



Healthy Places

Isle of Wight

March 2024

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Healthy Places – Isle of Wight

Introduction

The Healthy Places chapter of the JSNA focuses on place, area assets, and the social and commercial drivers of health. The aim of this report is to look at the areas within the Isle of Wight and understand how the wider determinants of health impact on different communities. It accompanies the [Power BI report](#) for this chapter which allows the reader a chance to look at the data themselves. The report is an overview of all the areas covered in Healthy Places, more detailed are already available for some topics and links are included in this report.

Some of the data were available at very small local geographies - LSOAs (population of around 1,500 people or 650 households) - which allowed for interrogating the data within districts, however, other data were only available at local authority level. This report has been updated in 2024 based on the most recent data available, the year will depend on the data source and when data were made available. Links to all data sources are provided in the Power BI report.

The report has 5 sections:

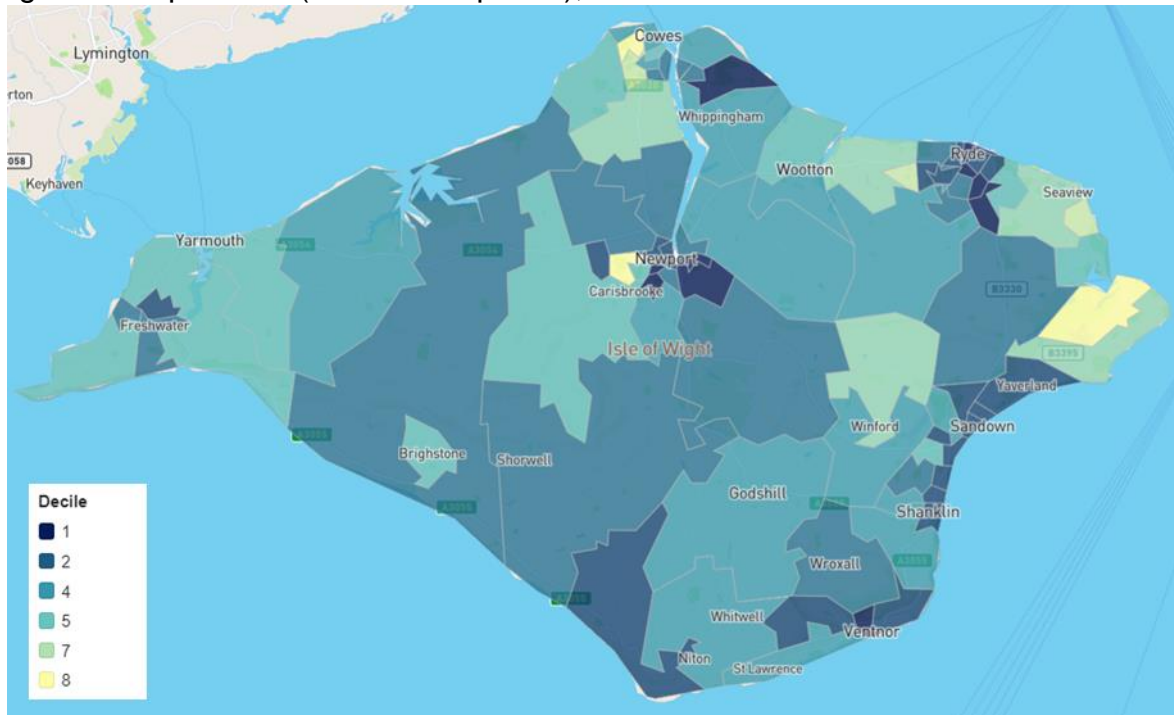
- Physical environment
- Home environment
- Social and economic environment
- Community safety
- Climate

Background

The Isle of Wight ('the Island') had a population of around 140,400 in 2021, of which 29.2% were aged 65 and over. This was older than the England average which had around 18.4% of the population aged 65 and over. The areas with the highest proportions of people aged 65 and over were to the west of the Island around Freshwater and Yarmouth (around 50%), the south near Ventnor (46%) or the east of the Island near Bembridge (49%). The younger areas of the Island were Parkhurst and Oakfield in Ryde. The population density was 357.5 people per square kilometre, lower than England (433.5). The Isle of Wight is mainly rural with areas classified as urban around Cowes, Ryde, Newport, Shanklin and Sandown. These areas held 70% of the population. A further 21% of the population lived in rural town and fringe area, whilst the remaining 9% were in rural villages.

The Isle of Wight has high levels of deprivation with 12 areas in the top 20% most deprived in England. The areas of higher deprivation on the Island included urban areas in East Cowes, Newport, Ryde and Ventnor. Just over half the population of the Island lived in areas which were in the three deciles of highest deprivation.

Figure 1: Deprivation (1 = most deprived), 2019



Source: IMD 2019

Anchor institutions are public sector organisations which have an important presence as they are large employers. The anchor institutions on the Isle of Wight are all based in Newport and include St Mary's hospital, Isle of Wight College and Isle of Wight Council.

Physical environment

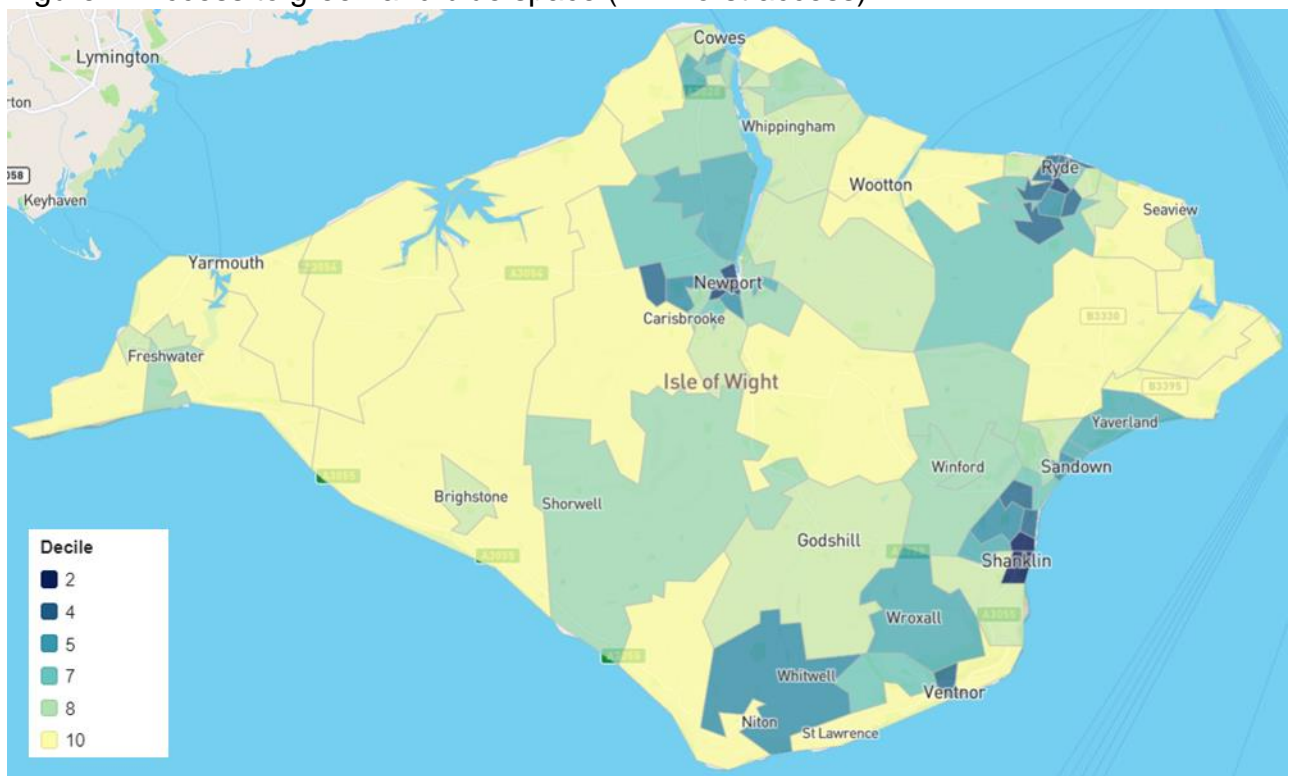
Green space

Green space is defined as parks, woodland, fields and allotments as well as natural elements including green walls. These are recognised as important assets for supporting health and wellbeing. Evidence shows that living in a greener environment can promote and protect good health, aid in recovery from illness and help with managing poor health. Greener environments are also associated with better mental health and wellbeing outcomes. This includes reduced levels of depression, anxiety, and fatigue, and enhanced quality of life for both children and adults.

