

Sustainable Rural Futures: A Health Perspective on Bishop's Castle Community and Youth.



Figure 1: Bishop's Castle (Shropshire Star 2022).

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Introduction

The location of a town can have both positive and negative impacts on communities with the potential to have an influence on health. The location of a town can have implications for access to resources including healthcare, fuel, and food. Healthcare within a community can be found wherever there are individuals, however, the quality, speciality, and access to healthcare can be defined by location in which these circumstances are something that can continuously be improved for all settings. The setting can be rural or urban, within communities, the home, schools, general practices, private organisations, and health departments; the variety is large and diverse (St John & Keleher 2007).

The purpose of this project was to produce a comprehensive assessment of the community of Bishop's Castle in Shropshire, England, United Kingdom. The overall goal as a group was to work closely with community stakeholders to identify two health needs of the community and in particular the health needs of two vulnerable populations within this rural town. The two health needs we identified through a model that recognises the strengths weaknesses, opportunities and strengths (SWOT analysis) were youth mental health and rural community sustainability. The understanding of the strengths in Bishop's Castle did not come just from secondary data but from the enthusiasm of key stakeholders, like Keith Whiddon, Adrian Penny, and Hope Robson, with a focus on improving on the work done previously by the Bishop's Castle community and Otago Polytechnic students. Our resources aim to bring forward the initiatives that Bishop's Castle has and are currently in the process of bringing to fruition and extraditing it through a central page.

Geography

Bishop's Castle is a small market town located in the heart of the countryside southwest of Shropshire, West Midlands, England, United Kingdom (Shropshire Council 2018). Bishop's Castle is home to numerous artists, musicians and craftsmen, and home to the 'House on Crutches' the well-known town museum (National Geographic 2019). A castle that was originally built to defend the Welsh eventually crumbled to create the community that is Bishop's Castle. A tight-knit rural community composed of approximately 1800 people across the surrounding 203 hectares of lush land, greenery and hills working in unison to bring life to this small community.



Figure 2: Cartoon map of Bishop's Castle main road (KayAlstonStudio 2022).

Geographically, Bishop’s Castle is located 1.5 miles east of the Welsh border, 20 miles south-west of Shrewsbury, and 20 miles north-west of Ludlow (Shropshire Council 2018). Boundaries of Bishop’s Castle include Colebatch in the south, Kerry Lane in the east, Upper Heblands in the north, and the reservoir 257 in the south-east (Shropshire Council 2018). The town is scattered with hills and narrow roads nearer to the town centre that provides uniqueness and tourist attractions alongside the countless breweries situated within the town.

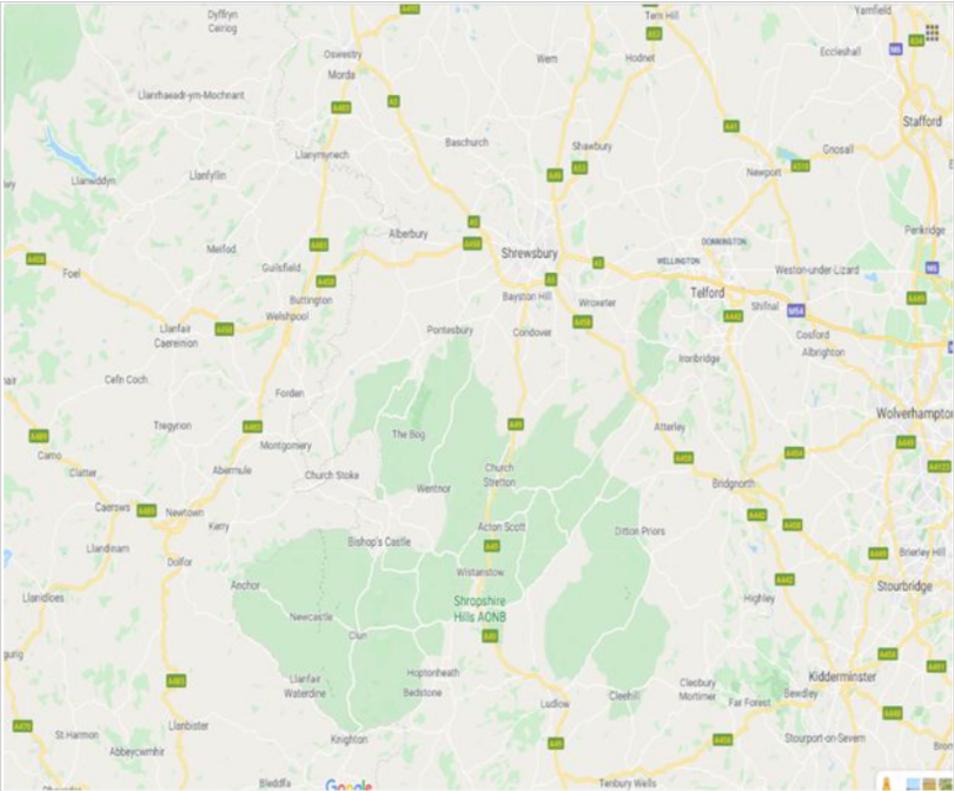


Figure 3: Map of Bishop’s Castle, United Kingdom (Sourced from Google 2022).



Figure 4: Layout of Bishop's Castle, United Kingdom (Shropshire Star 2019).

History

Historically, the rise of Bishop's Castle first began in the eighth century when the powerful King Offa of Mercia built a dyke to defend his Kingdom, was at hands of murdering the King of East Anglia, Ethelbert, resulting in one of the most powerful political unification this time era had seen (Britannica n.d). Offa's dyke is a large linear earthwork structure that represents the demarcation line separating the border between Wales and England. It is primarily used for protection and resistance within this time and is now viewed as one of the longest ancient monuments in Britain (Britannica n.d).

The origin of this community dates back to the eighth century when Bishop's Castle was built by the Bishop of Herford to defend the marches border against the Welsh in retaliation. Motte and bailey were the original structural materials used that were often built on raised land surrounded by a ditch and

protective barriers. Bishop's Castle was first thought to have originated in 1087, then was replaced by stone 80 years later in 1167 after the destruction of its demise (Shropshire Council 2021). The castle survived through to the seventeenth century when it fell into disrepair with remains still present within the town (Castles and Fortifications of England and Wales n.d). The town of Bishop's Castle formed around this epicentre developing a Town Council in the form of burgesses to further develop plans in 1203 (Bishop's Castle Town Council 2017).

In 1570, Bishop Castle and the surrounding land became briefly owned by the Crown. Three years later Queen Elizabeth sold the land to the Walcots. 1573 was the year of the new Royal Charter through the formation of various positions of self-governance and self-perpetuation for the first time within the council and town history (Bishop's Castle 2015). This newer council bought a breath of fresh air to the community from previous guidance and oversight from the bishops and the church (Bishop's Castle 2015).

Much of the remains were used to build and develop new townhouses within Bishop's Castle before the commencement of the Civil War in 1645 (Bishop's Castle 2015). The remains of Bishop's Castle can still be seen in the community today. From thick brick walls and old architectural designs within the community, the history of the castle lives on. Even though deteriorated, the ruins remain and are cared for by the Old Castle Land Trust (Bishop's Castle Town Hall 2022).



Figure 5 & 6: Showing the remains of Bishop's Castle (Gregg Archer 2018).

Fast forward to 1865 to the establishment of the Bishop's Castle railway that ran from Bishop's Castle through the countryside in South West Shropshire bringing a variety of goods into the community for trade (Bishop's Castle 2015). This railway was important in providing a link between Bishop's Castle and Craven Arms, providing another means of transportation within the community. Although the railway made no means of profit for shareholders, it successfully ran for 70 years and closed in 1935 due to the insufficient funds and debt created from the railway development (Bishop's Castle Railway Society 2017). The railway was later demolished by previous railway workers with metal being shipped to various parts of the country for other purposes (Bishop's Castle Railway Society 2017).

Moving to today, Bishop's Castle is a small, quaint, medieval market town located in Shropshire England 20 miles Southwest of Shrewsbury and only 1.5 miles away from the Welsh Border (Bishop's Castle Town Council 2017). Bishop's Castle is known for its artistry, musician, and craftsmen through the display of art and architecture throughout the main streets. On display

throughout the township, there is a wealth of buildings reflecting the vernacular architecture produced over several centuries (Castles and Fortifications of England and Wales n.d).

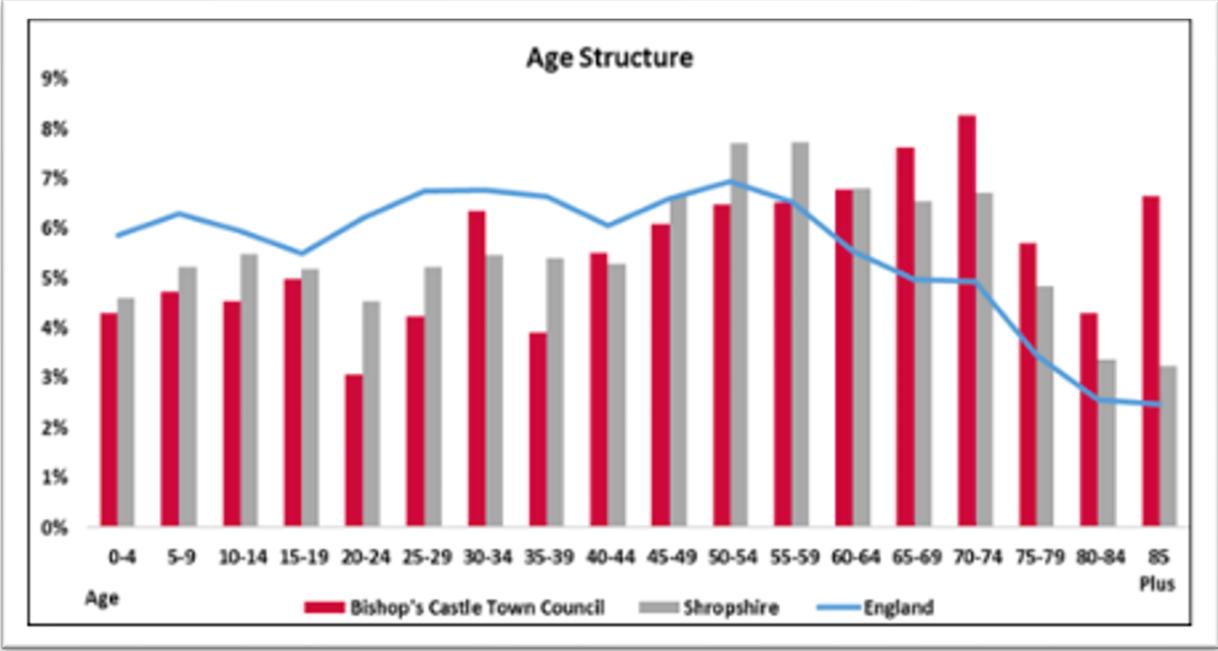
Older buildings continue to be carefully restored and strengthened giving the community its unique character. Additionally, the buildup of the town has resulted in very narrow and congested roads around the town's main centre that continue to cause concerns within the community. These narrow, steep-sided streets are historic landscape characteristics of Bishop's Castle surrounded by central architecture and vibrancy.

Demographics

Demographics for the Bishop's Castle area are based on the results from the last census in 2011. This means that some results may be outdated or inaccurate for the current population. Results from the census conducted in 2021 will not be released until mid-June 2022, therefore some results may be an estimated probability.

According to the most recent census, the estimated population of Bishop's Castle sits around 1900 people, with the primary ethnicity being 98.3% 'white'. The remaining small percent of the Bishop's Castle population is made of up Asian, Black African, and other ethnic groups (Shropshire Council 2021). The town's population is made up of 49% male and 51% female with the average age being 45 years. The age structure below shows that the average age in Bishop's Castle is comparatively higher than that of the Shropshire region (Shropshire Council 2021). This graph shows a

notable difference in the percent of the older population compared to the younger population in Bishop’s Castle, with a particularly high percentage being aged 65-85 years old (Shropshire Council 2021). The mean age of Bishop’s Castle is comparatively higher than in other regions within England.



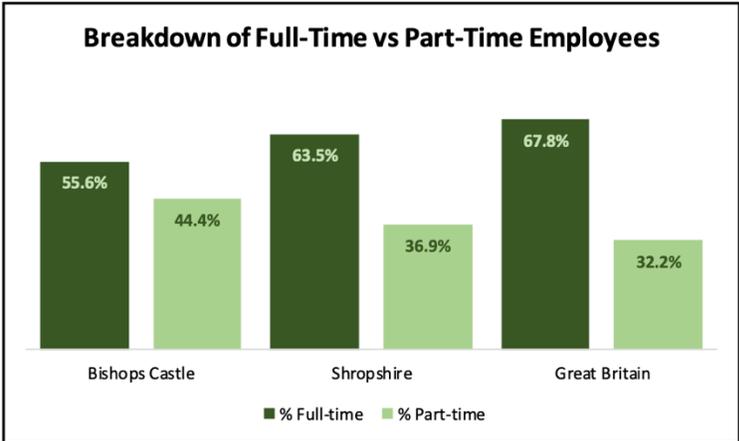
Graph 1. Indicates the % of age categories within the Shropshire region.

In 2011, 64% of the Bishop’s Castle population identified themselves as affiliating with a religion. From this percent of the population, 98% indicated Christianity as their religion, with the remaining 2% identifying another religion, including Buddhism and Hinduism (Shropshire Council 2021).

In Bishop’s Castle, 138 businesses have registered offices. This is less than 1% of the total Shropshire area. The largest employment sectors in Bishop’s Castle are made up of retail, accommodation, health, and manufacturing. Over the last nine years, jobs in Bishop’s Castle have fallen hugely by 35.4%

and approximately only 450 people are employed in the town of Bishop’s Castle (Shropshire Council 2021). Graph two below shows the percentage comparison of part-time versus full-time employment of Bishop’s Castle compared to other regions. The graph reflects the decrease in job opportunities by at least 10% in full-time employment compared to other areas within England.

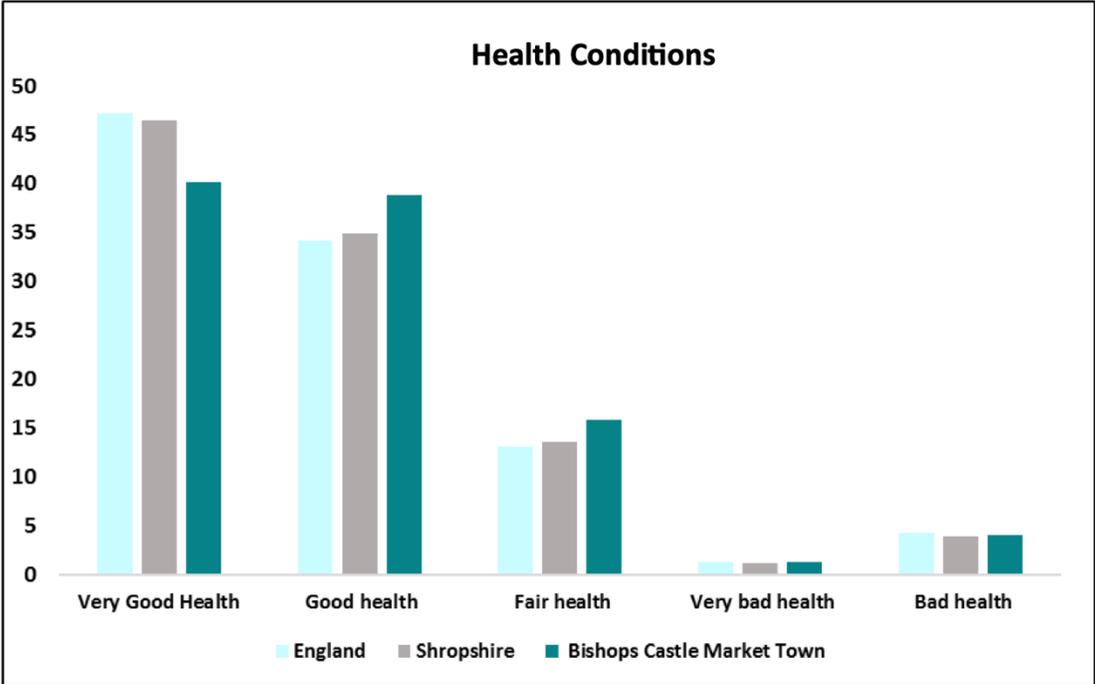
Decreases in job opportunities may be reflected by job availability and minimal business opportunities within the Bishop’s Castle area. Between 2015-2017 job opportunities in Bishop's Castle rose but have since fallen again, minimising job availability and making local employment a struggle for most of the population. This has resulted in many having to travel or relocate to ensure employment and financial stability (Shropshire Council 2021).



Graph 2. Percentage comparison in part-time versus full-time employed positions within town versus area versus country.

Overall, the level of health in Bishop’s Castle as reported by the community was relatively similar if not better than in other areas of England. The graph below outlines five distinct categories from the census. In 2011, 79% of

residents within Bishop’s Castle reported feeling as though they were in good or very good health (Shropshire Council 2021). Even though access to health care is limited within this rural community the overall health outcomes of individuals are similar to those in more urban and populated areas.



Graph 3. Representation of Perceived Health from 2011 Census.

	Bishop's Castle	Bishop's Castle Ward	Shropshire	England
Population	1,893	3,728	306,129	53,012,456
Ages (years)	Mean: 45.6 years 12.9% 0-14 11.1% 15-24 22.5% 25-44 27.6% 45-64 25.6% 65+	Mean: 45.1 years 14.6% 0-14 9.9% 15-24 21.1% 25-44 30.6% 45-64 23.9% 65+	Mean: 42.6 years 16.1% 0-14 11.7% 15-24 23.2% 25-44 28.4% 45-64 20.7% 65+	Mean: 39.3 years 17.7% 0-14 13.1% 15-24 27.5% 25-44 25.4% 45-64 16.4% 65+
Ethnicities	98.5% "White" 0.5% "Mixed/multiple ethnic groups" 0.8% "Asian/Asian British" 0.1% "Black/African/Caribbean/Black British"	98.6% "White" 0.6% "Mixed/multiple ethnic groups" 0.7% "Asian/Asian British" 0.1% "Black/African/Caribbean/Black British"	98.0% "White" 0.7% "Mixed/multiple ethnic groups" 1.0% "Asian/Asian British" 0.2% "Black/African/Caribbean/Black British"	85.4% "White" 2.3% "Mixed/multiple ethnic groups" 7.8% "Asian/Asian British" 3.5% "Black/African/Caribbean/Black British"
Formal qualifications	74.1%	77.8%	77.5%	77.5%
Unemployment rate	2.0% of economically active individuals	2.0% of economically active individuals	3.3% of economically active individuals	4.4% of economically active individuals
Long-term sick or disabled	4.4%	3.3%	3.2%	4.0%
Most common occupation	Skilled trades occupation (19.1%)	Skilled trades occupation (21%)	Professional occupations (15.9%)	Professional occupations (17.5%)
Households owning their own house	62.1%	63.5%	69.2%	63.3%
Health (based on personal report)	41.1% very good health 39.1% good health 14.8% fair health 3.8% bad health 1.2% very bad health	45.8% very good health 36.3% good health 13.6% fair health 3.4% bad health 0.9% very bad health	46.5% very good health 34.9% good health 13.5% fair health 3.9% bad health 1.1% very bad health	47.2% very good health 34.2% good health 13.1% Fair health 4.2% bad health 1.2% very bad health
Cars in a household	16.2 % no car 48.1% 1 car 25.4% 2 cars 10.3% 3+ cars	10.7% no car 44.3% 1 car 31.3% 2 cars 13.8% 3+ cars	15.8% no car 42.2% 1 car 30.8% 2 cars 11.2% 3+ cars	25.8% no car 42.2% 1 car 24.7% 2 cars 7.4% 3+ cars

Table 1. Demographics of Bishop's Castle with comparison to Bishop's Castle Ward, Shropshire, and England (Office of National Statistics 2011).

Community Assessment

This community assessment wheel signifies the factors that contribute to the overall health of the community. Above is an adapted wheel produced by Ross et al. (2021) that includes COVID-19, housing and climate change. The community wheel is designed to be integrated into a foot survey of a chosen community and used in a way that identifies each sub-system within the population. From the results, each sub-system branches to create a profile of the community to identify areas of strengths and weaknesses to create a broad, yet systematic document in which health needs can be identified. The conduction of this survey posed limitations due to the international isolation

of Bishop’s Castle. Much information formulated through this model was obtained via a subjective analysis through videography, websites and interaction with stakeholders in the community.

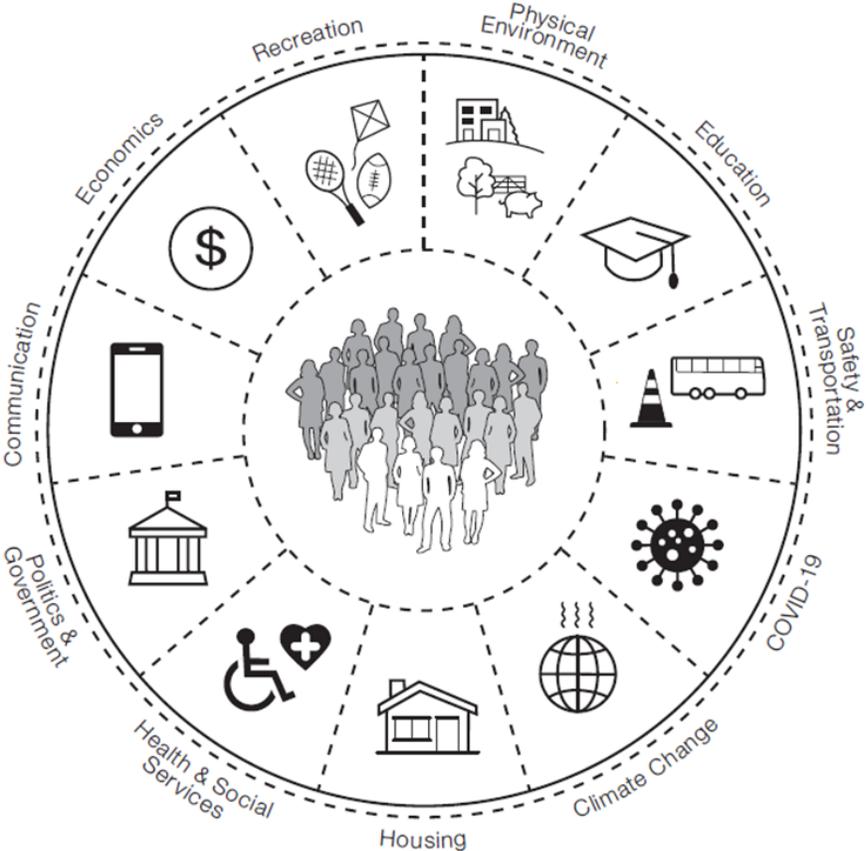


Figure 7: Illustration of the Community Assessment Wheel. Anderson and McFarlane (2011) adapted by (Ross, Mahoney, Simons, Mullens & Askerud 2021).

Physical Environment

Bishop’s Castle is a small medieval market town with an estimated population of 1893 (Shropshire Council 2021). By population, this makes Bishop’s Castle the smallest in Shropshire in terms of individual volume. The town covers 203 hectares making Bishop’s Castle the seventh most

populated market town in Shropshire. This small town is well kept, with a tidy main street. The neat houses are well looked after with the historic heritage maintained. The town consists of a variety of terrace housing and semi-detached housing, with many of the houses offering a personal car parking space (Bishop's Castle Community 2022).

The roads are sturdy but narrow and windy, sometimes causing hold-ups, especially when lorries are travelling through the town. This layout does not offer much space for locals to access off-street parking. The un-spoilt hill country of the Bishop's Castle and the Clun in the Shropshire area is popular with walkers and offers views of the region's breathtaking natural beauty. Both Bishop's Castle and Clun are known as 'Walkers are Welcome' towns and special effort is given to ensure the footpaths are in good working order for those keen walkers (Bishop's Castle 2015).

Many of these walks are local beauty spots which offer panoramic views, connecting to villages and valleys in the Shropshire region. Along these trails, walkers can enjoy the natural flora and wildlife, including hedgehogs, birds and pine martens (Shropshire Wildlife Trust n.d).



Figure 8: Bishop's Castle (Walking Festive 2022).

The freshwater assets are made up of streams, small rivers, and ditches. The environment agency mapping has indicated that within the built-up part of the settlement there is a medium risk of surface water flooding. The 2019/2020 Bishop's Castle Place Plan has identified a need for a local flood risk assessment to be undertaken in the town (Shropshire Local Plan Review 2018).

There is minimal noise pollution in Bishop's Castle, due to no rail travel and minimal public transport available in the town (Shropshire Local Plan Review 2018). Figure nine below shows the settlement boundary, walking and biking tracks, and surrounding demographics.

