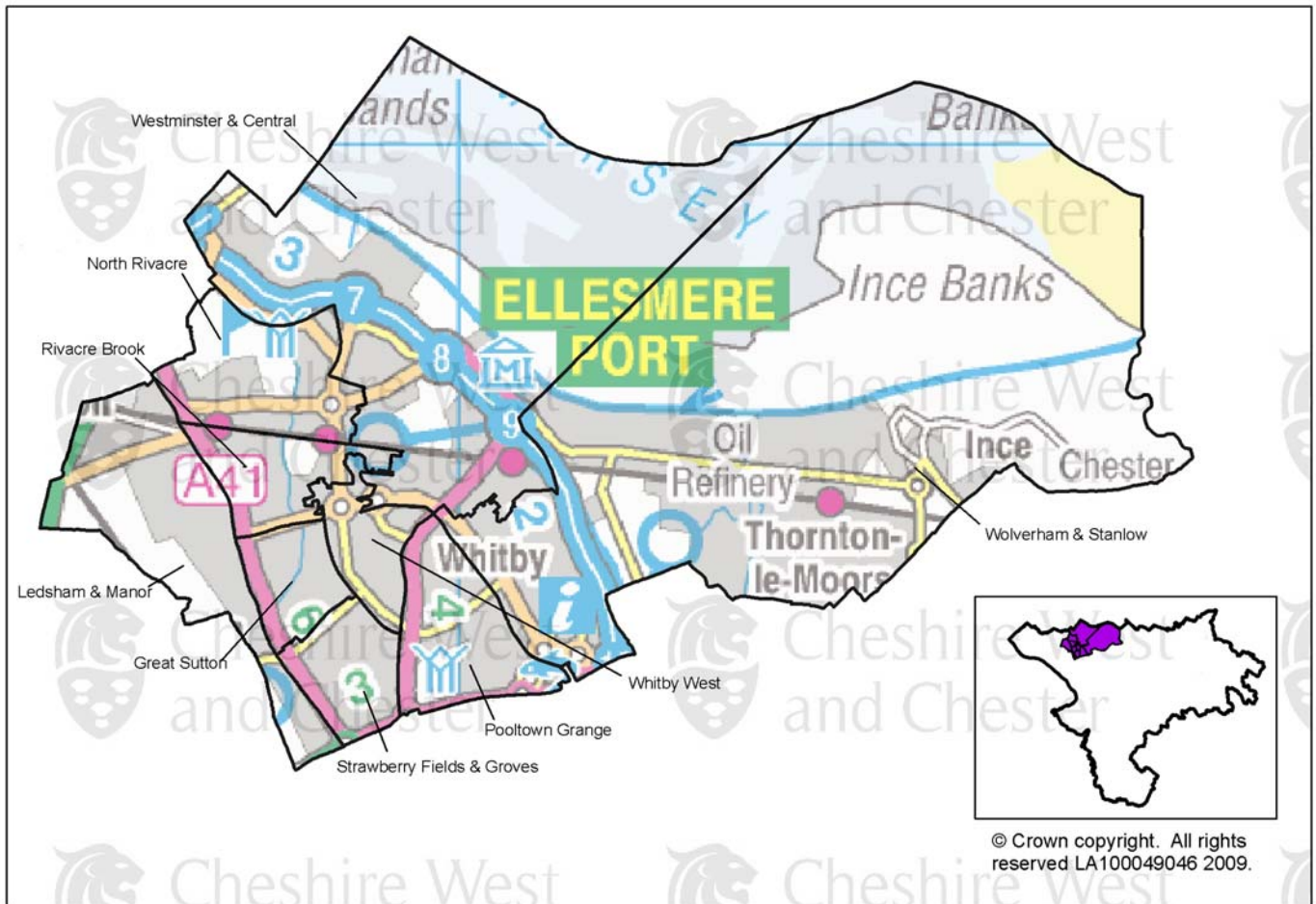


Area Partnership Board Profile

Ellesmere Port



The map shows the middle super output areas (MSOAs) that make up the APB area. MSOAs are areas with an average population of 7200.

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About the Profile

The aim of this profile is to provide the Local Area Partnership with background data and intelligence about the characteristics of the area. In this way the partnership can better assess how it needs to focus its efforts.

This is a developing tool and as needs change data will be added and updated.

Whilst every effort has been made to provide accurate data, some figures are estimates due to complications of disaggregation.

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Summary

Ellesmere Port APB In Perspective

Ellesmere Port Area Partnership Board (APB) 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 town's economy most notably with Cheshire Oaks Designer Outlet. Contemporary Ellesmere Port has a main shopping centre, the Port Arcades, as well as its busy market. Attractions outside the centre include the Blue Planet Aquarium, the Coliseum leisure and retail park and Rivacre Valley Local Nature Reserve.

Ellesmere Port's original purpose was as a cargo port, with the Manchester Ship canal running alongside the town. The town's canal heritage is reflected with the National Waterways Museum, a major tourist attraction in the region. Indeed the town was built up around the docks.