However, measuring the availability of green space can be challenging. Many measures only include access to parks in built up environments and therefore don't include measures of how accessible more rural green space is for the general public. The map shows access to green (passive) and blue space from the Access to Healthy Assets and Hazards. Additional information about open access greenspace sites is available on [Shape](#), and tree canopy cover is included in the [Tree Equity Score](#).

Most of the Isle of Wight had very good access to green and blue space, the areas with lower access were those more urban areas of Newport, Ryde, and Shanklin. In 2020, 90.1% of residents had access to a private garden, compared with 88.4% in England. Areas with lower access were the central areas of Cowes, Newport and Shanklin (all around 83%).

Figure 2: Access to green and blue space (1 = worst access)



Source: Access to Healthy Assets and Hazards

There were an estimated 71,700 dwellings on the Isle of Wight in 2022. In 2029 it is estimated there will be 76,500 dwellings. The areas of largest growth between 2022 and 2029 are the Elmfield area of Ryde and the Parkhurst area of Newport.

Leisure facilities and community access

Residents of the Isle of Wight rated the community they live in as safe (90.5% compared with 78.0% in England and Wales) in March 2023. When people have lived in an area for longer it is more likely that they will know their neighbours and feel part of a community. Whereas areas where there is a larger flow of people moving into and out of the area may have a reduced sense of community. On the Isle of Wight in 2021, 89.7% of the population lived in the same address as a year previously, compared with 88.9% in England. Areas around the seafront in Cowes and Gurnard and the centres of Newport and Ryde had the lowest proportion of people living in the same address for over a year (around 83%).

On the Isle of Wight there were 200 public sports facilities in 2023. This is a rate of 14.2 per 10,000 of the population, lower than Hampshire (16.2) but higher than England (13.2). This data counted the number of different types of facilities separately (e.g. tennis courts, swimming pools, grass pitches and gyms), therefore a large leisure facility would be included a number of times depending on the different activities on offer. The areas with the greatest access were the more rural area around Bembridge and Nettlestone, whereas areas with limited sports facilities included south Ryde, central Newport and central Cowes.

The Isle of Wight is split between coastal and non-coastal areas although the non-coastal areas are those more sparsely populated (see definition and analysis from University of Plymouth¹). Nationally coastal areas have an older and more deprived population. Average life expectancy was significantly lower in coastal areas for both males and females. This pattern was replicated on the Isle of Wight, however, small numbers mean that differences were not significant.

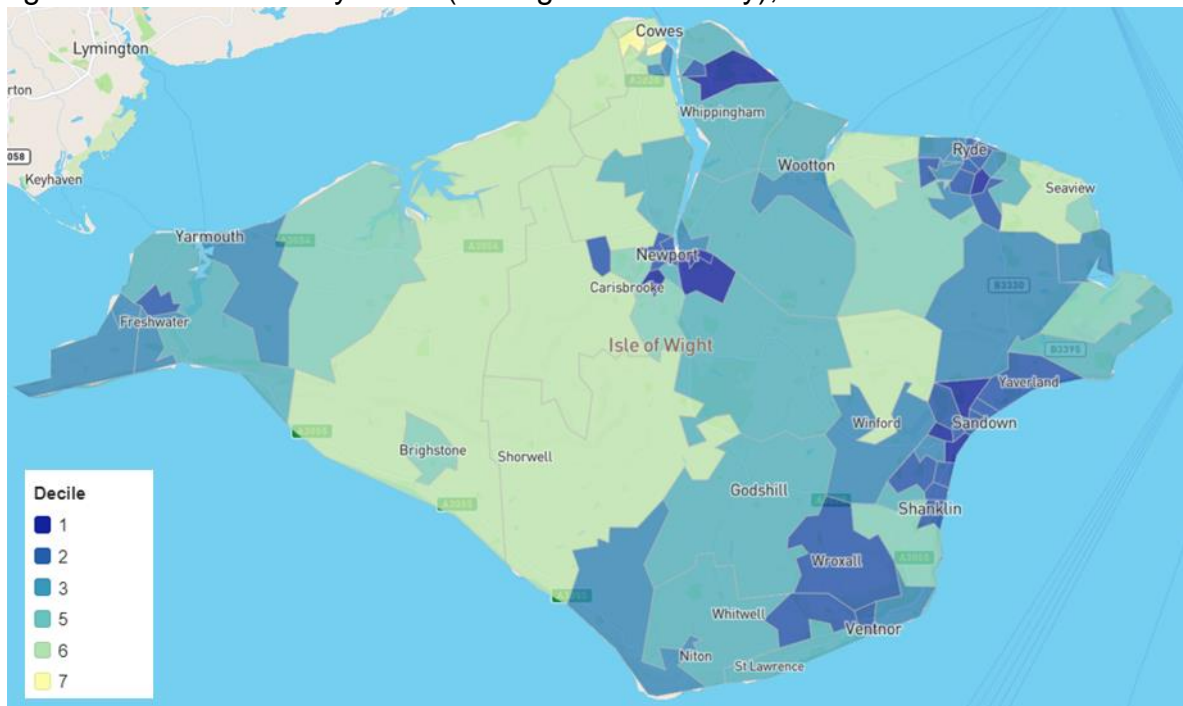
¹ Definition from University of Plymouth analysis used in the CMO 2021 Annual report: "Coastal" LSOAs have been defined as those which include or overlap built-up areas which lie within 500m of the "Mean High Water Mark" (excluding tidal rivers). The categorisation of LSOAs was undertaken using QGIS16 and ONS boundary data. Therefore rural LSOAs adjacent to the coast, but which have no built-up coastal presence, are categorised as "non-coastal".

Home environment

Food insecurity

Good nutrition is vital for living a healthy life. Food insecurity can occur through a number of ways - economic factors and factors impacting on access to buying groceries. The University of Southampton has developed a food insecurity risk index (Smith et al, 2021, updated in 2023²) which includes compositional aspects (such as household structure, benefit claimants, low income, mental health and educational attainment) and also structural factors (the distance to large and medium sized food stores).

Figure 3: Food Insecurity Index (1 = highest insecurity), 2023



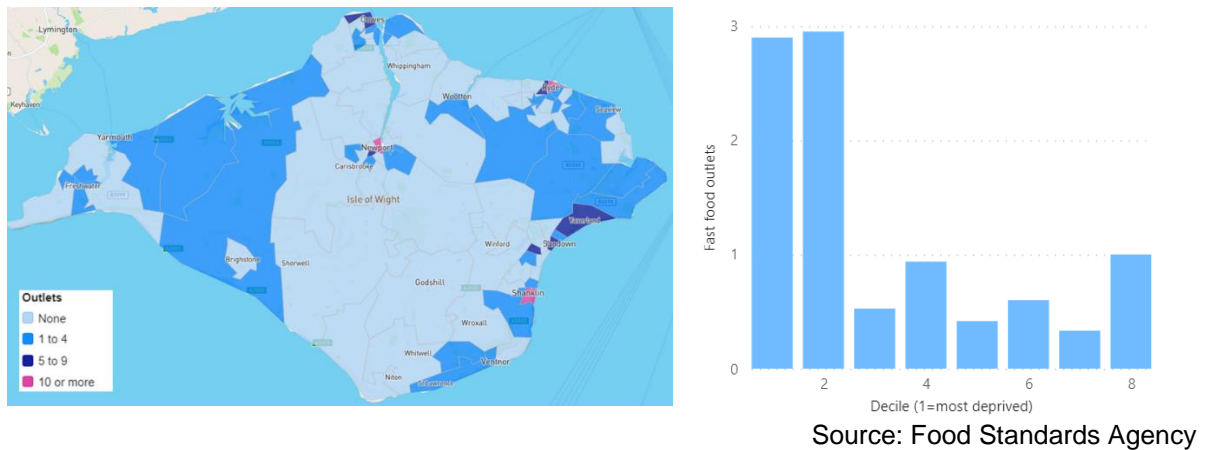
Source: University of Southampton Food Insecurity Index

The areas on the Island where there was greater risk of food insecurity were areas of central Newport, Lake, Shanklin, Sandown, East Cowes around Osborne, and additionally some of the more rural areas around Ventnor and Wroxall, and towards the west of the Island near Freshwater.

