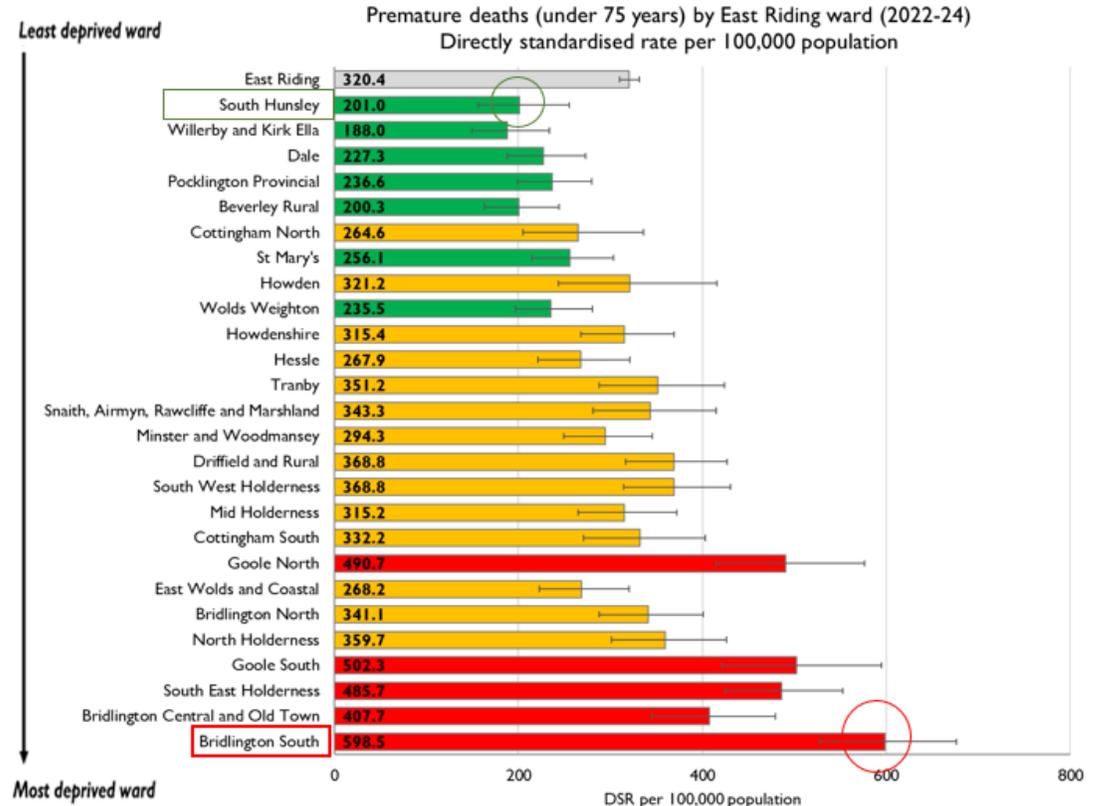
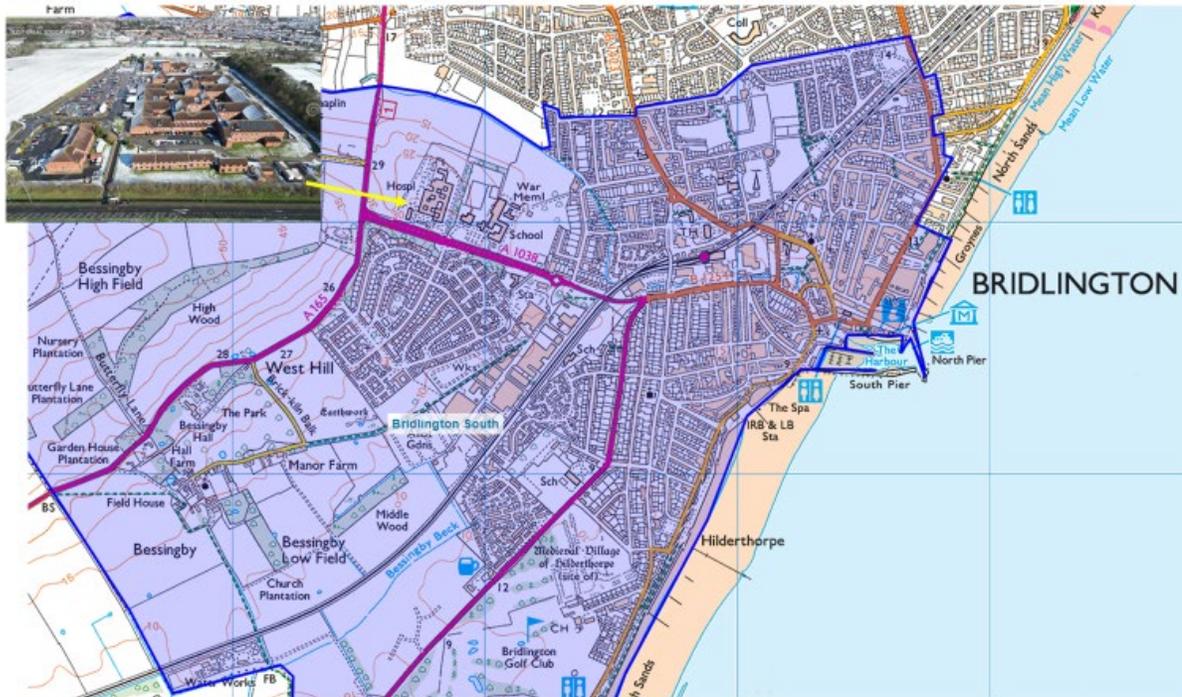
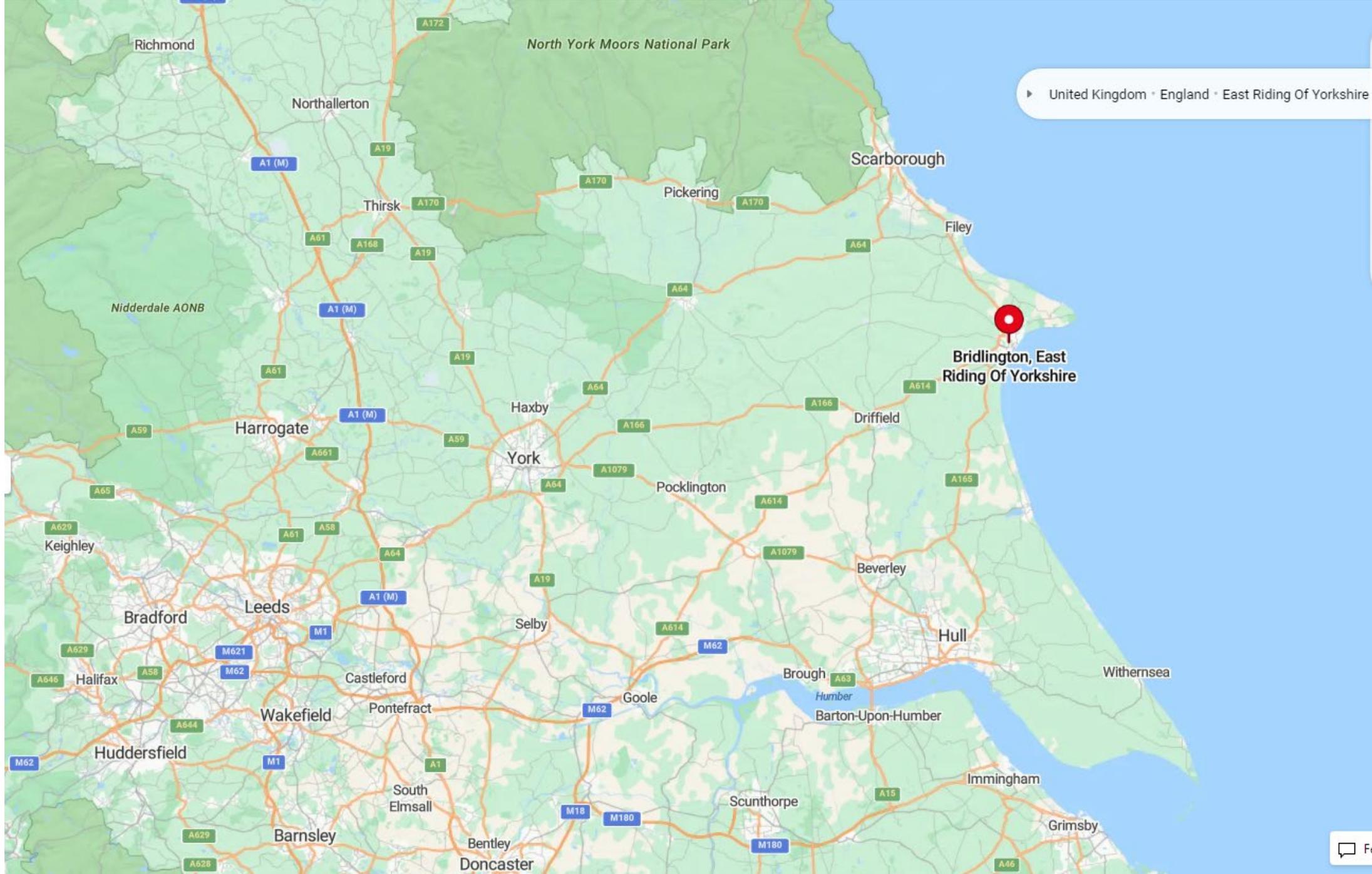