Priorities and Perceptions

The top 3 priorities for improvement in Ellesmere Port APB in 2008 were activities for teenagers, the level of crime, and road and pavement repairs. This links with the perceptions that teenagers hanging around on the streets and vandalism were big problems in local areas.

Ellesmere Port APB's People

Ellesmere Port APB contained about a fifth of the population of Cheshire West and Chester (CW&C) in 2007, and the age distribution was similar to that for England & Wales. At the time of the 2001 Census, there was a high proportion of households with dependent children, and Ellesmere Port APB had the highest proportion of lone parent households of all APBs.

Jobs and Enterprise

Unemployment rates were higher than those for England & Wales and CW&C and Ellesmere Port APB had the highest proportion of the working-age population claiming key benefits. The average income in Ellesmere Port APB was the lowest of all APBs and the average house price was also lowest. Ellesmere Port APB had the highest proportion of social rented houses in CW&C, and the lowest proportion of houses in Council Tax bands above the average band D.

Children & Young People

Ellesmere Port APB had the lowest proportion of people with degrees in CW&C, and the highest proportion of people with no qualifications. At Key Stages 2 and 3, results were lower than in CW&C, and this APB had

the lowest average point score at A-Level and the lowest percentage of pupils achieving 5 or more GCSEs at grades A* to C.

Ellesmere Port APB had a teenage pregnancy rate higher (41 per 1,000) than that for CW&C (36 per 1,000 females aged 15-17 in 2004-6).

Safer & Stronger Communities

Ellesmere Port APB had the second highest rate of recorded crime after Chester APB, but the highest rate of violent crime in CW&C (21 per 1,000 population). This APB also had the highest number of fires started deliberately.

12 of the 42 lower super output areas (LSOAs) in Ellesmere Port APB were in the top 20% most multiply deprived, according to the Index of Multiple Deprivation 2007. For the Crime Deprivation indicator, 8 out of the top 10 most deprived LSOAs in CW&C were in this APB.

There were significant pockets of social and economic disadvantage in the areas of Westminster & Central and Wolverham & Stanlow. Westminster & Central had the highest unemployment rate, the lowest average income in CW&C, and contained the area ranked highest in CW&C for Living Environment Deprivation. It also had high incidence of mental health issues. Wolverham & Stanlow had the highest proportion of social rented houses, the highest percentage of people with no qualifications, the lowest average point score at A-level, and the highest proportion of people not in good health in CW&C.

Adult Health & Wellbeing

The percentage of people with limiting long term illness or disability (LLTI) was similar to the proportion in the Unitary Authority and in England, but Ellesmere Port was the APB with the highest proportion of Disability Living Allowance claimants in CW&C (7% of the population of Ellesmere Port APB).

Environmental Sustainability

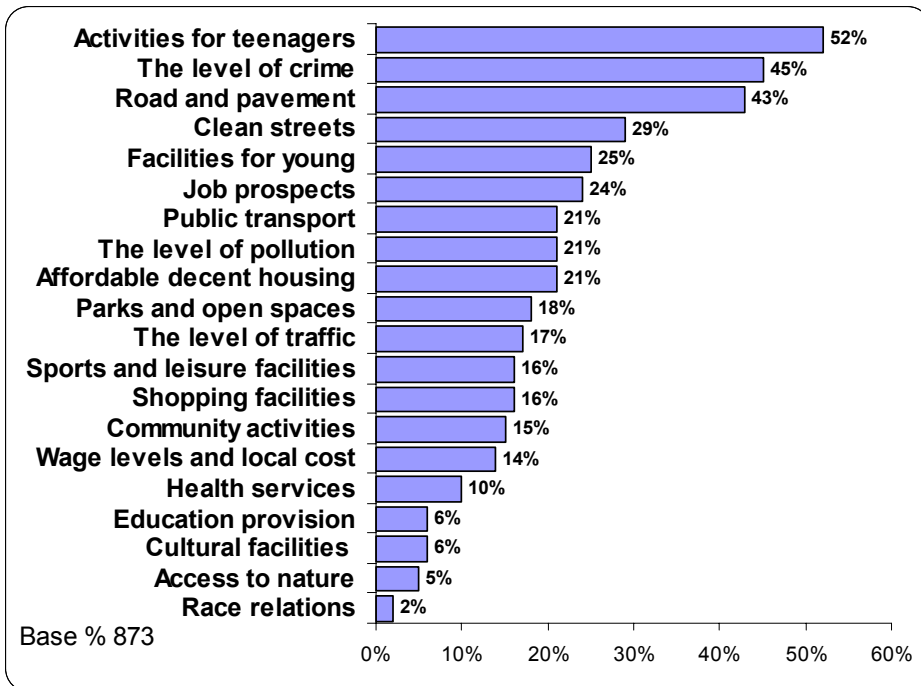
Car ownership was second lowest in CW&C, after Chester APB, reflecting the better accessibility of services in urban areas.