Fast food outlets were identified using data from the Food Standards Agency and mapped across the Isle of Wight. This showed a higher concentration of takeaways and fast food outlets in the more deprived areas. The Isle of Wight also showed a greater number of fast food outlets in more deprived areas. Central Shanklin, Ryde and Newport had the highest concentrations of fast food outlets.

² <https://www.mylocalmap.org.uk/iaahealth/>

Figure 4: Fast food outlets, and fast food outlets by deprivation, 2023

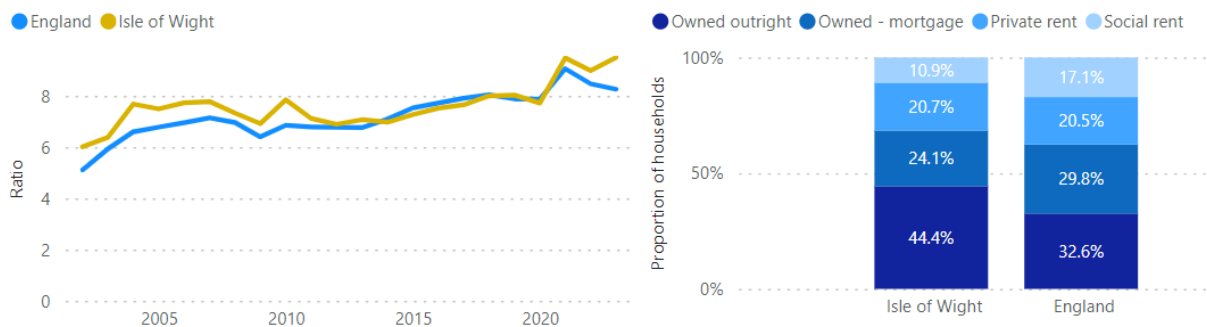


Healthy homes

Housing is a key determinant of health. Poor quality or unsuitable homes directly affect physical and mental wellbeing, creating or exacerbating health issues. Cold homes and fuel poverty are directly linked to excess winter deaths.

The housing affordability ratio shows how affordable housing is compared with median gross earnings - the higher the ratio the less affordable housing has become. Housing on the Isle of Wight in 2023 was less affordable than England (9.5 compared with 8.3). Since 2002 the affordability ratio for the Isle of Wight has increased by a slightly larger amount than England. In 2021 the Island had a smaller proportion of homes available for social renting and a higher proportion of homes owned outright.

Figure 5: Housing affordability to 2023 and tenure 2021



Source: ONS and Census 2021

The Isle of Wight had a lower rate of overcrowded homes (by number of bedrooms) in 2021 than England (2.1% compared with 4.4%). The rate of homeless households per 1,000 households in 2022/23 was also lower on the Island (4.8) than England (6.6).

Poor quality housing or fuel poverty leads to people living in cold homes during the winter which increases the number of excess winter deaths. In 2022, as a whole the Isle of Wight had a slightly higher proportion of people living in fuel poverty than England (13.8% compared with 13.1%). There were a greater number of households

living in fuel poverty in small areas within Cowes, Newport, Ryde, Sandown, Shanklin, Ventnor and Freshwater.

Figure 6: Fuel poverty, 2022



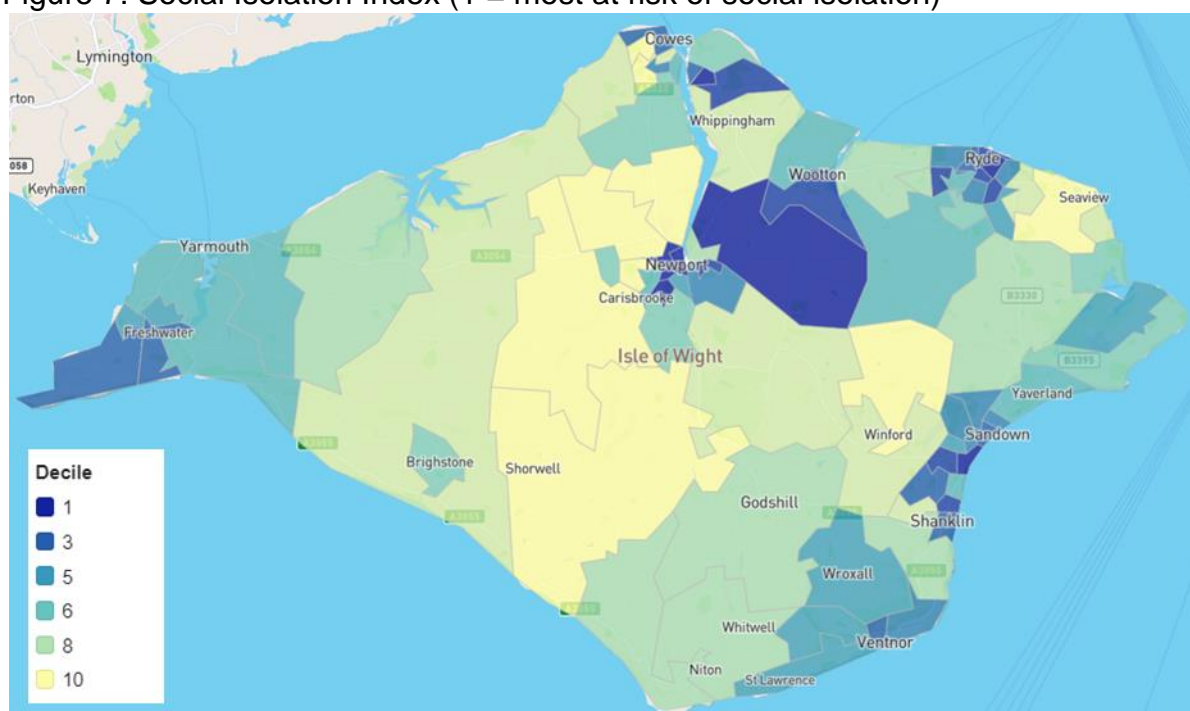
Source: BEIS

Social and economic environment

Social isolation

Social isolation is the objective term used to describe an absence of social contacts or community involvement, or a lack of access to services. Loneliness is an unwelcome feeling or lack or loss of companionship. Social isolation and loneliness both have negative impacts on health outcomes. Hampshire and Isle of Wight Public Health developed a social isolation index focusing on older people who are most likely to be socially isolated³ and updated it in 2023⁴, see map below. The Isle of Wight has a number of areas where people are at increased risk of social isolation including East Cowes, Newport and Wootton, Ryde and Binstead, Sandown, Shanklin, Ventnor, and Freshwater.

Figure 7: Social Isolation Index (1 = most at risk of social isolation)



Source: Hampshire and Isle of Wight Public Health

Digital exclusion

The extent to which people use the internet can impact on a number of life aspects such as social connections but also access to services such as groceries, banking, employment, and information or access to health services. The Consumer Data Research Centre developed internet user classifications and mapped these according to the most frequently occurring type within the LSOA, see below.

