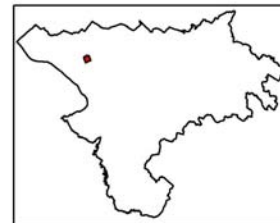


Ward Profile for Strawberry

May 2011



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Cheshire West and Chester Council 100049046 2011.



Introduction

This report is one of 46 profiles that provide key information and statistics about each of the wards that make up Cheshire West and Chester. The aim of the profiles is to provide useful background information to help us better understand our local communities. Recent changes to the wards in Cheshire West and Chester following the Boundary Commission review have meant that there are several gaps in the information usually available. As new information is released, the profiles will be updated and available on DORIC – www.doriconline.org.uk (the website will be fully functional in July 2011).

General Information

In 2009, there were 5,050 people living in Strawberry. This ward covers an area of 118 hectares, with 2,120 residential dwellings. The population density is 42.75 people per hectare, compared to 3.47 people per hectare for Cheshire West and Chester.

Population

Table 1: Population by age group, 2009

Age group	Total number of people		Percentage of population	
	Strawberry	Cheshire West and Chester	Strawberry	Cheshire West and Chester
0-4	260	18,400	5%	6%
5-15	690	40,900	14%	13%
16-17	160	8,600	3%	3%
18-24	410	28,600	8%	9%
25-64	2,850	170,900	56%	52%
65-74	400	31,500	8%	10%
75+	270	27,600	5%	8%
Total	5,050	326,600	100%	100%

Ward population source: Cheshire West and Chester Council, Research, Intelligence and Consultation Team's Population Estimates. All figures have been rounded independently and may not sum to totals. All estimates are constrained to the Registrar General's Annual Estimates of Population for 2009. ONS Crown Copyright 2011.

Cheshire West and Chester population source: Office for National Statistics population estimates 2009. ONS Crown Copyright 2011.

Dwellings source: Cheshire West and Chester Council, Research, Intelligence and Consultation Team's Dwelling Estimates. These estimates have been calculated by counting the number of domestic properties in each area, from the LLPG (as at mid year 2009). This included communal establishment buildings but excluded industrial and commercial properties. Hotels and pubs are included. The estimates have been rounded to the nearest 10. These are only dwelling estimates and not actual counts. They are used to inform the small area population estimates.

Community Safety

Table 2: Local crime statistics, 2010 (January to December)

	Number of crimes		Crime rate (per 1,000)	
	Strawberry	Cheshire West and Chester	Strawberry	Cheshire West and Chester
Burglary	10	2,620	4.7	17.7
Robbery	1	18	0.2	0.1
Violent crime	13	3,989	2.6	12.2
Vehicle crime	6	1,600	1.2	4.9
Anti-social behaviour	108	16,305	21.4	49.9
Other crime	23	10,635	4.6	32.6

Source: Cheshire Constabulary March 2011. Note that figures relate to electoral wards and not police wards. Crime rates are calculated per 1,000 population or per 1,000 dwellings in the case of burglary.



Children and Young People

Free school meals

Table 3: Free school meals, 2011

	Strawberry	Cheshire West and Chester
Percentage of pupils eligible for free school meals	2%	13%

Source: Pupil Level Annual School Census (PLASC), Cheshire West and Chester Council 2011

Special Educational Needs

Table 4: Special Educational Needs, 2011

	Strawberry	Cheshire West and Chester
Percentage of pupils with Special Educational Needs	14%	18%

Source: Pupil Level Annual School Census (PLASC), Cheshire West and Chester Council 2011

Education attainment

Table 5: Education attainment at Key Stage 4, 2010

	Strawberry	Cheshire West and Chester
Percentage of pupils achieving 5+ A*-C including English and Maths (by pupil residence)	67%	57%
Percentage of pupils achieving 5+ A*-C (by pupil residence)	93%	75%
Percentage of pupils achieving 5+ A*-G (by pupil residence)	100%	95%

Source: Department for Education, adapted for wards by Cheshire West and Chester Council's Children and Young People Performance Team and Research, Intelligence and Consultation Team 2011.