Headline Statistics

- Ellesmere Port APB had a population of 61,700 in 2007, 19% of the population of CW&C
- One third of households had dependent children (29% in CW&C)
- The unemployment rate was 4.7% in April 2009 (3.6% in CW&C)
- 16% - the percentage of the working age population in Ellesmere Port APB claiming at least one benefit, the highest rate of all APBs in CW&C
- In 2008 £32,700 was the average household income in Ellesmere Port APB, 9% below that for CW&C, and 5% below Great Britain
- 16 LSOAs in Ellesmere Port APB 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 APB was 41 per 1,000 females aged 15-17 years, which was the second highest rate of all APBs in CW&C
- The top 3 priorities for improvement in Ellesmere Port APB in 2008 were activities for teenagers, the level of crime, and road and pavement repairs
- The number of recorded crimes in Ellesmere Port APB was 96 per 1,000 population in 2007/8 (71 per 1,000 in CW&C).

Priorities and Perceptions

Overall Priorities for Improvement



- In the 2008 Place Survey¹, the issue rated as the highest priority for improvement in Ellesmere Port APB was the activities for teenagers. 52% of respondents placed this in their top five priorities
- Another question in the survey asked what made somewhere a good place to live. The top 3 criteria 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 Cheshire West and Chester. 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 Cheshire West and Chester, 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 Cheshire West and Chester, less than 15% considered these to be problems
- 18% of people in Ellesmere Port APB agreed that parents took enough responsibility for their children, compared to 32% in Cheshire West and Chester. 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 Cheshire West and Chester. These were the lowest proportions of all the APBs.

¹ Place Survey 2008, Cheshire County Council (also known as Communities of Cheshire Survey 2008)

National Performance Indicators

In 2008, the Department for Communities and Local Government published a set of 198 indicators to measure local authority performance. Listed below are some of the key indicators that form part of the Cheshire West and Chester Local Area Agreement 2008-2011. The table shows the latest available figures and where [proxy definitions](#) have been used to enable comparison across APBs, may vary from other published figures for that indicator. Information for some indicators is not currently available (N/A) at APB level.

Indicator	Description	Date	Cheshire West and Chester	Ellesmere Port APB
NI 4	% of people who feel they can influence decisions in their locality.	2008	26.9%	22.3%
NI 8	Adult participation in sport and active recreation. Proxy definition % of adults who used sports/leisure facilities at least once/week.	2008	18.5%	13.8%
NI 18	Adult re-offending rate for those under probation supervision – Percent shows the difference between <i>actual</i> and <i>predicted</i> re-offending rates (Good performance is typified by a negative %).	2007/8	8.70%	N/A
NI 20	Assault with injury crime rate. Proxy definition - Number of 'assaults with less serious injury' offences, per 1,000 population.	08/09	6.3	9.2
NI 21	% agreeing that the police and other local public services are successfully dealing with anti-social behaviour and crime issues.	2008	26.5%	24.8%
NI 33	Number of deliberate primary and secondary fires per 10,000 population.	2008/9	29	59
NI 47	People killed or seriously injured in road traffic accidents. Proxy definition - 3 year rolling average as rate per 100 km total roads.	2004-2006	12	13
NI 56	Obesity in primary school age children in Year 6 – % of children in year 6 (with height and weight recorded) who are obese.	2007	17.5%	N/A
NI 111	First time entrants into the Youth Justice System aged 10–17. Rate per 100,000 receiving their first reprimand, final warning, or first time court appearance.	2007/8	1671	1983
NI 112	Under 18 conception rate – Proxy definition : No. of conceptions for girls aged 15-17 as a rate/1,000. 3 yr rolling average	2004-06	36	41
NI 120	All age all cause mortality rate – rate per 100,000 population.	2007/8	Male – 682.25 Female – 512.14	N/A
NI 121	Mortality rate from circulatory diseases at ages under 75 – rate per 100,000 population	2005	73.81	N/A
NI 153	Proxy definition - Working-age people claiming out of work benefits, shown as percentage of total working age population. Average % for area not just worse-performing neighbourhoods.	May 2007-Feb 2008	10.2%	12.8%
NI 154	Net additional homes provided – per annum.	2008/9	719	N/A
NI 155	Number of affordable homes delivered (gross) – per annum.	2008/9	215	N/A
NI 168	Principal roads where maintenance should be considered - % of surveyed road length.	2008/9	3%	3%
NI 169	Non-principal roads where maintenance should be considered - % of surveyed road length.	2008/9	4%	6%
NI 171	New Business registration rate: Proxy definition – Percentage change of businesses registered for VAT shown as an increase or decrease, since 2005.	2007	+5%	+1%

NI8: Used figures from Place Survey as national Active People Survey data not available at APB level

NI 20: Crime figures calculated using CoSTAR. Figures will differ from data supplied by Cheshire Constabulary (which should be available soon at APB level) as CoSTAR excludes crimes without grid references.

NI 47: Measurements for road length (used to calculate the rate per 100km) include principle roads, non-principal roads and unclassified roads, and measure the centre line of each road as opposed to both carriageways, 2008.

NI 111: Rates quoted for APBs areas were re-calculated to match official baseline figure for CW&C. Up to date figures should be available soon.