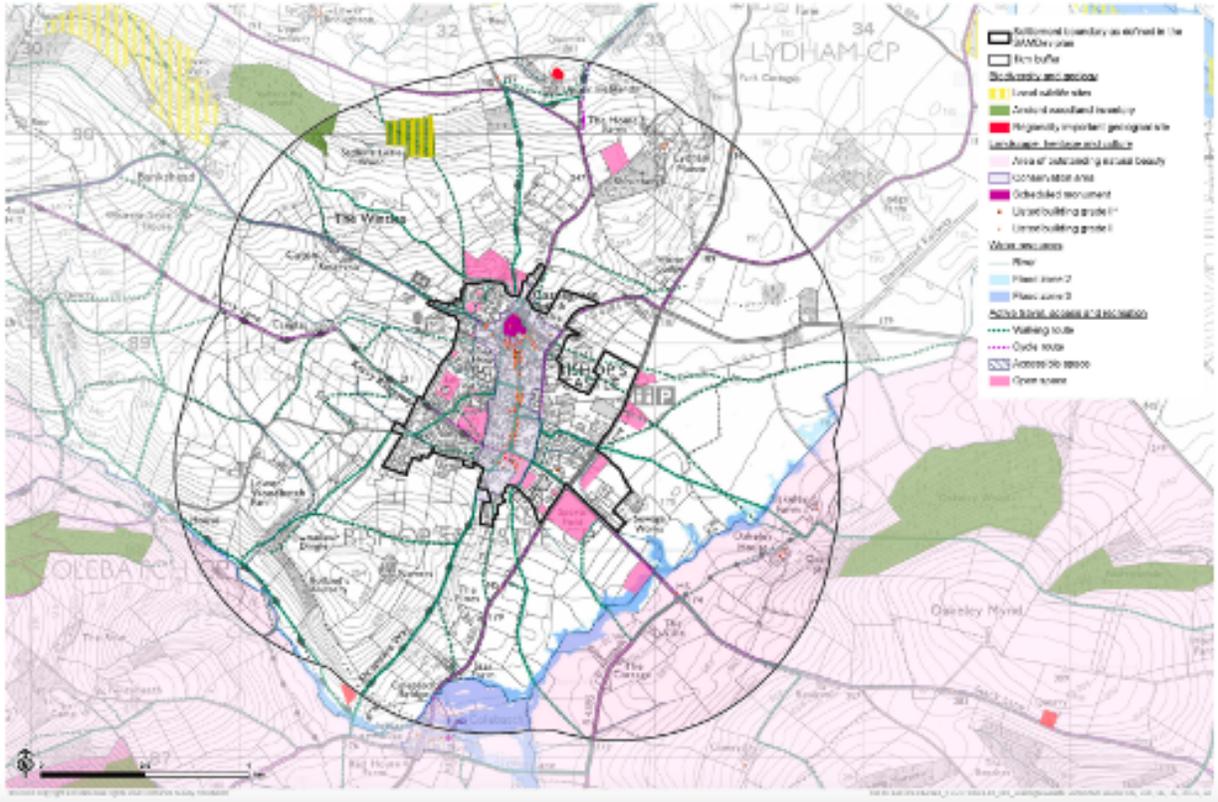


Figure 9: Bishop's Castle Settlement Boundry 2018.

Education

Bishop's Castle is a small rural town that has a limited amount of education options available. There is one childcare centre; Crowgate Centre, which caters for children aged from two until the end of primary school age. There is one primary school that educates students from the ages of five to eleven and one community college that caters for students aged from 11 to 16 years of age (Bishop's Castle Community College 2022).

Bishop's Castle Primary School has a capacity to educate 175 students with a current roll of 133 students ranging in age from four to eleven years

(GOV.UK 2022). Bishop's Castle Primary School is mostly composed of Bishop's Castle occupants, with only a few students from Wales crossing the border to attend the primary school. The development of children's individual skills through the curriculum and extended curriculum is one of the school's primary focus points (Bishop's Castle Primary School 2021). There are a variety of clubs that meet during the lunch hour or after school. Some clubs are managed by staff, or parents on a volunteer basis, while some are professional experts. School dinners are offered for £2.40 per day and are prepared in the school's kitchen which can provide students with a healthy and balanced meal. The Colebatch, Bryn, Cefn Einion, Mainstone, and Bankshead areas are served by one of two bus routes. The second one is from Lydham. Students are entitled to free transportation if they live beyond the two-mile radius or in Colebatch (Bishop's Castle Primary School 2021).

The community college in Bishop's Castle is a secondary school that has a capacity of 604 students and educates 487 students as of 2021 (GOV.UK 2021). It is considered a highly successful rural secondary school. It educates pupils from numerous English and Welsh primary schools across a large geographical area. The college has a strong reputation for academic excellence and diversity. Although the student population is small, the school can provide a lot more personalized attention to the students' well-being. However, as a result of the low school income, there is little room for the inescapable expenditures of maintaining and developing the size of the school posing potential barriers to educational opportunities.

School pastoral support is compensated by financial limits that prevent it from offering a broader, more personalized curriculum. Additionally, due to

limited school funding, nearly all teachers must fill multiple roles within the school with little or no additional compensation (The Parliamentary Review 2019). Students have access to a wide choice of extracurricular activities and sports groups. Every two weeks, all students are invited to an 'enrichment' afternoon. This is an opportunity for staff and students to participate in a range of activities that allow students to concentrate on hobbies, interests, or sports that are not usually available through the regular school curriculum. Lunchtime and after-school 'fun' clubs are available for school teams and club training sessions. Having access to the SPARC leisure centre amenities throughout the school day is also beneficial to students (Community College Bishop's Castle 2020).

Students travel to college using a variety of means including service buses, cars, taxis, bikes and on foot (Community College Bishop's Castle 2020). The existing bus links to and from school, providing access from several areas in and around Bishop's Castle. Shropshire Council is responsible for providing transport for students who reside in the catchment area within the Shropshire area. The college operates six transport services for students who live outside the catchment area. The community college educates pupils up until the age of 16, after which they must seek education from other institutions located a considerable distance from Bishop's Castle. After the age of 16, youth have limited access to educational institutions due to a lack of public transportation and financial elements.

Safety & Transportation

Upon the foot survey of the town, the main street of Bishop's Castle, 'high street' is a visible narrow and congested stemming from the town's medieval history. The size of the street is insufficient for the number of people and vehicles there are, especially during peak time. There is little parking, causing cars to park over the footpaths, making these difficult to access for pedestrians, and increasingly difficult for those with disabilities who may use wheelchairs etc. There are minimal road signs but sufficient road markings indicating no parking areas, bus stops, and disabled parking. The main forms of transport within Bishop's Castle include personal cars, cycling, and walking (Bishop's Castle Community 2022). There is little demand for public transport within Bishop's Castle due to its small size, however, there are bus services available for those heading out of town, but these are also limited. There is no main road running through the town, as well as no direct access to the surrounding main roads 'A49' and 'A488'. The nearest train station is located in Craven Arms, which is 10 miles (16 kilometres) away. The closest international airport is the Birmingham Airport, which is 78 miles (126 kilometres) from Bishop's Castle (Bishop's Castle Market Town Profile 2021).

Road conditions

Bishop's Castle Town Council have advertised 'Fix My Street,' which is a website where citizens can report any hazards needing repair on the roads of the town. Some of the issues reported as recently as April 18th include faulty streetlights, blocked drains, trees needing to be trimmed, and

numerous complaints of potholes. Once these issues have been reported onto the website, the Shropshire Council confirms they have received it and will provide updates when necessary (Bishop's Castle Town Council 2022).

Shropshire Council has an annual 'surface dressing programme' where extensive road repair and maintenance is completed in a short period in order to be cost-effective and efficient. The 2021 surface dressing took place from June to August. This programme is essential in preventing potholes and maintaining skid-resistant and waterproof roads before winter to ensure safe transportation (Wright 2021).

Parking

Within the narrow roads of the main street, there is minimal on-street parking available, and no off-street parking, causing cars to park over the footpath. There are three parking lots, containing a collective of 87 parks which all provide 24-hour access to free parking and are within a five-minute walk to the town's centre (Shropshire Council 2022). Within the newly established neighbourhoods, there is plenty of off-street parking, leaving the footpaths clear. In contrast, older neighbourhoods have little off-street parking causing residents to park in the narrow and crowded streets, blocking footpaths. There is clear designated disabled parking outside of the pharmacy, town hall, and at the hospital providing adequate access to these facilities.

Disabled parking is limited in this small town. There is one disabled space on top of the main 'high' street, and another outside of the pharmacy, with the remainder located in parking lots five minutes away from stores. Locals

have expressed their concerns in an article in the Shropshire Star Newspaper over how difficult it is for people with disabilities to find parking in Bishop's Castle. With already extremely limited parking, people without disabilities often park in these spots leaving them unavailable for those who need them. One reason for this is these parks are unclearly labelled. Since this article was published, the parking spaces have been repainted but there remains no signage. Another reason is that these disabled parking spaces are not subject to a traffic order, meaning those who use the parks wrongfully, cannot be fined (Trigg 2020).

Sustainable transport

Bishop's Castle neighbourhood development plan 2019-2038 includes the 'Freedom to Move strategy'. This strategy consists of measures to encourage sustainable transportation, reduce environmental impacts and improve the health and wellbeing of citizens. These areas of development include adding and improving walkways and cycle tracks throughout the town to promote an alternative mode of transport instead of personal vehicles. This strategy benefits students by giving them a safe and reliable way to get to school. To protect this population, the council plans to decrease the speed limit surrounding these walkways from 40mph (64kph) to 30mph (48kph) (Bishop's Castle Neighborhood Development Plan Steering Group 2022).

Emergency services

The emergency services in Bishop's Castle include police and fire services. The nearest emergency department and ambulance station are in Shrewsbury, which is a 37-minute drive from Bishop's Castle one way.

Shropshire Fire and Rescue Services have 25 stations across the region, including The Bishop's Castle Fire Station, located on Church Lane near the town's centre. This station is operated by a team of managers and on-call firefighters who report to the station in response to emergencies from their homes or places of work. This team also provides prevention and protection activities, aiming to keep their communities safe. For example, they have recently participated in a water safety campaign, and fire safety education and training for the vulnerable elderly population (Shropshire Fire and Rescue Service 2022).

West Mercia Police have a station located on Union Street in Bishop's Castle, just out of the town's centre. They prioritize keeping communities safe through promoting harm prevention, communicating with the public, and building trust within the community. They have multiple campaigns to promote safety including the Hate Crime Awareness, 'Protect' campaign which aims to tackle serious organised crime, and the 'Be Cyber Smart' campaign which educates people on how to stay safe online (West Mercia Police 2022).

Community safety/crime

The level of crime in Bishop's Castle and neighbouring towns is low (Shropshire Council 2021). There appears to be a decrease in reported crime, with a total of 59 crimes reported in March 2021, and 31 crimes reported in February 2022 (Police.UK 2022). The topmost recently reported crimes, from February 2022 include violence & sexual offences, anti-social behaviour (e.g., harassment), criminal damage & arson, and theft. Overall, the highest form of crime reported was violence & sexual offences and anti-social behaviour (Bishop's Castle Market Town Profile 2021).

COVID-19

The COVID-19 pandemic has continued to rattle the community of Bishop's Castle. On the 8th of December 2021, the United Kingdom Government implemented 'Plan B', the response plan to help reduce the spread of the COVID-19 variant Omicron. This included heavy restrictions on mask-wearing, more use of the COVID-19 passes, working from home, and restrictions to outdoor and indoor gatherings with the continuation of the vaccine booster rollout for the United Kingdom. On the 27th of January 2022, the 'Plan B' restrictions were lifted and reduced to the 'Plan A' restrictions. This involves less use of mask-wearing in indoor spaces, COVID-19 passes becoming voluntary, face-coverings are still required in schools, people can return to work if indoor guidelines are met, and self-isolating for 10 days following two negative rapid lateral flow tests (GOV.UK 2022).

With the Bishop's Castle community and the rest of the country coming in and out of restrictions, means there have been significant changes in the community with work, education, and public facilities. With the move to 'Plan A' and the Government's "Living with Covid" approach which came into effect on the first of April 2022 (GOV.UK 2022), the community has been forced to adapt to the ever-changing restrictions (Bishop's Castle Community College 2022). Bishop's Castle's Community College, which caters teenagers to ages 11-16, set out the new regulations and restrictions for the college staff, students, and families. Students who live with someone who tests positive for COVID-19, but is not positive themselves, or have symptoms, should continue to attend school as normal. If the child has symptoms (high temperature or generally unwell) then they should not attend school until they no longer have a high temperature or sickness. If they test positive for COVID-19 they should not attend. The college is still experiencing significant staffing issues caused by COVID-19 and the lack of available staff to cover these associated absences and guidelines. The college has avoided the move to online learning but has considered the option since a considerable number of staff have been self-isolating (Bishop's Castle Community College 2022).

The total number of cases in the Shropshire area is 96,306 people and the seven-day rolling average as of the 24th of April 2022 is 1,245 people. Vaccinated rates of Bishop's Castle, Brockton and Chirbury recorded the first dose at 89.6%, the second dose at 86%, and the third dose at 73%. The death toll in the Shropshire area as of the 26th of April 2022 has come to a total of 825 and 27 deaths in the past seven days (GOV UK 2022).

As of 17th October 2021, the Bishop’s Castle Community Hospital is temporarily closed, due to the lack of staff as a result of the pandemic. The NHS (National Health Service) closed the hospital's outpatient and stopped accepting any inpatients, current inpatients were transferred and admitted to other hospitals in surrounding towns (Shropshire Community Health NHS Trust 2022). This came as a shock to the community as the country was facing another spike in cases, with the majority of Bishop’s Castle residents testing positive. The community was left with the limited community and local health services, with one local doctor covering 5000 patients, and scripts and the nearest hospital being 20 miles away, a being a 40-minute drive. This made the community displeased and called the closure ‘unlawful’ by the NHS. There is no set opening date for the hospital reopening, but it is advised to open when it reaches 85% permanent staff (Shropshire Community Health NHS Trust 2022).

Climate Change

There are four seasons in Bishop's Castle – Winter, Spring, Summer, and Autumn. In Bishop’s Castle, the summers are comfortable and partly cloudy, and the winters are long, very cold, windy, and mostly cloudy.

Winter	December to February
Spring	March to May
Summer	June to August
Autumn	September to November

Average Temperature

Over the course of the year, the temperature typically varies from 1°C to 19°C. The warm season lasts for three months, from the 11th of June to the 12th of September, with an average daily high temperature above 17°C. The hottest month of the year is July, with an average high of 19°C and a low of 11°C. The cool season lasts for four months, from the 17th of November to the 16th of March, with an average daily high temperature below 9°C. The coldest month of the year in Bishop's Castle is in January, with an average low of 1°C and a high of 6°C (Weather Spark 2022).

Rainfall

The chance of wet days in Bishop's Castle varies throughout the year. The wetter season lasts approximately eight months from the 27th of May to the 30th of January, with a greater than 30% chance of a given day having a period of rain. December has the highest number of wet days, with an average of ten days. The drier season lasts nearly four months, from the 30th of January to the 27th of May. The month with the fewest wet days is in April, with an average of seven days with at least one millimetre of precipitation (Weather Spark 2022).

Snowfall

Bishop's Castle experiences some seasonal variation in monthly snowfall. The snowy period of the year lasts for one month, from the 23rd of December to the 22nd of January, with a sliding 31-day snowfall of at least 25 millimetres.

The month with the most snow is January, with an average snowfall of 27 millimetres. The snowless period of the year lasts for 11 months, from the 22nd of January to the 23rd of December. The least snow falls around the 1st of August, with an average total accumulation of zero millimetres (Weather Spark 2022). During snowfall days, it can trap people in their homes due to Bishop Castle's altitude being situated 186 meters above sea level or 610 feet. This results in a significant impact on the delivery of goods and services and livelihood in the community (Bishop's Castle Market Town Profile 2021).

Climate Change

The environment of Shropshire is vulnerable to a changing climate therefore the communities in Shropshire including Bishop's Castle are also vulnerable. Shropshire's economy is dependent on agriculture, rural industry, and tourism. Ensuring communities are increasingly resilient to the impacts of climate change and become more sustainable is important in Shropshire to mitigate future changes whilst preparing for them. Concerns over climate change are growing rapidly, flood prevention, and reducing carbon emissions are particularly important in Bishop's Castle (Shropshire Council 2022). Thus, there are various council and community plans aimed at preventing climate change in Bishop's Castle and Shropshire.

Bishop's Castle Town Council is working to bring about a change at the international level by looking beyond carbon control measures and putting policies in place and practices on food, transport, housing, and employment that help to build sustainable, self-reliant local communities, creating sustainable and regenerative agricultural practices at a landscape level, and

building a better coordinated green transport infrastructure for residents and tourists (Bishop's Castle CAP 2020).

Shropshire Council has agreed on a Strategy Framework which established the objective of net-zero corporate carbon performance by 2030. This includes implementation in neighbouring areas including Bishop's Castle. This aims to become carbon net-neutral by 2030 and assist in the ambition for Shropshire as a whole to become carbon net-neutral. Key opportunities include linking new developments to the settlement centre with new cycle routes to promote active travel (Shropshire Council 2022).

Increased woodland and tree planting were also recommended to create urban shading and absorb carbon dioxide. The new planting will provide climate-resilient species. Creating more woodland, and planting more trees will also address the flood risks in Bishop's Castle being surrounded by streams and rivers. In 2020, the council set a target of planting 345,000 trees by 2030, and since the autumn of 2020 they had given out over 28,400 trees (Shropshire Council 2022).

Bishop's Castle is not on the gas grid, so most of the heating comes from oil and LPG (Liquefied Petroleum Gas). Carbon emissions can be reduced in two ways; by saving energy, and by generating renewable energy. Share Energy is proposing a community-owned heat network for Bishop's Castle. This would enable substantial carbon savings by helping people to move away from oil and LPG for their heating. The details of the heat network are still to be developed, but it could supply houses, schools, and other community buildings in the town. Every unit of electricity from the turbine

could be turned into three or four units of heat by heat pumps, and any profit made would go back into funding community projects (Shareenergy 2022).

In September 2019, Bishop's Castle Town Council declared a climate emergency. A Climate & Ecological Action Plan (CAP) was drafted by members of the Sustainability Working sub-group of the Bishop Councils' Community Partnership. This draft covers Sections one and two which set out actions that the people of Bishop's Castle led by its Town Council can take in response to the climate and ecological emergency. Section three concentrates on food and water consumption. Section four on transforming our green spaces. Section five on reducing consumption and waste. Section six on reducing energy demand and producing our own cleaner energy. Section seven considers the diverse ways we can strengthen community resilience, and Section eight discusses transport issues (Shropshire Council 2022).

There are numerous Climate Organisations in Shropshire.

South Shropshire Climate Action.

A group of local people who have written a Climate Action Plan for the Ludlow Constituency to achieve Net-Zero by 2030 (Lightfoot Enterprises 2022).

Save our Shropshire.

Their focus is on providing educational workshops, which are approved by the Carbon Literacy Project. The courses will help people buy, travel, eat, use energy, build, and plant well for the planet. The movement encourages people to change their lifestyle away from dependence on harmful fuels to

a lifestyle that ensures the future of our planet (Lightfoot Enterprises 2022).

Zero Carbon Shropshire.

An action-driven partnership of local people and businesses, all dedicated to helping the county fight climate change. The organisation is taking a coordinated, collaborative response to the climate and ecological crisis at a local level (Lightfoot Enterprises 2022).

Shropshire Council Climate Action Plan.

The group set out projects and programmes such as the Business Energy Efficiency Programme, Low Carbon Opportunities Programme, Marches Renewable Energy Project, and Sustainable Energy in Public Buildings (Lightfoot Enterprises 2022).

Sustainability

Sustainable practice is important in health care environments whether that be in rural or urban communities. Sustainable practice can range from minimising pollution to putting policies in place that ensure opportunities for future populations. To provide effective long term health care, sustainable practice is essential. With changes and more awareness of the effect of climate change globally, it is important to address issues and work towards better change than now, and in the future can be beneficial for populations long-term.

In relation to Bishop's Castle, there is a 'sustainability working group' which aims to enhance sustainable practice and minimise the personal effects of climate change on Bishop's Castle (Bishop's Castle town council 2017). Bishop's Castle is currently a plastic-free community, with community members actively participating in this sustainable practice (Shropshire star 2019). The campaign known as 'The Fight Plastic Campaign' desired to reduce the use of unnecessary plastic within the community. This campaign had immense success with community partners, businesses, and individuals rallying to reduce the use of single-use plastic within the area to improve the amount of plastic disposed of per year (Shropshire Star 2019).

Another sustainable project currently in the works at Bishop's Castle is the 'Heat Network Initiative.' This form of heating for the town is a more sustainable and economically friendly way to disperse heat into areas of the community that are in close connection to the network (Bishop's Castle Town Council 2021). The use of wind turbines will be the source of generated energy to power dispensed heat throughout the network. This initiative is planning to be commenced in August of 2022 with hopes of reducing the carbon footprint of the community as well as providing the community with a cheaper heating alternative (Bishop's Castle Town Council 2021). Sustainability is an important aspect of the Bishop's Castle community with unlimited support from locals. Decisions to implement sustainable actions are on a mutual basis with opinions from individuals of the community through a poll voting system.

Housing

Affordability

The average rental property averages between £100 to £300 per week within the Bishop's area (Bishop's Castle Property 2022). The average price to own a home is approximately £280,000 (Right Move 2022). Bishop's Castle has one of the lowest median gross incomes of around £27,000 compared to the small communities surrounding it. Additionally, the affordability ratio is 9.6 times the average income for this town in order to afford housing. Affordability in housing is increasingly becoming the main priority especially for up and coming first home buyers.

A scheme developed for the Bishop's area with shared ownership with shareholders proposed to allow for the purchase of a home at an affordable price. This will allow for the development of 24 properties that are expected to be in high demand (Bentley 2020). Parties interested in these properties will need to have a connection to Bishop's Castle with priority to individuals and families needing to live and work within the community. Shares in this development start at 25% through to 75% for various dwelling designs with fixed pricing based on the housing design selected (Bentley 2020).

With the price of living increasing, many families look to move to the outskirts of the English border due to the lower housing prices. This subsequently causes inflation in house prices and rent, further increasing the strain on a family's financial status and ability to buy a home and afford weekly rent. This can have a particular impact on the younger population regarding restricted

budgets and the inability to afford house deposits. The inability to buy or rent adequate housing was deemed by the Bishop's community as one of the highest issues within this down based on a survey conducted by Whiddon (2019). Through this survey results have advocated for more affordable housing options within the community reducing the hardship families face when buying their first home.

Availability

For the population dwelling ratio according to Shropshire Government, there are an estimated 930 dwellings for this population of 1900 individuals as estimated in 2016 (Shropshire Local Plan Review 2018). The proportion of rented versus owned homes was not surprising due to the older median age of Bishop's community. Statistically speaking, 43.1% of the housing occupants were homeowners (owned outright), and 52% of this population resided in rented accommodation, with the remaining percentage within supported accommodation or 'other' category (Right Home Right Place 2020). As a popular tourist destination, particularly in the summer season, Bishop's Castle as a landmark can provide a relatively large range of properties or motels that can be rented for short, sporadic bursts during these busier periods.

At the time of this research, there were 22 Air B&B listings available to hire which have the potential to limit the number of tourists to the area but could have resulted due to the impact of Covid on the community (Airbnb 2022). Alternatively, the housing market in Bishop's Castle is limited. Although there is renting capacity, websites advertising rentals were exceedingly rare with

minimal listings and restricted variety between properties on various sites, averaging ten houses on sites searched (Bishop's Castle Property 2022). However positively, the number of rentals has increased since the last report in 2021.

Through research, it seems there is the availability to expand the housing market through proposed research and opinions from the council and the community. Land allocation for development continues to remain a concern for the Bishop's community with multiple revisions of the Bishop's Castle Town Plan (Bishop Castle Town Council 2018). However due to limited space and already congested areas, especially within the main centre, this has proved to be difficult for plans to commence. This reinvented proposal will be located northwest of the town and includes the building of 70 new properties, 40 of these deemed to be affordable homes (Bishop Castle Town Council 2018). In conjunction with the previous development of 70 dwellings on School Lane, this totals to 140 new properties available for families (Bishop Castle Town Council 2018). The establishment of multiple dwellings within the Bishop's area will contribute to economic and community growth that can be sustained. Ensuring housing that is safe, dry, and warm is important for the health and well-being of individuals both in rural and urban areas providing opportunities and life balance (Shropshire Local Plan Review 2017).

Quality

Observed from the foot survey, Bishop's Castle housing resembles traditional English style semi-detached properties accounting for 41.4% of all housing types within this community (Shropshire Local Plan Review 2017). Figure ten refers to the layout and structure of some of the housing within Bishop's Castle. These homes are of mixed quality. Some of the older appearance with exteriors of stone, wood and brick, and some mixed material with plaster/slate. This gives the town a traditional, medieval feel dating back to its first establishment. From a sustainable point of view, many houses are equipped with solar panels for a more environmentally friendly source of power. However, many of the buildings observed within the foot survey externally still had access to other forms of heating like a fireplace/chimney for those colder months.



Figure 10: Alamy Stock, Bishop's Castle Shropshire

Community Perspective

With a rise in population, it is only natural to expand cities through the purchase of land to meet the rise in demand. The community-led town plan implements the neighbourhood plan to address the need for affordable housing and the development of housing sites. These plans in combination work to benefit the future of Bishop's Castle (Bishop's Castle Town Council 2022). With any community-based project, there are always both positive and negative reactions from the community, especially regarding the heritage that is encompassed within this town. A zone survey conducted as part of the neighbourhood plan documented the town's perspective with mixed reviews.

The history that lies within the town reflected within the architecture of the homes and buildings was a point of uniqueness and a topic of conversation with proposed ideas and suitability of projects related to neighbourhood expansion. As previously stated, although adding housing positively impacts the town for an increase in population and ability to purchase property, it also poses negative effects leading to further congestion of roads and inaccessibility to some avenues within the town that need to be considered due to the old infrastructure (Bishop's Castle Conservation Area Character Assessment 2020).

Health & Social Services

In Bishop's Castle, there are numerous health and social services available in the community.