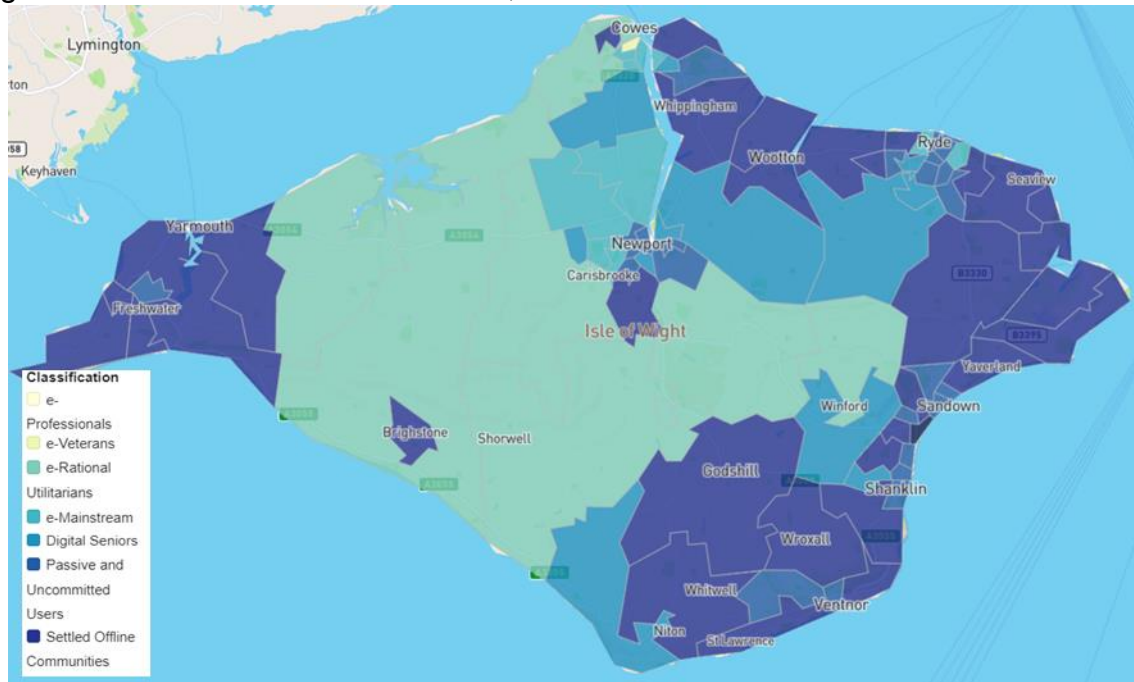
The most common classification on the Isle of Wight was Settled Offline Communities (Limited use, elderly, White British, semi-rural) followed by Passive and Uncommitted Users (Limited or no engagement, suburbs / semi rural, semi-skilled or blue collar occupations). There were very few areas where there was high

³ <https://documents.hants.gov.uk/corprhantsweb/2017-07-04SocialisolationandLonelinessinHampshireHF000014384094.pdf>

⁴ <https://documents.hants.gov.uk/public-health/Socialisolation2023.pdf>

engagement (only one within Cowes). The Isle of Wight also showed low rates of electronic returns for the census which suggests that alternative methods may be necessary for some communications.

Figure 8: Internet User Classifications, 2018



Source: Consumer Data Research Centre

Mental Health and Wellbeing Index

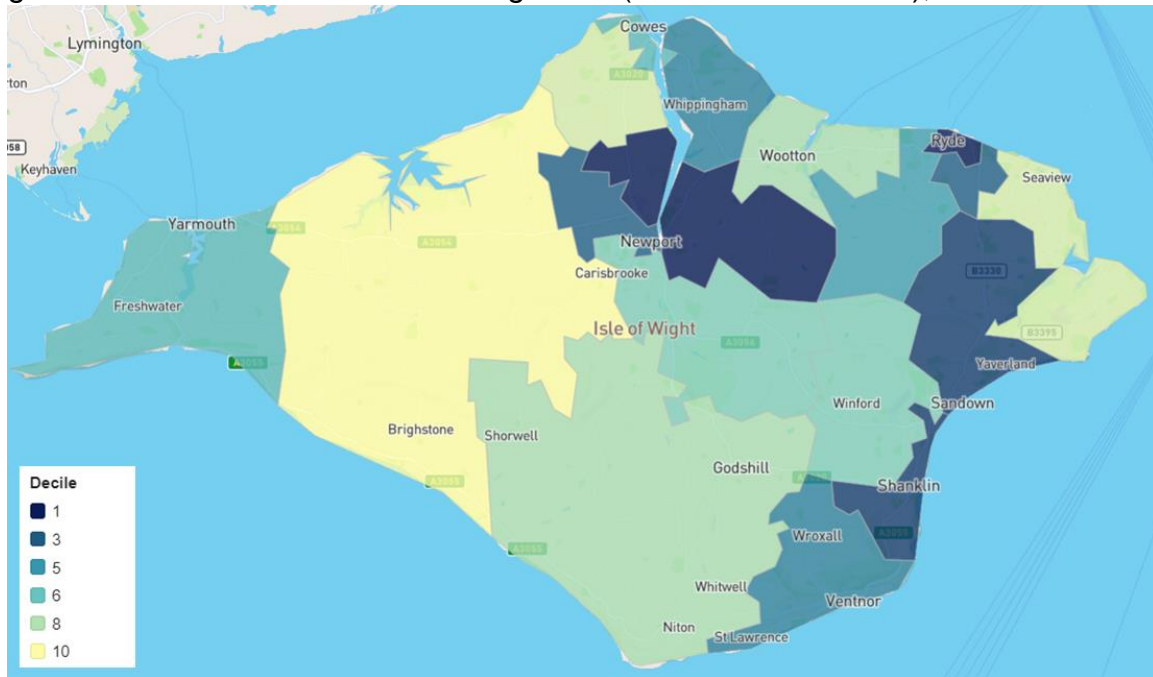
Hampshire and Isle of Wight Public Health developed a Mental Health and Wellbeing Index 2023⁵ to identify small areas where residents may be at greater risk of poor mental health and wellbeing. This index was made up of three domains: Self, Supports and Systems. Each of these domains were made up of subdomains which included a numbers of indicators (for further details please see full report):

- Self – indicators relating to the individual
 - o Educational achievement
 - o Material wellbeing
 - o Good health
 - o Life satisfaction
- Supports – indicators relating to family and how we spend our time
 - o Strong and stable families
 - o Social capital
- Systems – indicators relating to the wider community
 - o Enabling infrastructure
 - o Local economy
 - o Effective public services
 - o Low crime and antisocial behaviour

⁵ Full report available [here](#)

On the Isle of Wight, those areas with residents most at risk of poor mental health and wellbeing were located in Newport East and Parkhurst East, and Ryde Central. These areas had low scores in all three domains, Ryde showed lower scores in the Self Domain, whereas Newport East and Parkhurst East showed lower scores in both Supports and Systems domains.

Figure 9: Mental Health and Wellbeing Index (1 = most vulnerable), 2023



Source: Hampshire County Council

Economic activity

Employment can provide a positive sense of wellbeing and a stable income reduces the risk of poor mental health. Higher earnings can provide a better standard of living and housing. It can also be a buffer to help cope in times of economic downturn or in the case of an adverse event.

On the Isle of Wight, the areas with lower estimated household incomes were Newport, central Ryde and Shanklin. In these areas there was the highest rate of people claiming benefits (including pension benefits and working age benefits), especially Pan in Newport. There was large variation in the old age dependency ratio across the Island. There were much higher numbers of older people to younger people in Yarmouth and Freshwater in the west, and Bembridge in the east.

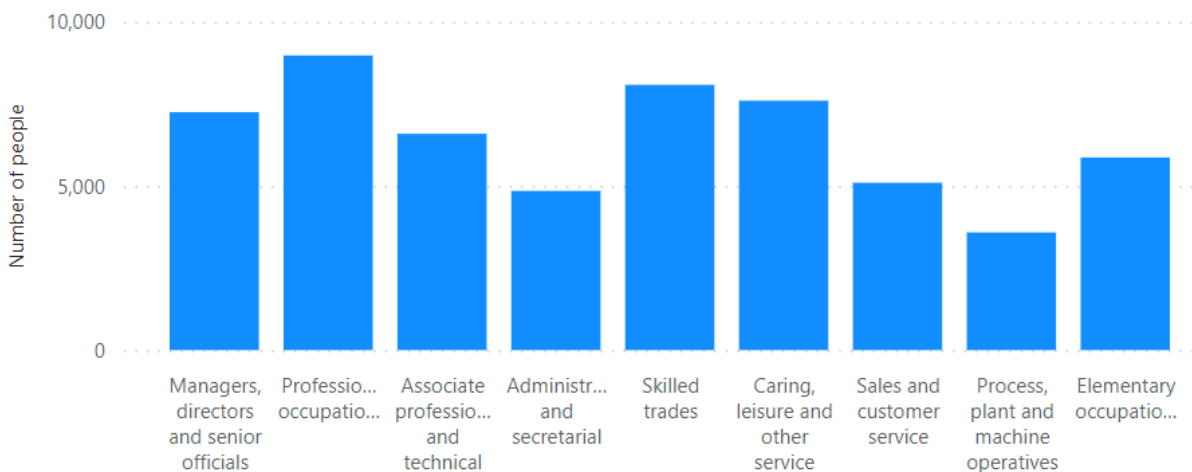
Figure 10: Rate of people claiming benefits (all ages, per 1,000 population), 2023



Source: DWP

Census data 2021 showed the reported occupations for people on the Isle of Wight. Compared with England there were lower proportions of people working in occupations which required higher qualifications. Also a higher proportion of people working in caring and sales roles. Those working in occupations requiring higher qualifications were more often living around Cowes, possibly commuting to the mainland.