NI 112: Figures quoted for APBs are **estimated**. These figures have a confidence interval of around +/- 10. Where possible we have aggregated ward data but in some cases ward data was unavailable.

NI 153: Working age benefits include; jobseekers allowance, income support, incapacity benefits and other income related benefits.

Ellesmere Port APB's People

Size & Distribution

- In 2007, the population of the Ellesmere Port area was 61,700²
- This represented 19% of the population of Cheshire West and Chester Unitary Authority
- Ellesmere Port APB is divided into 9 Middle Layer Super Output Areas (MSOAs) and 42 Lower Layer Super Output Areas (LSOAs). These are based on population characteristics rather than administrative boundaries and form basic units for understanding local information
- Ellesmere Port APB contains only one parish – Ince, which has a population of 240.

Density

- The area of Ellesmere Port APB is about 5,800 hectares
- The population density for 2007 in the built up areas of Ellesmere Port APB was 34.17 people per hectare. (Cheshire West and Chester had 3.49 people per hectare).

Rural/Urban Classification

Percentage of population by urban/rural category

	Ellesmere Port APB	Cheshire West and Chester
Urban	45%	25%
Predominantly urban	19%	14%
More urban than rural	29%	26%
More rural than urban	7%	23%
Predominantly rural	0%	7%
Rural	0%	4%

Only 3 LSOAs were classified in 2004³ as more rural than urban, two in Ledsham & Manor (L3 and L7) and one in Pooltown Grange (L4).

Trends

- The population of Ellesmere Port APB is expected to increase by about 4% between 2006 and 2016⁴. The population of Cheshire West and Chester is expected to grow by about 2% over the same period. (These figures are based on ward population forecasts, updated APB based forecasts are due to be available September 2009.)

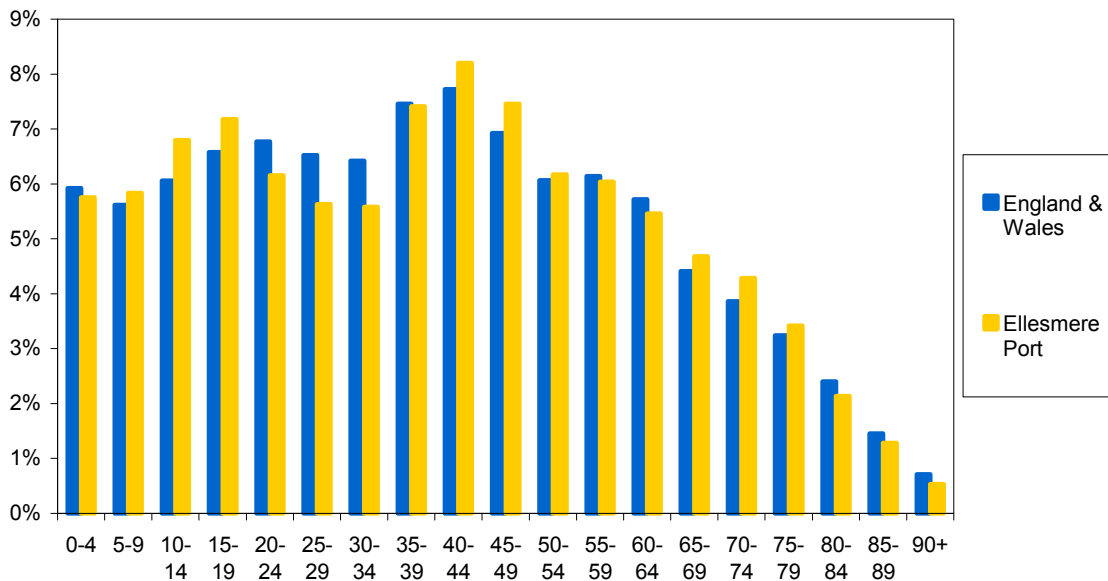
² Cheshire County Council population estimates 2007

³ Cheshire County Council Rural/Urban Classification

⁴ 2008 Cheshire County Council Population Forecasts

Age Distribution

Populations shown as proportions



In 2007² Ellesmere Port APB had:

- Marginally, the highest proportion of people in the 0-19 age range of all APBs in Cheshire West and Chester
- The second highest number of 15-19 year olds in Cheshire West and Chester
- The lowest proportions of those aged 80+ of all APBs
- The second highest proportions of 40-44 and 45-49 year olds of all APBs.