Bishop's Castle Medical Practice

The practice is in the small market town of Bishop's Castle, nestled into the hillside, situated in an area of outstanding natural beauty in Southwest Shropshire, east of the English-Welsh border. Being in such a rural and sparsely populated area, Bishop's Castle Medical practice provides health care for approximately 5,400 people around Bishop's Castle and areas between the Long Mynd, Corndon, the Clun Valley, Stiperstones, and over the Welsh Border. The Practice is also responsible for providing medical cover for the Bishop's Castle Community Hospital. Bishop's Castle Medical Practice has an online feature for ordering a repeat prescription. During COVID-19 times this is a huge step forward in healthcare and being able to access medications promptly that would normally require a doctor's appointment.

Access

Reserved car parking spaces near the exit door, two disabled bays near the exit door, wheelchair access to the building is via a ramp at the exit door and a disabled patients' WC (Water Closet) is provided at ground floor level.

Accident and Emergency

Bishop's Castle is 17.1 miles to the nearest Accident and Emergency Service provided at Royal Shrewsbury Hospital (RSH), Mytton Oak Road, Shrewsbury. RSH provides a range of acute hospital services including accident & emergency, outpatients, diagnostics, inpatient medical care, critical care, and maternity services (NHS 2018).

Minor Injuries Unit

Bishop's Castle is 14.6 miles from the Minor Injuries Unit at Ludlow Community Hospital (LCH) in Gravel Hill, Ludlow, Shropshire. LCH is in South West Shropshire and currently has 24 beds, although there is the capacity to increase this to 40 beds. The hospital provides in-patient services for patients who need hospital care but do not need admission into an acute (main) hospital. The hospital also has a maternity unit, minor injuries unit, physiotherapy and outpatient department offering a variety of child and adult clinics. The hospital is open 24/7 with specific visiting times. The Minor Injuries Unit (MIU) is open Monday to Friday from 9:00 am to 3:00 pm and the X-ray opens Monday to Sunday from 8:00 am to 8:00 pm. The Physiotherapy Department is open Monday to Friday from 8:30 am to 4:30 pm (Shropshire Community Health 2022).

Specific services offered include audiology, maternity (outreach from Royal Shrewsbury Hospital), minor injuries, outpatient department (offering adult and child clinics), podiatry, renal dialysis, speech and language therapy, x-

rays, and physiotherapy. The Physiotherapy department offers physio assessments, advice and treatment are provided for patients with the following conditions: continence problems in women, musculoskeletal dysfunction, neurological conditions e.g., strokes, multiple sclerosis in adults only, soft tissue injuries, spine, and peripheral joint pain (Shropshire Community Health 2022).

Bishop's Castle Community Hospital (BCCH)

This Hospital is temporarily closed.

On October the 7th 2021, during the Trust Board meeting, the Board considered critical staffing and linked ongoing safety issues at BCCH. After reviewing the evidence, the Trust Board decided to temporarily close BCCH on safety grounds, due to the consistent and very high reliance on agency staffing and the lack of adequate numbers of staff to provide health services safely. Closure of the hospital commenced on the 17th of October 2021, at which point no new inpatient admissions were received. The closure was complete by the 31st of October 2021 and all inpatients had been transferred to another appropriate place of care. All patients and their families were fully informed and involved in the transfer (Update 25th April 2022).

At the time of closure, there were 12 patients occupying beds in the hospital: only one patient was a Bishop's Castle resident, five patients were from Telford, one patient was from Powys, and the remaining patients were from Shrewsbury.

Reopening Requirement

To be able to re-open the Bishop's Castle Hospital Inpatient Unit and ensure patient and staff safety, they must have at least 85% of the clinical team as permanent staff as they cannot rely on agency workers. Currently, they have 40% of the staff that they need in post. They are continuing with staff recruitment campaigns and looking at different and innovative ways of working. A recruitment day took place at Bishop's Castle on April the 7th 2022. This was successful in attracting several new staff to work in roles across the Southwest region of the county. Unfortunately, not enough of these were suitable to work directly in the inpatient ward at Bishop's Castle Hospital. As a result, its status remains currently unchanged. (Bishop's Castle Community Medical Centre 2022)

General Information

Bishop's Castle Community Hospital is a 16-bed step-down inpatient unit with four beds that have been held as escalation beds which are only utilised during periods of severe escalation (when system escalation is level four). The utilisation of the escalation beds is rarely required due to having beds available in the other community hospitals in the area. From April to September 2021, the percentage occupancy of the 16 beds, ranged from 57.3% to 69.8%. Even with such low levels of occupancy, maintaining appropriate staffing levels has proved difficult.

The beds are predominately used for Shropshire residents, stepped down from the Royal Shrewsbury Hospital (RSH), however, some patients from

Powys are also admitted when being discharged from RSH. There are occasionally beds used for patients from other counties. In addition, there is one outpatient clinic at the hospital, which sees around four physiotherapy patients a week. This service was temporarily provided out of Ludlow Hospital but as of January 2022, has now returned to Bishop's Castle Hospital.

Staffing

The staff and teams, clinical and support have worked exceptionally hard, above, and beyond, over an unprecedented 18 months of activity, to try and keep Bishop's Castle Hospital open.

Staff Safety Levels

Clinical staffing levels at BBCH have been a concern for some time and the safety of the services provided at the hospital due to inadequate staffing levels has been raised previously at both Trust Board and Quality and Safety Committee meetings.

Recruiting Crisis

For approximately two years the Trust has had extreme difficulties with the recruitment of registered clinical staff and particularly registered nurses; despite running numerous recruitment campaigns. This mirrors a remarkably similar picture across the NHS.

Risk

Like any NHS organisation, the Trust has a low tolerance of risks to patient safety. Bishop's Castle managed to be open by the use of agency staff, using an on-call manager to work shifts, buddying arrangements with other local community hospitals, providing remote oversight from other local services within the trust, and constant and consistent monitoring by the senior team with a focus on patient safety and risk. Having a considerable proportion of agency or interim staff providing care is known to present patient safety risks. With a great proportion of workers on the site being an agency or interim, and with no indication that this situation would improve in the short to medium term, is unacceptable to the Trust. The Trust Board was mindful that if a patient did experience avoidable harm because of the situation described, it would rightly be the subject of scrutiny and criticism for a failure to act on a known significant risk (Bishop's Castle Town Council 2022).

Given the increasing staffing pressures generally because of the COVID-19 pandemic and the need for staff to self-isolate (mirrored across the NHS), the situation was considered by the Trust Board to no longer be sustainable, without a real risk that patients could come to harm, and that staff safety was compromised. While it is the case that all NHS organisations have some level of difficulty in the recruitment and retention of staff across all their sites, the decision relating to BCCH was taken based on the nature of the estate/layout of the building, feedback from patients, staff, and other partners raising concerns, and the fact that often 100% of individuals working on the site were agency or interim staff. Therefore, the Trust Board agreed that there was no alternative but to take action to avoid ongoing risks to the quality of care at

BCCH and patient and staff safety, pending a longer-term, sustainable solution.

Aged Residential Care Homes

A large proportion of the population are older individuals within Bishop's Castle. There are four Aged Residential care homes in the area offering aged residential or assisted living care, hospital-level care and a facility that offers dementia care. For more information on the Care Quality Commission, please refer to <http://www.cqc.org.uk/>.

The Pines Residential Home.

Colebatch, Bishop's Castle The Pines opened in 2007. The home offers 13 single bedrooms. The Pines provides accommodation and support for people with learning difficulties (CQC Rating Good 2020).

Stone House.

Union Street, Bishop's Castle Stone House opened in 1994. It has a maximum occupancy of 40 beds with 2 ensuite bedrooms. It offers both residential and dementia care. The home is physically attached to the recently refurbished community hospital. Because of the closeness to the hospital and how medical and paramedical services are delivered to the hospital and wider community, the home enjoys particularly strong relations with the local GPs and wider community team (CQC Rating Good 2019).

High Trees Residential Home.

Bull Lane, Bishop's Castle High Trees opened in 1988. It is a 16-bed facility with 8 ensuite rooms. The home provides care for people with autism spectrum condition, down syndrome and people with mobility, physical and behavioural disabilities (CQC Rating Good 2019).

Keegan's Court Residential Care Home.

The Grange, Kerry Lane, Bishop's Castle Keegans Court opened in 2017. They have 19 single bedded occupancy with 10 ensuite rooms. They offer residential care for the elderly (CQC Rating Inadequate 2021).

Abbeyfield Housing.

Built-in 2002, Abbeyfield House offers retirement living in ten en-suite rooms and a one-bedroom flat suitable for a couple. The facility offers a dementia-friendly care home and supported living environments. All rooms are unfurnished so that you can bring your own furniture, making it a home away from home (Abbeyfield 2022).

Shropshire Fire and Rescue Services

Shropshire Fire Service provide safe and well visits. They have expanded these visits to include a discussion on health and wellbeing. The purpose of the visit is to ensure that people are aware of potential hazards within the home and can take appropriate actions. They also offer fire safety advice which aims to tackle major risks of fires in the home as well as providing business fire safety and advice in terms of floods and extreme weather.

West Mercia Police Department

To reach the West Mercia Police, 101 should be dialled. For people who are deaf or hard of hearing or have a speech impairment, the service can be accessed via telephone on 18001 101 (Police UK 2022).

Social Prescribing

Hope Robson is the only Social Prescribing Advisor in Shropshire. Social prescribing is a means of enabling GPs, nurses, and other primary care professionals to refer people to a range of local non-clinical services. Social prescribing seeks to address people's needs holistically. It also aims to support people to take greater control of their own health and recognises that people's health and outcomes are determined more by the wider determinants of health such as social, economic, and environmental factors, genes, and behavioural factors. Robson described her role as a social prescriber, "We offer them action plan, a type of non-clinical prescription that gets them active into their community, as well as into different services. I can signpost people to different services, or I can refer them to quality-assured, signed-up interventions. So, this might be cookery courses, music clubs, exercise on referral – there are lots of different avenues that I can refer people to" (Health and Wellbeing 2021).

Dental Practice

Butler and Finnigan is a dental practice located at 2 Market Square, Bishop's Castle. The practice started in 2006 and has six dental staff. The practice is open Monday to Friday from 9:00 am to 5:00 pm (NHS 2022).

Pharmacy

There is only one pharmacy within Bishop's Castle, it can be found on Church Street. This pharmacy has multi-lingual staff, and it provides a list of services such as domiciliary support service, supervised consumption of medicines, blood pressure monitoring, medicines use review service, new medicine service, prescription collection from local GPs, prescription delivery services and private consultations (Avicenna Pharmacy 2021).

Health General

The 2011 Census asked three questions relating to health and the provision of unpaid care. The questions relate to if people felt their general health was good, if they looked after or gave help or support to other family members, friends, neighbours, or others, and lastly if their day-to-day activities were limited because of a health problem or disability.

At the time of the 2011 Census, 46% of people in Bishop's Castle said that they felt they were in "Very Good Health", this compares to 46% of Shropshire as a whole. Only 1% reported that they were in "Very Bad

Health”, which is in line with the overall result for Shropshire (1%) (Shropshire Council 2021).

Bishop’s Castle Community College (BCCC)

BCCC offers services to support students to achieve the best possible outcomes both during their time at the college, and when they progress to their next stages. The school counsellor offers support to students which can be accessed either through a conversation with the child’s Learning Coach or the Head of House. The counsellor also runs support for parents through Understanding your Child workshops and courses.

A dedicated Student Support Officer works with students who may need additional support. The Student Support room is open before the start of the college day, and at breaks and lunchtime. The homework hub is held in the library from Monday to Thursday from 3:25 pm until 4:30 pm. Students can come when they wish to gain support with homework from staff on duty (Community College 2022).

South Shropshire Youth Forum (SSYF)

SSYF aims to meet young people’s diverse needs through creating individual and group opportunities for participation, education, and celebration. Its core services are based on delivering youth clubs and play schemes, diversionary projects and helping to give young people a voice. SSYF works with approximately 200 young people each year. Ages range from eight to 25 years old. They run a variety of projects and deliver services depending on

the needs of the young people in each market town area (SSYF 2020). Other community services available include Bishop's Castle Leisure Centre (Sparc) and Bishop's Castle Youth Centre.

There are projects in Bishop's Castle that are dedicated to improving youth health and mental well-being such as the refurbishment of the skate park. Bishop's Castle Council generously pledged £6000 towards the construction, delivery, and installation of a 12-person shelter for the park. The shelter will cost £7200, so the balance will be raised by donations and grants (£600), and projects that the young people produce themselves to generate the rest of the money (£600) again (Rippon 2021).

The SPARC Theatre space manager, Liz Still, has secured a grant to set up a music and performance project based in the underground and SPARC to play music and for youth to perform together. The project also focuses on non-musical creativity including a poetry slam workshop for ages seven to adult, as well as circus skills workshops. The project aims to offer a sense of reconnection among youth and the belief underpinning the activities will help young people to feel truly valued by the town, there will be a greater likelihood that they will want to stay or return after a period of study away (Rippon 2021).

To create a Drop-in Centre, Severn Trent's Community Fund awarded Bishop's Castle £18,448 through its community fund. Bishop's Castle Council, through their partnership with South Shropshire Youth Forum, will create a drop-in centre, youth club and youth forum for young people in the

area, allowing them to get involved in educational and social activities and giving them a voice (Jenkins 2022).

Politics & Government

The Bishop's Castle Parish Council has a total of 12 members. New elections take place every four years. From 2020 until the present, the Mayor of Bishop's Castle is Grant Perry. The Shropshire Council oversee a variety of services in the community. These include social care, education, highways, environment, planning, waste collection, and trading standards.

The Bishop's Castle Town Council is accountable for managing the town and a range of services. These services include maintenance around the town streets, streetlights, and allotments. Bishop's Castle has its own council that works together to decide what is best for the community and their needs (Bishop's Castle Town Council 2021). Bishop's Castle is part of the Ludlow parliamentary ward which is headed by Rt Hon Philip Dunne who is Chair of the UK Parliament Environmental Audit Committee.

Bishop's Castle has community-led town planning, with the assistance of the Bishop's Castle community Partnership. The initiatives Bishop's Castle's government focuses on are centred around the theme of sustainability and community. Renewable energy, increased biodiversity and community kitchens are a few of the initiatives mentioned in the Community Town Plan (Bishop's Castle Town Council 2021). Residents can voice their concerns and agendas via the regularly updated Bishop's Castle Town Council website of which all 12 parish members are actively involved. Public

meetings are then held monthly in the Bishop's Castle town hall to address the issues in person and put plans into action (Bishop's Castle Town Council 2021).

Communication

Communication is a key part of any society, especially in a rural community like Bishop's Castle. There is a variety of diverse ways of communication within the town accommodating to all different age groups. Youth in Bishop's Castle have limited areas in the community, these areas consist of a public library that is open Monday, Tuesday, Friday, and Saturday (Shropshire Council 2022). Another youth-friendly place is the town hall. Used for community events, activities for youth, farmer's markets, art exhibitions, and many more major events (Bishop's Castle Town Hall 2022).

The Bishop's Castle community have a variety of different Facebook pages and groups, all with a different purpose. The biggest group is the Bishop's Castle events page. This platform has around 3000 group members where community gatherings are posted, health events, festivals, and general information about what happening in the town. There are many notice boards around the town displaying what is on, and general information. An information centre is provided for those who might be new to the town, those visiting, and those living in the community (Facebook 2022).

Bishop's Castle has a local newspaper called the Shropshire Star. This can be easily accessed online or in a printed version depending on what the reader prefers. The newspaper is printed weekly, and the website is regularly

updated (Shropshire Star 2022). The town has a local newsletter and an outside notice board that provides what is happening in the community, events, local news, and advertisement (Bishop's Castle Community 2022). Bishop's Castle has a royal mail centre located in the town that provides domestic and international delivery services (Post Office 2022). Broadband in Bishop's Castle is available for homes within a five-mile radius of the town centre. Fibre to the Premises (FTTP) broadband is available and is 25x faster than standard fibre broadband. FTTP speed can range from 100Mbps to 900Mbps (Broadband Exposed 2022).

The Bishop's Castle Interactive Rural Community Learning Resource is a Moodle page for the community to access. The Moodle site was created by third-year nursing students from Otago Polytechnic in 2021. This Moodle page is still under development and has not yet been launched. Once launched, the platform will provide strategies and ideas on how to combat the risk of self-isolation, depression, loneliness, and suicide. The page also provides an understanding, resources, and awareness of mental health within the community (Bishop's Castle Interactive Rural Community Learning Resource 2021).

The community group 'Bishop's Castle Thrive' are putting plans together to provide the rural town with its own community hub. The hub will provide space for people of all ages and provide a variety of services. The hub would act as a community centre in the sense of leading people in the right direction for their needs. Places like the library and food bank, alongside new services that they hope will come from the hub development. The aim is to listen to the locals and to find out what the community needs are. Some of these

needs might include, health promotion, support for youths, support for jobs, affordable housing, life skills, and social prescribing (Forming a Thriving Community 2021).

Economics

Bishop's Castle is the smallest employment centre in the wider Shropshire area, with 138 business offices registered in Bishop's Castle. Approximately 450 people are employed in Bishop's Castle, with the primary industries of employment being manufacturing (19.4%), health (19.4%), accommodation and food services (17.2%), and Retail (12.9%) (Shropshire Council 2020). As of the 2011 Census, 78.7% of residents in Bishop's Castle are economically active, with a high proportion of self-employed individuals (13.5%), relative to the national average (10.5%). Most businesses are small with 93% of businesses employing less than five people. Of the 165 establishments in Bishop's Castle with rateable values, 140 were valued at £12,000 or less making them eligible for small business rate relief (Shropshire Council 2020). Of the 708 households registered in Bishop's Castle, 33% of residents had a household income between £15,000 – £30,000 annually, with the second-highest bracket of £30,000 – £50,000 represented by 24% of the Bishop's Castles households (Shropshire Council 2020).

Economically inactive residents of Bishop's Castle aged 16 – 64 represented a fifth of the age cohort, this included those who were full-time students, and those looking after family or long-term sickness. 56.4% of those who were economically inactive (retired), a percentile 10.9% higher than the national

average (Shropshire Council 2020). This high retired population supplements two of the highest employing establishments in Bishop's Castle; Castle Haven Care Ltd and Keegan's Court Care Services. In Bishop's Castle, 427 residents are claimants of the state pension (Shropshire Council 2020).

COVID-19 has had a substantial impact on the economy of Bishop's Castle, with the tourism industry being slowed down and several local businesses closing their doors for extended periods. However, a strong local effort has kept Bishop's Castle working towards the goals of the 2021 Community Town Plan. With the reintroduction of the tourist industry staples like the March of the Elephants and Michaelmas Fair being assisted by the Shropshire Council COVID-19 Small Market Towns Marches Investment Fund (Bishop's Castle Town Council 2021). A surge of tourism would benefit Bishop's Castle's highest employing industries.

Local food production and services are of importance in Bishop's Castle with initiatives such as the vegetable box scheme, which plans to deliver vegetables via electric vehicles, community kitchens which aim to supply fresh food to students, and the Food Resilience Strategy which will look critically at the issues of Bishop's Castle's food production and target them through community action (Bishop's Castle Town Council 2021). With the prices rising and resources becoming scarce, rural communities begin to bear the burden of poverty. The growing impacts of Brexit and COVID-19 are illuminated by those who reside outside of urban areas who are isolated from larger sources of resource and supply chain. From this rural communities

become more vulnerable to supply issues and increase in prices where resources are not readily attainable.



Figure 11: A selection of freshly grown vegetables (Vegetable Box Scheme).

Recreation

Though small, Bishop's Castle is a lively small town with many recreational opportunities available. The town offers a local garden for the public to enjoy a stroll in, as well as a playground and skate park for the community children to play in (Bishop's Castle Community 2022). A variety of sporting facilities are available, including tennis, a swimming pool, football, rugby, bowls, and a general sports field. These recreational sports facilities encourage the

community to stay active and help to promote good health and wellbeing through fitness and socialization.

Entertainment is offered to the locals through the SPARC centre, which provides a colourful program of local and national shows, music, films, and exhibitions to suit all ages (SpArC Theatre 2022). Bishop's Castle is home to one of the oldest breweries in Britain, The Three Tuns. Granted to license in 1642, the brewery is still successfully running today and offers a social environment for adults to mingle. Though the oldest, it is not the only brewery. Bishop's Castle is home to several different breweries, which offer an annual pub crawl around the town.



Figure 12 & 13: Three Tuns Brewery 2022.

This medieval town is known for its different markets and events, such as the flea market, farmers market, book sale, antique auctions, craft fair, a variety of different festivals, and the well-known Michaelmas fair. This fair was originally set up in 1995, by a group of local people after the steam fair

was relocated to Shrewsbury from Bishop's Castle (Shropshire Hills 2022). This fair has the streets buzzing with live music, street performances, dance, vehicle processions and stalls that line the streets with rich history, being explored by locals and visitors through the different museums, the town hall, and a visit to see the castle ruins.

The different camping options around Bishop's Castle offer tourists and locals fun and affordable accommodation, helping to bring a variety of people into the area (Bishop's Castle 2015). Over 50% of the town has identified their affiliate with a religion. In Bishop's Castle, there is a Methodist, Anglican, and Baptist Church in the town to support the communities' religions and values (Bishop's Castle Town Council 2017).

Summary of Research to date:

We have completed the first week of our community development project. During this first week, our group gathered together primary and secondary data about our chosen community, Bishop's Castle in Shropshire England. This data collection supported us to complete the adapted Anderson and McFarlane Community Assessment Wheel. Due to the location of our community, we were unable to undertake an in-person foot survey of the town. We adapted to this by watching a film that allowed us to view the Bishop's Castle community through video and do a virtual foot survey.

On Friday morning during the first week of research, our group was fortunate to have a live Zoom Meeting with stakeholders in the Bishop's Castle community. In this stakeholder group, there were two General Practitioners, a District Nurse, Social Prescriber, Sustainability Advisor and the Head Community Project Leader. The diversity of roles among this group allowed us to gather a good collection of primary data on the Bishop's Castle community. Though the Bishop's Castle community has been researched in 2020 and 2021, there are comparative differences within our findings of the community since the last two reports.

Hospital Closure

Since the findings from the previous Reports, there has been the closure of the Bishop's Castle Community Hospital. The closure of this hospital occurred in October of 2021 after ongoing struggles with staff shortages. With the ongoing COVID-19 pandemic this closure has caused significant implications for the town. The community is working effortlessly for the reopening of the hospital but with only 40% staffing, the hospital will remain closed until they can reach 80% staffing levels.

After discussing the closure with the Stakeholders, we were able to discover how prominent these implications were for the community. Due to the median age of the population those patients who would usually return to the hospital for inpatient care, are now being cared for at home in the community. This has drastically increased the patient workload for the district nurses, resulting in the nurses being overworked and having less time to treat and care for patients. With the closest district nurse being

located 20 miles away (32 km) and poor access to the nearest hospital, this closure has been a very significant and ongoing struggle for the Bishop's Castle community.

Ukraine War

The 2022 February invasion of Ukraine by the Russians has drastically impacted the Bishop's Castle community. After speaking with the stakeholders of Bishop's Castle we were informed that this current war has had huge implications on living costs in the United Kingdom, and specifically their small community. Ukraine is a large food and fuel supplier to the United Kingdom, but with the current affairs, there have been significant shortages of both. This impact on the economy has led to food and fuel poverty within Bishop's Castle (Stakeholder's Zoom Call 2022). As well as these shortages, there has been an increase in the cost of food, fuel, and electricity. Families in the Bishop's Castle community are now faced with the decision of going without basic necessities. This has caused a lot of anxiety within the town and has contributed to the deteriorating mental health of the community.

SWOT Analysis

After our morning Zoom meeting with the stakeholders of Bishop's Castle, our team was able to conduct a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of the town. This analysis used the primary data collected from the stakeholders and focused on the town's strengths, weaknesses, opportunities, and threats. To support our primary SWOT analysis, we also gathered the findings from our Community

Assessment Wheel research. Below is our SWOT analysis table identifying the community's strengths, weaknesses, opportunities and threats gathered through our primary and secondary data collection.

<p><u>Strengths</u></p> <ul style="list-style-type: none"> • Strong community. • Shared values and beliefs. • Big community volunteer group. • Community comes together in times of need. • Supportive of each other. • Utilizing different skills and personal strengths of the community. • Cultural understanding. • "Have a quiet pint" • Local groups to join (walking, biking, fairs). • Local seed bank. • Local food bank. • Carpooling to help with transport. • Social prescribing. • Increase in telehealth communication. 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Closure of community hospital. • All screening stopped during covid. • The district nurse is located in another town 20 miles away. • No access to the ambulance. • Long wait times if an ambulance is required. • With hospital closure, there are limited job opportunities in health. • Living costs are high. • People cannot afford necessities (food, petrol, heater oil). • Minimal job opportunities for the community and particularly the youth community. • Lack of Government funding. • Minimal adult education facilities. • Poor transport options and availability.
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Development of Mental Health Moodle shell for the community. • Outpatient clinic for sick community members returning home. • Reduced managers making decisions in health during covid, reduced the conflict of opinions • Security increase • Development of Community Hub • Decrease carbon emissions • Sustainability development • Housing development 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • Brexit; the withdrawal of the United Kingdom from the European Union 2020. • Ongoing COVID-19 Pandemic. • Food poverty and supply shortages. • Inflation increasing by 7%, expected to reach 10% by end of 2022. • The Ukraine war is significantly impacting the United Kingdom and their economy. • The town is not recognised as a poverty-stricken area. • Increasing fuel and food prices. • Few opportunities. • The young population moving out of the community. • Crime, out of city attacks. • The ageing population of the community.