Figure 11: Occupations on the Isle of Wight, 2021



Source: Census 2021

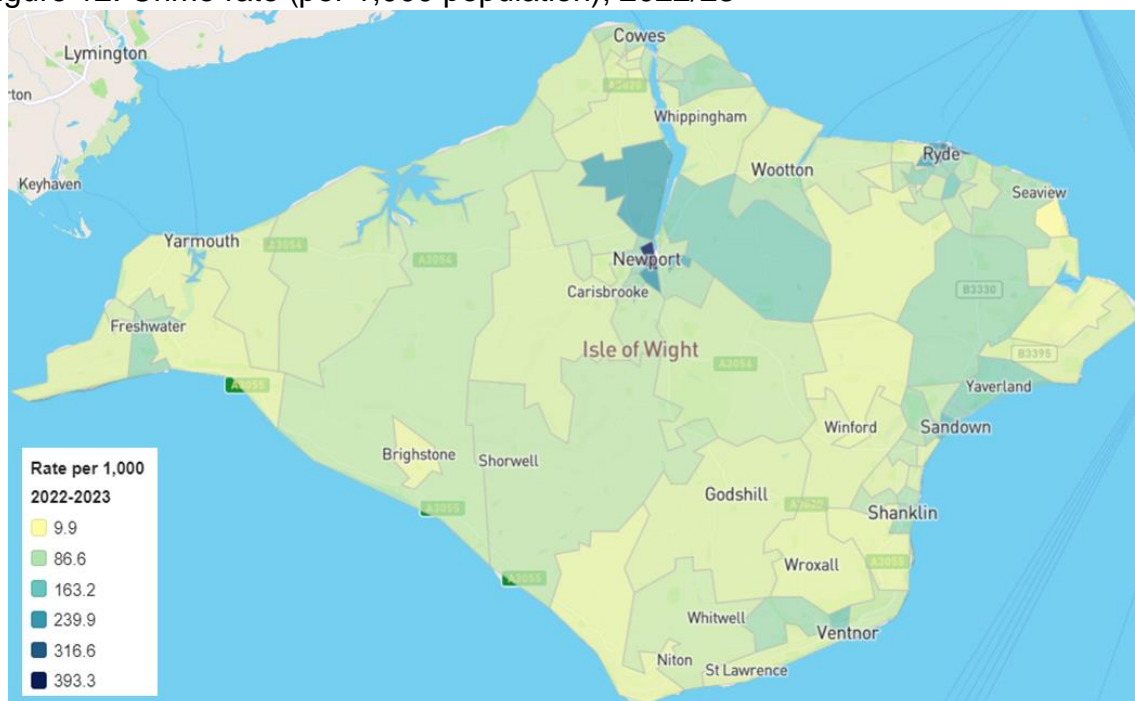
Community Safety

Crime

Published crime data provides information at force level, which for Hampshire and Isle of Wight Constabulary includes Portsmouth and Southampton. The constabulary has provided an extract of all crimes and incidents from October 2022 to September 2023 for the Isle of Wight allowing for more local analysis of the data.

On the Isle of Wight there was a rate of 85.7 per 1,000 people for all crime types, 39.5 for violence against a person, 14.0 for theft offences and 10.8 for public order offences. The majority of the Island had low rates of crime, however the town centre of Newport around the High Street had much higher rates (393.3 for all crime types) as did the town centre of Ryde (283.6 for all crime types). The majority of crimes in these areas were violence, theft, and public order offences.

Figure 12: Crime rate (per 1,000 population), 2022/23



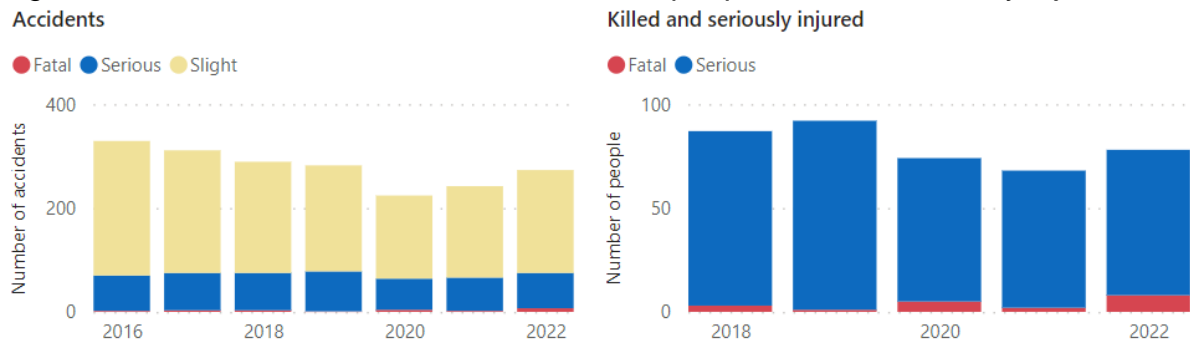
Source: Hampshire and Isle of Wight Constabulary

Road safety

The number of accidents and the number of people killed or seriously injured on the roads has been declining nationally over the long term. There was a sharp decline in 2020, followed by an increase back up to 2019 levels in 2022. This trend was also shown on the Isle of Wight.⁶

⁶ For more details see [Travel report](#).

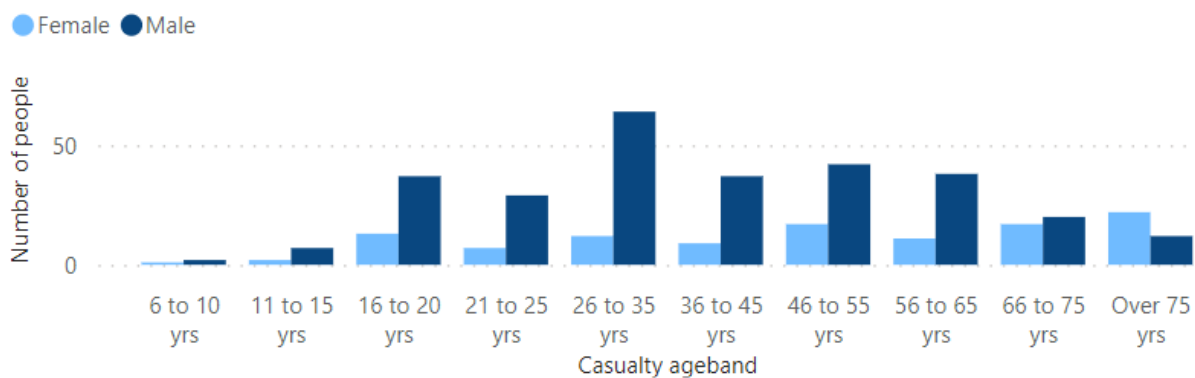
Figure 13: Number of accidents and number of people killed or seriously injured



Source: DfT

A higher proportion of casualties in fatal and severe accidents were males nationally, again this trend is also shown on the Isle of Wight. Accidents nationally occurred most frequently during rush hour periods in the morning and evening, however, on the Island there was also a spike in accident between 11am and 1pm, which was also the time period when there were higher numbers of people killed or seriously injured.