BRIDLINGTON SOUTH

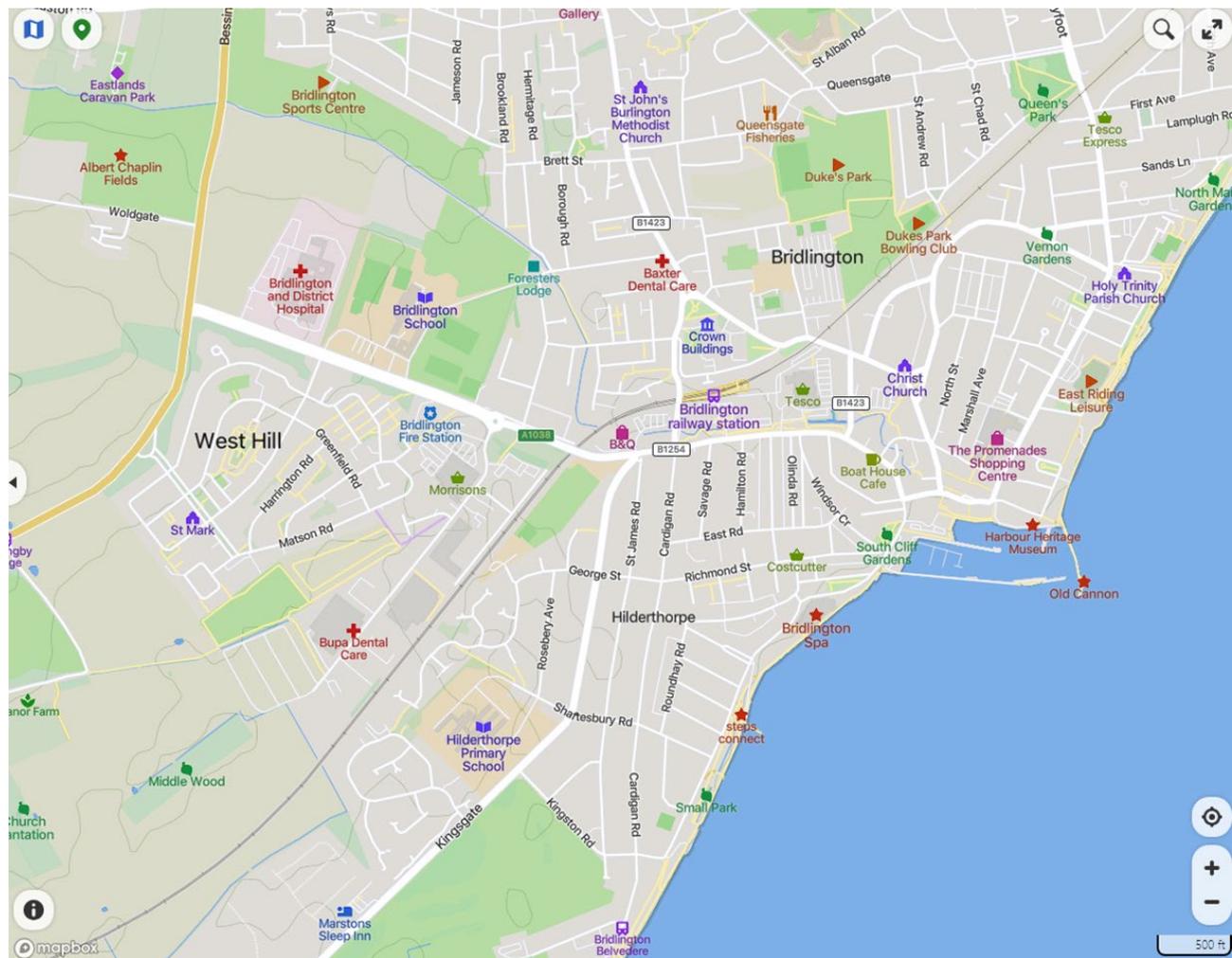
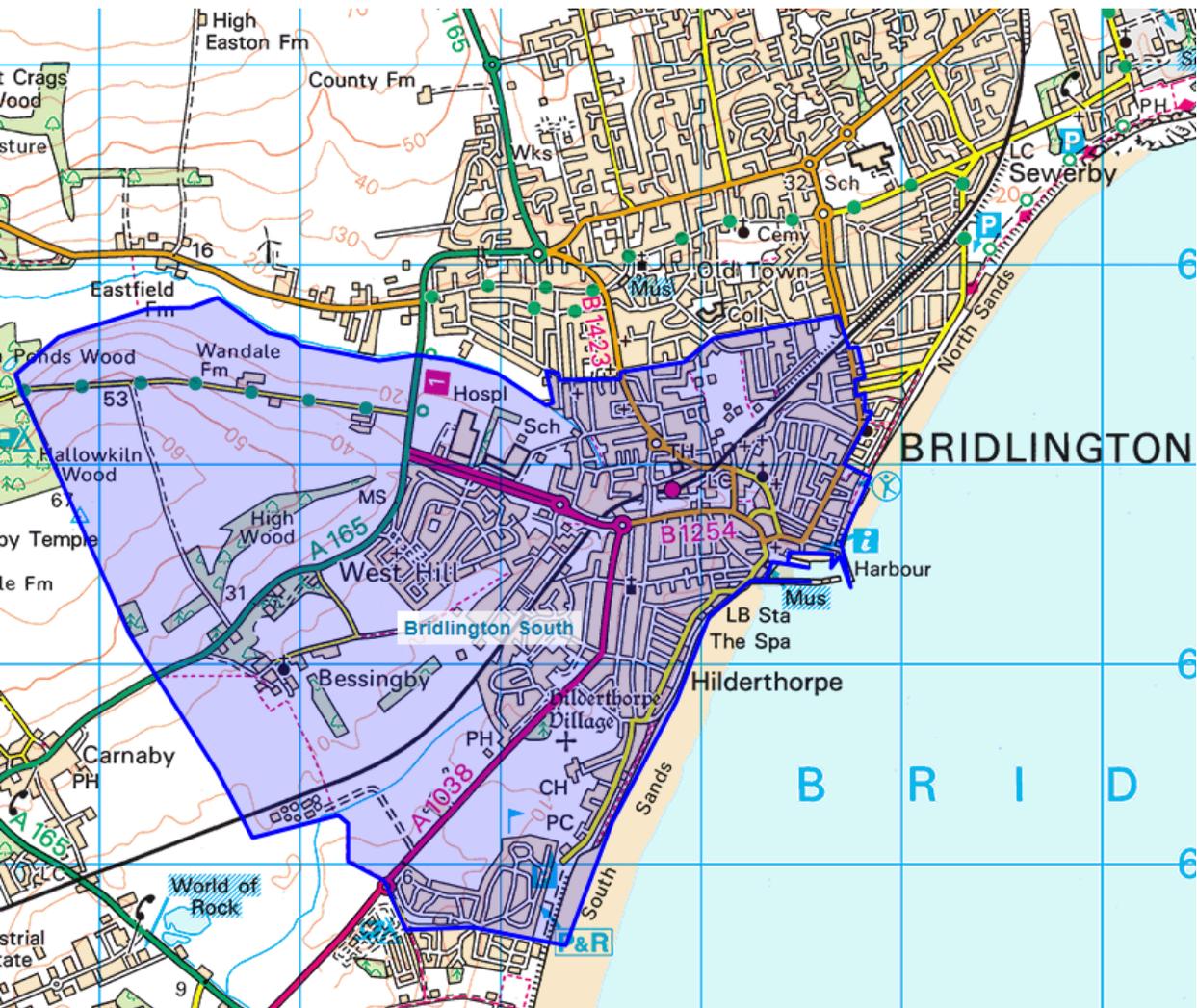
Population Health Needs & Inequalities



Andy Kingdom FFPH
 Director of Public Health - East Riding of Yorkshire
 October 23rd 2025



Bridlington South electoral ward and surrounding area



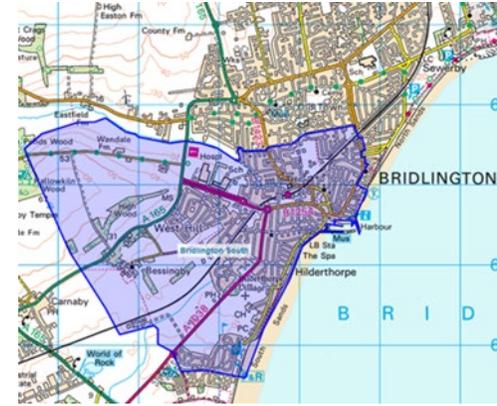
Health & Wellbeing in Bridlington South

- Length of life = **Shorter**
- Premature death = **More common**
- Major Illnesses = **More common**
- Limiting long term illness = **Greater burden**
- Emergency admissions = **Highest in county**
- Travel times and access to health care = **High Dissatisfaction**
- Health inequalities = **Highest in county**



Male Life Expectancy (2021-23)