Table 2. SWOT Analysis produced from primary and secondary data collection.

From undertaking this SWOT analysis our group has identified two areas within the community that stand out as vulnerable aggregates. These are:

- Youth Mental Health
- Bishop's Castle Community Population

These two areas will be the focus of our ongoing community project and will help guide our future work and research.

Kaitohutohu Considerations

Before continuing with our research, our group put together a presentation to gain ethical consent from the Kaitohutohu Office. Our presentation contained the following Kaitohutohu Ethical Considerations.

Will the research involve Māori?

Our allocated community is Bishop's Castle. A small medieval town in Shropshire, England. According to the most recent census statistics (2011), the town of Bishop's Castle does not have any current residents who identify as Māori. Therefore, this research will not involve Māori.

Is the research being conducted by Māori?

Our project is being conducted by nine nursing students. There are no members within our group who identify as Māori. However, during our

research and discussions, we were able to apply the principles of Te Tiriti O Waitangi and acknowledge Nursing Competencies 1.2 and 1.5.

Is the research likely to be of specific relevance or interest to Māori?

While our research does not involve a Māori population, we believe our research will be of interest and relevance to Māori, due to the focus on our identified vulnerable populations. The focus of our research will be concentrated on youth mental health and the general population of Bishop's Castle community. The Māori population is a tight community, and the youth of their population is known to suffer from mental health problems. Therefore, our findings have the potential to be of interest and relevance to the Māori population within New Zealand.

Could the research potentially benefit Māori?

Research conducted may have the potential to be beneficial to Māori. Though our community is located in England, a holistic health approach will be undertaken during our research, and it will consider all aspects of health like that of the Māori population and Te Whare Tapa Whā the Māori model of health (Durie 2017). The rural location is similar to rural New Zealand with the identified issues similar to those challenges experienced in the rural New Zealand communities.

After the presentation, the team gained ethical approval from the Kaitohutohu Ethical Committee, and we can continue with our research on Bishop's Castle.

The Next Step in our Community Development Research

The next step was to begin a literature search of the key themes of the Bishop's Castle community. Referring to our SWOT analysis, the key themes of our focus groups are youth mental health, rurality, social isolation and community sustainability.

Cementing the Focus of this Report

Over the past two years, the partnership between Otago Polytechnic and the stakeholders at Bishop's Castle has identified health needs that have guided the path to improved health outcomes and opportunities within this rural and isolated community. Group members from 2022 have put forward nine key points that they feel are important in addressing before the commencement of the literature review, which will focus on the two identified health needs. The following points provide a summary and the identification of the work produced by previous groups reflecting in the core community partnership and the integration of the Ottawa Charter Framework (McMurray & Clendon 2015). One of the purposes of this project and this section is the goal to continue to provide momentum and empowerment for the community at Bishop's Castle.

2020 Summary

The first Bishop's Castle community project was completed by a group of Otago Polytechnic students in the year 2020. This fundamental and comprehensive report created the foundation for future community projects to evolve and expand. After their extensive assessment of Bishop's Castle, this group collectively agreed on the three most prominent health needs that impact the community as expressed by the Bishop's Castle stakeholders. Three recommendations were pulled from the community assessment wheel and SWOT analysis. This included mental health, physical health and transport (Restieaux et al. 2020).

The group from 2020 highlighted mental health as a need. The first recommendation was to have someone in the community with a mental health-related background who could support people through the long and difficult referral process. They decided the employment of a mental health nurse at the local health centre would be the most advantageous course of action. Another recommendation was to provide the community and local healthcare workers with mental health education. The idea that they developed from this recommendation was for a mental health professional to take an educational seminar to the community. Their final recommendation was to develop a sensory modulation resource that could be distributed within the community as a short-term solution to immediately promote mental health. They collectively agreed informative posters and stress balls would be the most suitable products. The outcome included a submission to the council surrounding their recommendations and the

creation of the slogan 'no health without mental health' (Restieaux et al. 2020).

Upon further investigation, the team decided that physical health was another health need. This included obesity, poor diet, food poverty, lack of exercise, and drug misuse. As a team, they developed four recommendations they thought would help to improve the physical well-being of those within Bishop's Castle. The first recommendation was for community members to engage in more outdoor activities within the town. They recommended that the town create an activity that is accessible for the whole town and has no costs involved. An issue that became evident was the lack of education the population had on maintaining a healthy lifestyle. The group suggested communication with the population surrounding health education. It was recommended that the town hall be utilised to hold an education night (Restieaux et al. 2020).

Another issue that arose was the high number of smokers within the population. Consequently, smoking cessation is not being offered to everyone in the community. Because of this issue, it is recommended that smoking cessation should be offered to these members of the community. The final suggestion was for individuals to find alternative ways to cope with the urges of drug use. They suggested this could be achieved by identifying the person's triggers that lead to drug use and for the individual to remove this trigger from their life. They recommended that people struggling with drug misuse should surround themselves with supportive people and take up new hobbies (Restieaux et al. 2020).

The overall idea that developed from these recommendations was the creation of a community garden. They decided on this idea as it promotes all aspects of physical health. A community garden had an impact on every physical health recommendation the group made, as it promotes physical activity, health education, hobbies that can aid in smoking cessation, and distraction from drug use. From this idea, the group went on to create a community garden and healthy living promotion resources. These resources included a poster, fridge magnets, coasters and information pamphlets (Restieaux et al. 2020).

The final health disparity this group identified was the lack of accessible transport. After analysing their data, they came up with recommendations that could be implemented. An issue that arose was the poor signage of disabled parking and the lack of repercussions the car owner faces when parking incorrectly leading to the misuse of the parking spaces. Due to this, it was recommended that all disabled car parks in Bishop's Castle should be repainted making them visible to road users. As a group, they wrote a formal submission to the Shropshire Council. They also recommended the increase of education surrounding the importance of disabled parking. To combat this issue the group created an educational flyer which can be placed on non-permitted vehicles parked in disabled spaces to raise awareness (Restieaux et al. 2020).

The report provided opportunities for areas of improvement that were able to empower the community and strengthen social cohesion and resilience. The analysis of the community wheel was vital in identifying generational issues and combatting them from another angle. The development of mental health

stress reliefs and resources for health promotion like posters and magnets were important in providing easy to read and understand health promotions that were effective and for all ages within the community (Restieaux et al. 2020).

2021 Summary

Following the success of the group of nursing students in 2020, the next year, another group of Otago Polytechnic nursing students were invited back by the Bishop's Castle community to continue to undertake a community research project, to investigate the health needs and implications of this small rural town in the United Kingdom. A team of eight students continued to build on the research and results that were founded by students in 2020 which directly impacted the Bishop's Castle community where the continued partnership with Otago Polytechnic and the third year nursing students positively impacted the town. The team identified health issues in the community surrounding the youth and senior members of the Bishop's Castle community (Krueger et al. 2021).

Youth

The team from 2021 identified the health needs of both the youth and senior community. They found that within the youth population, mental health, in particular, suicide is an ongoing issue within the community of Bishop's Castle. They identified that without interventions being made, youth mental health will remain a prevalent issue and become a pivotal long-term consequence within the community. The team discovered that living in a rural

community possessed challenges and threats to the mental health of youth, such as health access, particularly, mental health access, the burden of no education beyond 16 years and having to travel out of town to continue education post-school. Additionally, there were limited employment opportunities, and the social, emotional and mental effects of the COVID-19 pandemic were still prevalent within the community. All of which have impacted the quality of life for the youth and the rest of the community. The team from 2021 highlighted different ideas to help combat the mental health issues that youth are facing. By assisting with the addition of more mental health services for the Bishop's Castle community, and health promotion resources, they hoped it would be a step in the right direction (Krueger et al. 2021).

When the 2021 team were conducting their research on Bishop's Castle, the community team of the town received a £2,500 aid to help promote support for mental health resources. This grant was used to set up an online interactive learning resource platform through Moodle. Developing a Moodle resource for the community was aimed to help create awareness around mental health, reduce stigma, and promote self-esteem while reducing feelings of social isolation. This Moodle shell was designed to promote team networks, build positive behaviours, engage people to get involved in community development and become a positive influence on the community. After the 2021 team completed the Ottawa Charter on the community, they came up with two youth health promotion messages 'Your Mind Matters' and 'You can't put a plaster on your brain'. They wanted these messages to encourage youth to look after their mental health, have more conversations about mental health, and seek help when needed. The team also turned

these messages into stickers to hand out to the youth and the community to help reinforce the message, decrease stigma and additionally were advertised on the Moodle site (Krueger et al. 2021).

Seniors

The 2021 team found considerable gaps within the community for the senior population within Bishop's Castle. They found that there was a need for additional dementia friendly and specific services and resources, particularly after the COVID-19 lockdowns the United Kingdom and the community faced. People with dementia found it difficult to readjust, especially when there was a change in the environment, therefore, resocialisation was a very difficult time for individuals living with dementia. The team found that there were various progressive community-driven programs within the Bishop's Castle community specifically for dementia. The Dementia Friendly Community Steering Group is committed to supporting businesses and organisations to become more inclusive and dementia-friendly. A new befriending service, the Bishop's Castle Befriending Circle, launched in February 2021 and is available to everyone either by self-referral or referral by the Social Prescriber, including individuals with dementia and their carers (Krueger et al. 2021)

After further assessing the community, the 2021 team found developed dementia-friendly health promotion messages to use in the resources developed for the community. These were developed to resocialise the concept of a dementia-friendly community idea as restrictions eased. The resources that were developed to help achieve this were dementia-friendly

stickers and posters for shops including criteria for a dementia-friendly business. Their rationale was that the dementia-friendly stickers on the windows of shops and cafes would be beneficial to both those with and without a dementia diagnosis. Members of the community with dementia will benefit from shops having a dementia-friendly sticker displayed, as this makes them feel safe and supported. The team had hoped that these resources would help the senior members of the community to have increased confidence to be functioning members of society and have some comfort in knowing that the Bishop's Castle community will support them in society as their disease progresses. This can have a positive impact on the mental health of seniors with dementia so they can feel normal, included, and purposeful in their lives within the community (Krueger et al. 2021).

Community

Within rural communities, there is a powerful sense of resilience and cohort. When investigating rural communities there was a trend identified by Rosenberg (2012), where positive outcomes and overall engagement of community members were related to simple factors. Firstly, the resident control. This effectively enhanced the individual's responsibility and activated the communities' members to drive well-being. By enabling residents' control of lifestyle factors there were significantly noted outcomes of happiness, health, and a greater sense of social capital amongst the members interviewed (Rosenburg 2012).

Secondly, from total ownership of housing and the freedoms that come with total ownership. The primary outcome of this literature shows that

happiness and well-being are not associated with only income and costs. Instead, focus upon the hypothesis that a different management style that works in a rural community can have a much larger effect, such as empowerment and further steps to the participatory management style of individuals (Rosenburg 2012).

Applying this knowledge to rural communities there are significant findings that when independence and empowerment are enabled, communities thrive. This is the beginning of becoming a more sustainable and healthier community with a greater sense of prosperity. Putting this into the local and national government should be an encouraging drive forward for local communities to take over their homes and improve their well-being and health (Mintchev & Moore 2017).

The findings from a similar study suggest that when leadership is a clear factor instead of size, location, or community the community can survive and begin to thrive. Wall (1999) considers that the local leadership roles within a rural community can differ momentarily from a large urban area. Local leadership is defined as roles such as store owner, sole mail delivery driver, and key roles that make a community function. These roles reflect upon the characteristics that are commonly shared within thriving small communities (Wall 1999).

Through the empowerment and facilitation of key roles in rural communities, we see a flourish in well-being, overall health, and greater partnership amongst the cohort. This nourishment of character has brought

about new ideas of sustainability and the movement of rural communities to attain sustainable outcomes.

Rural Community

A rural community is often referred to as a place with fewer people, or limited access to supplies rather than a more urban and populated area (Government Statistical Service 2011). Often a preconceived idea for many, associate rural communities with areas with hectares of paddocks filled with livestock or vegetables, rogue bush and the wilderness (Halfacree 2006). Through researching rural communities, it is evident that there is a broad definition as to what it can be defined as. Some resources say it is a population of fewer than 10,000 individuals can be classified as rural, but older literature suggests these populations live a homogenous lifestyle that is isolated from the outside with many opportunities in agricultural occupations (Bidwell 2001 & Government Statistical Service 2011).

The sense of a rural community is something that is unique and provides a connection to those within it. It is the tight-knit feeling that is so uplifting to people within the community in addition to similar values and beliefs. Rural communities are often a collection of like-minded individuals that bond together for a common cause and are willing to help all members towards a final goal (Ross 2019). A strong sense is often felt by outsiders of social cohesion and collectedness which is often a nice change of scenery from those in more populated and urban areas (Ross 2019). But in rural areas, this is normal. This remoteness and difference from outside towns and cities can promote community sustainability through self-reliance and resilience

providing partnership and greater communication within rural communities (Ross 2019).

With all communities, there are always positives and negatives where room for improvement may have the potential to be beneficial for the future of individuals within the community. Living rurally can provide multiple opportunities depending on the wants and needs of the individuals. Some of the implications associated with rural communities that can pose as barriers can include isolation, inadequate access to healthcare, and decreased opportunity for community development. Factors like so can affect the health status and health outcomes of individuals within rural communities where the opportunities limit the potential to meet the required health needs.

Rural and community nurses play an important role in the promotion and advocacy for individuals, providing health care that is patient-centred and meets the needs of rural individuals. The rural community of Bishop's Castle is an isolated village where health needs have been identified to provide better health outcomes for the people within the community. Creating a community profile has been important in identifying these needs and guiding a path to improvements needed with an understanding of rural identity.



Figure 14 & 15: Portraying the different visuals of rural communities (Speers 2019; Macquarie 2020).

Bishop's Castle Community

Developing on what other groups had undertaken from their projects on Bishop's Castle in 2020 and 2021, the sense of community and community spirit is still very present, if not more present now than ever. Any community has values and beliefs that they uphold that are important to their needs. Information gathered from the Zoom call with stakeholders, provided a deeper understanding of the community spirit in Bishop's Castle. People in Bishop's Castle describe themselves as a very tight-knit community that is inclusive to everyone and anyone who lives in the town or is simply stopping by. The community is so tightly knit that they respect and utilize each other's abilities and 'gifts' to help the town thrive (Stakeholders Zoom 2022).

Talking with stakeholders provided us with a good understanding of the community's values and beliefs and what they think is unique to their town. One main point brought up in the conversation was that there is no ageism in Bishop's Castle, everyone comes together as individuals and brings different aspects to the table (Stakeholders Zoom 2022). Throughout the town, there are different types of subsections in ways that people use and help in the community. Community members of Bishop's Castle pride themselves on being a stronghold community that all get along well with one another and are inclusive with no judgement (Stakeholders Zoom 2022).

Bishop's Castle is such a rural and small town, that many people who grew up there are now living and working in the town to ultimately give back to their community. Due to the town's small size, everyone in the community tends to know one another. Walking down the street means seeing people

you will know and talking to them all no matter who they were (Stakeholders Zoom 2022). Within Bishop's Castle, there is the ability for different atmospheres depending on lifestyle options and choices. Income and transport might limit one to stay in the town as they can't afford the expense of leaving town. Bishop's Castle has a variety of high achieving businesses and business people that keep the community thriving and provide the needs the town requires (Stakeholders Zoom 2022).

The 'Community Thrive' are a group of many individuals that represent and align with the different organisations in the community. Food is an essential part of life, food poverty in Bishop's Castle has been seen to be an issue that is arising and becoming more common. Prices for a standard shop are cheaper the further you drive out of town. This means you consequently spend money to buy fuel for your car or pay the bus fares which further increases the price of living (Stakeholders Zoom 2022). The town council is composed of many important people including a social prescriber and Keith Whiddon, who is a community coordinator that has a lot of involvement and engagement in the community to ensure the community is and continues to thrive. Health services are limited within the community. There is one doctor and five district nurses that cover around 5000 people. The health care centre has closed temporarily due to staffing reasons. The Centre needs to have 80% staffing to be back up and running to improve and continue to improve the health of Bishop's Castle (Stakeholders Zoom 2022). Improving health within Bishop's Castle involves the process of enabling control and increasing opportunities in order for individuals to take control of their health and wellbeing. This involves ensuring equitable access to opportunities and

resources for all individuals within a community to promote better and improved health for all.

Health Promotion Philosophy

Health Promotion is the process of enabling people to increase control over and improve their health. To reach a state of complete holistic wellbeing, individuals must be able to identify aspirations to satisfy needs and be willing to change with the environment. Health is a positive concept emphasizing social and personal resources, as well as physical capacities. Therefore, health promotion is not just the responsibility of the health sector but goes beyond healthy lifestyles to well-being (Talbot & Verrinder 2014).

The promotion of health focuses on achieving equity in health. Health promotion action aims at reducing the differences in current health statuses and ensuring that there are equal opportunities and resources available. This enables all people to have the opportunity to achieve their fullest health potential.

People must also have the opportunity to make healthy choices. The fullest health potential is unable to be achieved unless individuals can take control over things which determine their health (Talbot & Verrinder 2014).

Key requirements for putting health promotion into practice:

- It is done in cooperation with the people, not for them.
- It involves a range of different approaches, that include structural and policy changes for people in the context of their everyday lives.

- It is directed at improving people's control over the determinants of their health.

Health promotion is both a discipline and a process. It focuses on empowering people and communities to take control of their health and wellbeing. It allows for strategic foresight of community health. Health promotion is a discipline which gives an insight and understanding of future events and allows for strategies to be implemented to anticipate and prepare for future possibilities. Health promotion repositions the power of health facilities to the public, enabling and empowering them to make the changes they want to see. The Ottawa Charter encapsulates enablement of health and empowering the of public.

The Ottawa Charter

The Ottawa Charter is a holistic framework for the application of health promotion created by the World Health Organization in 1986. The Ottawa Charter emphasizes a shift away from dependence on health professionals and towards personal involvement. Health promotion in the Ottawa Charter is the 'enabling of people to increase control over and improve their health.' (WHO 1986). This empowerment is only achievable with the fundamental prerequisites of health promotion 'peace, shelter, education, food, income, a stable ecosystem, social justice, and equity' (WHO 1986). The foundations of a community or aggregate need to be dependable for improvements in their health. The Ottawa Charter stresses the importance of the social and personal resources available to an individual and is a framework that appropriately 'goes beyond healthy lifestyles of wellbeing' (WHO 1986).

Building Healthy Public Policy

This strategy strives to motivate those in the healthcare industry to ensure that health is included in all public policy decisions. The Charter encourages integrative collaboration, in which policies from a variety of sectors, including education, housing, industry, social welfare, and environmental planning, influence and are influenced by policies that govern our communities' health (McMurray & Clendon 2015).

Create Supportive Environments

This strategy illustrates the socio-ecological approach to health. The Charter encourages everyone to understand the importance of protecting and utilizing resources that help people maintain their health (McMurray & Clendon 2015). The need to support reciprocal maintenance demonstrated by care for one another, the community, and the natural environment is the overall guiding philosophy for the world, nations, regions, and communities. Natural resource preservation must be emphasized as a worldwide responsibility (WHO 2022).

Strengthen Community Actions

To achieve better health outcomes, health promotion relies on effective community action in establishing priorities, making recommendations, formulating strategies, and implementing them. The empowerment of communities through control and ownership of their outcomes is at the forefront of this change (McMurray & Clendon 2015). Community

development makes use of existing community resources to improve self-help and social assistance, as well as to create adaptable methods for increasing public participation in health issues. This necessitates broad access to relevant information, health-related learning opportunities, and financial support (WHO 2022).

Development of Personal Skills

Strategies of health promotion must guide the community in how to implement health practices but an important variable in this promotion is the individuals affected. Through improvements to an individual's health literacy, education, and enhancement of life skills 'Health promotion supports personal and social development' (WHO 1986). By developing personal skills, the options accessible to exercise healthcare decisions are informed and independent. The forming of personal skills has to be facilitated by community institutions like schools, work or clinics, with necessary action by these community resources to promote the development of skills.

Reorient Health Services

Health promotion responsibilities are shared amongst individuals, aggregates, health professionals and services as well as governments. The combination of their perspective and insights are necessary for the pursuit of health. The health care sector must target its promotion with the values and beliefs of the culture it is responsible for in mind. The Ottawa Charter use should 'support the needs of individuals and communities for healthier life' (WHO 1986). Beyond an understanding of the needs of a community

orientation of health services requires consciousness of the most relevant and recent research as well as the impact of the changes in both community and individuals.

A focus on the individual and the development of their skills is done to bring independence to their health. Knowledge of how they can live healthy lives beyond that of improving their physical capacity. While holistically approaching the community society with support and influence empowers persons with the resources needed to be self-sufficient. In this, the reorientation of health services to local needs enables the independence of the community. Empowerment of community and individual is what the Ottawa Charter strives to provide. While the Ottawa Charter focuses on a larger health promotion message, applying social variables to its recipients, Te Whare Tapa Whā focuses on the core aspects of each individual to provide a holistic lens to the health and wellbeing of the individual as an entirety.

Te Whare Tapa Whā

Te Whare Tapa Whā is a holistic Māori model of care that centres around the concepts of four walls/pillars that need to be upheld. If one of these four dimensions is missing or damaged, a person or a collective may become 'unbalanced' and subsequently unwell (Ministry of Health 2017) These four dimensions are; Taha Tinana (Physical Health), Taha Wairua (Spiritual Health), Taha Whānau (Family Health) and Taha Hinengaro (Mental Health)

(Ministry of Health 2017). Figure 16: Illustrates the four walls of Te Whare Tapa Whā model.



Figure 16: Te Whare Tapa Whā, the Māori holistic model of health (Ministry of Health 2017).

Taha Tinana (Physical Health)

Physical Health is both current physical prowess and the ability to positively change your Physical Health. Good physical health is required for optimal development (Ministry of Health 2017). The physical dimension of health is intrinsically linked to the mind, spirit and family.

Taha Wairua (Spiritual Health)

Spiritual Health is not necessarily religious but instead the capacity for faith and wider communication (Ministry of Health 2017). It is health-related to the spiritual essence of a person or collective, their values and in relation to

wairua an analysis of physical manifestations of illness. The understanding of how spiritual turmoil can impact the holistic health of an individual is important to the understanding of making positive health changes (Ministry of Health 2017).

Taha Whānau (Family Health)

Family health is not just that of biological relatives but also the capacity to belong, care and share where individuals are part of wider social systems (Ministry of Health 2017). Healthy whānau provides strength and support to those around them and ties people with their past, present and future. Understanding how family can contribute to health and assist in curing illness is integral to Te Whare Tapa Whā.

Taha Hinengaro (Mental Health)

The capacity to communicate, think and feel mind and body are inseparable (Ministry of Health 2017). Mental health has an impact on thoughts and feelings but also on the ability to exercise your thoughts into action. Taha Hinengaro is how individuals and communities see themselves in this universe. The utilisation of the Te Whare Tapa Whā framework in the community allows us to consider the domains of the people's life by establishing their strengths and needs. It is also useful in identifying the community's different elements of life that contribute to the well-being of the people living in it. This is particularly helpful in empowering the community in understanding what domains may need to be supported to uphold the health and wellbeing of the people (Ministry of Health 2017).

Empowerment

Empowerment refers to the measures designed to increase the degree of confidence and responsibility in people and communities. It is about enabling people to represent their interests in a responsible and self-determined way by acting on their own authority. Being empowered makes people overcome their sense of powerlessness and lack of influence, and it enables people to recognize and use their resources (Wikipedia 2022).

Youth Empowerment

Youth empowerment is the process of involving the youth and the young population in the decision-making of a community. As people realise that the youth have a voice that a community should listen to; it also presents an avenue through which they can make their voices heard and recognize the power that they have. Youth empowerment is characterized by efforts that help them be involved, whether in their education, community programs, and support services. Empowerment can be shown by enhancing and strengthening youth capabilities and their role in the youth sector. Through youth empowerment, the community can recognize their power and strengthen it more. The innate power within them can contribute to the development of society and make this world a much better place (Childhope 2022).

Empowering youth is important because it provides them with the push that they need to take control of their future, equipping them with the right tools to make better decisions for their future. Another reason is that this will help

them cultivate their skills and discover their potential which will be beneficial to their personal and professional development. If they were able to unleash their best qualities, they have better chances of a better future. Be it in the form of better judgment and wisdom when it comes to making decisions for their personal lives or by having a stellar career that not only helps them financially but also allows them to be an asset to the economy. Youth empowerment also helps them better understand their roles and duties to society. Through this, the long-term effects of youth empowerment may lead to a better perception of the youth sector towards education, poverty alleviation, crime reduction, and a decrease in juvenile delinquency (Childhope 2022).

Community Empowerment

According to the WHO (2022), community empowerment refers to the process by which people gain control over the factors and decisions that shape their lives. It is the process by which they increase their assets and attributes and build capacities to gain access, partners, networks and/or a voice to gain control (WHO 2022). Therefore, community empowerment is more than the involvement, participation, or engagement of communities. It implies community ownership and action that explicitly aims at social and political change. Moreover, community empowerment is a process of re-negotiating power to gain more control. It recognises that if some people are going to be empowered, then others will be sharing their existing power and giving some of it up (Baum 2008). Power is a central concept in community empowerment and health promotion invariably operates within the arena of a power struggle. Community empowerment necessarily addresses the

social, cultural, political, and economic determinants that underpin health, and seeks to build partnerships with other sectors in finding solutions (WHO 2022).