Households

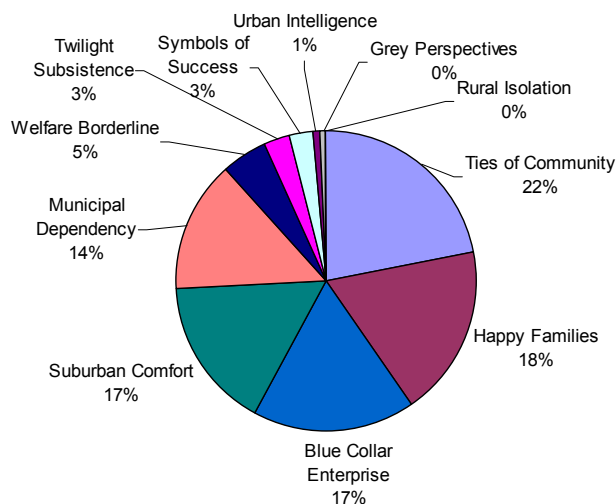
- From the Census, in 2001⁵ there were 24,900 households in Ellesmere Port APB
- 11% of people lived alone. Of those, 52% were pensioners. This was the same as the rates for Cheshire West and Chester. The MSOA with the highest percentage of people living alone was Westminster & Central (18%)
- Single person households formed 26% of the total number of households, similar to the proportion in Cheshire West and Chester (27%)
- 33% of households had dependent children, and lone parents with dependent children made up 8% of all households. In Cheshire West and Chester, 29% had dependent children and 6% of all households were lone parents with dependent children. Rivacre Brook MSOA had the highest proportion of lone parents with dependent children (14%) in Ellesmere Port APB.

⁵ Census 2001 © Crown Copyright 2005. Crown Copyright material is reproduced with the permission of the Controller of HMSO

Mosaic Classification

Mosaic is a system of classifying households by consumer behaviour⁶.

- As Ellesmere Port APB is an urban area, there were no households classed as Rural Isolation – small communities in the countryside, with a generally older population



- The sector with the largest number of households in this APB was classified as Ties of Community – families with children living close to friends and relations
- Ellesmere Port APB had the highest percentage of households classified as Municipal Dependence – living in local authority housing and relying on public transport
- It also had the highest proportion of Happy Families (families living in modern houses) and Blue Collar Enterprise (practical rather than academic, and generally financially secure).

Ethnic Background and Religion

In 2001⁵, the ethnic composition of Ellesmere Port APB was as follows.

All People	White British	Other White	Mixed	Asian or Asian British	Black or Black British	Chinese or Other Ethnic Group
61,876	60,002	1,067	278	205	39	285

- 99% of people said they were either White British or Other White (including White Irish), which was similar to Cheshire West and Chester (98%)
- Population estimates for 2006⁷ indicated that the proportion of people of minority ethnic background in Cheshire West and Chester was about 3%. (Estimates were not available at APB level).

The table below shows the religions of people in Ellesmere Port APB, in 2001⁵.

All People	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Religion not stated
61,886	50,978	73	51	31	181	29	39	6,269	4,235

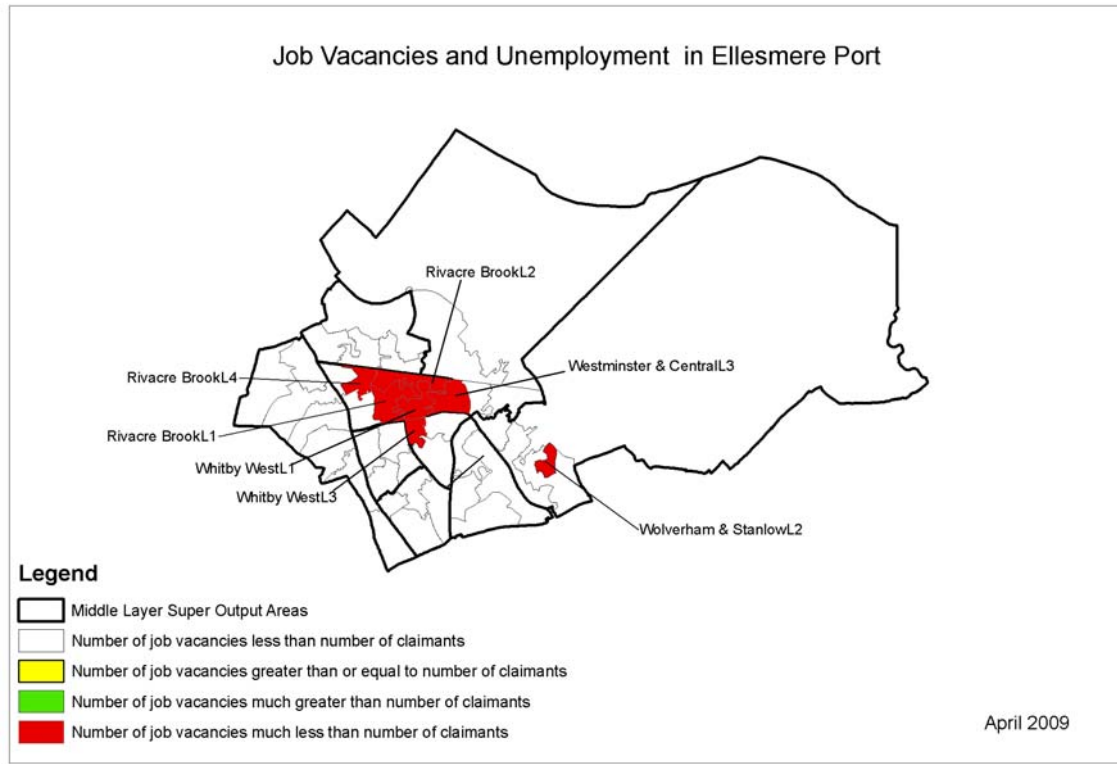
- 82% identified themselves as Christian, similar to the results for Cheshire West and Chester.