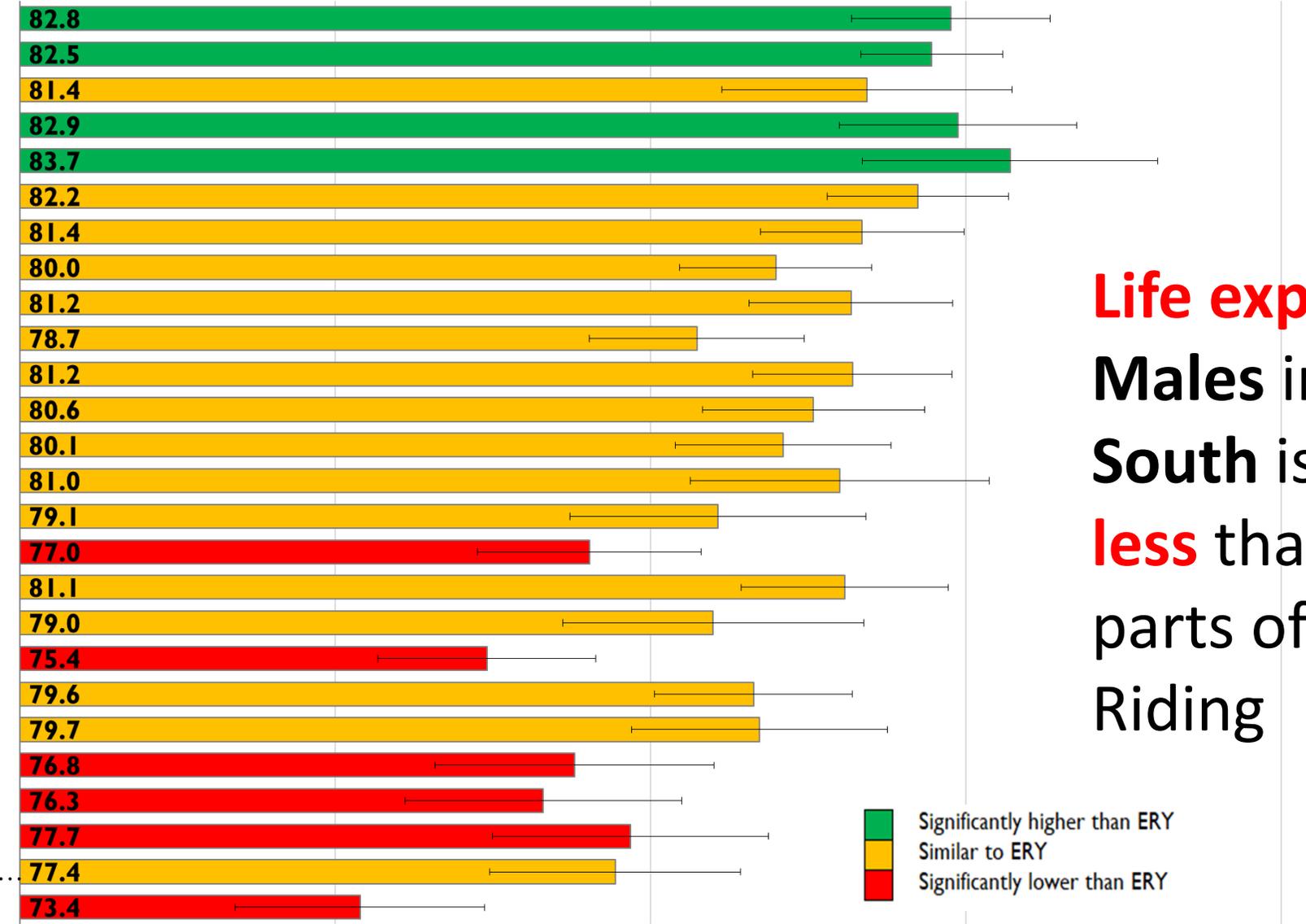
ERY overall male life expectancy: 79.1 years



Life expectancy for Males in Bridlington South is 10.3 years less than in other parts of the East Riding

Least deprived ward

- South Hunsley
- Willerby and Kirk Ella
- Dale
- Pocklington Provincial
- Beverley Rural
- Cottingham North
- St Marys
- Howden
- Wolds Weighton
- Howdenshire
- Hessle
- Tranby
- Snaith
- Minster and Woodmansey
- Driffield and Rural
- South West Holderness
- Mid Holderness
- Cottingham South
- Goole North
- East Wolds and Coastal
- Bridlington North
- North Holderness
- Goole South
- South East Holderness
- Bridlington Central and Old..
- Bridlington South



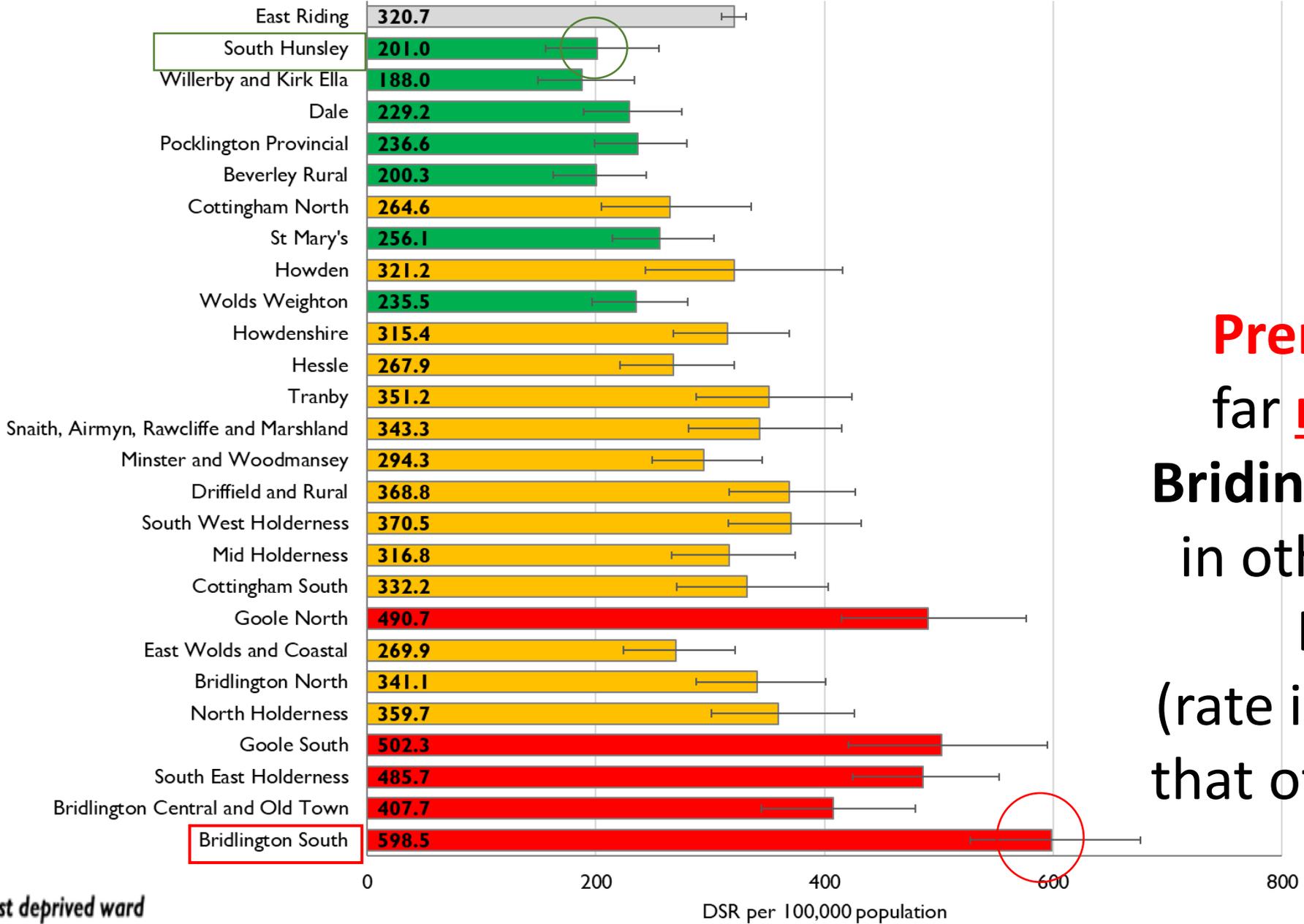
■ Significantly higher than ERY
■ Similar to ERY
■ Significantly lower than ERY

Most deprived ward

68 73 78 83 88

Years of life expectancy at birth (axis does not start at 0)

Premature deaths (under 75 years) by East Riding ward (2022-24)
Directly standardised rate per 100,000 population



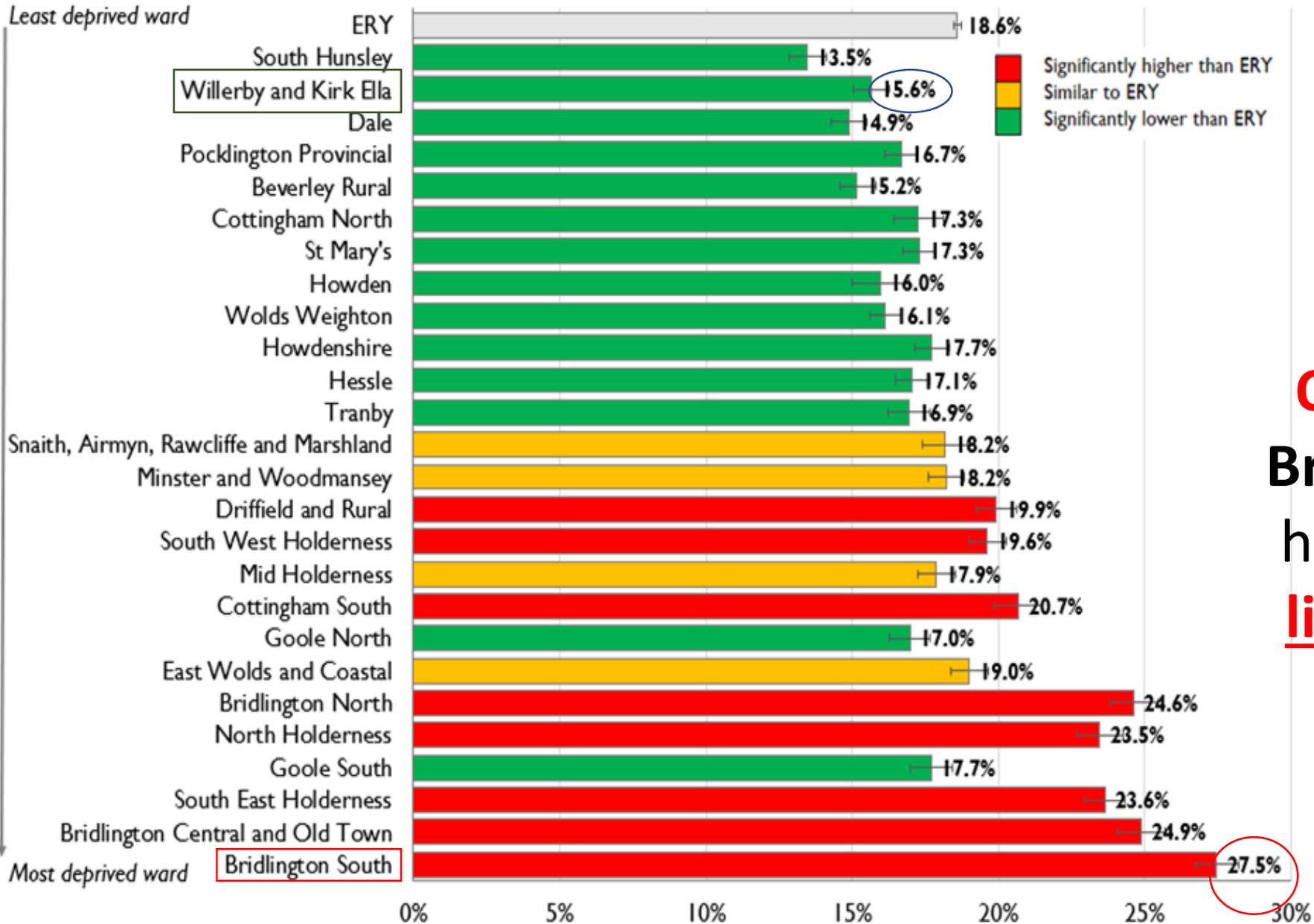
Premature Death
far more likely in
Bridlington South than
in other parts of the
East Riding
(rate is almost 3 times
that of South Hunsley)