The Local Economy

Number of business properties

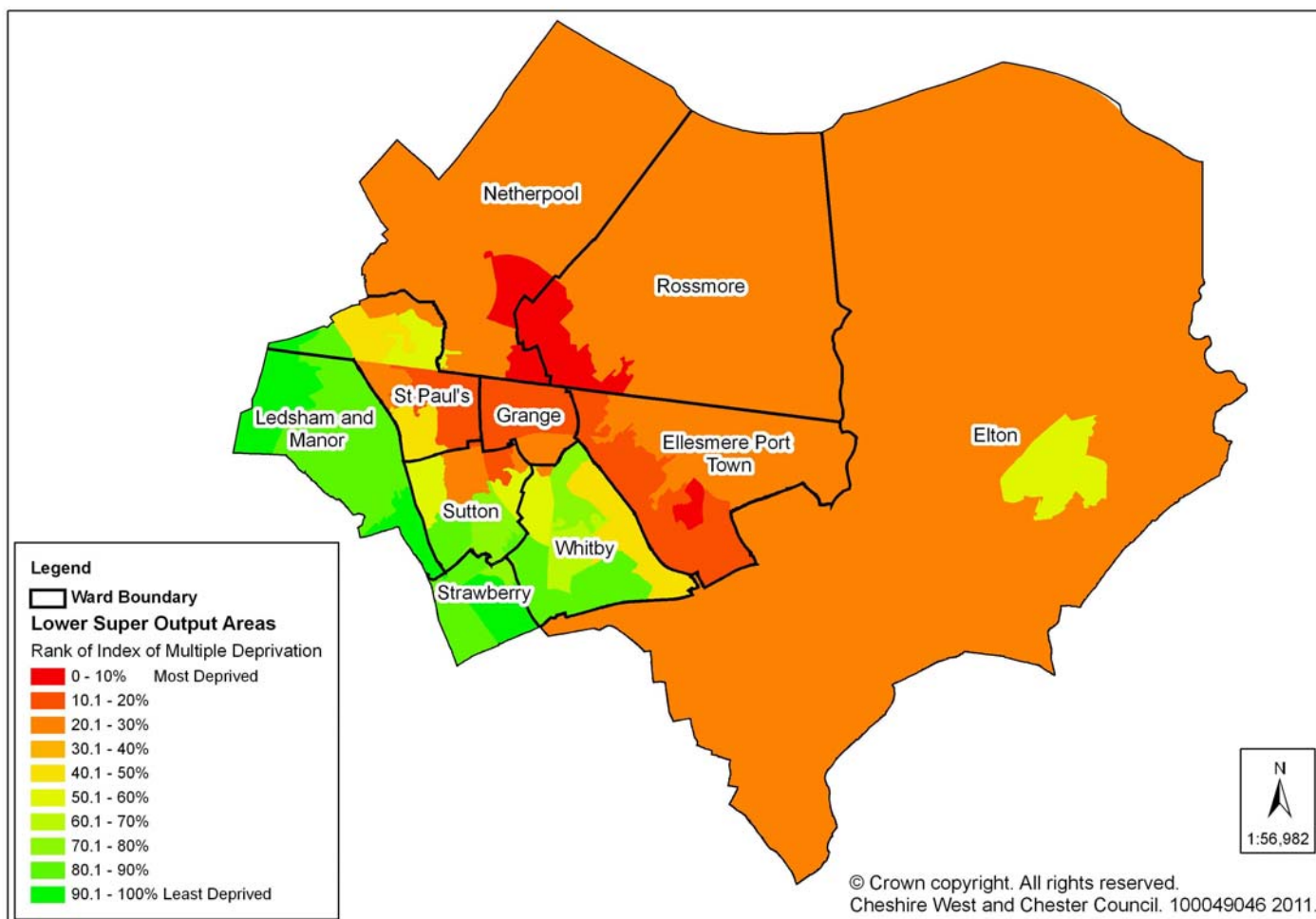
Table 6: Number of business properties by type, 2011

