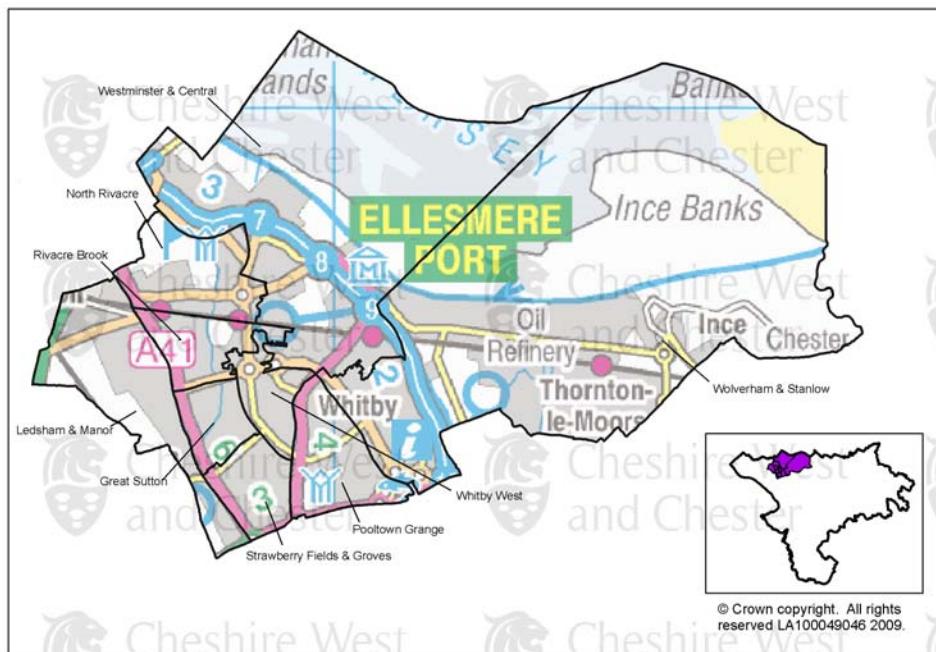


Area Partnership Board Summary Profile

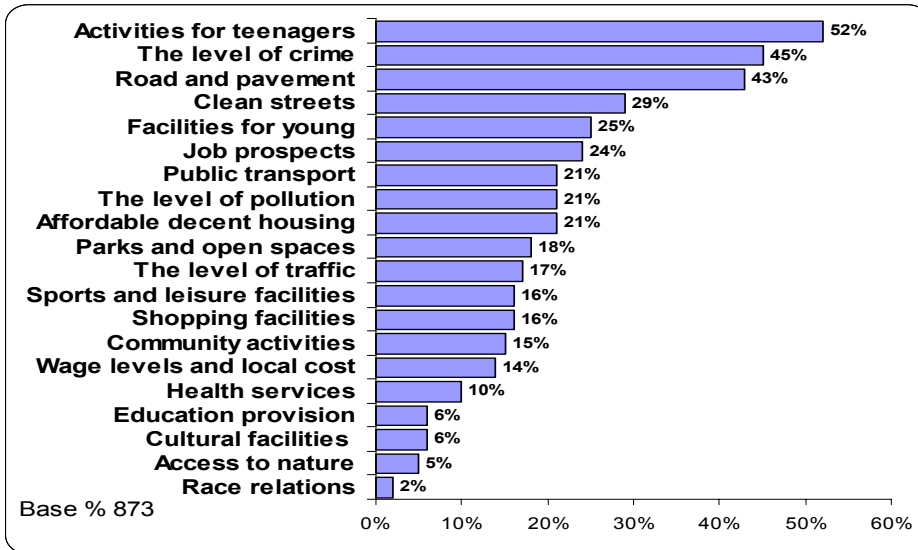
Ellesmere Port



Ellesmere Port is situated on the estuary of the River Mersey on the Wirral peninsula. The town has an industrial heritage, being dominated by the Shell Petrochemical Refinery at Stanlow and is home to the Vauxhall Motors car factory, the largest employer in Ellesmere Port. There are many smaller industrial outlets in this area. Retail also plays a significant part in the towns economy most notably with Cheshire Oaks Designer Outlet.