Least deprived ward

Most deprived ward

East Riding areas: Day-to-day activities limited a lot or a little

Percent of resident population, 2021 Census, all ages



Over 1 in 4 people in **Bridlington South** have health conditions that limit their day-to-day activities

2022/23 - 24/25 (3 years pooled)

Elective & emergency combined unless specified (* =emergency only)

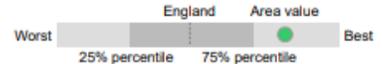
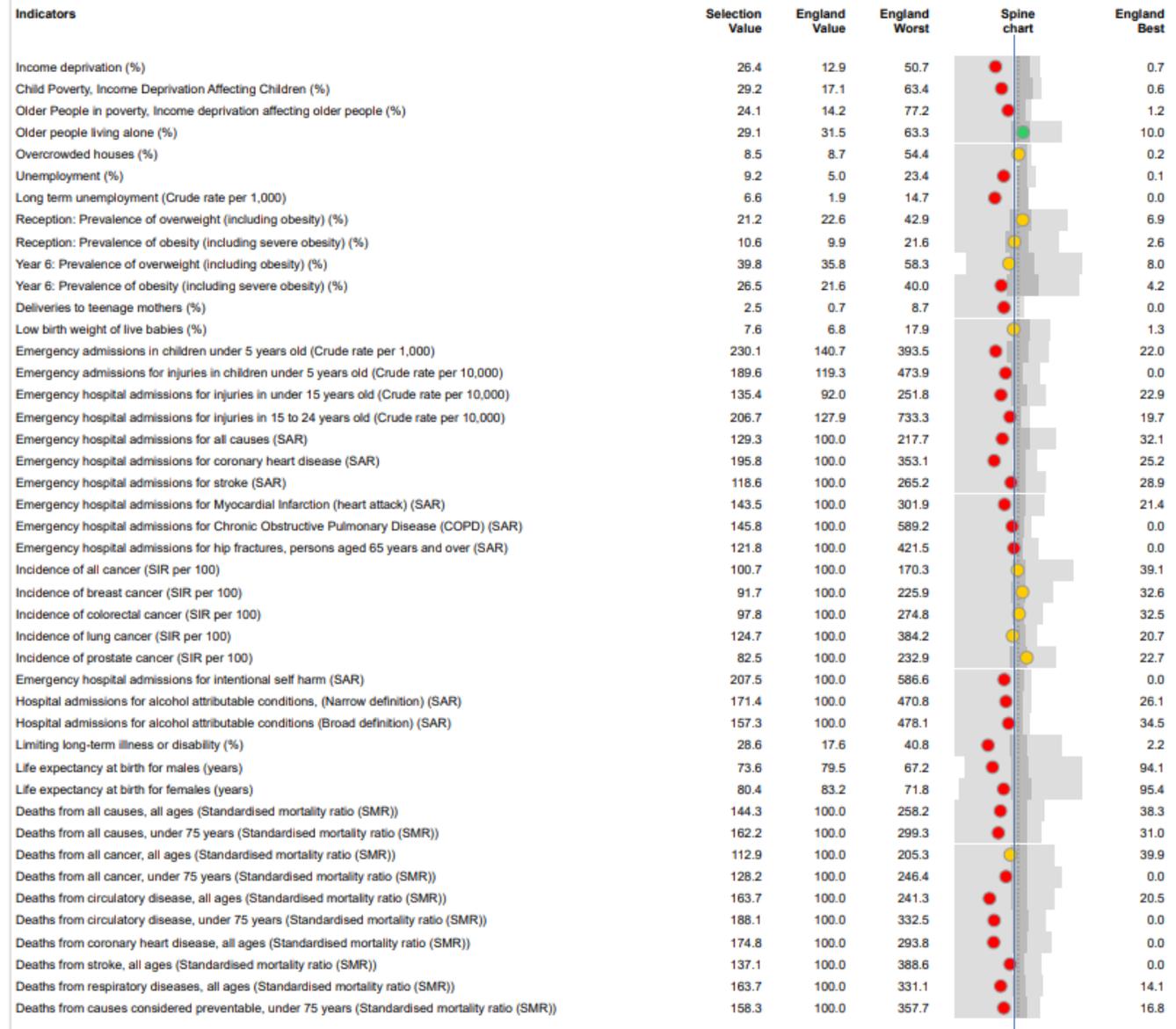


Deprivation rank	Area name	Alcohol (all ages)	CHD (all ages)	COPD* (35+yrs)	Hip Fractures* (65+yrs)	Self-Harm* (all ages)	Liver Disease (all ages)	Stroke (all ages)	Dementia* (65+yrs)
26	South Hunsley	533	333	81	489	34	411	113	1132
25	Willerby and Kirk Ella	246	314	93	638	36	100	118	1501
24	Dale	272	320	140	628	62	150	138	2204
23	Pocklington Provincial	439	357	184	587	73	148	199	2246
22	Beverley Rural	261	371	116	509	33	259	145	1472
21	Cottingham North	354	355	149	547	138	85	175	2275
20	St Mary's	317	268	191	519	59	102	142	1456
19	Howden	402	360	321	524	81	54	145	1742
18	Wolds Weighton	255	362	140	568	121	116	180	1681
17	Howdenshire	430	311	232	458	94	376	155	1485
16	Hessle	379	311	254	716	87	189	159	3599
15	Tranby	529	389	398	448	53	280	185	2233
14	Snaith, Airmyrn, Rawcliffe and Marshland	360	320	316	606	71	195	199	2147
13	Minster and Woodmansey	456	371	195	622	124	138	163	2448
12	Driffield and Rural	674	390	290	530	87	137	224	3292
11	South West Holderness	345	382	236	607	86	95	159	2601
10	Mid Holderness	334	373	261	451	48	127	140	1417
9	Cottingham South	451	348	384	539	93	218	125	2442
8	Goole North	685	570	427	697	105	165	185	3172
7	East Wolds and Coastal	356	419	220	611	91	127	179	1533
6	Bridlington North	641	477	321	331	80	145	173	2290
5	North Holderness	541	432	473	598	121	140	121	2306
4	Goole South	731	373	631	685	110	240	172	2279
3	South East Holderness	744	479	444	513	57	338	181	2215
2	Bridlington Central and Old Town	876	544	494	499	194	152	230	3037
1	Bridlington South	1679	565	577	766	198	281	292	5268
	East Riding	501	385	273	560	89	181	169	2278

Bridlington South has **significantly higher** rate of **hospital admissions (incl. emergency)**

Area: Bridlington South
Press a category to filter the diagram

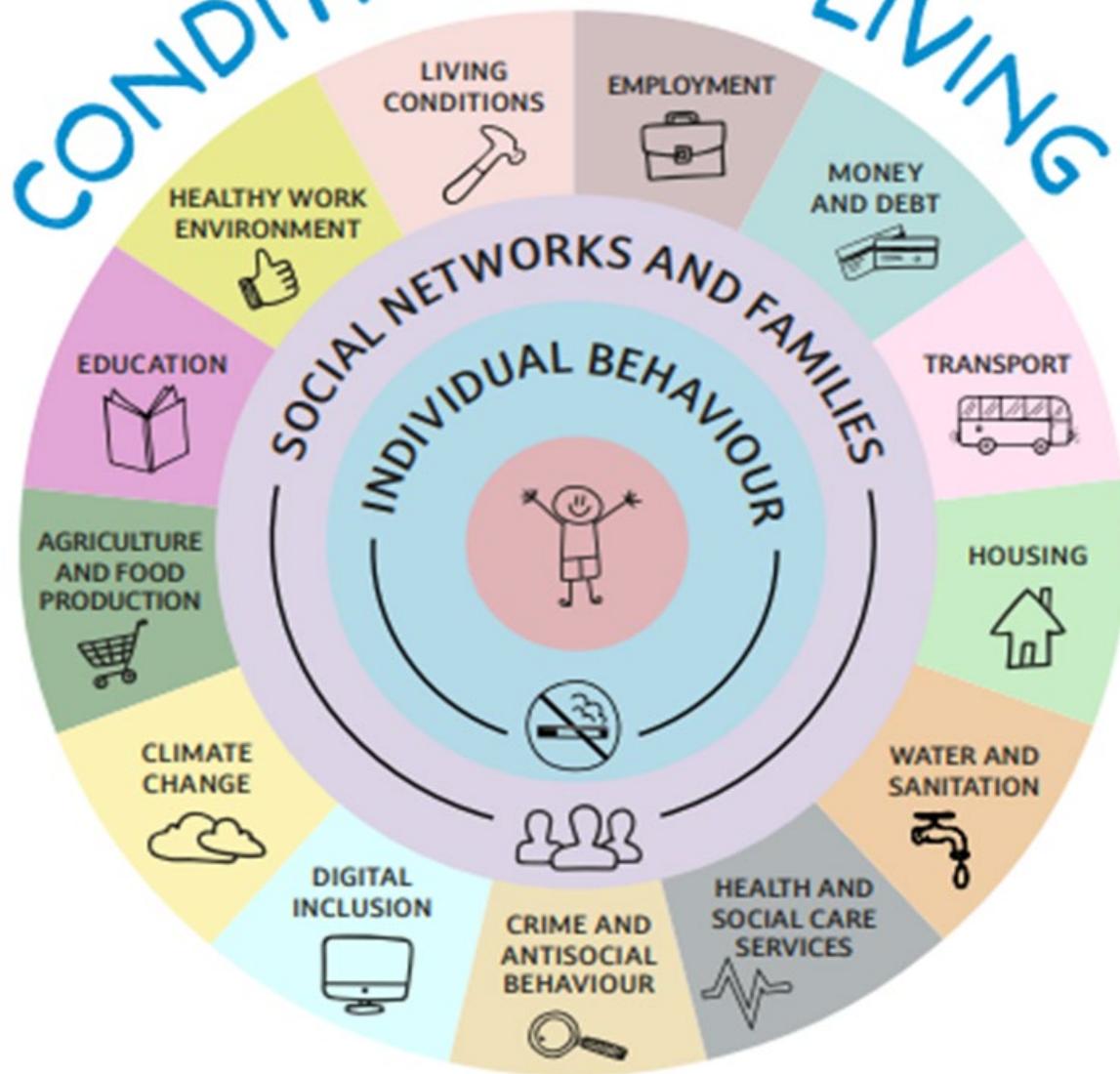
● Significantly better / England ● Not significantly different ● Significantly worse / England