Figure 14: Breakdown of killed and seriously injured (2018-2022)



Source: DfT

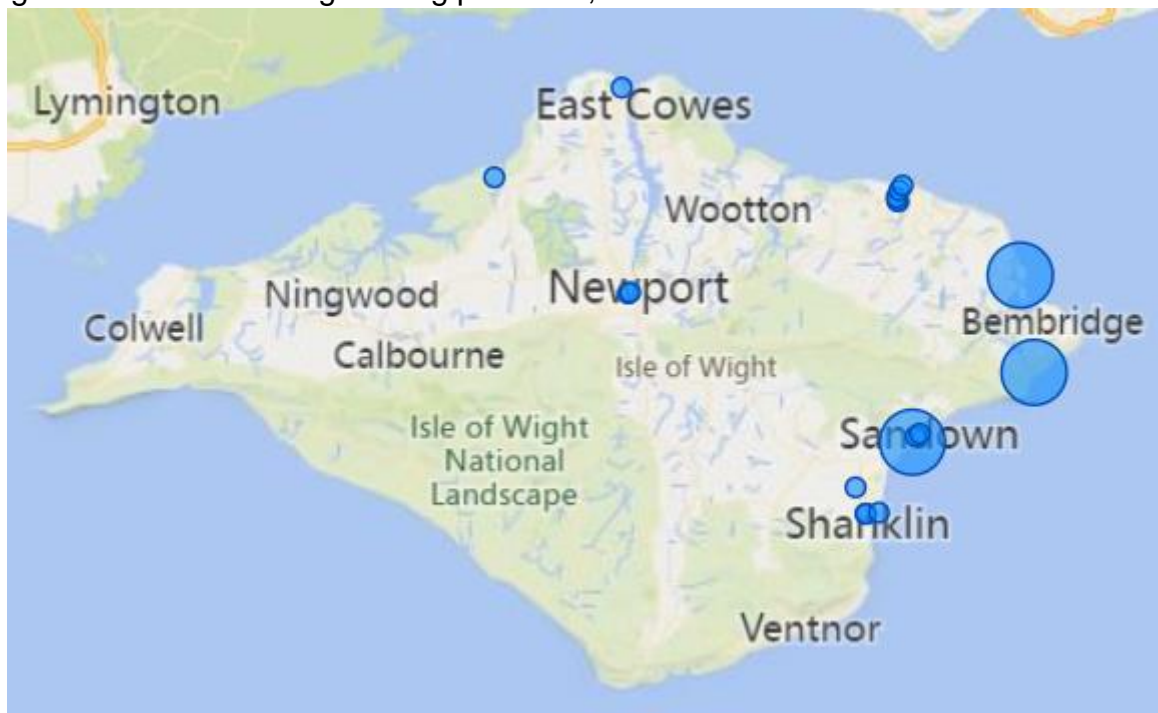
Alcohol and gambling

Gambling participation can be a fun recreational activity, however it has the potential to cause great harm to individuals, families and wider society. The benefits and harms from gambling can vary between individuals. Those with good incomes playing occasionally will experience little harm. However someone with a low income who gambles to improve their financial situation and experiences losses will experience a great deal of harm. Studies have suggested that those in areas of greater deprivation experience the most harm. Since the Gambling Act in 2005, there has been a large increase in gambling advertising, and also an increase in online gambling. It is more difficult to map online gambling and therefore this data shows the locations of gambling premises and suggests a greater number of premises in the areas of the Isle of Wight with greater deprivation.

On the Isle of Wight in 2023, the rate of gambling premises was 17.7 per 100,000 of the population aged 18 and over. The majority of these were located in the north and

east of the Island in the more urban areas. There was a high rate of alcohol licences (64.7 per 10,000 of the 18 and over population in 2021/22) on the Island.

Figure 15: Locations of gambling premises, 2023



Source: Gambling Commission

Climate

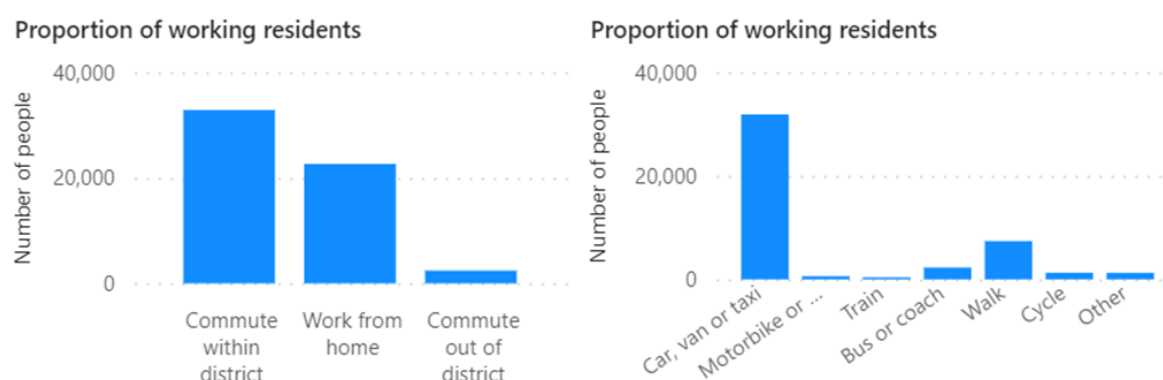
Traffic and transport

Quality of transport infrastructure and adequacy of transport services directly affect health, for example, by enabling active modes of travel that have health benefits or reducing road accidents and harmful emissions. There have been large changes to how we travel over the last 70 years. Nationally, there has been a huge increase in the distances travelled by car (almost 1,000%) whilst bus journey distance has decreased by around 75% and pedal cycle distance by around 70%.

Locally traffic data also shows that cars make up the highest proportion of vehicles on the roads, and replicates the national increase in car journeys, with a smaller increase in light commercial vehicles and heavy goods vehicle traffic remaining fairly constant. Compared with CIPFA nearest neighbours⁷ the Isle of Wight has a lower number of vehicle miles travelled.

CO2 makes up 80% of greenhouse gas emissions and transport is the second largest source of CO2 emissions after domestic emissions on the Isle of Wight. The most common method for commuting around the Island was by car.

Figure 16: Working location and mode of commuting, 2021⁸



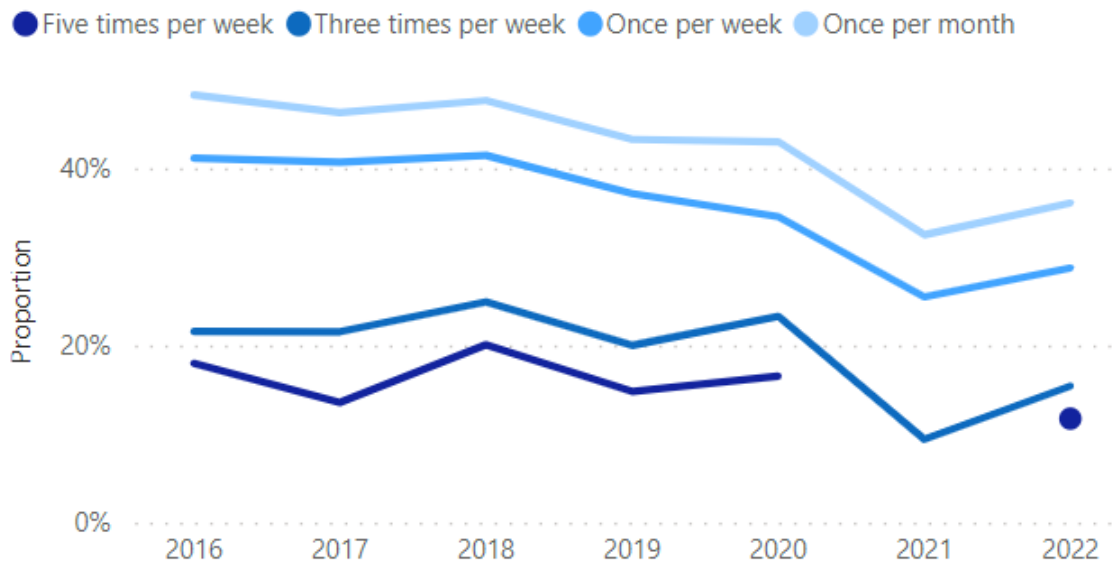
Source: Census 2021

Walking and cycling are good for our physical and mental health. Switching more journeys to active travel will improve health, quality of life and the environment, and local productivity, while at the same time reducing costs to the public purse. This chart shows the proportion of people using cycling or walking as a mode of transport (rather than for leisure) on the Isle of Wight. The proportions of people walking or cycling has declined since 2016, however there was a slight increase in 2022.