Headline Statistics

- Ellesmere Port had a population of 61,700 in 2007, 19% of the population of Cheshire West and Chester (CW&C).
- One third of households had dependent children, compared to 29% across CW&C.
- The unemployment rate in Ellesmere Port in April 2009 was 4.7%, compared to 3.6% across CW&C.
- 16% of the working age population in Ellesmere Port claims at least one benefit, the highest rate of all Area Partnership Boards (APBs) in CW&C.
- The average household income in Ellesmere Port In 2008 was £32,700 - 9% below that for CW&C, and 5% below the GB average.
- 16 LSOAs in Ellesmere Port were in the lowest 20% for children in need in the 2009 Child Wellbeing Index. This was the highest number of all APBs
- The under 18 conception rate in Ellesmere Port was 41 per 1,000 females aged 15-17 years, which was the second highest rate of all APBs in CW&C
- The top three priorities for improvement in Ellesmere Port in 2008 were activities for teenagers, the level of crime, and road and pavement repairs.
- The number of recorded crimes in Ellesmere Port was 96 per 1,000 population in 2007/8 (71 per 1,000 in CW&C).



Priorities

- In the 2008 Place Survey¹, the issue rated as the highest priority for improvement in Ellesmere Port was the activities for teenagers. 52% of respondents placed this in their top five priorities.
- The top 3 issues in Ellesmere Port for making somewhere a good place to live were the level of crime (chosen by 65% of respondents), clean streets (51%), and health services (39%).

Perceptions

- In the 2008 Place Survey¹, 54% of respondents from Ellesmere Port APB considered that teenagers hanging around on the streets were a 'very big or fairly big problem' compared to 41% of respondents in CW&C. Vandalism and graffiti was also of concern, with 47% saying this was a problem
- Other issues of concern were people using or dealing drugs (seen as a problem by 42%) and people being drunk or rowdy in public places (stated as a problem by 41% of respondents). In CW&C, 32% and 29% thought these were problems, respectively.
- Noisy neighbours and abandoned or burnt out cars were of less concern – less than 20% of respondents said these were a problem in their local area. In CW&C, less than 15% considered these to be problems.
- 18% of people in Ellesmere Port agreed that parents took enough responsibility for their children, compared to a third of people in CW&C. This was the lowest proportion of all the APBs.
- 81% of respondents said they felt safe outside in daylight, and 32% felt safe after dark, compared to 89% and 52% in CW&C. These were the lowest proportions of all the APBs.

Community Involvement

The Place Survey 2008 found that:

- Less than a quarter of people (22%) surveyed in Ellesmere Port agreed that they could influence decisions affecting their local area, compared to 27% in CW&C. This was the lowest figure of all APBs in CW&C.
- Almost half of people in Ellesmere Port thought lack of respect for other people was a problem in their area, whereas less than a third of people in CW&C thought this was a problem.
 - 17% of people surveyed in Ellesmere Port APB said they participated in regular volunteering. This was the second lowest proportion of all APBs, with the CW&C rate being 24%.

¹ Place Survey 2008, Cheshire County Council
 Ellesmere Port APB SUMMARY profile

Identifying the Priorities

A wide range of analysis and consultation has been undertaken to help identify the priorities for the Ellesmere Port Area Partnership Board. Reviewing the issues around crime, health, children and young people and employment provide an overview of the area. Community surveys help us gain an understanding of the issues that residents face. Addressing the priorities and ensuring there is no duplication of effort means we must also take account of other key documents such as the Parish Plans, CW&C's Sustainable Communities Strategy and the Local Area Agreement. Based on analysis of data and perceptions the following priorities have been identified for Ellesmere Port.