Most Health Indicators for Bridlington South are **significantly worse** than England

- × Cancer
- × Stroke
- × Heart Disease
- × Self-Harm
- × Respiratory Diseases
- × Emergency Admissions

CONDITIONS OF LIVING



Bridlington South is the **most materially deprived** ward in the East Riding

- × Transport
- × Money
- × Employment
- ? Access to health services



MSOAs within
 Bridlington South have some
 of **highest unemployment**
 rates in county

England	1,474,160	4.1*	
East Riding of Yorkshire	4,950	2.5*	
Bridlington Hilderthorpe	724	22.1*	
Withernsea West & Keyingham	598	13.5*	
Goole West	689	13.2*	
Burton Agnes, Rudston & Langtoft	389	12.6*	
Cottingham East	538	12.3*	
Beverley North	412	10.9*	
Bridlington West	453	10.7*	
Burstock & Thorngumbald	465	9.5*	
Bridlington North & Bempton	452	9.4*	
Stamford Bridge & Sutton Upon Denwent	522	9.1*	
Bridlington East & Flamborough	356	9.0*	
Snaith	363	8.6*	
Cottingham South & North Ella	266	8.5*	
Holme, Melbourne & Bubwith	433	8.5*	
Hessle West	349	8.3*	
Howden South & Goole North	379	8.3*	
Hessle East & Anlaby South	345	7.0*	
South Cave, Newbald & Little Weighton	275	6.9*	
Molescroft	379	6.8*	
Howden North, Eastrington & Swinefleet	280	6.6*	
Cherry Burton, Leconfield & Middleton	262	6.4*	
Beverley South	361	6.2*	
Hornsea	243	5.8*	
Bridlington Central	179	5.4*	
Skipsea, Beeford & Brandesburton	200	5.0*	
North Ferriby & Swanland	222	4.9*	
Goole East	283	4.6*	
Gilberdyke & North Cave	213	4.1*	
Pocklington	321	4.1*	
Withernsea East & Patrington	169	3.7*	
Hedon & Preston	146	3.6*	
Driffeld Central	127	3.6*	
Driffeld West & Huggate	160	3.5*	
Leven & Tickton	140	3.3*	
Aldbrough & Sproatley	122	3.1*	
Driffeld East & Nafferton	146	3.0*	
Willerby	120	2.8*	
Market Weighton	134	2.6*	
Cottingham West	101	2.5*	
Brough	192	2.3*	
Kirk Ella	74	1.7*	
Anlaby Common	81	1.7*	
Walkington, Bishop Burton & Woodmansey	79	1.3*	

*indicator is Unemployment: people claiming out of work benefit (aged 16 to 64), 2024/25

[Fingertips link](#)

Mean average equivalised disposable annual household income, before housing costs, for local areas (MSOAs), financial year ending March 2020, England and Wales

Enter your postcode...

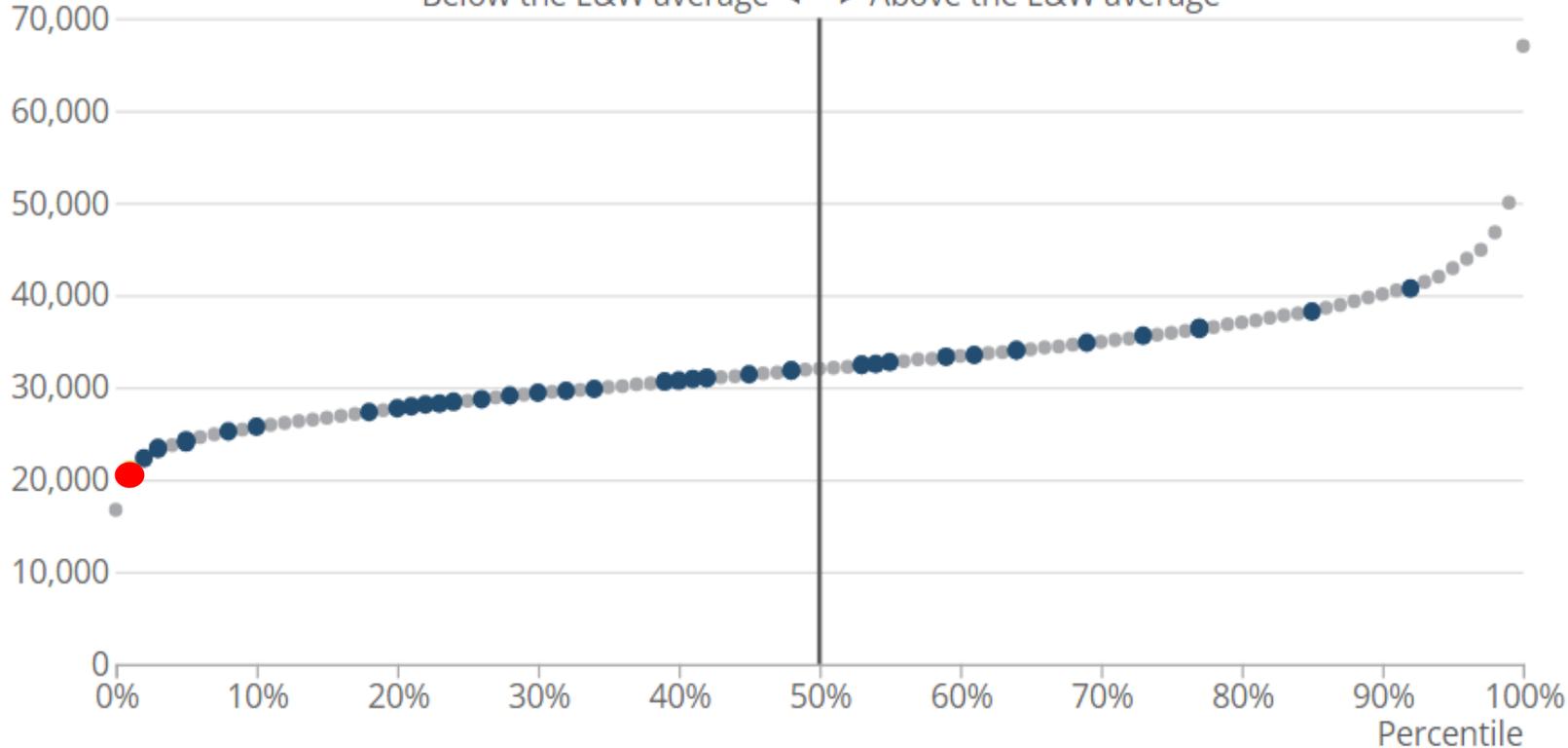
or select from the drop down

● E&W ● Local authority ● Your local area

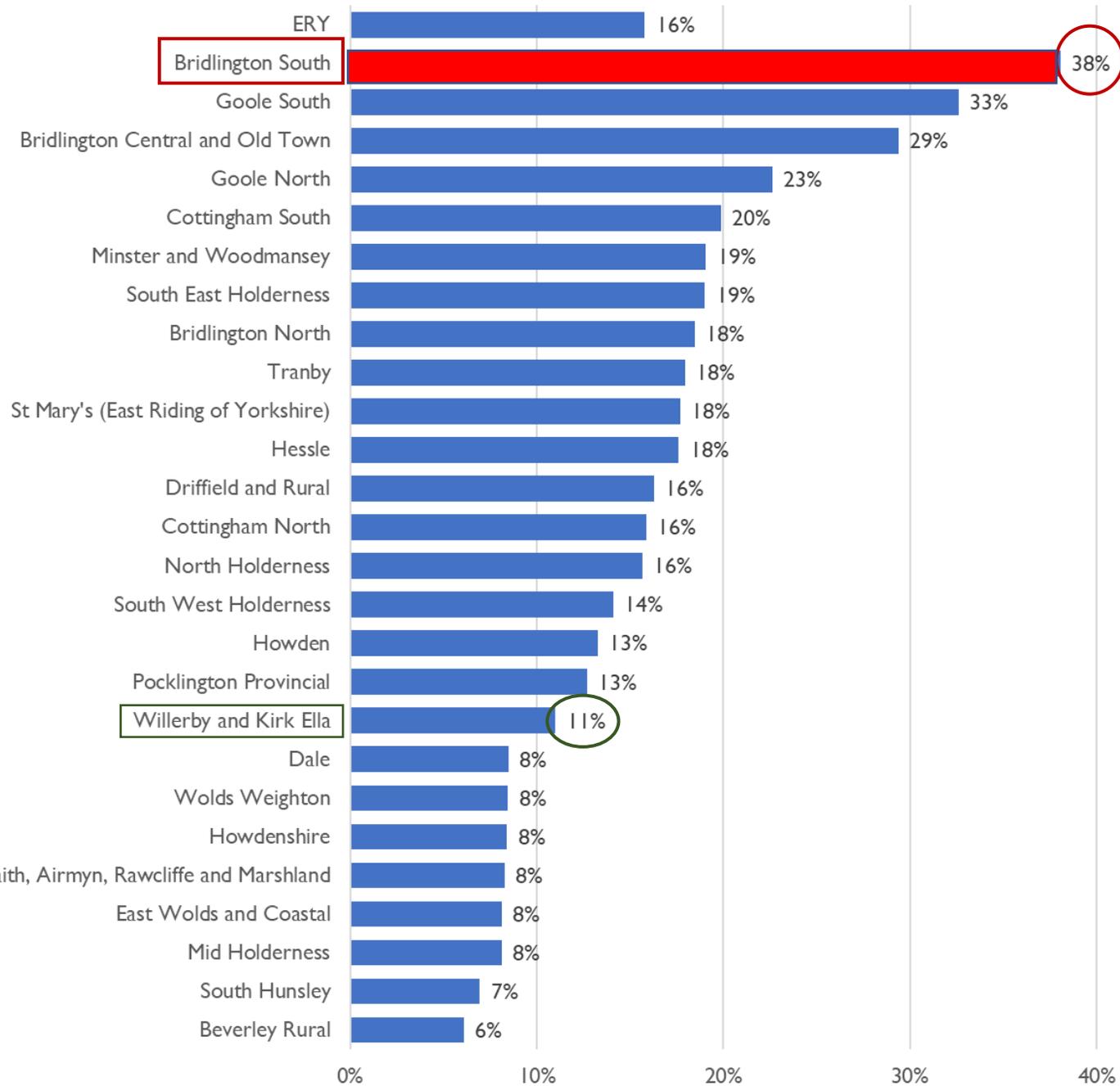
Estimated income (BHC £)