⁷ <https://www.cipfa.org/services/cipfastats/nearest-neighbour-model>

⁸ For more details see [Travel report](#)

Figure 17: Proportion of adults walking or cycling for transport on the Isle of Wight

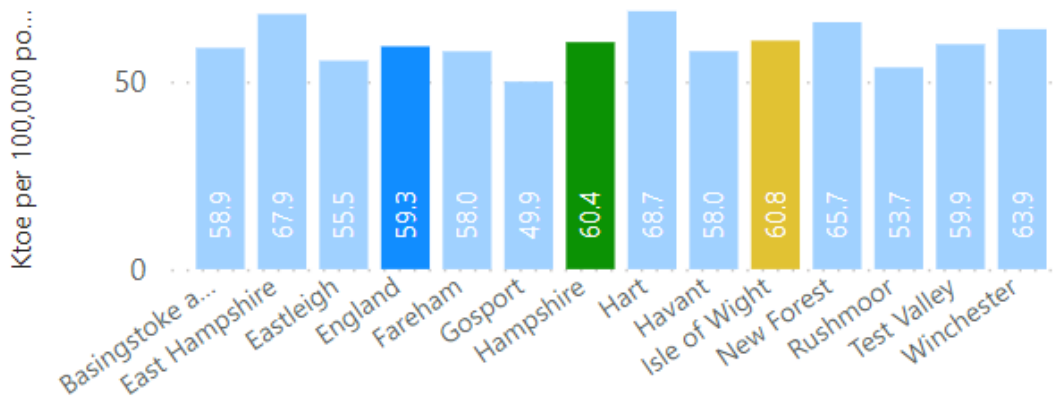


Source: DfT

Energy consumption

Nationally, energy consumption has been declining since 2005, however domestic energy consumption has shown a slower decline than other sectors. Domestic energy consumption per 100,000 of the population varied across Hampshire and the Isle of Wight. The Isle of Wight had above average domestic energy consumption rates than England (60.8 kilotonnes of oil equivalent, Ktoe, compared with 59.3).

Figure 18: Domestic energy consumption, 2021, (Ktoe per 100,000 population)



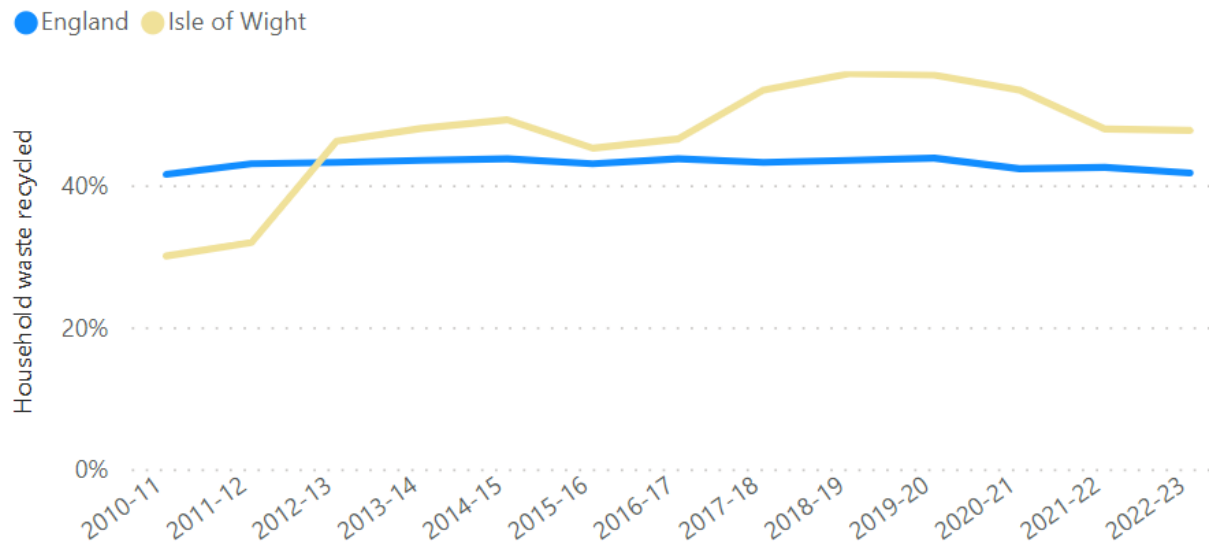
Source: BEIS

Gas was the largest source of domestic energy on the Isle of Wight (54.7 Ktoe in 2021), followed by electricity (22.1 Ktoe). Government policy had been to ban gas boilers from new homes in 2025, however, this ban has now been delayed and altered to an 80% reduction by 2035. The amount of electricity from renewable sources is increasing in England. In 2022 the Isle of Wight generated 88,500 megawatts of solar powered electricity.

Recycling is another key target set by government: 50% of household waste was to be recycled by 2020, increasing to 60% in 2030. This target has not yet been met

nationally (41.7% in 2022/23). The Isle of Wight achieved this target between 2017/18 and 2020/21, however the proportion of waste recycled has declined slightly to 47.7% in 2022/23.

Figure 19: Household waste reused, recycled or composted



Source: Defra

Air quality

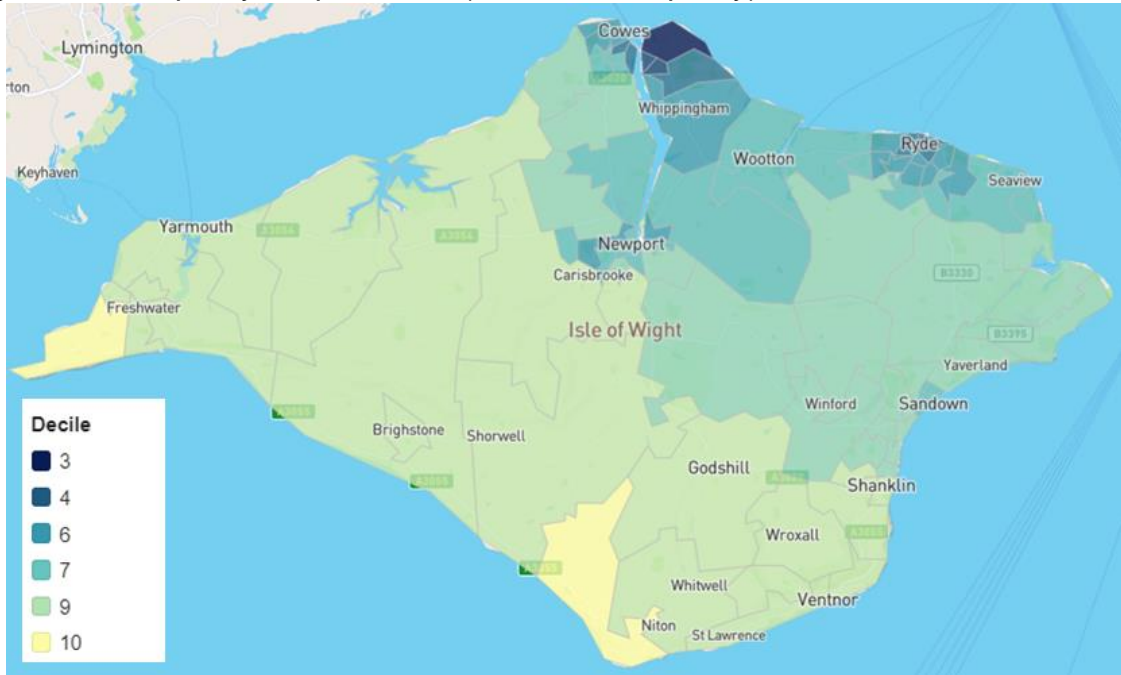
Poor air quality is the largest environmental risk to public health in the UK. Long-term exposure to air pollution can cause chronic conditions such as cardiovascular and respiratory diseases as well as lung cancer. These conditions lead to reduced life expectancy. In the short term, poor air quality can exacerbate asthma and cause coughs, wheezing and shortness of breath.

Air pollutants are emitted from a range of man-made and natural sources. Many everyday activities such as transport, industrial processes, farming, energy generation and domestic heating can have a detrimental effect on air quality. Particulate matter (PM) and nitrogen dioxide (NO₂) are both major components of urban air pollution. Currently, there is no clear evidence of a safe level of exposure below which there is no risk of adverse health effects. Other pollutants include: Sulphur dioxide, ammonia, ozone, and carbon monoxide. Groups that are more affected by air pollution include: older people, children, individuals with existing CVD or respiratory disease, pregnant women, communities in areas of higher pollution, such as close to busy roads, low-income communities.

Air quality on the Isle of Wight is good, although lower towards the north and east of the Island.⁹

⁹ For more details see [Travel report](#).