Recognising the strengths and weaknesses of Bishop's Castle through a SWOT analysis, and the incorporation of the Ottawa Charter allows for the addition of evidence-based literature to further cement the health needs identified. From this, the development of resources will allow for health promotion and empowerment for the community of Bishop's Castle.

Literature Review

Youth Mental Health in Bishop's Castle.



Figure 17: A collection of youth-related activities as described by group members.

A literature review conducted by: Hannah MacDonald, Harriet Koch, Laura O'Brien, Sophie King, and Tahlia Matthews

Introduction and Rationale

Youth mental health is a prominent health need within all regions of the globe. Mental health does not necessarily adhere to single populations or groups within our society, nor is it designated to urban or rural populations, it is present and persistent everywhere (Young Minds 2021). Youth is an age group defined by WHO as ages of individuals between 15 and 24 years of age (WHO 2022). This age is known to be incredibly influential with factors like growth and development, relationships, and peer pressure where the toll of confining to society and generational norms can have a profound impact on youths' mental health. This age group is also known for an increase in rebellious and risk-taking behaviours where having a well-rounded support system and guidance has the potential to be so beneficial to the improvement of these behaviours and overall mental health of youth within a community like Bishop's Castle (France 2010). This literature review aims to develop a question via a PICOT table (Appendix 1) to divide our research into the 5 main points: mental wellbeing, mental-ill health, youth, rural opportunities, and rural mental health. These findings will be important in the production of a resource or continuation of the Moodle shell produced by previous students to encourage a positive light on the resources of mental health opportunities and services available within Bishop's Castle.

From the PICOT table (Appendix 1), the group formulated the question below to narrow the research topic of interest. The question is as follows; To promote the mental well-being of the youth in Bishop's Castle, are there opportunities within the community to sustain and improve mental well-

being? Literature relating to five sub-headings will give an overall picture of the opportunities youth have when accessing rural health and in general, well-being, relating to the youth as a population within the rural town of Bishop's Castle.

Youth Mental Wellbeing

What is mental health and mental wellbeing?

Mental health is best described and understood as a person's state of mind (Wellplace New Zealand n.d). Mental health is the combination of a person's emotions, thoughts, and behaviours. It can occur across a spectrum from poor mental health to excellent mental health. When considering the mental health of an individual it is important to understand how mental illness can play a significant role in the negative mental well-being of the person (American Psychiatric Association 2018). Mental illness refers to a wide range of mental disorders such as schizophrenia, bipolar, mania, anorexia, depression, and mood disorders. These disorders can significantly alter a person's well-being, due to the struggles that come with them.

A person's mental well-being can affect their ability to work a job, cope with stress and anger and maintain healthy relationships. Good mental well-being is when a person is functioning well, feeling good and feeling connected (Mental Health Foundation New Zealand 2022). Mental wellbeing encompasses all aspects of a person's life, it includes how a person acts, thinks and handles emotions. The components of mental well-being are achievable to all and can be unrelated to the presence or absence of mental

illness. Good mental well-being can still occur in the presence of mental illness. Positive mental well-being gives opportunities, allowing people to create and develop a quality life.

What is youth mental well-being?

World Health Organisation defines youth as 15 to 24 years old (WHO 2022). The well-being of youth is similar to that of adults, however, due to the significant development period in their life, having good well-being is integral to a future of good mental health. The Child and Youth Wellbeing Strategy 2019 has highlighted key aspects which are important in sustaining good youth mental wellbeing;

- Love, safety, and nurture.
- They have what they need.
- They are happy and healthy.
- They are learning and developing.
- They are involved and empowered.

These interconnected well-being outcomes combine social, environmental and economic factors all of which are required for the positive well-being of youth (Child Youth and Wellbeing 2019).

Factors which influence the decline in youth mental wellbeing

Adolescence is a key period for youth brain development and any negative experiences during this period can have lasting impacts on the individual. During this time the body is not only undergoing physical changes, but youth

often experience significant changes in responsibilities, relationships, and environment, all of which can become significant stressors in their life (Child Youth and Wellbeing 2020).

During the development of the Child and Youth Wellbeing Strategy, teenagers and youth identified that they often experience feelings of anxiety, depression, insecurity, self-doubt, and uncertainty about their future (Child Youth and Wellbeing 2020). This type of psychological worry and stress can take a serious toll on youth's mental well-being and are risk factors for the development of mental illness (Child Youth and Wellbeing 2020). International research has shown that approximately half of mental illnesses and disorders begin in the adolescent years, however, many don't get treated until adulthood. Unfortunately, the poor intervention of these stressors and mental health issues during youth is likely to result in poor mental health during adulthood (Child Youth and Wellbeing 2020).

How to sustain good mental wellbeing

The Mental Health Foundation of New Zealand conducted a review and developed 'Five Ways to Wellbeing' which are important to act in everyday life to help build and sustain personal wellbeing (Mental Health Foundation New Zealand 2022). The five ways include;

- Connect: Talk, listen and be present.
- Keep Learning: Embrace new experiences and opportunities.
- Give: Your time, your words, your presence.
- Be Active: Do what you can, enjoy what you do, and move your mood.

- Take Notice: Remember simple things that give you joy.

Implementing these five ways of well-being in daily life has shown to be beneficial to improving personal well-being, the well-being of youth and the well-being of those around you (Mental health Foundation 2022).

Youth Mental Ill-Health

What is mental ill-health

According to Every Mind (2022), 'mental ill health' is a broad term that includes both mental illness, disorders, and mental health problems. Mental illness describes a disorder diagnosed by a health professional, that significantly impacts a person's cognitive, emotional, or social abilities. In contrast, a mental health problem impacts the same elements of a person's life but does not meet the criteria for a diagnosis. These problems are usually a result of life stressors and are commonly short term and less severe. When these symptoms become more severe or continue to affect your ability to function, it can turn into a mental illness (Every Mind 2022).

Many types of mental disorders can manifest differently and have different symptoms, impacting people's lives in various ways. These disorders include depression, anxiety, bipolar disorder, eating disorders, and schizophrenia (Palmer 2021). Mental illnesses are likely to cause a significant impact on an individual's daily life including school, work, or relationships. Such symptoms

are often managed with a combination of medications and psychotherapy (Mayo Clinic 2022).

Mental Ill-Health vs Mental Health

The terms mental health and mental illness are often perceived as the same thing, but this is far from true. Canadian Mental Health Association (2022) states that every person has mental health, and although every person will face difficulties with their mental health, only some people will suffer from a mental illness. As mentioned previously, mental health or mental well-being can be described as a person's emotions, thoughts, and feelings (Every Mind 2022). A mental illness is a condition that negatively impacts these aspects of a person's mental health, causing difficulties in their ability to cope. Much like physical health, mental health can be described as a continuum extending from great health to poor health with people falling within various stages throughout the spectrum (Canadian Mental Health Association 2022).

The range between mental health problems and mental illness is also seen on this in this continuum as described by Hampshire Child and Adolescent Mental Health Services (2022), where the difference depends on the nature and severity of symptoms that affect an individual's wellbeing, with mental illness having a more significant impact.

Common Mental Illnesses in Youth

World Health Organisation (2021) has stated that the leading mental disorders in youth aged 10 to 19 include depression, anxiety, and

behavioural disorders. Ages 10 to 19 years is a developmental time where physical, emotional, and social changes can make youth vulnerable to mental ill-health. Risk factors that can negatively impact youth's mental health include media influence, quality of home life, violence (including sexual violence and bullying), socioeconomic problems, discrimination, and lack of access to support (WHO 2022).

Emotional disorders are extremely common within this population. The most common emotional disorder seen in youth are anxiety disorders, this is most prevalent in those aged 15 to 19 (WHO 2022). Depression is another common emotional disorder among youth and is estimated to occur among 2.8% of those aged 15 to 19 (WHO 2022). These two emotional disorders are often comorbid and share many of the same signs and symptoms (Salcedo 2018). This includes agitation, sleep problems, fatigue and concentration difficulties (Anxiety and Depression Association of America 2022).

The most common behavioural disorder among youth is attention deficit hyperactivity disorder (ADHD), affecting 2.4% of those aged 15 to 19, as stated by World Health Organisation (2022). It can be characterized by disorganization, trouble focusing, poor time management, and trouble coping with stress (Mayo Clinic 2019). Combined, these mental health disorders can have a major impact on a young person's life, having the ability to impact their relationships and success in school. In the worst-case, such disorders can lead to social isolation and loneliness, criminal behaviour, and even suicide (WHO 2022).

Mental Illness Statistics in Youth

A study done by Hakeland et al. (2020) determined the severity and prevalence of mental illnesses in different age groups and sexes. The study showed that anxiety, depression, and burnout are typically more common in those aged 18 to 29, particularly women. Statistics showed a decline in the prevalence of these disorders with increased age. The Office for National Statistics (2022) shows there is a steady rise in mental illness in youth aged 16-24 throughout the United Kingdom. Their data shows that 31% of the identified age group reported evidence of depression or anxiety in 2018, which is an increase from 26% in the previous year (Statistics 2022).

Access to Youth Healthcare in Mental Health

Youth mental health is an issue that has become more prevalent in communities. Many things contribute to youth mental health, in more recent times COVID-19 and lockdowns, the war between Russia and Ukraine, and the anxiety that these issues bring. Bishop's Castle is a rural community which can be isolating when mental health services aren't available directly in the town. There are a variety of reasons why youth might not access mental health care, such as lack of access to it, living in rural settings, the stigma around reaching out, travel to out of town services and the time of having to wait months for one appointment.

A study was undertaken in Australia to understand different barriers to mental health care services of youth in rural parts of Australia. The study used a qualitative approach to data collection to get the best understanding

of what the barriers are to accessing mental health care (Aisbett, Boyd, Francis, Newnham & Newnham 2007). A series of questions about mental health were conducted to develop a deeper understanding of participants. Inclusion criteria were youth that lived in rural communities and was enrolled in the Child and Adolescent Mental Health Service. The ages of participants ranged from 15 to 17 years and all participants were female (Aisbett et al. 2007). Participants went through a series of interviews where data was gathered. Many issues and themes came out of the study. The lack of accessibility to available services living in rural settings. The transport that is associated to access good mental health services for youth had been seen as incredibly difficult (Aisbett et al. 2007). Another associated issue was a lack of mental health professionals that are experts in youth mental health. Flow on effects of this is when needing help immediately or feeling the need for self-harm there is no direct help. Participants expressed that it's hard for them to travel out of town for an hour appointment and that someone should be situated in their town (Aisbett et al. 2007).

The final issue that arose was the stigma around accessing mental health care and the characteristics of living rurally. Participants of the study described their experience of people's perceptions of them being crazy and worried when they walk past and judge them for not being 'normal'. The effects of living in a small rural town where people may gossip can make it hard for their lives to be private, with concerns of everyone knowing what's going on in their lives can become a barrier for many youths within a close-knit community (Aisbett et al. 2007). A positive of leaving to go to the city for mental health services is that it's a chance to start fresh with no one knowing. The conclusion from this study is there is a desperate need for youth mental

health services in rural settings. Providing that health professionals remain mindful of clients living in small towns as it is already difficult for youth to reach out and find help, having the added stress of people gossiping will make matter worse. There is a desperate need for mental health services in rural communities for many reasons as provided above and to enable youth to have more desirable health outcomes (Aisbett et al. 2007).

There are many online services for youth to use for their mental health needs. This study interviewed ten youth aged 16 to 22 years of age wanting to discover how using technology to access mental health care would provide desirable health outcomes (Antezana, Bidargaddi, Lawn, Matthews, Orłowski, Venning & Winsall 2016). The youth of today relies on the internet and social media, this is their way of life. The internet is the connection of friends and seeking information independently.

This study investigates the use of technology in mental health services in comparison to face to face appointments as there is little to no literature surrounding this issue (Antezana et al. 2016). Participants were recruited from two mental health services located in rural South Australia that were seeking mental health advice at the time. Structured interviews took place two main themes came out of these being, isolation and self-determination. Individuals expressed that they desired to ask for help and to receive proper mental health care. Secondary to this was being isolated by living rurally and not having access to a health professional in the town (Antezana et al. 2016). The findings for the use of telehealth in mental health care were some of the youth in the study were interested in using technology for their mental health as well as having face to face appointments as well, a mix of both (Antezana

et al. 2016). Living rurally comes with its challenges, and access to health care is one of the main issues. Using telehealth to advance mental health care in rural communities would be a great idea. To provide youth with a different alternative to receiving care if online support is desired (Antezana et al. 2016).

Rural Opportunities for Youth

The definition of rural communities continues to remain broad, especially in comparison to other regions around the globe. For this literature review, rural will be defined as a place often isolated from areas with a population under 5000 individuals that has the potential to have opportunities within the agriculture occupation (Bidwell 2001). It can often be referred to as open land with a vast sea of green acres, rugged bush and livestock scattered throughout (Halfacree 2006). Rural opportunity is a concept that is important to be aware of. Due to isolation, often in remote areas with poor roading and entry, rural populations, and communities are disadvantaged. Being disadvantaged can pose many barriers to the determinants of health and often can prevent individuals from having access to or accessing healthcare that is specialised to meet their needs, especially within youth mental health (National Institutes of Health 2021).

There is a distinct urban-rural gap where available opportunities are few and far between (Ziller & Milkowski 2020). Rural opportunities concerning youth as a category can be very minimal. Youth as an age group is in a period of their lives where attitudes and decision making can be very influential, and

vulnerable to disturbances that may alter mental health (Ziller et al. 2020). Public health literature as described by Ziller et al. (2020); note that disparities arise due to differences in geography, population density, workforce, economic stability, and political status have the potential to impede programme implementation within rural communities and in return provide opportunities (Ziller et al. 2020). The sense of the rural community and togetherness, although promoting self-reliance, and resilience is a crucial step in the health promotion to create areas of opportunities within communities (Ziller et al. 2020).

A decrease in rural opportunities impedes youth mental health and the ability to access healthcare that is age-appropriate with a sense of confidentiality in these small rural regions (Garside, Pearson, Ayres, Owen & Roizen 2002). This lack of secureness may prevent individuals, especially youth, from taking opportunities to seek healthcare. Garside et al. (2002) touch on youths' perspective in relation to rural areas through a qualitative analysis highlighting the fear of breached confidentiality in youth due to peers working within health associated practices like pharmacies, or within general practices as health assistants. Although rural towns provide a sense of belonging and the feeling of close unitedness, this can pose as an implication for privacy which can provoke feelings of anxiety and doubt in youth as to whether to even access available services (Garside et al. 2002). This may in turn prevent opportunities from arising within these smaller rural areas due to the lack of perceived interest 'expressed' by youth.

Boydell, Pong, Volpe, Tilleczeck, Wilson and Lemieux (2006) propose that rural populations with geographic and professional isolation can act as barriers. Due to often limited resources within a rural community, this can promote unattraction and difficulty in enticing and retaining staff that would rather work in more concentrated, urban areas (Boydell et al. 2006). This in turn consequently decreases opportunities within rural areas and prevention of youth to access the services available. Additionally, within the United Kingdom, with inflation due to the Ukrainian and Russian war, economically, costs associated with accessing healthcare have become a financial restraint for many, especially within rural areas.

Often unique to rural communities is the need to travel with associated expenses. Boydell et al. (2006) touched on the impact on families within rural communities where there is often the burden of parents taking time off work and the financial stress of accessing healthcare more specialised and youth-centred in higher populated regions with larger healthcare opportunities. This was often coupled with anxiety and repercussions concerning unpaid leave, the cost of fuel, and additional accommodation, meals, and parking while within urban areas was a sacrifice for some families (Boydell et. al. 2006).

Positively, the aura, belongingness, and willingness to help all members of the community are something that should not be dismissed. Although it may provide a barrier for youth in their bid to access healthcare, the recognition of the community for the need for mental health services is the starting point for providing opportunities for youth. The need for early prevention and mental health awareness within the home and school environments were common denominators drawn from the above literature reviewed (Boydell et

al. 2006; Garside et al. 2002 & Ziller et al. 2020). Although currently many rural areas have access to some forms of mental health services and opportunities for youth, there are still areas for improvement through programme development and funding to provide greater opportunities for youth within rural communities.

Rural Health Associated with Mental Health

It is already hard enough living in today's society and facing the boundaries that people have to cross to gain access to proper health care. In today's society boundaries that block us from being able to gain access to quality health care include the COVID-19 pandemic, social isolation, cost of the appointment and care provided, cost of fuel and travel, and the fear of becoming unwell in already preceded times. But when living in rural areas, there are times when people have little to no options of who to go to for health advice. These people are faced with very little option around their access to health care and often have to settle with the bare minimum. It's a violation of their rights. This part of the literature review will discuss the access to health care in rural areas, the boundaries that are faced and what happens to a person's health with having little access to quality health care.

Quine, Bernard, Booth, Kang, Usherwood, Alperstein and Bennett (2003) investigated the differences in health care access of youth living in rural and urban Australia. The researchers found common similarities in the health concerns that both rural and urban youth face. Concerns such as the use of alcohol and illicit drug use, bullying, street safety, diet and body image, sexual health, stress, and depression. However, concerns were brought

forward that the rate of youth depression was higher in rural areas than those living in urban areas (Quine et al. 2003).

The researchers also investigated the structural differences that youth face in rural areas to gain access to healthcare. Youth in rural areas reported disadvantages in obtaining access to healthcare such as the limited number of providers and lengthy waiting times, having limited choices of providers, the cost of appointments and the correlation between the quality of care and the cost of that care (Quine et al. 2003). Youth in rural areas were more inclined to express concerns over limited education, employment and recreational opportunities than their urban counterparts, which the youth believe contributes to their risk-taking behaviour (Quine et al. 2003). There was also found to have a gender difference in mental health issues in the youth population, evident in rural and urban youth, but most prevalent in rural male youth. Males were less able to talk about their feelings with peers and health care providers about anxiety, stress, and depression compared to females (Quine et al. 2003).

Youth having poor availability and accessibility to mental health services in these rural areas delay them to seek help for their mental health issues, leading to poorer treatment and health outcomes. Boyd, Hayes, Nurse, Aisbett, Francis, Newnham and Sewell (2011) conducted a study to look into the preferences and intentions of rural youth to seek help for their mental health and determines the intentions to seek help via a qualitative study. Boyd et al. (2011) found that 55.7% of the sample population indicated that they would seek help for their mental health. The majority of participants, regardless of subgroup indicated that they would seek help and advice from

their school guidance counsellor. But it was found that older youth would prefer to seek help and advice from a GP, rather than their school guidance counsellor (Boyd et al. 2011). When the factor of gender was observed, it was found that males had a higher preference for help-seeking from a psychologist than females. The researchers conducted a content analysis of the barriers to help-seeking youth which revealed a list of significant concerns. There was perceived limited availability of professional services within rural towns, social proximity and difficulty accessing advice as a barrier, and the fear of rural town gossip (Boyd et al. 2011).

The finding from this research on help-seeking among rural youth has significantly highlighted the lack of availability of services that must be improved. It needs to be taken into account that ages and the gender of the youth differ in their help-seeking preferences. Mental health promotion with the rural youth should be conducted to help influence the culture and stigma around help-seeking intentions around their mental health (Boyd et al. 2011).

Connection to Bishop's Castle

Concluding this literature review has highlighted many aspects in relation to youth, mental health, ill-health, mental wellbeing, youth services, rural opportunities, and finally rural mental health as a whole. Research suggests an increased prevalence of mental ill-health among youth, particularly within rural areas of the United Kingdom, this is especially reflected within Bishop's Castle. Living rurally poses many barriers to access to mental health services and arising opportunities within isolated areas resulting in a decreased level of mental health, and mental ill-health, particularly among youth. Each key

aspect highlighted both pros and cons through the review of literature, as well as provided recommendations to support the incorporation of the Ottawa charter and associated resource that is to follow. All aspects of the above literature emphasise the need for increased mental health awareness and opportunities for youth within Bishop’s Castle which this report hopes to achieve.

Incorporation of the Ottawa Charter to Youth Mental Health.

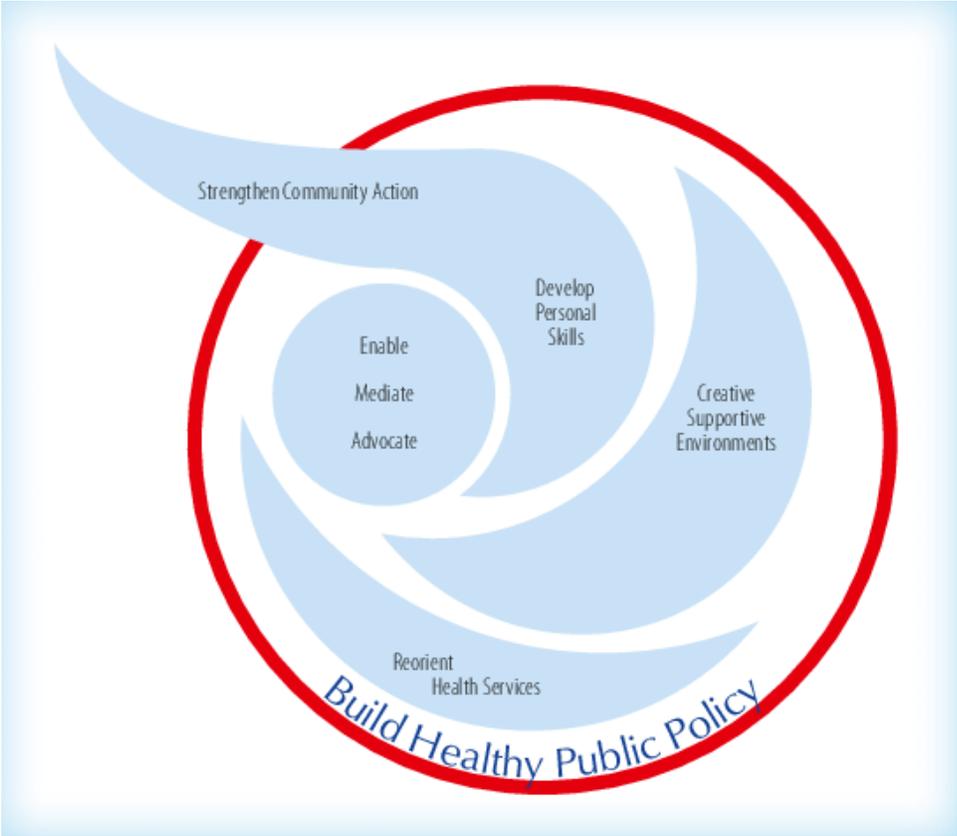


Figure 18: The Ottawa Charter for Health (McMurray & Clendon 2015).

Youth Mental Health Strengths and Gaps (Based on the 1-6 Ottawa Charter aspects).

The Ottawa Charter is a model of health that emphasizes the importance of promoting health on a global scale. Mental health in youth is an area of health that is important within all regions of the globe. By incorporating the above literature review into the Ottawa Charter, we as a group are able to provide a health promotion message to present to the community of Bishop's Castle with an evidence-based resource. As mentioned earlier within this report the Ottawa Charter is composed of five key areas described below (McMurray & Clendon 2015). The integration of literature and this model of health will provide ideas and identification of improvement that can be incorporated for youth within Bishop's Castle in hopes of positively enhancing mental health within the community while continuing to build on work produced in previous years.

Building Healthy Public Policy

Building healthy public policy encourages those who are involved in healthcare to ensure that all aspects of health become incorporated into public policy decisions. This involves mutual recognition of policies and factors that guide the health of communities (McMurray & Clendon 2015).

Strengths

- Encouragement of more holistic healthcare approaches with the incorporation of all aspects of health (this can be through different models like an adaptation of Te Whare Tapa Whā).

- Continuation of mental health priority and awareness of increasing the availability of resources within the community (Moodle and Thrive Community hub).

Gaps

- Providing resources to youth that are engaging and provoking.
- Incorporation of mental health into schools to raise awareness and provide a safe space and environment for youth.
- Building a vocational pathway for youth that can promote mental health awareness through the identification of 'gifts' and interests for this population, (this can provide opportunities to promote healthy attitudes and minimize anxiety associated with premature and expected independence due to leaving school at 16).
- Lack of Moodle site access.

Create supportive environments

Creating supportive environments embodies the socio-ecological approach to health. This strategy encourages all people and members of the community to conserve and capitalise on resources that allow people to maintain good health (McMurray & Clendon 2015).

Strengths

- Continue to incorporate the strengths of the community and translate that into mental health awareness.
- Promote the resources already available in the community and build upon this (e.g. the integration of the Moodle shell).

- Continue to promote an environment free from ageism and mental health stigma.
- Identify the pros and cons of tight-knit communities and minimise youth doubt when accessing healthcare.

Gaps

- Promotion of cultural safety and ethnocentricity of the views of elders' perceptions and ideas related to youth and mental health within the community of Bishop's Castle.
- Identification of peer mentoring and the close connections of youth within the town (growing up together).

Strengthen Community Actions

To achieve better health outcomes, health promotion relies on effective community action in establishing priorities, making recommendations, formulating strategies, and implementing them. The empowerment of communities through control and ownership of their own outcomes is at the forefront of this change (McMurray & Clendon 2015).

Strengths

- Continue to use the gifts and talents of the people living in Bishop's Castle to help the community to thrive.
- Promote and keep the idea of being a tight-knit community and what the providers.
- No ageism in the community.

Gaps

- Lack of opportunities for youth within the community and promoting youth engagement.
- Promoting youth empowerment and exploring their interests and the potential to give back to the community.
- To provide a variety of opportunities for members of the community through the community hub.

Development of Personal Skills

This strategy guides communities in providing adequate and appropriate education and other opportunities to promote the development of skills to attain health. Development of skills influences communities providing local decision making and mutual agreement (McMurray & Clendon 2015).