Below the E&W average ◀ ▶ Above the E&W average



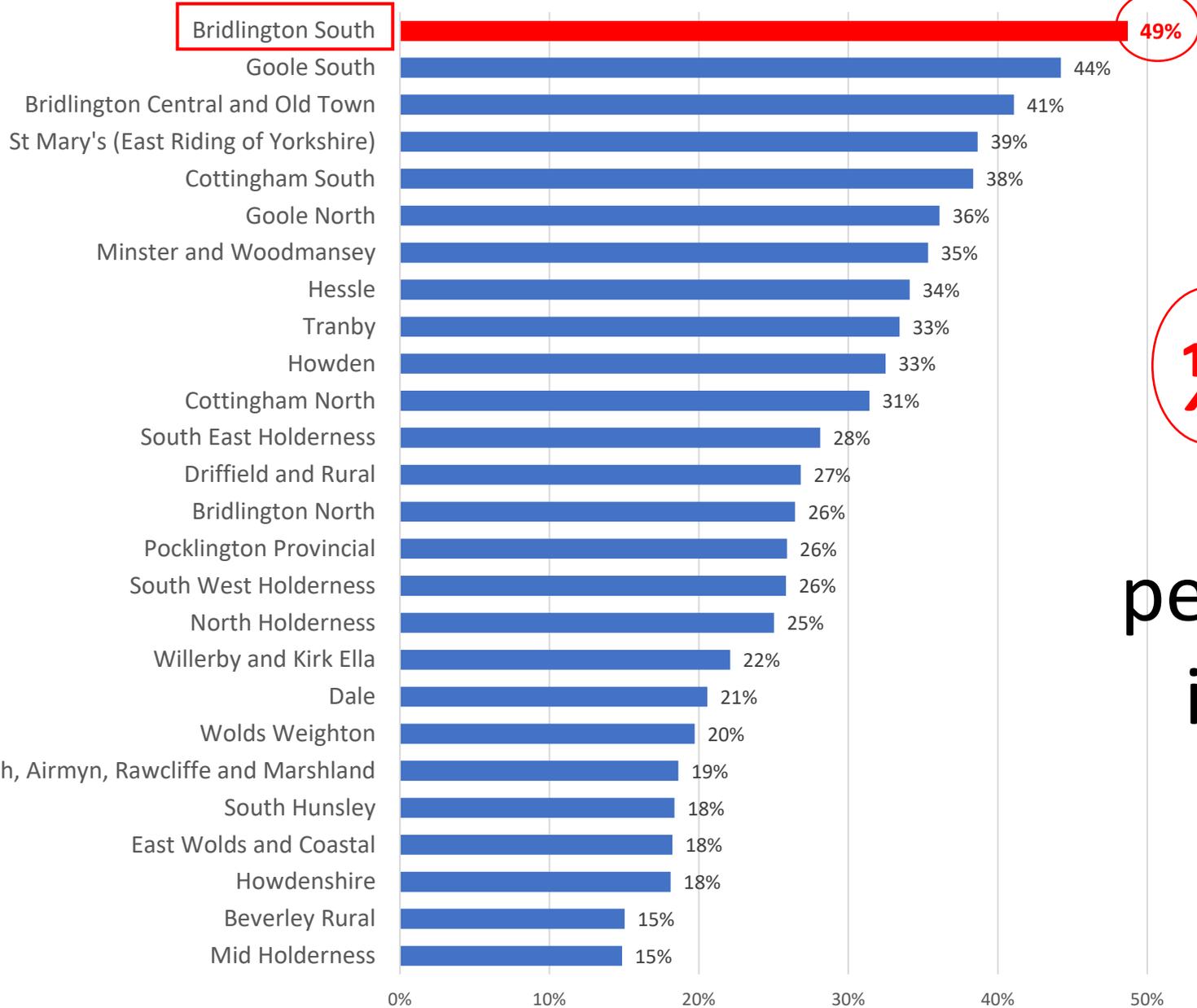
Residents in Bridlington South have some of the **lowest household income** in England

% of households with no cars or vans, Census 2021



2 out of every 5
households in
Bridlington South
do not have a car

Households with at least one person with a disability but no cars or vans (2021 census)



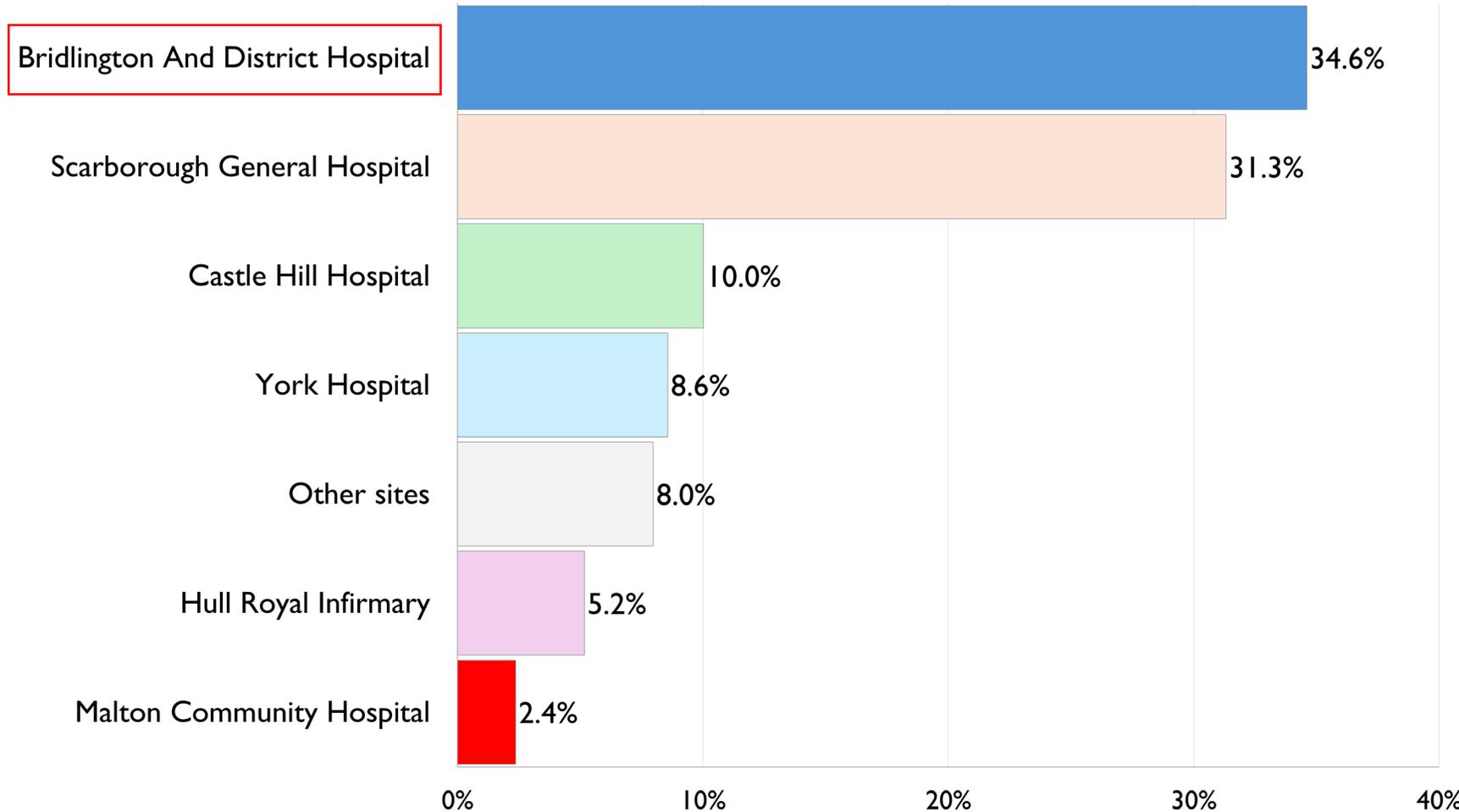
1/2 of all households
with a at least one
person with a disability
in Bridlington South
do not have a **car**