⁶ Mosaic www.experian.co.uk/www/pages/what_we_offer/products/mosaic_uk.html

⁷ Office for National Statistics (ONS) © Crown Copyright

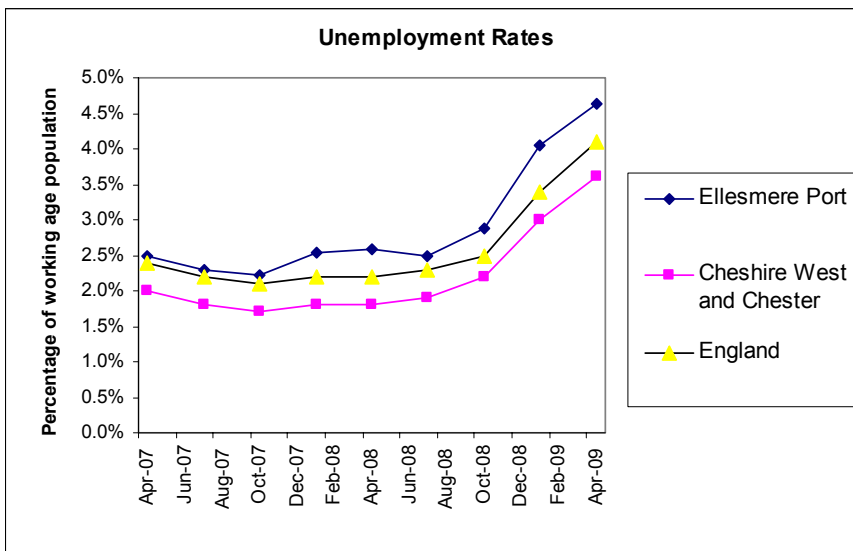
Jobs & Enterprise

Employment and Unemployment⁸



No LSOAs in Ellesmere Port APB had more job vacancies than unemployed people. Seven LSOAs had over 50 Jobseekers Allowance claimants and no more than 1 job vacancy available.

- Claimant count unemployment rates in Ellesmere Port APB were consistently higher than rates for Cheshire West and Chester and England.



At April 2009

- The unemployment rate in Ellesmere Port APB was 4.7%, which was the highest rate of all APBs. In Cheshire West and Chester, the rate was 3.6%
- 6% of unemployed people had been out of work for over a year (5% for Cheshire West and Chester)
- 30% of unemployed people were under 25 years old (31% for Cheshire West and Chester)
- 14% of unemployed people were aged 50+ (16% for Cheshire West and Chester)

⁸ NOMIS – Official Labour Market Statistics

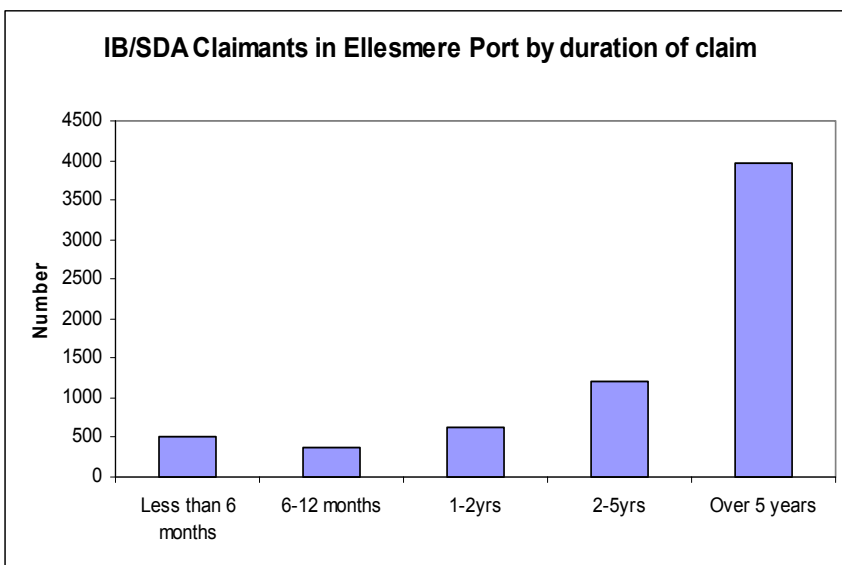
- The MSOA in Ellesmere Port with the highest unemployment rate was Westminster & Central (9.0%). This was the highest rate of all MSOAs in Cheshire West and Chester.

Socio-economic Classification

From the 2001 Census⁵, in Ellesmere Port APB

- 22% of the population had Managerial and Professional roles (the lowest proportion of all APBs), 27% had never worked, were long term unemployed or were otherwise unclassified, 20% had intermediate, supervisory or technical roles, and 27% were in semi-routine and routine jobs (higher than the proportion for Cheshire West and Chester). 4% were self-employed or worked on their own account.