Adult Health and Well-Being

Obesity – Smoking – Alcohol – Mental Well-Being – Older People

- Wolverham and Stanlow MSOA in Ellesmere Port has the highest estimated proportion of obese people (a Body Mass Index of 30 or more) percentage in CW&C - 31%.
- Westminster and Central MSOA, in Ellesmere Port has the highest estimated proportion of people who smoke in Cheshire and Chester - 39%.
- The estimates for the percentage of binge drinkers (people who consumed more than 8 units in a day at least once in a week for a man, 6 units for a woman) indicated that Westminster & Central had the highest proportion (27%).
- According to a 2007 survey, 16% per cent of adults in Great Britain are considered to have anxiety or depression related mental illness. This would represent about 10,000 people in Ellesmere Port.
- In 2001 there were 24,900 households in Ellesmere Port. 11% of people lived alone. Of those, 52% were pensioners.

Safer and Stronger

Substance Misuse – Community Cohesion – Road Safety – Crime in High Crime Areas

- In 2006, the number of people killed or seriously injured in road traffic accidents in Ellesmere Port was 23.
- In the 2008 Place Survey¹, 54% of respondents from Ellesmere Port APB considered that teenagers hanging around on the streets were a 'very big or fairly big problem' compared to 41% of respondents in CW&C. Vandalism and graffiti was also of concern, with 47% saying this was a problem
- Between April 2008 and March 2009, there were 96 recorded crime incidents per 1,000 population², compared to 71 per 1000 population in CW&C. Crimes counted include violence, theft, drug related offences, fraud, criminal damage and antisocial behaviour.
- The top issue in Ellesmere Port for making somewhere a good place to live was the level (low) of crime (chosen by 65% of respondents).

² Management Information Unit, Cheshire Constabulary
Ellesmere Port APB SUMMARY profile

Children and Young People

Obesity – Underage Conceptions – Activities for Young People – Educational Attainment

- From 2004 to 2006 there were 157 conceptions to females aged under 18 in Ellesmere Port. This was equivalent to an under-18 conception rate per 1,000 females aged 15-17 of 41 – the second highest in CW&C.
- Educational attainment in Ellesmere Port at Key Stage 2, Key Stage 3 and GCSE-level is below the average for CW&C and the rest of England. Low levels of attainment are especially marked in the MSOAs Westminster and Central, Wolverham and Stanlow and Rivacre Brook.
- Ellesmere Port has the highest proportion of children and young people (0 to 19) in CW&C.
- In the 2008 Place Survey, the issue rated as the highest priority for improvement in Ellesmere Port was activities for teenagers. Over half of respondents (52%) placed this in their top five priorities.

Jobs and Economy

Worklessness – Skills Levels – Support for Local Businesses – Long-term Unemployed

- Unemployment rates in Ellesmere Port are higher than the averages for the rest of CW&C and England.
- Around one-in-six (16%) of the town's working age population claim at least one welfare benefit – the highest rate in CW&C. In Rivacre Brook L2 LSOA a third (33%) of adults of working age are claiming benefits.
- According to the 2001 Census, almost a third (32%) of Ellesmere Port's workforce had no qualifications.

Environment and Housing

Traffic Congestion – Road & Pavement Repairs – Cleaner, Greener Open Spaces – Recycling

- 78% of people surveyed in Ellesmere Port were satisfied with doorstep recycling services – compared to 75% across CW&C.
- In 2006 Ellesmere Port had lower than average consumption of ordinary domestic gas than CW&C and England and Wales.
- In 2007 most houses in Ellesmere Port were in Council Tax bands A to C.
- According to the 2001 census, almost three-quarters (73%) of people in Ellesmere Port travel to work by car.
- 71% of households in Ellesmere Port were owned, compared to 75% for CW&C. 24% of households were social rented – the highest proportion in CW&C.