Strengths

- Encouraging peer support and conversations between the older and younger youth to promote mental health and wellbeing.
- Giving high-school-aged youth projects that will positively directly impact and make a difference in their community.
- Developing and continuing awareness of mental health and encouraging help-seeking behaviours.

Gaps

- Continues to educate youth on their physical and mental health throughout their school years to set them up for adult life after school.

- Setting up classes and workshops to develop skills and knowledge outside of academics, which continues to develop personal growth.
- Encouraging youth to get involved in activities in and outside school to broaden their skills and knowledge and to step outside of their comfort zones.
- Developing vocational pathways during school years to develop interests and 'gifts' for the youth population.
- Giving high-school-aged youth projects that will positively directly impact and make a difference in their community while using their gifts and interests.

Reorient Health Services

The purpose of reorientating health services is to encourage collaboration between all health services to encourage health promotion among individuals (McMurray & Clendon 2015).

Strengths

- Continue social prescribing to promote mental health.
- Continue to increase the promotion of smoking cessation and the prevention of drug misuse through posters, resources, and conversations.
- The cooperation of the people within Bishop's Castle to support one another to access healthcare.

Gaps

- Encouraging the utilisation of a mental health nurse in the GP practice and schools.
- Increasing modes of transport to health services out of town, due to the closure of the local GP clinic.
- Encouraging mental health education within schools among youth.
- Holistically approaching the community with support and influence, empowering the community members with the resources needed to be self-sufficient.
- Focusing on the individual to develop their skills to bring independence to their health, by providing health knowledge of how to live healthy lives.

Enable, Mediate and Advocate

Enabling good health requires action from communities and organisations for health promotion. Advocating aims to provide favourable conditions for individuals through the mediation of all those concerned. This includes governments, local and voluntary organisations and media. Advocating and mediation allow for the enablement to provide equity in health and opportunities for all (Saan & Wise 2011).

Strengths

- The identification of youth mental health as a priority within Bishop's Castle.
- The concept of no ageism within this community allows for the seamless integration of innovative ideas.

- Having a three-year foundation for the identification of youth mental health and resources regarding this.

Gaps

- The ability to provide resources for the youth community.
- Maintaining adequate mental health stability within youth over a prolonged period.
- Lack of time available for youth to contribute to the community due to accessing schools out of town.
- The release date of Moodle is not yet known so this is a gap in available resources youth can access.

Literature Review

Rural Sustainable Community of Bishop's Castle.



Figure 19: Rural community Illustration (iStock 2018).

Literature review by Andrew Miller, Brodie Kain, Joanne Tiu, and Olivia
Lawson.

Introduction and Rationale

Sustainable communities can be described as places where the needs of everyone in the community are met and people feel safe, healthy, the environment is protected and enhanced, and the damage to nature is limited. Ultimately providing a decent quality of life in the present, as well as for future generations. The concept of sustainability explores the relation between economic development, quality of the environment and social equity. Policies and strategies for sustainable development should simultaneously promote continuous economic opportunities, enhance environmental fundamentals, and focus on the social well-being of the community to ensure an evenly balanced environment. Currently, achieving sustainability in Bishop's Castle has become even more challenging due to national and international concerns – Covid, the effects of Brexit and the ongoing war in Ukraine and other ongoing social, economic and climate issues within the town. There will not be a valid result in promoting a sustainable community if there is no cooperation within the whole community (Haider et al. 2017).

From the PICOT table (Appendix 2), the group formulated the question below to narrow the research topic of interest. The question is as follows; Will the community thrive model for the population of Bishop's Castle improve rural sustainability?

COVID-19

Gross Domestic Product (GDP) declined by 9.7% in 2020, with the GDP dropping by 25% between February 2020 and April 2020, this was during the first lockdown, several declines including one of 8% in January of 2021. The Health and Social Work sector dropped by 0.42% between July to August 2021, and one can only imagine how much in April 2020. The job posting has dropped significantly by over 50%, and in the UK lower qualification jobs dropped by about 40% (This is the most common form of employment in Bishop's Castle). Food Services dropped by 72% in the UK.

Food Scarcity/Brexit

'A household-level economic and social condition of limited or uncertain access to adequate food' 8-10% in 2016-2018 (Ranta & Mulrooney 2021). Food insecurity shares a causal pathway with poverty, and obesity (UK Parliament 2020). Food scarcity is in part due to the JiT (Just-in-time) model of food security where English supermarkets stock three to five days of groceries. There is also an over-reliance on migrant workers with initiatives (with a minimum success of 35,000 only seeing 5,500).

Brexit

Brexit has impacted the statewide just in time model of food security, with the "first thing was supply chain disruption, Covid and Brexit were developing simultaneously, crossing food into the UK from the EU cost more due to increased quality checks, trucks backed up, food spoiling in those trucks,

prices started to go up” (Zoom 2022). England brings in 40% of its food from other countries and the overwhelming majority of that is from the EU.

At least two in five people are in fuel poverty (a conscious choice between heat and eat). Rural communities must heat homes by oil or log, a heating scheme that was going out to reduce the price but now fuel companies cannot support it. The price of heating oil has gone up 30p a litre since the war started. Gas and electricity are up by 54% with the war in Ukraine. It is expected that in 30 years with predictions of a 10% increase will put people in serious poverty, this will hit everyone in the country. Serious issues about the food industry, rationing of cooking oil in supermarkets, tomato, bread, beer, the war is getting closer, college mental health counsellor “the good 80% feel anxious about life, because of the fear of making ends meet” (Stakeholder Zoom 2022).

Rural Community

Within rural communities, there is a powerful sense of resilience and cohort. When investigating rural communities there was a trend identified by Rosenberg (2012), where positive outcomes and overall engagement of community members were related to simple factors. Firstly, the resident control. This effectively enhanced the individual’s responsibility and activated the communities’ members to drive well-being. By giving residents control of lifestyle factors there were significantly noted outcomes of happiness, health, and a greater sense of social capital amongst the members interviewed (Rosenburg 2012).

Secondly, from total ownership of housing and the freedoms that come with total ownership. The primary outcome of this literature shows that happiness and well-being are not associated with only income and costs. Instead, focus upon the hypothesis that a different management style that works in a rural community can have a much larger effect, such as empowerment and further steps to the participatory management style of individuals (Rosenburg 2012).

Applying this knowledge to rural communities there are significant findings that when independence and empowerment are enabled, communities thrive. This is the beginning of becoming a more sustainable and healthier community with a greater sense of prosperity. Putting this into the local and national government should be an encouraging drive forward for local communities to take over their homes and improve their well-being and health (Mintchev & Moore 2017).

The findings from a similar study suggest that when leadership is a clear factor instead of size, location, or community the community can survive and begin to thrive. Wall (1999) considers that the local leadership roles of a rural community can differ momentarily from a large urban area. Local leadership is defined as roles such as store owner, sole mail delivery driver, and key roles that make a community function. These roles reflect upon the characteristics that are commonly shared within thriving small communities (Wall 1999).

Through the empowerment and facilitation of key roles in rural communities, we see a flourish in well-being, overall health, and greater partnership amongst the cohort. This nourishment of character has brought about new

ideals of sustainability and the movement of rural communities to attain sustainable outcomes.

Sustainability

Rural communities are facing several challenges in the context of climate change, biodiversity loss, poverty, and geographical isolation. Rural communities depend on local geographical conditions, climate, natural resources, landscape, geographical barriers, socioeconomic conditions, and demographic features to develop agricultural, industrial, or tourism activities as pathways to economic development (Mihai & Latu 2020). Demographic trends associated with increased ethnic diversity and the ageing population also pose significant challenges to rural community sustainability with seniors more likely to be excluded from social and civic participation (Winterton et al. 2017). It is crucial to understand how rural places can better support the increasing diversity of ageing populations.

A qualitative study conducted by Winterton et al. (2017) interviewed 14 stakeholders across eight rural/regional organisations in Australia that had received government funding to provide social participation initiatives for ethnic seniors. This study explored barriers to delivering sustainable rural community programmes to increase social participation among Australian ethnic seniors. The research identified three areas that must be addressed to ensure that short-term social programmes targeting rural ethnic seniors can remain sustainable. Findings indicate resource and staffing constraints; lack of transport and a lack of culturally specific programmes are barriers to programme sustainability. First, it is necessary to consider how integrated

programmes can cater for diverse cultural needs and preferences, given that the maintenance of rural social groups and activities is critical to enabling ageing-in-place. Ethnic seniors may participate in integrated schemes if their cultural needs are accommodated. Programme design must consider the primary purpose of the initiative, to ensure activities are appropriate, and evaluation needs to consider the use of cultural-specific measures. Second, empowering and increasing the capacity of rural ethnic seniors to integrate into existing community groups and maintain their own groups and activities. Programme sustainability will be achieved by delegating responsibility to the community, particularly ethnic seniors themselves. It also enables older adults to feel more 'at home' in their rural communities (Winterrton 2017). Significantly, there is a need to include the voices of rural ethnic seniors, particularly given the need for their active involvement in keeping programmes sustainable. Third, limited access to transport. To sustain program attendees, transportation issues should be addressed.

A systematic review by Bradford et al. (2016) was undertaken to evaluate healthcare by using telehealth in rural Australia. Telehealth services in rural and remote Australia were described, and six key factors were identified that are associated with the success and sustainability of services: vision, ownership, adaptability, economics, efficiency, and equipment. With the escalating costs of healthcare, issues with recruitment and retention of health practitioners in rural areas, and poor economies of scale, delivering people to services or services to people are a dilemma for health authorities around the world. People living in rural areas have poorer health outcomes compared to their urban counterparts, and the problem of how to provide healthcare and deliver services in rural locations is an ongoing challenge.

This study has identified the importance of increasing telehealth services in rural areas. Because of this, in 2011 the Australian Government introduced an important policy on telehealth funding. The government has imposed a new scheme in Medicare funding items to encourage the use of telehealth to improve access to specialist health services for patients in remote areas and enhance engagement between clinicians working in rural areas and specialists in major cities. For example, with the introduction of new telehealth Medicare item numbers, a specialist medical practitioner who provides consultation by videoconference could claim additional payment from Medicare of up to 50% of the standard scheduled fee for providing the consultation face-to-face. Similarly, a general practitioner or nurse supporting the patient end of a video consultation can also claim payment through Medicare for the same consultation. The Medicare telehealth items have created a much-needed incentive for clinicians to deliver telehealth, and from a national perspective, telehealth activity is steadily increasing.

An article by Stein and Santini (2021) performed a study on the sustainability of “local” food in the context of the COVID-19 pandemic. In response to Covid, the promotion of local food systems and short supply chains is seen by some policymakers as a means to increase the resilience and improve the sustainability of the food system. This study found out the importance of food self-sufficiency and food sustainability and that a community can satisfy its food needs from its domestic production (Stein & Santini 2021). This can be addressed by providing training programs and funding for farmers and local growers to increase crop yield and increase farmers’ income, and food security is an important intervention to resolve the food shortage and decrease the carbon footprint of food. The literature also mentioned several

benefits of local food systems. When production and processing occur locally, it is influenced by local heritage and consumption patterns, contributes to the revitalisation of rural areas, provides new job opportunities, especially for young people, boosts farmers' self-esteem and helps create relationships between city and countryside which can promote community development (Mancini et al. 2019; Mundler & Laughrea 2016).

The barriers identified in these reviews such as healthcare access and delivery, food supply and shortage and transportation issues, cultural-specific and age-appropriate programs as well as resource and staffing constraints are similar challenges that the town of Bishop's Castle is currently facing. Addressing these health and social concerns will help the rural community achieve a healthy and sustainable future. When analysing community sustainability, the notion of social capital may be used to examine how people collaborate to enact change on existing challenges in the community.

Social Capital

A fundamental characteristic for many rural communities is social capital. Social capital enables members of the community to address issues as a collective group (Wiesinger 2007). Social capital is a multidimensional concept that is widely characterized as a social resource. The idea of social capital encompasses personal and community networks, a feeling of belonging, social inclusion, mutual standards, and trust. Ultimately influencing the quality of life, including overall well-being and good health

(Shan, Muhajarine, Loptson & Jeffery 2014). Social capital assists community members and local organizations in the development and implementation of effective initiatives that promote vibrant communities and encourage inclusion and opportunity for all (Schneider 2017).

Social capital is used to describe outcomes that can be derived from existing community assets, such as trust, reciprocity and cooperation, shared values and norms, pro-activity, leadership, and a powerful sense of community that can result from interaction and participation in strong social networks. The networks and standards that allow collective action are known as social capital. The size and density of networks are used to describe the structure of social capital, while the degree of trust and the prevalence of cooperation within networks are used to describe the content of social capital (Shin 2021).

In a rural community setting, the need for and prevalence of social capital tends to rise. It has been revealed that the social capital developed and the patterns of interactions in rural and urban settings are significantly different. Rural communities have higher levels of participation than urban, and social capital in rural areas is likewise higher than in urban (Goodrich, McManus & Sampson 2011). Rural communities are embedded in dense networks of close connections, which have been linked to greater levels of social capital and successful rural community development (Woodhouse 2006). The core of community development is social capital. Proactive community growth will be hindered if residents cannot plan and collaborate effectively with one another.

There are a variety of initiatives and community projects that have been developed and implemented by the members of Bishop's Castle and emphasize social capital in the community. Sustainability has been shown as a significant focus point for the community. The 'sustainability working group' as mentioned previously, is a group that works together to enhance personal practice and minimize the personal effects of climate change on Bishop's Castle (Bishop's Castle Town Council 2017). Another community project that highlights social capital within Bishop's Castle is the 'Heat Network Initiative'. This kind of town heating is a more environmentally sustainable and cost-effective means of distributing heat to regions of the community that are close to the network. Wind turbines will provide the produced energy to power the distributed heat throughout the network (Bishop's Castle Town Council 2021). The Bishop's Castle community promotes sustainability and has continuous encouragement from its members. Decisions to adopt sustainable activities are made jointly, with input from community members via a poll voting system. Social capital is prevalent in Bishop's Castle, all community members identify areas that need addressing, and they are then able to work towards implementing changes by working with one another.

The Community Thrive Model

The Bishop's Castle Thrive Community Hub is a community-based service with aims to be a facility that holistically supports the needs of the vulnerable and other groups (McShane & Coffey 2022). Community hubs like 'Thrive' are a locally based platform for independently driven initiatives that have been capturing a growing body of interest. The turbulent events that have

been affecting England in terms of COVID-19 and especially accelerated poverty secondary to the Ukrainian War have been placing increased responsibility on hyperspecialized local government. With national infrastructure being unable to account for all during such unprecedented global events there has been a showcasing of the nimbleness and adaptive capacities of these local institutions (McShane & Coffey 2022). For rural towns such as Bishop's Castle, sustainability does not come from initiatives that have larger population centres, with different influencing factors in mind. But instead, a model of adaptive efficiency is generated by enabling small organizations to acquire knowledge and learning, take risks and induce innovation (McShane & Coffey 2022).

Community hubs in the United Kingdom share a different background to those from other developed nations. With Brexit, the environment in which the centralized government had built itself around was fundamentally changed. This increased labour of bureaucracy exacerbated by the additional destabilization of COVID-19 has created an unfortunately perfect storm for social instability. Reflected by unfavourable poorly performing centrally organized response to COVID-19, however effective decentralized responses relying more on local context, partnerships, and social networks have shown themselves frequently in the United Kingdom (McShane & Coffey 2022). Though the importance of centrally organized action to tackle widespread systemic issues cannot go understated, communities with the facilities like community hubs that offer an emphasis on enabling and empowerment build on an international tradition that places community participation and empowerment central to health promotion (South, Bagnall, Stansfield, Southsby & Mehta 2017). This model of localized health

promotion and empowerment is central to the idea of the Bishop's Castle Thrive Community Hub promoting an inclusive network that supports and enhances the lives of vulnerable people (Thrive 2021).

How community hubs affect rural sustainability.

Rural communities are often lumped into a large aggregate that spans multiple different microcultures and unique communities. This is due to a top-down approach that looks at the health outcomes of these communities rather than the underlying health factors (South, Bagnall, Stansfield, Southsby & Mehta 2017). This model of healthcare is unsustainable and conducive to many of the problems that plague smaller communities. Rural sustainability has shown itself in the United Kingdom to come from independent localized enablement. Sustainability comes not only from a local consciousness of the environment but from those who reside in it and how the two impact each other. Enabling sustainability through ground level initiatives like community hubs provides community-centred approaches: empowerment, equity and social connectedness (South, Bagnall, Stansfield, Southsby & Mehta 2017). These values are shared by both rural communities and the Ottawa Charter which places importance on empowering the individual and guiding them with socialized initiatives.

Strengths and Weaknesses of Community Hubs

Localized initiatives that stem out of a need to address underlying community issues like that of ill health or economic turmoil come with both positives and negatives. Community hubs upon initial assessment have significant benefits

that make their lack of presence or acknowledgement seem impossible. However, community hubs have negatives that prevent them from being fully utilized. Community hubs are especially affected by a lack of funding. An insufficient allotment of funds whether at a personal, localized, or governmental level significantly impacts the effectiveness of community hubs. Within the United Kingdom, especially community participation initiatives can be at the mercy of policy and funding cycles (South, Bagnall, Stansfield, Southsby & Mehta 2017). With growing prices still being dictated by forces that are outside of a single rural town's control, a community hub may be simple but unviable economically as a solution to healthcare promotion and problems. Community hubs also place reliance on a large volunteer population that due to external factors can find it equally unsustainable to stay as their absence would create. In this weakness of volunteering also shines the strength of community participation initiatives and social connectedness.

Given a foundation of goal-orientated residents, initiatives like community hubs offer the ability to communicate shared values and beliefs with more impact. The awareness of a local world is significantly better articulated by those who live within it. A place-based approach to localized infrastructure allows programs and services based on local needs and through participatory processes (McShane & Coffey 2022). It is not only in the vulnerable groups that participatory initiatives show potential but in connecting all with a shared goal of sustainable community alliance-building project for a systemic social-ecological transformation, potentially linking different classes, social segments, and forces around a common eco-social endeavour (McShane & Coffey 2022).

As stated in the 'Thrive Aims', the central hub allows a space for anyone to walk in, talk to us and connect with their community (Thrive 2021). As a tool for health promotion and social issue identification, community hubs like thrive community hub offer the potential to link the gap between a currently segregated health and social service in the UK. With a focused voice from local health facilities speaking with intentionally targeted messages empowerment over wellness could be placed into the hands of those who will benefit from it most.

Connection to Bishop's Castle

Therefore, from the literature rural communities such as Bishop's Castle, have the potential to be positively influenced by the introduction of social initiatives that place importance on localized issues and action. With the utilization of social capital, ability, and knowledge in and amongst the community residents, Bishop's Castle can achieve rural sustainability both in environmental and sociological terms. With consideration of the background and current situation of the United Kingdom, the local rural perspective combined with social initiatives could yield a sustainable rural community. The next step is to apply this knowledge derived from the literature to the resources we plan to provide to Bishop's Castle and understand what themes connect the two aggregates. Creating a health promotion message that utilizes both the knowledge of Bishop's Castle and the Ottawa Charter.

Incorporation of the Ottawa Charter to Rural Community Health

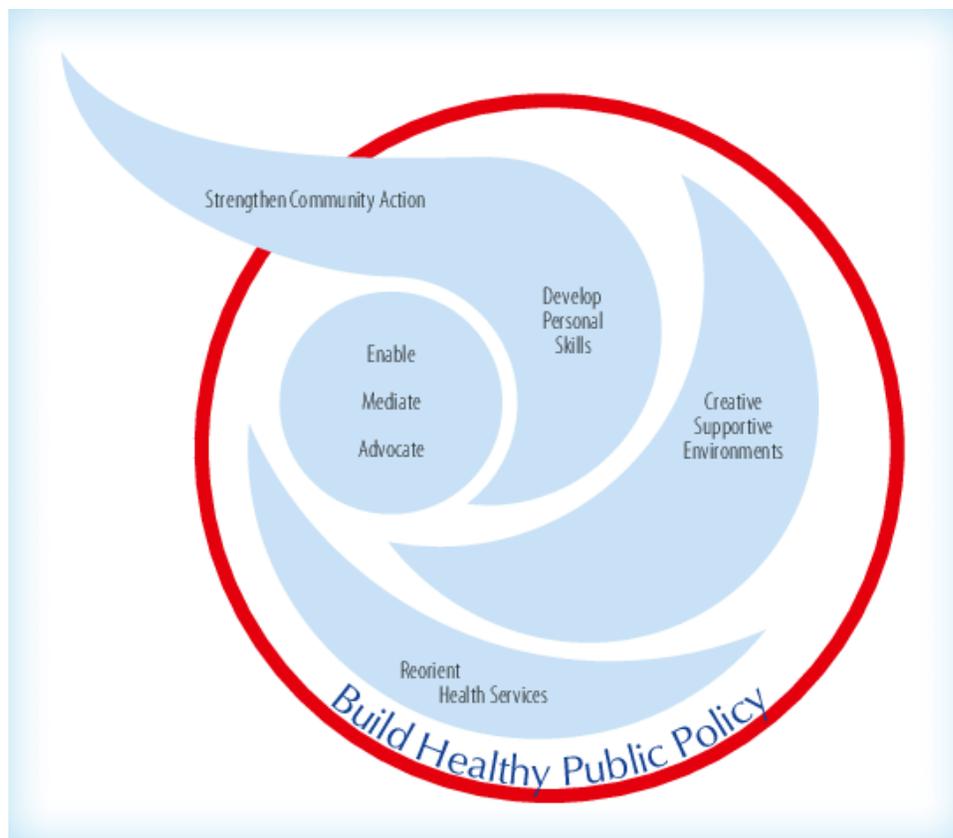


Figure 20: The Ottawa Charter for Health (McMurray & Clendon 2015).

Rural Sustainable Community Strengths and Gaps (Based on the 1-6 Ottawa Charter aspects).

At the core of the Ottawa charter there is first, Enable, where Health promotion will help to reduce the current health status differences and create equal opportunities and resources to help enable people to reach their healthiest. Secondly, Mediate, where each individual needs to mediate through their own health, this is to combat the downfall of health sectors that

cannot coordinate health promotion for all concerned and must take onus. Thirdly, Health Promotion aims to advocate health when environmental, cultural, social, political, economic, biological, and behavioural factors can have harmful impacts on health. Taking these into account the Ottawa Charter can then be used to promote other ideas such as those listed below.

Build Healthy Public Policy

The assurance that public policies consider the health of the public and positively impact healthcare opportunities.

Strengths

- There is a widely accepted and available COVID-19 public health policy plan and action.
- The state pension for seniors in the UK has been increased to £179.60 per week in 2021/22 (Age UK n.d).
- The creation of the Bishop's Castle Climate and Ecological Action Plan focuses its efforts on the following three approaches: Put Bishop's Castle houses in order; Lead and support action by the community; Work to bring about change at the Shropshire Council level.

Gaps

- There is a need to build a Mental Health Line or Telehealth service dedicated to mental health issues.
- There is a need to increase health literacy in Bishop's Castle and utilize the large health body within it.

Create Supportive Environments for Health

Creating supportive environments embodies the socio-ecological approach to health. This strategy encourages all people and members of the community to conserve and capitalise on resources that allow people to maintain good health (McMurray & Clendon 2015).

Strengths

- Continue with the Seed bank project developed by the Bishop's Castle Sustainability Working Group & 'Going Wild in Bishop's Castle'.
- The seed bank had four aims. To share knowledge of seed saving, growing and seed sovereignty and to foster community food security through inclusive access to open-pollinated seed. To support the species' genetic diversity of seed stock outside of corporate ownership and to build community food security and resilience in the face of climate change and food system shocks (Shropshire live 2021).
- For Bishop's Castle to maintain being a Dementia friendly community.

Gaps

- For Bishop's Castle to promote integrated activities for seniors so that they can participate even in times of isolation to prevent boredom and loneliness.
- Develop and implement more activities/programs available for older youth >16 years old, to increase entrepreneurial skills.
- Develop a 'ride-share' initiative for the community to ease the carbon footprint and emissions.

Strengthen Community Action for Health

To achieve better health outcomes, health promotion relies on effective community action in establishing priorities, making recommendations, formulating strategies, and implementing them. The empowerment of communities through control and ownership of their own outcomes is at the forefront of this change (McMurray & Clendon 2015).

Strengths

- Four residential care Units are available in Bishop's Castle, Dementia care unit or dementia facility within residential care units.
- Close-knit community.
- Availability of a local food bank.
- People share their 'gifts' to the community.
- Continue and expand on church activities which allow members of all ages to integrate.

Gaps

- Availability of community local GP practice, Social Prescriber and District Nurses.
- Built on climate organisations in Shropshire that are working towards environmental sustainability.
- Continue with the 'sustainability working group' in Bishop's Castle which aims to enhance sustainable practice and minimise personal effects of climate change.
- Incorporate actions to significantly decrease carbon emissions in the town.

- Implement the heat network initiative that was developed.

Develop Personal Skills

Health promotion supports personal and social development, to enable health understanding and better health outcomes. Development of skills influences communities providing local decision making and mutual agreement (McMurray & Clendon 2015).

Strengths

- Bishop's Castle has a large creative and educated body of knowledge to pull from to educate people of all ages.
- A community that communicates well within itself allows the transfer of skills to happen seamlessly.
- Local community initiatives such as food banks and seed banks enable better eating and enable a better understanding of diet.
- A large critical thinking volunteer population has a readiness to enable others within the community.
- Community clubs and activities enable communication and sharing of concepts and skills.