Benefit Claimants⁹



- About 8% of the working age population of Ellesmere Port APB were claiming Incapacity Benefit/Severe Disablement Allowance (IB/SDA) in November 2008 and 47% of these claims were for mental health conditions. Cheshire West and Chester had 7% claiming, and 41% of claims were for mental health conditions
- Westminster & Central L4 was the LSOA with the highest proportion of IB/SDA claimants in Ellesmere Port APB (17%). South Blacon L5 (Chester APB) had the highest proportion of IB/SDA claimants in Cheshire West and Chester (30%).

Note that Incapacity Benefit was replaced by Employment and Support Allowance (ESA) for new applicants from October 2008.

- In Ellesmere Port APB in 2007, 16% of the working age population were claiming at least one of the following benefits:- Jobseekers' Allowance, Disability Living Allowance, Incapacity Benefit/Severe Disablement Allowance, Income Support, Carers' Allowance, Widows' Benefit, Bereavement Benefit and Pension Credit. This was the highest proportion of all APBs in Cheshire West and Chester. 13% of the Cheshire West and Chester working age population claimed any of these benefits
- Rivacre Brook L2 LSOA had the highest proportion of benefit claimants (33%) in Ellesmere Port APB. In Cheshire West and Chester, South Blacon L5 (Chester APB) had the highest proportion (45%)
- Ledsham & Manor L3 had the lowest proportion of claimants (4%). Hartford and Kingsmead L4 (Northwich and Rural North APB) had the lowest in Cheshire West and Chester (3%).

Economics

- The number of business enterprises registered for VAT⁷ in Ellesmere Port APB rose by 1% between 2005 and 2007. In Cheshire West and Chester, the number increased by 5% over the same period
- In 2008 average household income¹⁰ in Ellesmere Port APB was £32,700, which was 9% below that for Cheshire West and Chester, and 5% below the GB average

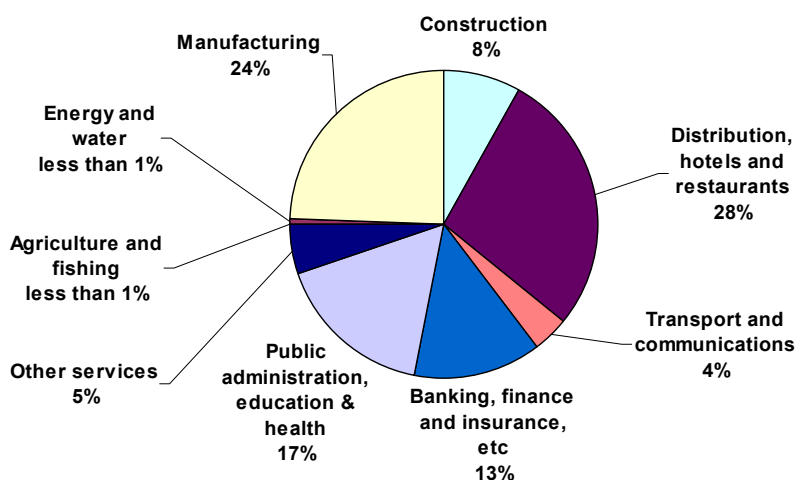
⁹ Department for Work and Pensions (DWP) © Crown Copyright

¹⁰ CACI PayCheck 2008.

- The MSOA with the lowest average income was Westminster & Central (£25,100). This was also the lowest average income in Cheshire West and Chester
- The MSOA with the highest average income was Ledsham & Manor (£45,800). The highest average income in Cheshire West and Chester was in Hartford & Kingsmead MSOA in Northwich and Rural North (£50,200)
- In 2007⁷, the number of people aged 15-24 increased in Westminster & Central MSOA (32 per 1000 population in that age group) because of migration (change of postcode between MSOAs), but Whitby West saw a decrease of 51 per 1000 in that age group. There was also a decrease of 37 per 1000 in the 25-44 age group in Whitby West. Note that this is a snapshot and does not indicate trends – for example, in 2005 the largest decrease in the 15-24 age group was in Great Sutton (42 per 1000).

Industry by Sector 2007⁸

Annual Business enquiry: Employee analysis. Percentages reflect number of jobs held by employees, within each APB.



- 67% of workers in Ellesmere Port APB were employees in the Service sector (Distribution, Banking, Public administration, Other services and Transport). This is compared to 83% working in Cheshire West and Chester
- The number of service industry employees in Ellesmere Port APB was 14% of the total number of service industry employees in Cheshire West and Chester

- 41% of the manufacturing employees in Cheshire West and Chester, worked in Ellesmere Port APB
- 27% of the construction employees in Cheshire West and Chester worked in Ellesmere Port APB
- 23% of Energy and water employees in Cheshire West and Chester, worked in Ellesmere Port APB
- The source used for Industry by Sector data (Annual Business Inquiry) does not include self-employed workers; therefore the figures for agricultural employment are lower than the actual figure.