	Strawberry	Cheshire West and Chester
Commercial and retail	1	5,054
Hospitality	1	761
Offices	0	2,128
Industrial	0	1,361
Other	2	1,296
Total	4	10,600

Source: Non-Domestic Rateable Properties, Revenues and Benefits Team, Cheshire West and Chester Council 2011

Deprivation

Map of Strawberry and surrounding areas showing the Index of Multiple Deprivation 2007



Source: Indices of Deprivation 2007: Index of Multiple Deprivation Domain – Department for Communities and Local Government.

Note: Small area boundaries (Lower Layer Super Output Areas) have been removed to make the maps clearer. The surrounding area approximates to Area Partnership Board boundaries.

The Index of Multiple Deprivation 2007 shows that this ward consists of small areas that are ranked in the 30% least deprived areas nationally.

Benefit claimants

Table 7: Council Tax and Housing Benefit Claimants, 2011

	Number of claimants		Claimant rate	
	Strawberry	Cheshire West and Chester	Strawberry	Cheshire West and Chester
Council Tax Benefit	137	26,669	3.4%	10.0%
Housing Benefit	48	21,019	1.2%	7.9%

Source: Revenues and Benefits Team, Cheshire West and Chester Council 2011. Claimant rates are calculated as a percentage of the population aged 16 and over.

Health Inequalities

In the 40% most deprived areas in Cheshire West and Chester, life expectancy is significantly lower and death rates are significantly higher than the national average for both men and women. Although life expectancy has been improving and death rates have reduced in the 40% most deprived areas, the rate of improvement has not been as fast as in the rest of Cheshire West and Chester, leading to widening health inequalities. In men, the gap between the most deprived areas and the rest of the population in Cheshire West and Chester is accounted for by coronary heart disease, lung cancer and digestive diseases. In women, the gap is accounted for by chronic obstructive pulmonary disease (chronic bronchitis and emphysema), coronary heart disease and lung cancer. Primary prevention measures to reduce smoking and heavy drinking of alcohol, improve diet and healthy weight and reduce the number of people with undetected raised blood pressure will have a big impact.

In comparison to the rest of England and Wales, Strawberry has pockets of high childhood obesity at reception year but has an average occurrence of childhood obesity at year 6. For those under 75, this ward has an average mortality rate for circulatory disease and cancer compared to the rest of England and Wales.

Sources:

Inequalities in all-age, all cause death rates in Cheshire West and Chester, NHS Western Cheshire, April 2011
Childhood Obesity Prevalence (Reception Year) 2007/08-2009/10, Joint Strategic Needs Assessment, April 2011.
Childhood Obesity Prevalence (Year 6) 2007/08-2009/10, Joint Strategic Needs Assessment, April 2011.
Under 18 Teenage Conceptions 2006-2008, Joint Strategic Needs Assessment, April 2011.
Under 75 Cancer Mortality 2006-2008, Joint Strategic Needs Assessment, April 2011
Under 75 Circulatory Disease Mortality 2006-2008, Joint Strategic Needs Assessment, April 2011

Other sources of useful information

Research, Intelligence and Consultation Team webpage, where you can view our publications and access local data and statistics

www.cheshirewestandchester.gov.uk/research

DORIC, a Data Observatory and Research & Intelligence Collaborative for Cheshire, Halton and Warrington that contains reports and statistics from a wide range of local and national organisations (fully functional in July 2011)

www.doriconline.org.uk

Neighbourhood Statistics, an easy to use tool that allows you to find statistics and information about your local area

www.neighbourhood.statistics.gov.uk

Office for National Statistics (ONS)

www.statistics.gov.uk



Cheshire West
and Chester