Gaps

- Community hubs are yet to be opened and the Moodle has yet to be made available to the public.
- Lack of areas to go to for personal improvement or one on one conversation.
- The local clinic closed, with no place to reinforce health promotion.

Re-orient Health Services

Those participating in community health decisions should make decisions based on evidence of what works best to promote people's health. The necessity for the study and distribution of information from diverse viewpoints of people concerned with social, political, economic, and physical resources, as well as health, is included in this strategy (McMurray & Clendon 2015).

Strengths

- Bishop's Castle has strongly motivated people who want change and are in contact with local health professionals.
- Bishop's Castle has many health services that have shown flexibility during Covid's first wave in the UK.
- Continue with community partnership that connects all voices of Bishop's Castle with bodies that can make a change.

Gaps

- The local clinic is closed, with no current place to reinforce health promotion. Community members are said to be fully involved and engaged in the development of future plans (Bishop's Castle 2022).
- Local clinic closure prevents health needs assessment from being anything but anecdotal.
- The flexibility of the health system is minimal, affecting the coordination of care planning across services and health sectors.
- Social services and health services are poorly connected both nationally and locally.

The identification of strengths and gaps allows for the formation of health promotion resources that can be shared within the Community of Bishop's Castle. Resources are aimed to promote and sustain future health equity for all ages within this population.

Health Promotion Messages and Resources For Youth and Community with Rationale

Youth Mental Health

Building upon previous students' work surrounding mental health within Bishop's Castle we as a group will continue to build on and emphasise the use of youth-friendly resources, encapsulating, and from a holistic perspective. The literature reviewed regarding rural communities continues to show themes of poorer access to mental health services, minimal opportunities within rural areas, and increased prevalence of mental and ill health. We will be working with the strengths as an asset and providing resources that aim to improve gaps identified via the Ottawa charter.

Through communication with Bishop's Castle Stakeholders, in particular, Keith Whiddon, and Hope Robson, there is an increased interest in producing a resource for the continued development of the Moodle shell to provide an increase in resources aimed at youth mental health. These resources we will design aim to be visually pleasing to the eye, incorporate key points identified through health needs, as well as a comprehensive, and

opportunistic resource that encourages the participation of youth into the community, in turn positively affecting their mental health.

2020 Summary

While assessing the mental health needs of Bishop's Castle, the team from 2020 gathered information to produce the Ottawa Charter based on what strengths and weaknesses the town have in the context of mental health promotion. This group identified several gaps surrounding mental health in the community. There was a common theme surrounding the lack of mental health awareness and resources in the community which prompted the group of 2020 to bring awareness to mental health needs by producing 'no health without mental health' posters and stress balls, which encouraged conversations about mental health.

They identified strengths the community holds that can be utilised to reduce these gaps. The most defining strength they identified was the strong community spirit which can be used to promote mental health resources, diminish stigma, and encourage positive change. It can also be used to encourage conversation between age groups, further connecting the community.

2021 Summary

In 2021 the team continued building on the findings and results from 2020 which directly impacted the Bishop's Castle community. When the team completed the Ottawa Charter on the community, they came up with two

youth health promotion messages 'Your Mind Matters' and 'You can't put a plaster on your brain'. They wanted these messages to encourage youth to look after their mental health, have more conversations about mental health, and seek help when needed. This quote was turned into stickers and planned to be handed out to the youth in the community. In 2021 the community team from Bishop's Castle gained a £2,500 grant and with that, created a Moodle page with resources and education for the community to use which is still yet to be launched. This Moodle page was to promote team networks, build positive behaviours, engage people to get involved in community development, and become a positive influence on the community.

Incorporation of Frameworks and Models of Health

This year our group has chosen to use the Ottawa Charter and incorporated Te Whare Tapa Whā to provide a holistic approach when constructing health needs for the community. By incorporating Te Whare Tapa Whā, we were able to assess the physical, emotional, spiritual, and social aspects of health and wellbeing. By using this method in partnership with the Ottawa Charter, we were able to identify the health gaps and strengths of youth residing in Bishop's Castle. The lack of mental health awareness and resources is still a prevalent issue to this day. This year as we focused on youth mental health, new gaps emerged. These issues surrounded the lack of opportunities and support for youth. The identified strengths included the town's cooperation and willingness to change. These strengths can be utilized to encourage conversation about mental health to bring awareness and normalisation of the topic, while efforts are made to reduce identified gaps within the community.

Positives found in the community

- Continue to promote an environment free from ageism and mental health stigma.
- Identify the pros and cons of tightly knit communities and minimise youth doubt when accessing healthcare.
- Having a three-year foundation for the identification of youth mental health and resources regarding this (previous reports from 2020 and 2021).
- Continue social prescribing to promote mental health.

Gaps found in the community

- Lack of age-appropriate incorporation.
- Cultural safety with elder perceptions.
- Lack of opportunities for youth, especially after leaving school.
- Lack of transport around the town and to surrounding communities.
- Availability of health professionals specializing in mental health.

Strengths to keep building on

- Continue to use the gifts and talents of the people living in Bishop's Castle to help the community thrive.
- Continuation of mental health priority and awareness of increasing the availability of resources within the community (Moodle and Thrive Community hub).
- Continue to promote an environment free from ageism and mental health stigma.

Health Promotion Resource One: School Badges.

The idea of badge formation comes to fruition through conversations within the wider group. In New Zealand, badges within colleges and high schools are of great importance to those who wear them. Badges are often worn with pride and often represent dedication, or signify the promotion of change within schools (Synott & Symes 1995). We as a group feel as though this idea of implementing a badge representative of mental health would be a great way in promoting change, as well as strengthening the bond between the youth age group of Bishop's Castle. Currently, the community college within Bishop's Castle does not have any form of school badges, so the integration of this badge within the school may promote a future concept. Additionally, due to this barrier, the team decided to use the badge to put on students' bags or pencil cases to show their support for change in mental health within the community.

The design of the badge links into previous work performed by students while incorporating our own spin on the idea. Bishop's Castle report from 2021 formed the slogan 'You can't put a plaster on the brain' which continues to be of relevance to the community of Bishop's Castle. We have transformed this slogan into an image along with the URL to access the youth page to Moodle. These concepts will tie into the eventual launch of the Moodle page where youth will be able to hopefully access it. Like previous years we chose the design to be bold, bright and stimulating which grab people's attention. Having bright and fun colours are associated with positivity and optimism which is evidenced to be uplifting (Lischer 2021; Vivyan 010). Yellow was chosen as the design due to this colour being gender-neutral. This is a

beneficial colour to have for a badge as we want people, especially youth to be inspired to seek help and have conversations with their peers. In addition to this, putting a badge on before school daily, or seeing others with the badge is a positive affirmation that can embed feelings and empowerment within youth.

Incorporation of the badge within the Bishop's Castle community would involve linking this concept to the community thrive hub explored within the other resource. Through research, we contacted a New Zealand owned badge company to arrange quotes to get an approximate price for bulk production. The average price for the production of 300 button badges is one New Zealand Dollar per badge, this equates to 50 pence in United Kingdom currency (Badge King NZ 2022). This is an extremely affordable project that promotes the health needs identified. In addition to this, the group raised ideas on marketing the badges for two to three pounds each within the school where the cost for production is covered with the remaining money used as a fundraiser for the continued development of the Community Thrive Hub. Not only does this raise awareness for mental health in youth, but it also provides an opportunity for youth to have a role in the development plans for their future space. Figures 20 and 21 below show the inspiration behind the badge and the final design. Prototypes of the badge will be available to view alongside this report.



Figure 21 and 22: Badge design incorporating the slogan from 2021 for mental health awareness in youth (Canva 2022).

Health Promotion Two: Rejuvenation of the Moodle Shell.

Through identification of strengths and weaknesses, the team identified the need for an updated Moodle shell where a page is dedicated solely to youth, providing insightful resources and eye-catching. In addition, through revision and navigation around the Moodle site, it was evident that there was overcomplication and clustering of features making the site look full and unengaging. When presenting anything to youth it is important to ensure eye-catching and bold colours with designs that will draw their attention.

Through communication with Stakeholders of Bishop's Castle, it became evident that there were barriers to releasing the Moodle page to all ages within the community. We have identified this barrier and mental health as a priority and we as a group think it would be beneficial to have a youth-run Moodle tab. This youth-run Moodle tab would incorporate the sense of a close-knit community where all ages of youth would be able to contribute to

the resources that they want to see that can incorporate mental health without being overbearing. This has the potential to be beneficial for youth and promote communication between youth groups.

Below is a redesigned proposal for a youth Moodle space. This space was inspired by the Otago Polytechnic Moodle design where colours all coordinated to give a visually pleasing effect. This space incorporates bright colours with youthful designs aimed to entice entry to the site. The use of colour and font is aimed toward youth with imaging that is specifically pleasing to the young eye. Below is a comparison of the current and proposed ideas, noticing the incorporation of colour and flow in the design making it simpler and more interactive. We as a group have taken the key headings from Moodle and simplified them, producing magnified headings with additional tab bars providing information relating to youth within Bishop's Castle when clicked on.

Hub Page

The hub is the centre of this proposed design. In addition to this, it incorporates the imagery of concept one with a brain of the badge design that would hopefully be a recognized resource for youth within the community. This tab allows the opportunity to learn how to navigate the Moodle site, as well as the role and purpose within Bishop's Castle as a rural community. Resources related to mental health and wellbeing will also be available to access through this tab. Additionally, it allows for technical support and contains a privacy policy and community contacts.

Group Gatherings and Social Events

This tab on the Youth Interactive Community Hub is designed to promote opportunities for the youth in Bishop's Castle to socialize with other youth in the community. This will allow youth to meet new people and promote mental wellbeing. Under this tab, there will be updates on the current and upcoming social events in the community which are appropriate for youth to attend. Following this, there will also be a forum where youth can create their own group gatherings, such as walking groups, sports games, and movie outings. These group gatherings will be open for any youth in the community to attend if they want.

Well-Being Toolbox

The wellbeing toolbox tab is the section in the youth hub page where all the information and resources are found for the youth to access to learn how to look after all aspects of their health and wellbeing. This includes their physical health, mental health, spiritual health and emotional health. These resources are given to help youth to navigate different areas of their life, to help them to live with less stress and anxiety in a world full of uncertainty. The well-being toolbox gives them tools to take charge of their own health and wellbeing, giving them the power to change what they want to change and doing it in a safe and supportive environment. Resources within this tab are those used on the current Moodle site.

Vocational Opportunities

The vocational opportunities tab will provide a variety of information related to the programme. A sign up/interest form will be available to access from the tab to see what the interests are in the community (Figure 24). An In-depth description of the vocational opportunities within Bishop's Castle and an explanation of what the programme has on offer. The tab will also provide options of what vocational opportunities are available and ways to contact people if your options are not on the page. The tab will provide a wide range of information not only for youth but for parents and community members to read as well. This tab aims to give options to youth to find their 'gift' and provide steps to set up their future roles through experience.

Latest Updates

This tab will offer general updates about the Bishop's Castle community, specifically updates which will be of interest and relevance to the youth. Such as opportunities for youth, COVID-19, community news, important school updates, choosing the next step in your career, volunteering opportunities, events that are available for youth outside of Bishop's Castle and updates on the Community Thrive Hub launch. Having accessibility to the latest updates will help youth be present with what is currently happening and ways in which they can participate in their community.

Suggestions

This tab is to allow youth to have a voice in what they would like to see, or opportunities had within the community. Suggestions can often cause doubt for some, so ensuring this tab has the potential to remain anonymous would ensure trust when using this site and promotion of ideas.

Additionally, the potential to accumulate suggestions from youth may indicate areas the town needs improvement from a youth perspective, or opportunities they wish to be brought to the town may provide beneficial engagement from youth within the community and strengthen the tight-knit bond of Bishop's Castle for all ages.

Ride Share

This would involve people who own vehicles and are travelling out of town to a popular destination. They can advertise how many spare seats they have and the location they are driving to, to see if anyone wants to travel in the same direction. This idea is viable due to the connectedness in this small community. This idea is safer to implement in a small community as participants are more likely to know one another and already have connections. There are huge benefits to ride-sharing including reduced travel costs, reducing the town's carbon footprint, not relying on public transport, and further forming connections among the town members. Ride-sharing also promotes engagement from youth through participating in youth-related activities like shopping and exploring other towns as a group. Additionally, ride-sharing can lower the burden of costs through contributions from each party travelling and help to reduce isolation.

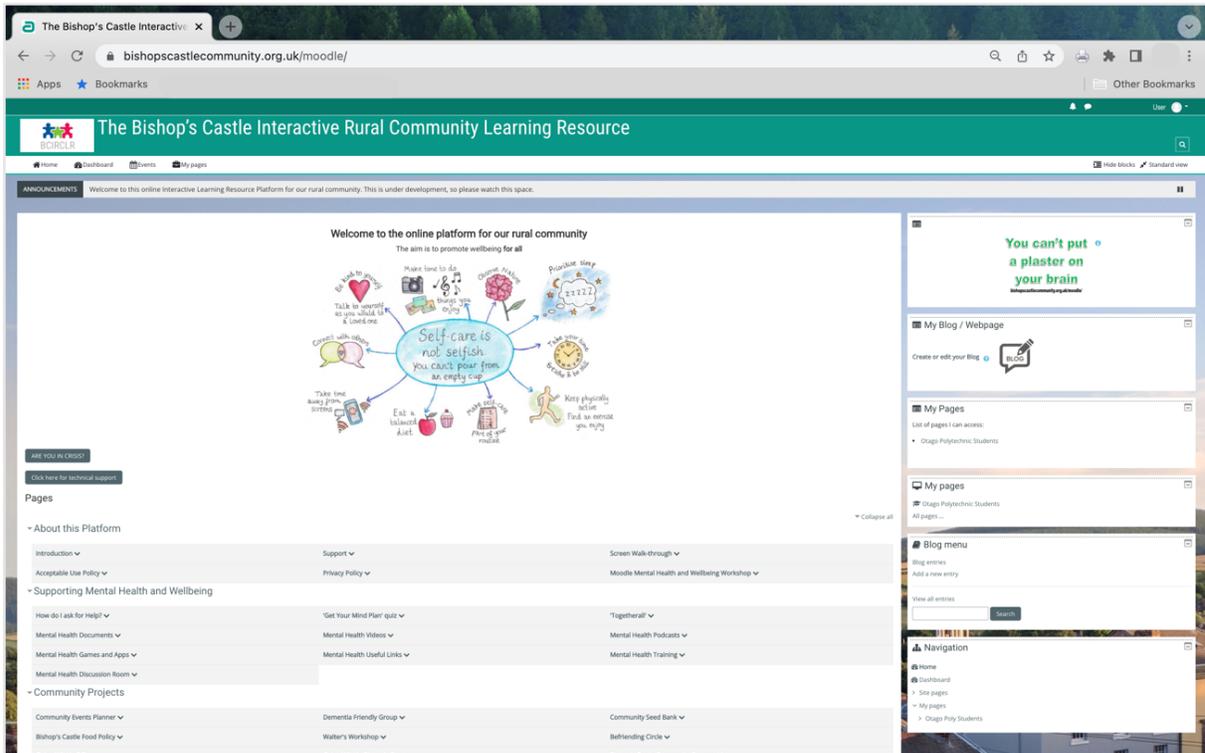


Figure 23: A preview of the current Moodle shell yet to be launched (Bishop's Castle IRCLR 2022).



Figure 24: An updated, youthful and eye-catching website design targeted to the youth population of Bishop's Castle (Canva 2022).

Health Promotion Three: Vocational Opportunities for Youth.

As a group, we came up with the idea of vocational programmes for youth within Bishop's Castle. To utilise the assets of the community to provide and improve the health and wellbeing of youth. Integrating with the elders of the population and youth to pass on and inherit their 'gifts' and talents to improve the overall aspect of the community. This program will require the engagement of business owners and the people of Bishop's Castle to give youth an opportunity to find what their 'gift' is and to cement values of self-resilience and hopefulness. It can also provide youth with a different mindset of something to provide for the community and something to look forward to and take pride in doing well. This program can provide a lot of skills including independence, routine and routine behaviour, self-determination and empowerment which will all influence one's mental health.

The purpose of this vocational program is to provide youth with a purpose and discover what their interests might be, while also thinking about the community and how to ensure that it will be sustainable. Some ideas for vocational programmes could be farming and how it all works, helping in the community centre, and the food bank. Working in the construction side of things, having experience in education, or in health, whether it's with the nurse or doctor. Helping in the local shops or taking part in the Town Council to see where their interest are. There are many opportunities within the community to provide youth with these experiences. They may be interested in multiple occupations and want to try three or six of these different areas, which will provide youth with a purpose and an understanding of what the

next step in life is for them and how they can contribute back to the community when schooling is completed.

The idea of having this open to the public on the Moodle forum will provide access for anyone interested to go on and see what is on offer. The first step would be having the community provide their time and engagement for working alongside youth and giving them life experiences. The Moodle forum will provide a sign-up sheet/ a form of interest to see how many would be interested in taking place in the programme. Providing them will all the options that the town provides. Figure 25 below shows an example of the vocational signup sheet where youth can express their interest in gaining experience in different occupations available within Bishop's Castle.

advocacy and mediation properties that over a prolonged period can continue to have a positive influence on youth. We end this section with a slogan to conclude youth mental health within Bishop's Castle.

Empowering yourself to empower others.

This slogan was developed around the key message that the group wanted to display to all of the community. One must be empowered themselves in order to empower others. This slogan is so fitting especially within a mental health lens where often those who need help, are the ones who give advice to others. Within a community, it is so important to recognise the signs of mental health deterioration and come together to increase opportunities and awareness within rural communities, especially one like that of Bishop's Castle where mental health is so prevalent.

Community Resources

Community Promotion Message

With an understanding of the previous year's additions to the Bishop's Castle community, we have continued to build on the work of 2020 and 2021. We will contribute to these previous initiatives with the health promotion message of enablement. Giving the resources to the community to empower sustainable actions and bring a central voice to their community. The reviewed literature has shown our team the adversities that rural communities face in terms of education, opportunities, and

isolation. Our group's suggestions and resources aim to utilize the great potential of Bishop's Castle's strengths to improve the gaps discovered using the Ottawa Charter.

2020 Summary of Community Change

The 2020 group has done a remarkable job at identifying several gaps surrounding mental health in the community. They concluded that mental health awareness and resources were insufficient within Bishop's Castle. This has prompted the 2020 group to bring awareness to mental health needs by producing 'no health without mental health' posters and stress balls, which encouraged conversations about mental health. They identified strengths the community holds that can be utilised to reduce these gaps. The most defining strength they identified was the strong community spirit which can be used to promote mental health resources, diminish stigma, and encourage positive change. It also aims to encourage conversation between age groups, further connecting the community (Restieaux et al. 2020).

2021 Summary of Community Change

Looking back on the previous years' work, the 2021 team created a Moodle page which is yet to be launched using their £2,500 grant with resources and education for the community. Engaging with the Ottawa Charter on the community was also completed and they came up with two youth health promotion messages; 'Your mind matters' and 'You can't put a plaster on your brain'. They also developed a dementia-friendly health promotion

message to use in the resources developed for the community. These messages are to encourage youth to look after their mental health. The team also turned them into stickers to hand out to the youth and community to help enforce the message, decrease stigma and were advertised on the Moodle site (Krueger et al. 2021).

This year, our goals and actions were built on the findings and actions taken by the 2020 and 2021 groups. Our group continued to incorporate more ideas to help improve the Moodle shell with the theme of improving the overall health and well-being of youth and the wider community of Bishop's Castle. Through the Moodle shell, our group also aims to encourage people to be more interactive within the community. Through the collaboration of the Bishop's Castle Council, the climate organization groups, community volunteers, as well as the individuals who make valuable contributions to the community can put their actions, initiatives, and any programs available for the community on the Moodle page. For ease of access, we have simplified the Moodle Access by creating a QR (Quick Response) code and a link via the updated Moodle Page. We also incorporated new designs and vibrant pictures for a more attractive display. Additionally, we also completed an Ottawa Charter on the community highlighting the community's strengths and gaps. By doing this, we hope that a poster will shine a light and will enable the community to continue to work on their strengths and improve on their community's deficiencies.

Incorporation of Frameworks and Models of Health

By incorporating the Te Whare Tapa Whā model of health and utilizing the Ottawa Charter, we were able to determine the strengths, gaps and ultimately the needs within the community through a holistic lens. The lack of accessible resources to enable the community to achieve sustainability is still a presenting issue. This year, as a group, we focused on community sustainability as a health goal. Gaps that were identified throughout our research were around the community hub not yet being launched, and a lack of areas for community members to go to for personal improvement or one on one conversations. We recognized the variety of strengths the community exhibits. Through a motivated community conscious of its strengths and gaps, the development of a sustainable community with social capital and initiatives can begin.

Strengths of the Community

- Social capital is evident in the rural community of Bishop's Castle with all members working towards shared goals.
- A close-knit and inclusive community with members sharing their 'gifts'.
- Dementia-friendly community.
- Local initiatives such as food banks and seed banks.
- A large critical thinking volunteer population has a readiness to enable others within the community.
- Community clubs enable communication and sharing of concepts and skills.

- Widely available and accepted Covid-19 public health policy plan and action.

Strengths to continue building on:

- Continue with the seed bank project.
- Continue and expand on church activities so all age groups can integrate.
- Continual enabling to create strongly motivated people who can vocalize the change they want to see.
- Continually utilize the skills and talents available in a productive and inclusive way.

Gaps within the community

- Community hub not yet launched to members of Bishop's Castle.
- Lack of areas to go to for personal improvement or one on one improvement.
- The local health clinic closed with no place to reinforce health promotion.

Suggestions

With an understanding of what the community can give, we have designed our resources with the literature and local environment in mind. We will discuss what resources we have developed and how they impact our intended aggregates.

Health Promotion One: Bishop's Castle Health Promotion Poster.

The poster as a concept derives from a need to interact with our aggregate in a non-digital sense. Within Bishop's Castle currently, there is no local clinic, so presenting health promotion messages needs to be portable and easily understood at a glance. With this in mind, we have designed a poster that presents a health promotion message that grabs the reader's attention with a rural colour scheme. The content of the poster itself is based on the content of the Ottawa Charter and gives clear suggestions and room for improvement.

The poster as a medium is linked to a newly designed Moodle shell which is accessed through QR codes, bringing the reader to the website with relevant content that they scanned. The intention is to bring the reader into the Moodle shell designed around the Thrive Community Model where they would be able to access and learn about the programs, initiatives, and resources in Bishop's Castle. The poster itself also contains a roadmap which will be present on the Moodle giving the public an indication of where they are heading and what plans are coming.

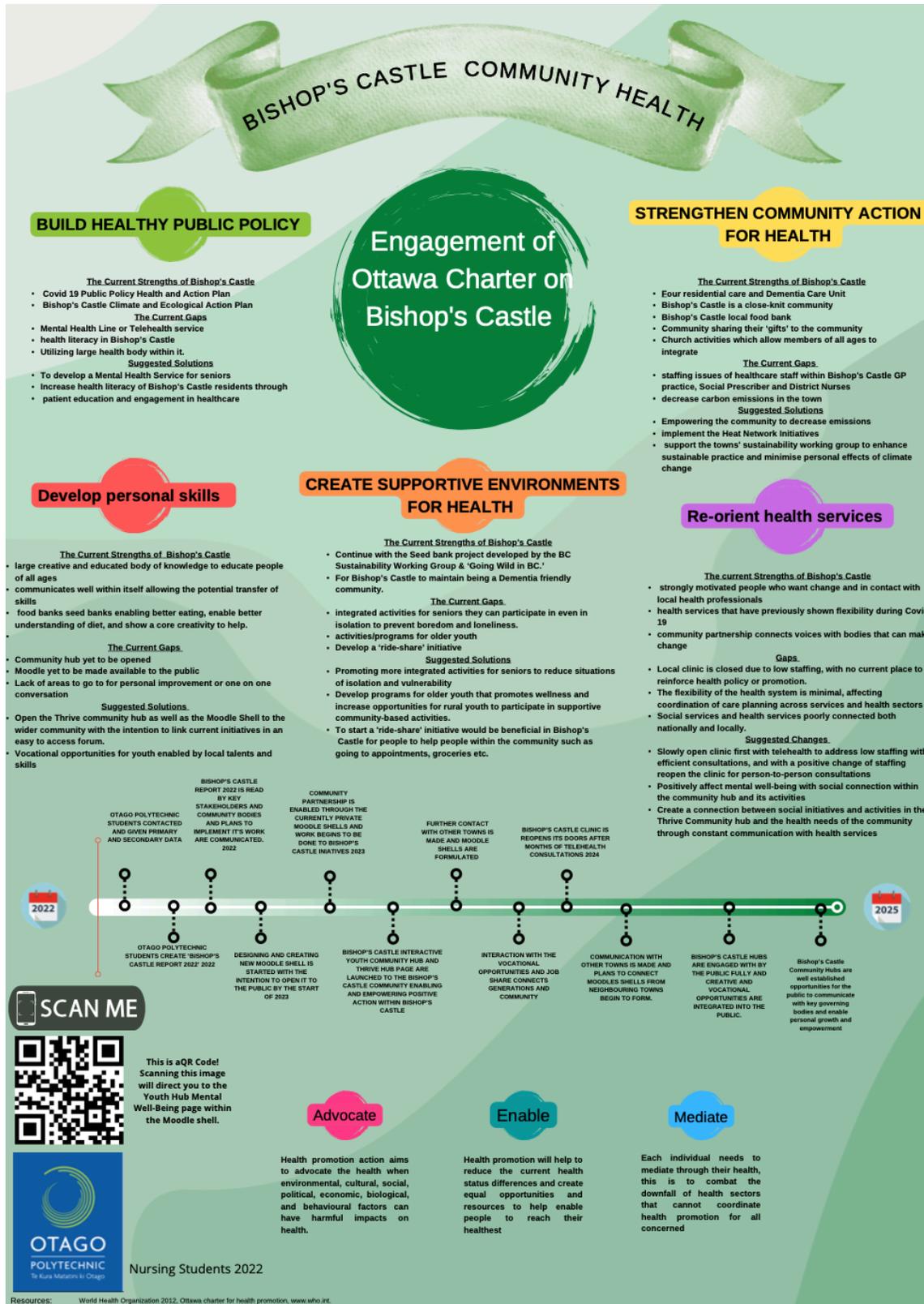


Figure 26: Ottawa Charter Inspired Community Poster (2022 Authors).