Figure 20: Air quality, all pollutants (1 = worst air quality), 2019



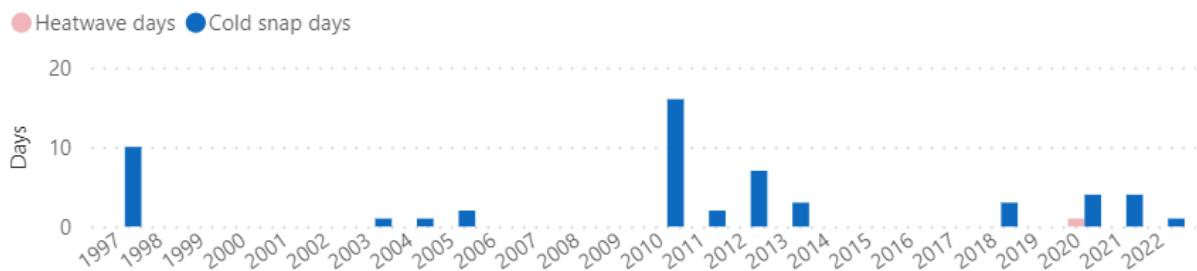
Source: Access to Healthy Assets and Hazards

Extreme events

Climate change is increasing the risk that extreme events, such as heatwaves and flooding, will occur. These events can result in increased mortality, especially in more vulnerable groups such as the elderly. Other populations groups will also experience impacts such as negative mental health consequences.

UKHSA has set out emergency plans for adverse weather to attempt to mitigate the risks to health from extreme events.¹⁰ Temperatures for the last 15 years and predictions for the future have suggested a pattern of warmer wetter winters and hotter summers. Data for the Island does not yet show this a clear pattern, however it has been shown in other areas of England.

Figure 21: Heatwave and cold snap days,¹¹ Isle of Wight



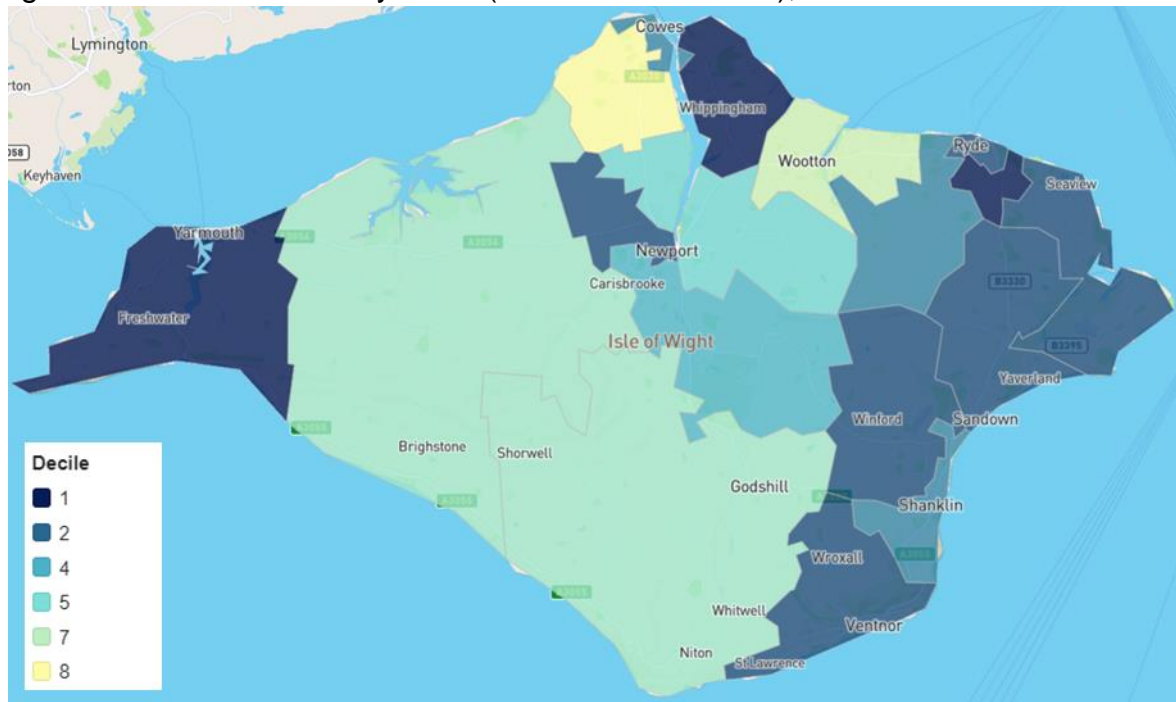
Source: CEDA

¹⁰ <https://assets.publishing.service.gov.uk/media/64b67e2a0ea2cb000d15e4a8/Adverse-weather-health-plan-2023.pdf>

¹¹ Heatwave threshold temperatures are 31°C by day and 16°C overnight for the South East (varies across regions), whereas cold snaps are when the average temperature is 2°C or less for 48 hours.

There are particular groups of people that are more vulnerable to heatwaves, for example older people and those with long term health conditions or disabilities. Urban environments are also more likely to experience hotter temperatures and have lower tree cover. Those with lower incomes are less likely to have homes that can be adapted to deal with high heats, for example flats. Climate Just have developed a heat wave vulnerability index based on a number of factors. The more vulnerable areas of the Isle of Wight were towards the west around Yarmouth and Freshwater, East Cowes, south of Ryde and the more rural areas on the east of the Island.

Figure 22: Heat vulnerability index (1 = most vulnerable), 2018



Source: Climate Just

Whilst those living in urban areas may be more at risk of adverse outcomes from heat waves, rural areas may be more at risk of wildfires. On the Isle of Wight the area where the highest number of wildfires occurred between 2018 and 2023 was to the south of Ryde around Havenstreet and Ashe.

Flooding can take place from multiple sources including the sea, rivers, surface and ground water. The map below shows the proportion of properties at medium or high risk of flooding from the sea, rivers and surface water. On the Isle of Wight there were around 1,400 homes that fell into this category of risk in 2023. Areas of particular risk include Monktonmead in Ryde and the Pan Meadows area of Newport.

Figure 23: Properties at medium or high risk of flooding, 2023



Source: Environment Agency

Conclusion

The Isle of Wight is a largely rural area, with an older population than the England average and high levels of deprivation, especially within urban areas of Cowes, Newport, Ryde and Ventnor. Food insecurity on the Island is high due to high levels of deprivation and additionally reduced access to shops for large areas of the Island. There is also low access to leisure facilities, higher levels of social isolation and low internet engagement. Overall crime is low on the Island, however the town centres of Newport and Ryde had much higher rates. Air quality on the Island is good, and low access to urban green space is offset by access to countryside. There are areas with increased risk of flooding, including Ryde and Newport.

Isle of Wight at a glance:

Topic	Areas most at risk	Areas least at risk
Deprivation	East Cowes, Newport, Ryde, Ventnor, Shanklin, Sandown	Cowes, Carisbrooke, Bembridge
Green space	Newport, Ryde, Shanklin	Most other areas
Private gardens	Cowes, Newport, Shanklin	Most other areas
Sports	Central Cowes, central Newport, south Ryde	Bembridge and Nettlestone
Food insecurity	East Cowes, Newport, Ryde, Sandown, Shanklin, Ventnor, Freshwater	Cowes
Fast food outlets	Newport, Ryde, Shanklin	Rural areas in the middle of the Island
Fuel poverty	Cowes, Newport, Ryde, Sandown, Shanklin, Ventnor, Freshwater	Carisbrooke, Parkhurst, Nettlestone, north of Shanklin
Social isolation	East Cowes, Newport and Wootton, Ryde and Binstead, Sandown, Shanklin, Ventnor, Freshwater	Carisbrooke, Parkhurst, Shorwell, Alverstone, Seaview
Digital	East Cowes, Newport, Wootton, Seaview, Brading and Bembridge, Sandown, Shanklin, Ventnor, Godshill, Freshwater and Yarmouth	Cowes
Mental wellbeing	Newport East and Parkhurst East, Ryde Central	Brighstone and Shalfleet
Income / benefits	Newport, Ryde, Sandown, Shanklin	Cowes, Carisbrooke, Bembridge
Crime	Newport, Ryde	Most other areas
Air quality	East Cowes	Most other areas
Heatwaves	East Cowes, Newport, Ryde, Bembridge, Sandown, Shanklin, Ventnor, Freshwater	Cowes and Gurnard
Flooding	Newport, Ryde	Most other areas lower risk