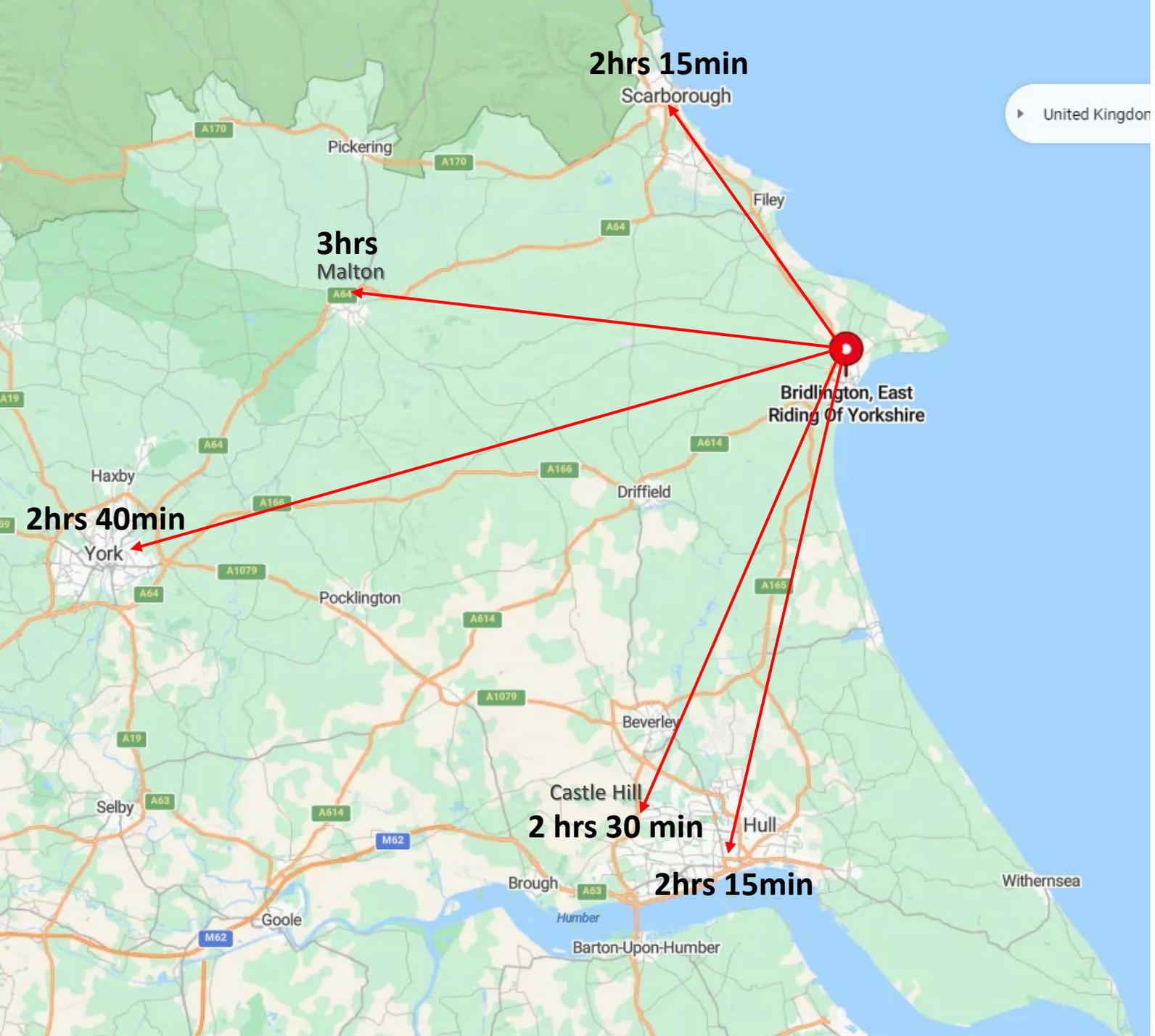
2/3rds of Bridlington patients go to **Outpatient appointments** **outside** of Bridlington

35% at Bridlington Hospital

65% Elsewhere

Bridlington PCN patients - site of Outpatient appointment (2022/23-24/25)
(does not include DNA or cancelled appointments)

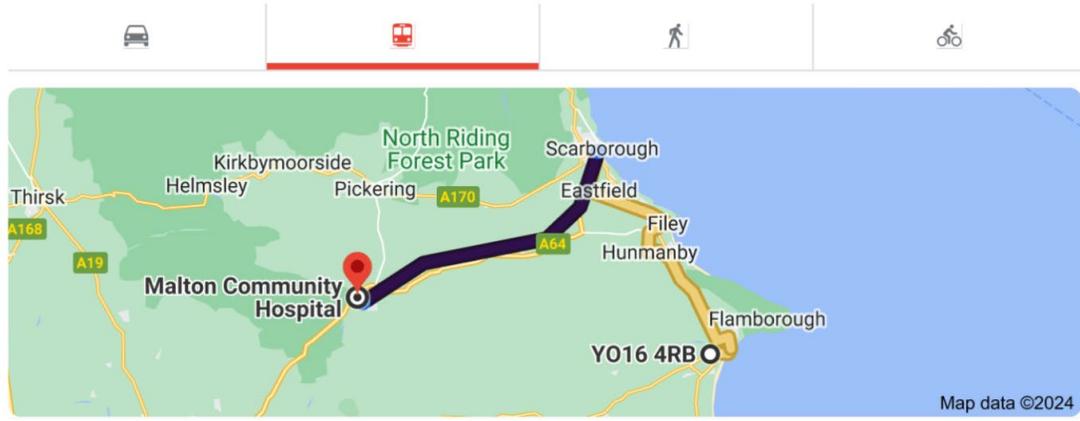




Average time taken on Public Transport to **attend Outpatient Appointment** from West Hill in Bridlington South

(One way)

YO16 4RB, Bessingby Gate, Bridlington
Malton Community Hospital, Maiden Greve, Malton YO17 7NG



depart at 05/02/2024 03:48

06:00 - 08:29 2 hr 29 min
06:20 from Bridlington Bessingby Rd

06:02 - 08:29 2 hr 27 min
06:36 from Bridlington Marton Road

06:31 - 09:18 2 hr 47 min
06:57 from Bridlington

06:00 - 09:18 3 hr 18 min
06:20 from Bridlington Bessingby Rd

06:02 - 09:18 3 hr 15 min
06:36 from Bridlington Marton Road

07:50 - 11:19 3 hr 30 min
07:54 from Bridlington Carnaby Road

Average of **3 hours** to travel by **Public Transport** from **West Hill** in Bridlington South to **Malton Hospital**

UROLOGY Advice to Patient
*“Unlike a traditional clinic, you will spend **up to four hours** in the clinic, so please come prepared to spend either all morning or all afternoon.”*

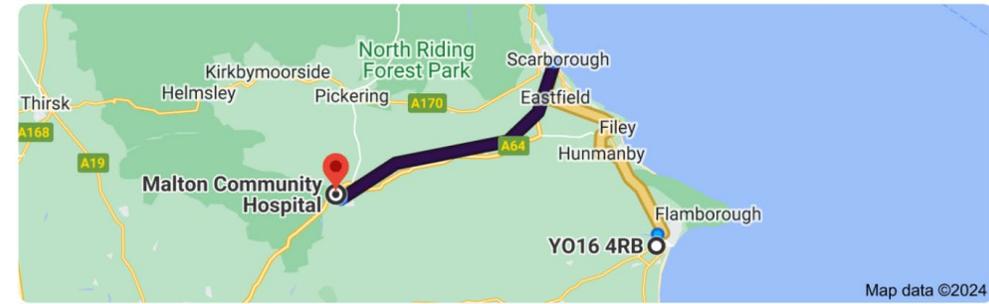
NHS Yorkshire & Scarborough Teaching Hospital
Patient Information Leaflet PIL 1071 v3 Urology One Stop Clinic

What tests will I have in clinic?

Your specialist will decide which tests are needed, although not every patient will need a test. Possible tests available include:

- blood tests
- ultrasound scan
- X-ray
- flexible cystoscopy
- prostate examination and biopsy
- urinary flow rate evaluation
- urodynamics (bladder pressure studies).

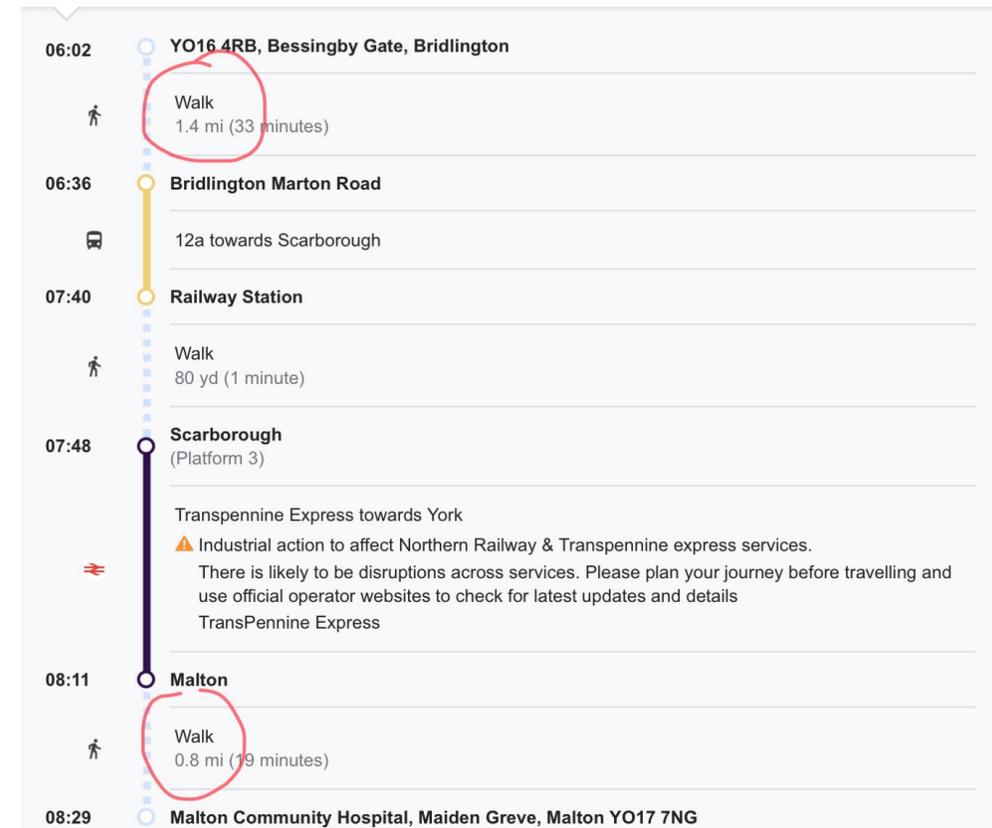
You will be asked for a sample of urine and we will give you a container and tell you what to do, so please ensure that your bladder is comfortably full on arrival. More importantly, please don't use the toilet before you have been seen by the staff. There are water dispensers in the centre for you if you need to drink before giving your sample.