Health Promotion Two: Opening a Community Based Modern Moodle Shell.

An analysis of the Ottawa Charter, as well as strengths and weaknesses of the current inaccessible Moodle shell, allowed our group to identify that the current Moodle shell is not user friendly. In preparation for the Moodle's launch for an older aggregate other than youth, the new Moodle design must be user friendly, clear, and concise. With the new modernized Moodle Shell, a simpler to navigate design with subheadings replaced with thematic boxes and a calmer, rural colour scheme was chosen. The original design as seen in Figure 22, was cluttered with several links displayed at once, the new design gives plenty of room for each resource to be visible while not removing any of the information that could prove useful.

Below are conceptual images of the proposed Thrive Community Moodle Shell. This space is intended to connect the Bishop's Castle community with resources and initiatives that exist in the Community Partnership as well as the wider community. This includes the youth Moodle space which shares a vocational opportunities page with the Thrive Community Moodle Shell. Figure 27 demonstrates a simpler colour scheme that is easier to look at and consists of calmer colours. The additional boxes link to different intended parts of the Thrive Community Hub that will further be explained in this section.

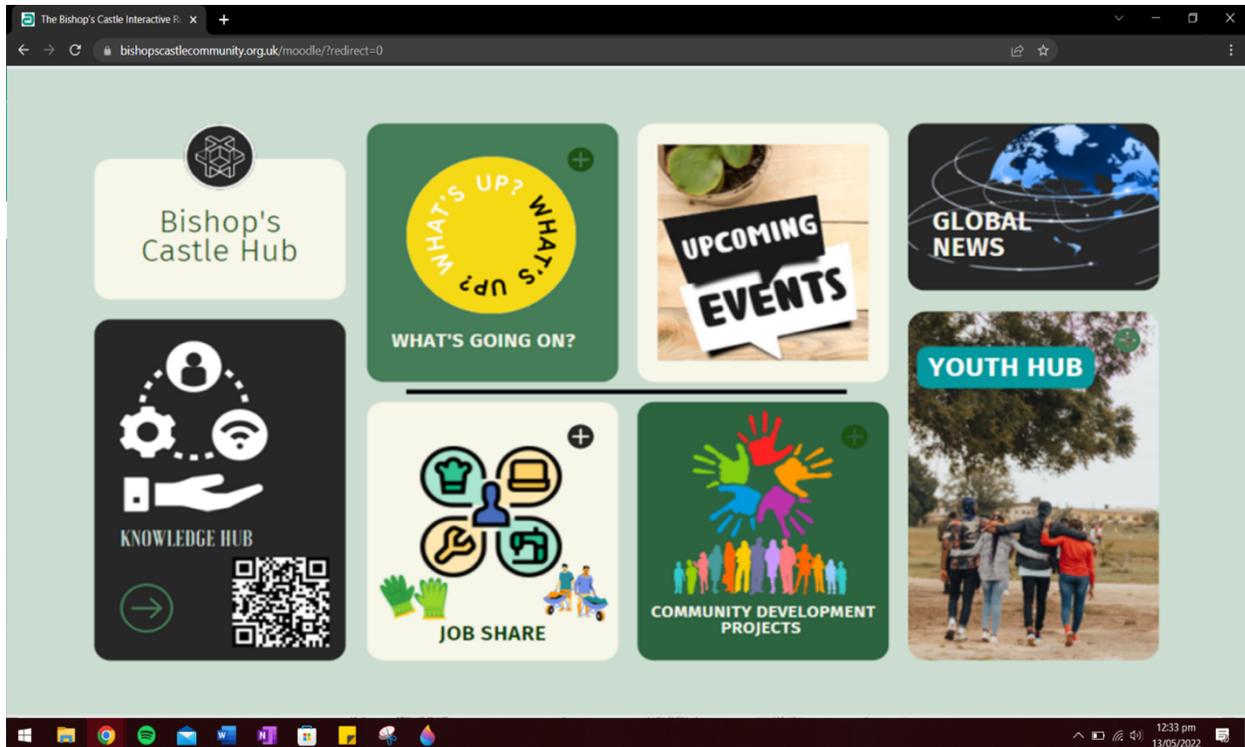


Figure 27: An updated Moodle Page available for the Bishop's Castle community to access (Canva 2022).

Thrive Hub Page

The Thrive Hub Page is the initial page that people accessing the newly designed Moodle Shell will see. It contains the different tabs that a person may want to access, with small images to accompany the theme of that section of the website. This Thrive Hub Page is cleaner and clearer about its content and far more user friendly to the older aggregate of people it's intended to reach.

Up and Coming Events

Up and Coming events is a tab found on the Thrive Hub Page that contains a list of upcoming events and dates. The purpose of this tab is to keep the

community interconnected and aware. It's a necessity of the Thrive Hub Page as it acts as the main way in which the Bishop's Castle community can remain up to date with changes and events they can participate in. These events will be open to all ages of the public and allow for more communication and connection amongst the community.

Job Share

Job Share is a tab found on the Thrive Hub Page that is directly linked to the Vocational Opportunities of the Youth Interactive Community Hub. This is a section of the Thrive Community Hub that is built for the sharing of skills and talents found within Bishop's Castle whether recreational or entrepreneurial. This section will act as a large focus of the new resources intended for Bishop's Castle. Containing within it is a sign-up sheet where the skills, time when available, and best contact details are given to organize the opportunity for the communities' skills to get out into the public and be shared.

Community Development Projects

The Community Development Projects are the resources currently available, or in the progress of coming to fruition throughout Bishop's Castle. Within this tab, previous Bishop's Castle initiatives like the food bank and currently in development initiatives like ride share will be displayed and accessible with detailed sections including how they work, how you can help, and updates to be aware of. This section acts to promote social and health

initiatives while informing the public about new, coming and current actions in Bishop's Castle.

What's Going On?

'What's Going on?' It is a tab dedicated to the local forum or concerns and a smaller scale platform compared to the Community Development Projects, for individuals to share their projects, update others on local movements and suggestions for the community and raise them further from ideas to being implemented to the local council.

Global News

The Global News Tab of the Thrive Hub Page is dedicated to important news stories that directly affect Bishop's Castle or influence things like prices within England. The Global News section is intended to inform the public about what is happening in the wider world and how it is impacting their life, with a message not of fear-mongering but education.

Suggestions

This section of the Thrive Hub Page is dedicated to giving the public a voice in both matters of the Moodle Shell and within the community as a whole. This section tab will be sent to the Thrive Hub Page managers and selected suggestions with the potential to positively influence the community of Moodle Shell will be opened to the public. The suggestions themselves will be anonymous to prevent negative backlash from the potentially intelligent

promotion of ideas. Communication of ways that the town can be improved and things that the public should be made aware of is at the core of the Bishop's Castle Thrive Hub Page.

Health Promotion Three: Job Share and Vocational Opportunities Volunteering.

As a result of the seen issues in youth opportunities and the current generational gap between creative Bishop's Castle residents of an older generation. There has been an awareness in our group of using the 'gifts' and 'assets' from the community to create a multi-generational well of knowledge within Bishop's Castle. This Job Share in direct connection with the Vocational Opportunities for Youth enables a direct exchange between older generations, the rural community and the youth. Giving youth the ability to learn valuable skills by shadowing older generations in fields like retail, construction, healthcare, and farming. While allowing youth to discover what work speaks to them and carries their values. For the job share to function, the program requires a level of engagement from Business owners and skilled individuals in Bishop's Castle. But the outcome of the program's success will be a newfound sense of community, self-confidence, and sustainability within Bishop's Castle.

There are many people and talents in Bishop's Castle that just need a central forum to be shared. The opportunity to give voices to older generations as well as enabling the youth population to find purpose and skill that can positively contribute to the community benefits all. This goal is applied to the

Thrive Community Hub allows people of all ages to interact with an ever-connected community and allows impact it in a positive sustainable way.

Conclusion of Rural Communities Related Resources

The development of the Thrive Community Hub and the poster are centred around the idea of empowering the community into taking positive action. Allowing ease of access by having a naturalistic colour scheme and a user-friendly design was incorporated into the message of rural sustainability and action. These resources, we believe will enable the Bishop's Castle community to advocate for themselves, have their voices heard, their ideas put into action and capture that potential that every one of them sees. Making Bishop's Castle a sustainable rural community.

United Nation Sustainable Goals

After completing our community concept resources, our group looked over the United Nations Sustainability Development Goals. We as a group have selected several relevant goals and discussed how each of these goals could be impacted by our resources.

Sustainable Development Goal 3: Good Health and Wellbeing

Youth: The development of the Youth Interactive Community Hub website will provide information and resources to the youth of Bishop's Castle. Easy

access to these resources will help to promote good mental well-being for all youth.

Community: The development of the Interactive Thrive Community Hub will allow the entire community including older youth, and seniors of Bishop's Castle to be interactive with other people within the community. All the information and resources that will be available for them will be aimed at promoting good health defined by Te Whare Tapa Whā and mental wellbeing.

Sustainable Development Goal 4: Quality Education

Youth: Educational opportunities will be provided through the Moodle shell to encourage youth to further their occupational options post-schooling. A vocational hub will provide businesses in partnership with this motive to allow youth the option to participate and build entrepreneurial schools educating them on different areas of work within Bishop's Castle that may interest them. In addition to this, the youth Moodle shell will provide multiple mental health resources available to use and explore to gain a greater understanding.

Community: The wider older community of Bishop's Castle will benefit from vocational programs or training opportunities provided through the Moodle shell. This will allow working adults to acquire new skills and/or to pursue a career change in an occupation that will be both financially and personally rewarding. For seniors, it could just be merely developing a new interest or starting a new post-retirement hobby. This is also a way of combating boredom, loneliness and feeling of isolation in late seniors. Aside from

developing new skills, the Moodle shell will also allow them to interact with other people and will boost the community's overall mental health.

Sustainable Development Goal 7: Affordable and Clean Energy

Youth and Community: The realization of the Heat Network Initiative by the council will enable Bishop's Castle to have affordable and cleaner energy. It will be recommended for the Council to have a regular update of the progress and will be made available through the Moodle page as well as posting suggestions or actions on home energy conservation and sustainability actions. This will allow the community to be aware and will work to bring about change and decrease carbon emissions in the town.

Sustainable Development Goal 8: Decent Work and Economic Growth

Youth: Creating new job opportunities for youth after leaving secondary school. Using the vocational pathway created during this project, it creates and enhances the skills and interest of youth to find job opportunities and potentially create a pathway for further tertiary education and skill enhancement. This skill enhancement can be used back in the community to create new job opportunities, and new business therefore further developing economic growth.

Community: Creating new job opportunities for the wider community would be beneficial to the entire Bishop's Castle, especially to those people who have moved out of town for work. If there are career opportunities available in Bishop's Castle, they do not have to leave town. Maximizing the resources

of the town and creating more jobs are ways of supporting sustainable rural communities.

Sustainable Development Goal 10: Reduced Inequalities

Youth: Badges designed for youth aim to reduce these inequalities. The colour and design are aimed to be gender-neutral and pleasing to the eye. In addition to this, the badge design is presented on the youth Moodle page where hopefully it will be a recognized icon among the youth at Bishop's Castle. The cost of these badges is priced affordably so that all households can purchase one of many without breaking the bank, this provides equality among youth.

Community: The suggested promotion of a Telehealth service or a Mental Health Service availability in Bishop's Castle will help address the inadequacy of health provision within the rural community. Thus, reducing Bishop's Castle's health inequalities. The Ottawa Poster that our group created will be made available in Moodle which aims to shine a light on the entire Bishop's Castle community for them to see their community's strengths and gaps. By doing this, we hope that this poster will enable the community to continue to work on their strengths and improve on their community's deficiencies.

Sustainable Development Goal 11: Sustainable Cities and Communities

Youth and Community: This will be achieved through the continued implementation of the Council's community sustainability goals and the

continuation of the Seed bank project developed by the Bishop's Castle Sustainability Working Group & 'Going Wild in Bishop's Castle'. To encourage the church groups to incorporate this in their church activities for any member who is willing to take part. To share knowledge of seed saving, growing and seed sovereignty and to foster community food security through inclusive access to open-pollinated seed. To support the species' genetic diversity of seed stock and to build community food security and resilience in the face of climate change and food system. The Moodle shell can be utilised to spread community awareness in the community about this initiative.

Sustainable Development Goal 17: Partnership for Goals

Youth and Community: Global partnership continues to be developed through the interaction of nursing students from Otago Polytechnic, the stakeholders, and the community of Bishop's Castle. The three years of this partnership have provided multiple goals and sustainable developmental opportunities for this community to continue to implement in years to come.

Final Conclusion

After three years of dedication and communication between students and stakeholders of Bishop's Castle, multiple health needs have been identified and presented to the community. Through these recommendations, we as a group, aim to have implementation within the next six months to one year with progression reviewed in 2025. We recognise the rare opportunity presented to work alongside this rural community of Bishop's Castle and

have enjoyed learning more about this town, the similarities, differences, and its sense of community reflected in its rurality. We would further like to extend our regards to the community stakeholders for their dedication and commitment to these projects over the last three years with their continuous support and encouragement to incorporate ideas to better their community health. We wish the future health of Bishop's Castle to be filled with improvement and continued positiveness.

Ngā mihi mō ngā tau kei mua i te aroaro.



Figure 28: Nursing Students 2022 team. From left to right; Laura O'Brien, Tahlia Matthews, Brodie Kain, Andrew Miller, Olivia Lawson, Joanne Tiu, Harriet Koch, Hannah MacDonald and Sophie King: Completing the final pages of our report (Nursing Students 2022 Team).

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Appendicies

Appendix 1: Youth Mental Health PICOT Table.

PICOT	Information related to the question.	Explanation
Population	Youth aged 15-24 years old within Bishop's Castle.	We have chosen youth as a key population due to Youth mental health – youth are defined as ages from 15-24 years old (WHO 2022). This population has been identified due to decreased opportunities youth can access post finishing school at the age of 16.
Intervention	Increased opportunities for youth.	Reduced opportunities for youth post 16 within Bishop's Castle due to schooling finishing at 16 years. Living rurally poses barriers due to isolation resulting in reduced opportunities. Out of town schools post 16 pose as barriers due to reduced transportation access in addition to increasing fuel poverty. Minimal job opportunities prevent youth from using free time and in turn influence their mental health.
Comparison/control	Previous 2020 and 2021 student reports.	Working alongside and with the previous students. Bringing into our awareness what has gone before and continuing to build upon their ideas and incorporating our ideas. Comparing to previous reports from 2020, and 2021 to allow us to inform our project and review any gaps missing with the community supported by evidence-based literature.
Outcome	Improved opportunities to promote mental health.	This review aims to determine if increased opportunities for youth have any improvement on the mental health and ill-health of youth within Bishop's Castle. Additionally, we are aiming for an increase in mental health awareness within the community with hopes to progress the Moodle shell.
Time	Immediately? 2-3 months 5-10 years	The timeline would hopefully be as soon as possible due to the increased need for youth opportunities within Bishop's Castle. Ideally, within the next few months, this literature search will inform and highlight areas needed for improvement.

Appendix 2: Sustainable Rural Community PICOT Table.

PICOT	Information relating to the question.	Explanation
Population	The entire community of Bishop's Castle - approximately 1,900 residents.	We have chosen the entire community of Bishop's Castle as our focus. The older population of Bishop's Castle ranges from 25-85+ years old.
Intervention	Identify barriers in Bishop's Castle towards achieving a healthy and sustainable future. <ul style="list-style-type: none"> • Isolated • Rural community • Poverty to food and fuel stressors financially with rising costs of resources costs • Poor health access • Outside Crime • Community Thrive Model • Vibrant/Sustainable • Skills/Gifts 	The community is very aware of the issues around sustainability. The numerous aspects Bishop's Castle is experiencing in relation to Brexit, COVID-19 and the war in Ukraine are having detrimental effects on poverty, crime, transport of goods, and services which increases carbon emissions in the town.
Comparison/Control	Previous 2020 and 2021 student reports	By comparing to previous reports from 2020/2021 it will inform our project and review gaps for further advancement by working together as a group. We are aiming to target weaknesses/negative exposures. By doing this, we hope to promote sustainability for Bishop's Castle to achieve healthy futures.
Outcome	To develop and maintain a sustainable rural community. To bring in the current Moodle shell to advance from youth to include the whole community with a view on sustainability.	For the community of Bishop's Castle to achieve vibrant and sustainable healthy futures by maintaining programs that are currently ongoing and provide other opportunities that will create a positive effect and achieve improvement towards a rural sustainable community. The community of Bishop's Castle already has a Moodle shell that has been developed for youth mental health. It is important to develop the Moodle shell to include the whole community and have a focus on sustainability.
Time	5 weeks – 10 years	The timeline is between 5 weeks to 10 years. This is dependent on the type of sustainable programmes we aim to realise or improve in Bishop's Castle.

Appendix 3: Letter to Bishop's Castle Community College.

Community College
Bishop's Castle
Shropshire
United Kingdom
SY9 5AY



18 May 2022

Dear Principal

We are a group of third-year nursing students from Otago Polytechnic in Dunedin, New Zealand. For our primary care placement this year, we have continued the partnership between Otago Polytechnic and Bishop's Castle for the third year running, under the supervision of Professor Jean Ross.

Following the 2020 and 2021 reports and having built on from these findings, we identified a health need within your community in consultation with members of the Bishop's Castle Youth Mental Health team. With the continued impacts of Covid-19, national lockdowns and isolation in the community, now in 2022 with the impacts of the war in Ukraine, and living in an economic crisis, we have identified the promotion of youth mental well-being and what are the opportunities within the community to sustain and improve mental well-being.

You may be aware of the resources developed in 2020 and 2021, focusing on youth mental health. The previous years' reports developed 'you can't put a plaster on your brain'. This year we continued to build from this; we created badges to spread awareness and reduce stigma of mental ill health and promote well-being among your youth population. These badges are to be worn on clothes, uniforms, bags etc., for the youth and other members of your community.

For more information about our research about your community and our rationale for the resources we developed, please refer to the Bishop's Castle 2022 Report; *Sustainable Rural Futures: A Health Perspective on Bishop's Castle Community and Youth*. If you wish to discuss these findings, please contact Bishop's Castle core community project co-ordinator Keith Whiddon at keith.whiddon@btinternet.com or Professor Jean Ross at jean.ross@op.ac.nz.

Yours sincerely,

Andrew Miller, Brodie Kain, Hannah MacDonald, Harriet Koch, Joanne Tiu, Laura O'Brien, Olivia Lawson, Sophie King, and Tahlia Matthews

Third Year Bachelor of Nursing Students

Appendix 4: Letter to Keith Whiddon.

Keith Whiddon
Bull House,
1 Bull Street
Ludlow, Bishop's Castle SY9
Date 18.05.22



Dear Keith

We appreciate the time you have already taken with us to inform our work and the time you will take in bettering your community in the future. We value what you have and will do for your community and hope that the enclosed written report and resources we have developed will be useful for the Bishop's Castle community.

We have created two resources that aim to improve awareness and outcomes of the Bishop's Castle identified health issues. These resources include badges for imparting a positive message on mental wellness, a poster identifying and providing solutions for gaps in Bishop's Castle, and finally two redesigned Moodle pages that target both the youth aggregate and the wider community population.

Enclosed is our written report and resources we would like you to distribute to, with the schools' approval, release the mental Wellness Badges. Further messages around Mental Wellness and concepts for new badges could be facilitated by the students and Moodle Shells.

Use the newly designed Moodle Shell pages as the basis for how the new Moodle Shell will look and function. Vocational opportunities is one of the sections we want Bishop's Castle to focus on most, so along with the badges introducing the idea to both the public and the schools would be helpful for spreading the health care messages.

The final resource the poster, is a mixture of a roadmap and our identification of issues relating to strengths, gaps and solutions associated with your community. This should be used to guide future actions in terms of where resources need to be allocated and what strengths can be used to help. It could also link to the Moodle shell so the public can use the information on how to contribute to the community. If you wish to discuss these findings further, please contact Professor Jean Ross our facilitator here in New Zealand at jean.ross@op.ac.nz. We wish you all the success for the future.

Yours sincerely

Andrew Miller, Brodie Kain, Joanne Marie, Olivia MacDonald, Harriet Koch, Hannah MacDonald,
Laura O'Brien, Sophia King and Tahlia Matthews
Bishop's Castle, Year 3 Nursing students from Otago Polytechnic
3rd Year Bachelor of Nursing Students

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Appendix 5: Letter to Hope Robson.

Hope Robson
C/o Bull House,
1 Bull Street
Ludlow, Bishop's Castle SY9
Date 18.05.22



Dear Hope

We appreciate the time you have already taken with us to inform our work and the time you will take in bettering your community in the future. We value what you have and will do for your community and hope that the enclosed written report and resources we have developed will be useful for the Bishop's Castle community.

We have created two resources that aim to improve awareness and outcomes of the Bishop's Castle identified health issues. These resources include badges for imparting a positive message on mental wellness, a poster identifying and providing solutions for gaps in Bishop's Castle, and finally two redesigned Moodle pages that target both the youth aggregate and the wider community population.

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Yours sincerely

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Bishop's Castle, Year 3 Nursing students from Otago Polytechnic
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Appendix 6: Bishop's Castle Presentation

Sustainable Rural Futures: A health perspective on Bishop's Castle Community and Youth.

Andrew Miller	Brodie Kalin	Hannah MacDonald
Harriet Koch	Joanne Tiu	Laura O'Brien
Olivia Lawson	Sophie King	Tahlia Matthews

Introduction to Bishop's Castle

- Bishop's castle is a small rural town located in the heart of the countryside southwest of Shropshire, West Midlands, England, United Kingdom.
- Bishop's Castle is located 1.5 miles from the Welsh border, 20 miles southwest of Shrewsbury and 20 miles northwest of Ludlow.
- The estimated population is expected to be 1900 residents in 2022, with primary ethnicity being white.
- Bishop's Castle is a tight-knit community that takes pride in their community's values and beliefs and uses the gifts and talents of the people living in the community.

Community Assessment

- Education:** Only one community college in Bishop's Castle. Finishes when adolescence reaches the age of 16, then must travel out of town for further education.
- Health & social services:** Bishop's Castle community is left with minimal health services due to the closure of the health center in 2021, due to limited staffing. The nearest hospital is 20 miles away. For the health center to reopen, there must be at least 25% of the clinical team as permanent staff. There is one local doctor for around 5000 patients.
- Employment:** Limited job opportunities for youth finishing school. There is a high proportion of self-employed individuals within the community.
- Communication:** Interactive Moodle hub is still under development and not yet launched to community members.
- Transport:** Main forms of transport are personal cars, cycling, walking and by bus. The bus service is limited within Bishop's Castle.
- Housing:** The average rental price averages between £100 to £300 per week. Average price to own a home is £280,000. With the price of living increasing, families are looking to move to the outskirts of the English border.
- Energy:** Many families in Bishop's Castle are having to decide to heat their homes or to eat due to the price of living being significantly high - a standard shop for groceries is £34. Club is 11 minutes out of town and costs £40. Travelling to Ludlow is 30 minutes out of town and costs is £18.

SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

Central text: SWOT

Health Need: Youth Mental Well-being

Research question:
"To promote the mental well-being of the youth in Bishop's Castle, are there opportunities within the community to sustain and improve mental well-being?"

Key findings:

- Increased prevalence of mental ill-health, among youth, particularly in rural areas of the UK.
- Living rurally causes many barriers to access to mental health services.
- Lack of opportunities within rural areas resulting in a decreased level of mental health and mental ill-health.
- A focus on the need for increased mental health awareness and opportunities for youth within Bishop's Castle.

Five main points:

- Mental wellbeing
- Mental-ill health
- Youth
- Rural opportunities
- Rural mental health

Health Need - Community

Research Question:
"Will the Community Thrive Model for the population of Bishop's Castle improve rural sustainability?"

Main Points from Literatures	Key Findings
Covid 19, Brexit, Ukraine war	Resulted to an economic fallout = Poverty Gross Domestic Product decline Decreased job posting Health and Social Work sector decline Supply chain disruption
Rural Community Empowerment	Employment and facilitation of key roles is important
Social Capital	Enables members of the community to address issues as a collective group
Sustainability	Availability of vocational & age-appropriate programs Transportation Healthcare availability and delivery
Community Thrive Model	Potential to link the gap between currently segregated health and social services in the UK

Health Promotion Message

The Ottawa Charter:
Enable.
Mediate.
Advocate.
Empower.

Te Whare Tapa Whā:
Spiritual, Physical, Mental and Social Health

Intentions of these two health frameworks is to guide our resources towards giving the residents of Bishop's Castle as much power in their own health decisions as well as in how the community that the live in will influence their health.

Community Health Promotion

