustaining momentum and shared ownership

4

Community Engagement and Inclusion

Addressing stigma, building trust and ensuring participation from all communities can be challenging particularly in areas with longstanding inequalities or social barriers

5

Transport and Accessibility

Limited transport options, service reliability and accessibility issues can affect residents' ability to engage with activities, services and support networks

Final Reflection



Neighbourhood level analysis uncovered inequalities hidden at district level



Data identifies where inequalities exist



Community voices explain why they exist



True partnership working determines whether things change

Thank you for listening



Any Questions?

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Bev.MunozPujol@derbyshire.gov.uk

[Gamesley Community Needs Assessment Summary](#)

[Gamesley Community Needs Assessment Report](#)

[Gamesley Community Needs Assessment Slide Deck](#)

[High Peak Locality JSNA](#)