depart at 05/02/2024 03:48

⚠️ 06:00 - 08:29 🚶 > 🚗 > 🚗 > 🚶 > 🚶 > 🚶 2 hr 29 min
06:20 from Bridlington Bessingby Rd

⚠️ 06:02 - 08:29 🚶 > 🚗 > 🚶 > 🚶 > 🚶 2 hr 27 min
06:36 from Bridlington Marton Road



Service Name:	Bridlington Hospital		
Identified By:	Email	Date Recorded:	24 October 2023
Experience:	<p>“Most outpatient appointments in Bridlington are <u>miles away</u>. Over the past few years I've had to travel to Sheffield, York, Malton, Scarborough, Hull with my late husband who was terminally ill. Since he died I've had appointments in Scarborough, Driffield, Wakefield, Hull and Bridlington. I'm 80 yrs old and it's really difficult getting to places so far away. We have a poor transport system in Bridlington. My last appointment in Hull was at 9am ! I had to leave home very very early, get a train to Hull and then walk to the hospital from the station. I don't think this is acceptable when we have a hospital in close proximity.”</p>		

Geography
Electoral Wards in York and Scarb NHS Trust by wards

Topic
Disease and poor health

Indicator
Percentage of people who reported having a limiting long term illness or disability
2011 Proportion - %

▶ [Legend](#) ▶ [Benchmark](#) ▶ [More options](#)

[Show 99.8% CI values](#)

Area	Value
England	17.6
York and Scarb NHS Trust by wards	-
Bridlington South	28.6
Bridlington North	28.5
Filey	28.2
Weaponness & Ramshill	26.8
Bridlington Central and Old Town	25.2
Hunmanby	24.5
Cayton	24.2
Falsgrave & Stepney	24.1
Scalby	24.0
Eastfield	23.5
Woodlands	23.4
Burniston & Cloughton	22.5
Pickering East	22.4
Huntington & New Earswick	21.1
Esk Valley	20.8
Newby	20.4
Fylingdales & Ravenscar	20.4
Helmsley	20.1
Malton	20.1
Thornton Dale	19.8

York and Scarborough Teaching Hospitals NHS Trust

Catchment area



Bridlington South has **Highest %** of people with **limiting long term illness or disability** in York & Scarborough Teaching Hospital NHS Trust **catchment area**

Health **Inequalities**

Within York and Scarborough Teaching Hospitals NHS Trust **Catchment Area**

Residents of **Bridlington South** experience

- × **Lowest** life expectancy for males (4th lowest for females)
- × **Highest** death rate of any ward in catchment area (SMR)
- × **Highest** death rate from **heart disease**
- × **Highest** death rate from **respiratory disease**
- × **2nd highest** premature death rate from **preventable diseases** (<75yrs)
- × **5th highest** rate of **emergency admissions**
- × **3rd highest** level of deprivation (IMD)
- × **4th highest** % of **older people in poverty** (IDAOPPI)
- × **Highest** level of **long-term unemployment**



Significantly **lower levels of resident satisfaction** with GP practice appointment times in Bridlington

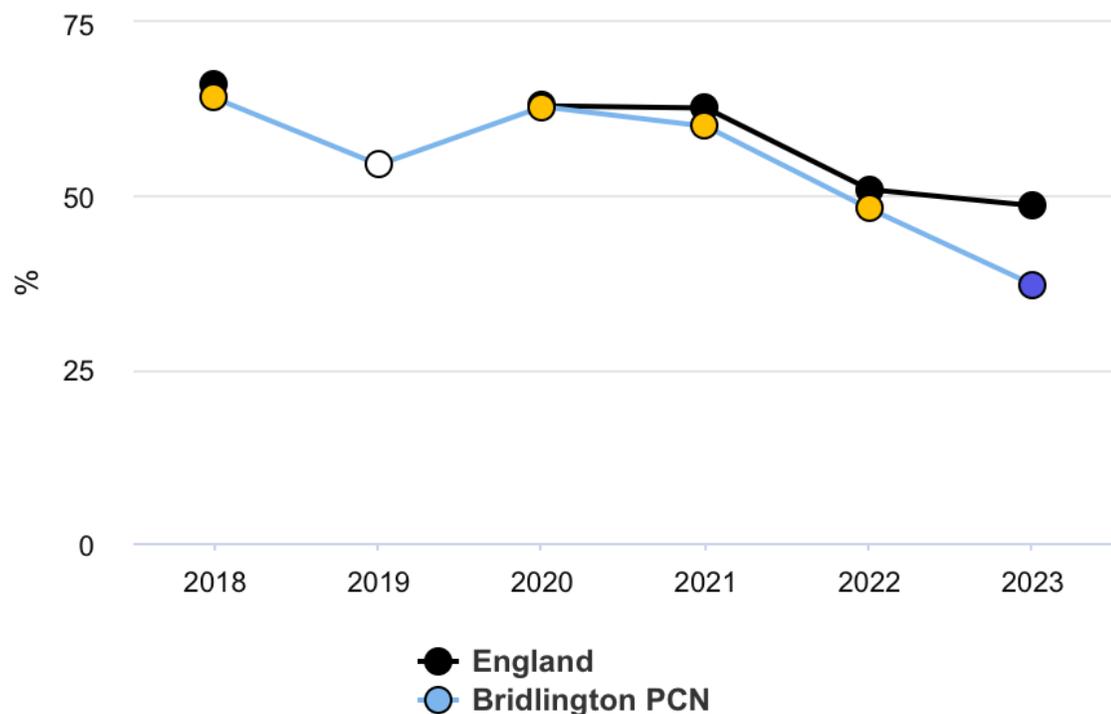
% satisfied with practice appointment times New data

Proportion - %

[Show confidence intervals](#)

[Show 99.8% CI values](#)

[▶ More options](#)



Recent trend: ↓ Decreasing

Period	Bridlington PCN				Humber and North Yorkshire ICB - 02Y	England
	Count	Value	95% Lower CI	95% Upper CI		
2018	-	64.1%*	57.6%	70.1%	68.6%	65.9%
2019	-	54.5%*	48.1%	60.7%	62.3%	-
2020	-	62.8%*	56.3%	68.9%	60.8%	63.0%
2021	-	60.0%*	53.7%	66.0%	60.1%	62.7%
2022	-	48.1%*	41.3%	55.0%	-	50.9%
2023	-	37.2%*	31.6%	43.1%	48.1%	48.6%

Source: GP Patient Survey

[Indicator Definitions and Supporting Information](#)

Significant **decline in resident experience** in making a GP appointment in Bridlington

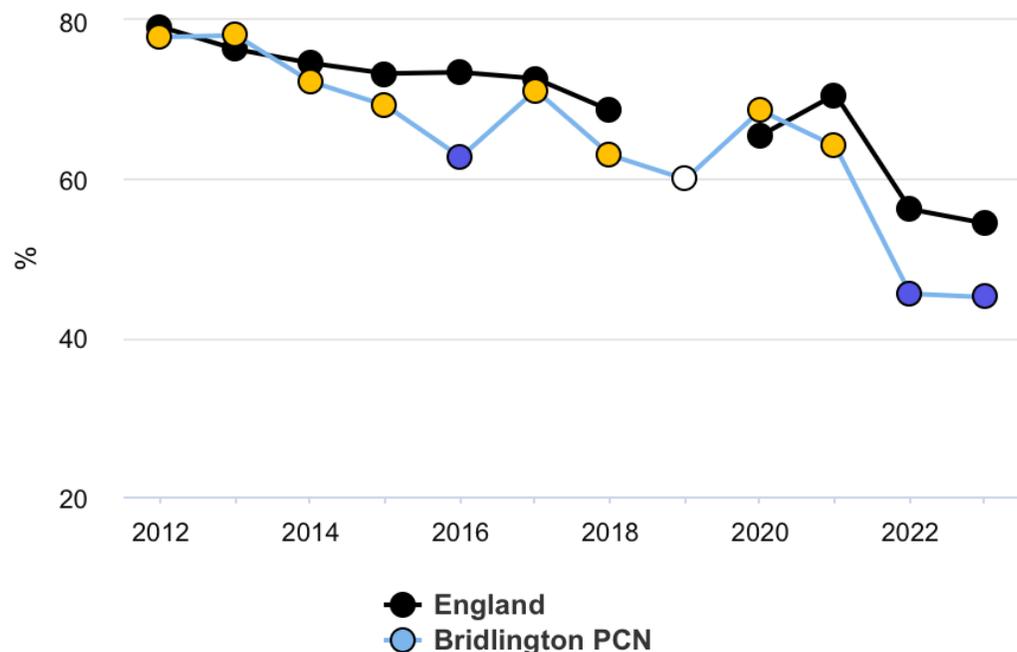
% reporting good overall experience of making an appointment New data

Proportion - %

[Show confidence intervals](#)

[Show 99.8% CI values](#)

[More options](#)



Recent trend: ↓ Decreasing

Period	Bridlington PCN				Humber and North Yorkshire ICB - 02Y	England
	Count	Value	95% Lower CI	95% Upper CI		
2012	-	77.9%*	73.4%	81.8%	-	79.1%
2013	-	78.1%*	73.4%	82.1%	76.9%	76.3%
2014	-	72.3%*	67.0%	77.0%	75.2%	74.6%
2015	-	69.2%*	63.8%	74.2%	73.4%	73.3%
2016	-	62.7%*	57.0%	68.2%	72.2%	73.4%
2017	-	71.2%*	65.6%	76.2%	72.6%	72.7%
2018	-	63.0%*	56.7%	68.9%	71.1%	68.6%
2019	-	60.0%*	53.5%	66.1%	65.1%	-
2020	-	68.6%*	62.2%	74.4%	64.9%	65.5%
2021	-	64.1%*	57.7%	70.1%	68.8%	70.6%
2022	-	45.5%*	39.1%	52.2%	-	56.2%
2023	-	45.1%*	39.7%	50.7%	55.5%	54.4%

Source: GP Patient Survey