Qualifications

From the 2001 Census⁵, in Ellesmere Port APB:

- 13% of 16-74 year olds were qualified to degree level or above, compared with 22% in Cheshire West and Cheshire and 20% in England & Wales
- 32% had no qualifications at all (27% in Cheshire West and Cheshire and 29% in England & Wales)
- Ledsham & Manor MSOA had the highest proportion of people aged 16-74 with degree level qualifications or above (22%) in Ellesmere Port APB. The highest in Cheshire West and Chester was in South of Dee (40%) in Chester
- Wolverham and Stanlow had the highest proportion of people with no qualifications in Ellesmere Port APB and in Cheshire West and Chester (44%).

Children & Young People

Schools and Pupils

- In Ellesmere Port APB (January 2009) there were 20 primary schools, 4 secondary schools and 2 special schools¹¹
- Approximately 4,400 children of primary school age, 5,800 pupils of secondary school age, and 1400 nursery-school age children lived in Ellesmere Port APB in 2007².

Early Years¹²

The percentage of children in Ellesmere Port APB in their Reception year at school (the year when they reach 5 years of age) who achieved expected outcomes was 44%. This was the lowest of all APBs. Rural West APB had the highest proportion (67%).

Results¹³

The percentages of pupils achieving the expected level in Key Stage 2 and 3 examinations in 2006-7 are shown in the table below. Note that Key Stage 3 examinations were discontinued after 2007-8.

KS2	English	Mathematics	Science	KS3	English	Mathematics	Science
Ellesmere Port APB	77	74	88	Ellesmere Port APB	72	71	69
CW&C	82	79	88	CW&C	77	78	76
England	80	77	88	England	74	76	73

The overall percentages for Ellesmere Port APB were lower than those for both Cheshire West and Chester (CW&C) and England, particularly at Key Stage 3.

- At Key Stage 2, the MSOAs with the lowest percentages of pupils achieving the expected level were
 - ↓ Westminster & Central for English (62%), Mathematics (64%) and Science (79%) in Ellesmere Port APB. Wolverham & Stanlow also had 62% for English and 79% for Science.
 - ↓ West Winsford for English (60%) and Mathematics (59%), and South Winsford for Science (73%) in Cheshire West and Chester.
- The highest percentages were seen in
 - ↑ Ledsham & Manor for English (88%) and Science (95%) and Pooltown Grange for Mathematics (85%) in Ellesmere Port APB.
 - ↑ Huntington & Boughton Heath (Chester) for English (94%), Winsford's Cuddington, Oakmere & Whitegate for Mathematics (93%) and Helsby, Forest & Kingsley (Northwich) for Science (97%) in Cheshire West and Chester.
- At Key Stage 3, the MSOAs with the lowest percentages of pupils achieving the expected level were
 - ↓ Westminster and Central for English (50%) and Mathematics (54%), and Wolverham and Stanlow for Science (51%). These were also the lowest percentages in Cheshire West and Chester.
- The highest percentages were seen in
 - ↑ Ledsham & Manor for English (93%), and Strawberry Fields & Groves for Mathematics (91%), and Science (91%) in Ellesmere Port.
 - ↑ Hartford & Kingsmead (Northwich) for English (97%) and Science (97%), and Winsford's Cuddington, Oakmere & Whitegate (95%) for Mathematics in Cheshire West and Chester.

The table below shows a comparison of results at GCSE and A-level, or equivalents, in 2006-7.

	GCSE 5+ Grades A* to C	A-level Average Points
Ellesmere Port APB	54%	672
CW&C	62%	748
England	60%	712

¹¹ Department for Children, Schools and Families (DCSF) School Census

¹² Children and Young People's Service, Cheshire County Council

¹³ DCSF

Points obtained depended on the type of qualification and the grade achieved. For example, an A at A-Level contributed 120 points, and an A-Level with additional AS at grade AA contributed 180 points.

- The MSOA in Ellesmere Port APB with the lowest percentage of students achieving 5 or more GCSEs at grades A* to C was Rivacre Brook (34%), which was also the lowest in Cheshire West and Chester. The highest percentage of students achieving this result was Strawberry Fields & Groves (71%). Willaston and Burton had the highest proportion (89%) in Cheshire West and Chester
- The MSOA with the highest average A-level points per pupil was Whitby West (749). The lowest average was in Wolverham and Stanlow (541), which was the lowest in Cheshire West and Chester. Mara, Tarporley & Oulton had the highest in the Unitary Authority (895).

Children in Need

- According to the Child Wellbeing Index 2009¹⁴, 16 LSOAs in Ellesmere Port APB were in the bottom 20% of all LSOAs nationally for the Children In Need indicator, having high proportions of children supported by social services. This was the highest number in all APBs in Cheshire West and Chester.

Teenage Pregnancy

- From 2004 to 2006, there were 157 conceptions⁷ to females aged under 18 years old in Ellesmere Port APB (estimated figures adjusted to allow for undisclosed data due to confidentiality)
- The under 18 conception rate in Ellesmere Port APB was 41 per 1,000 females aged 15-17 years. The highest rate of all APBs in Cheshire West and Chester was 42 in Winsford and Rural East APB.

Births

- In 2007⁷, the crude birth rate (number of births per 1,000 resident population) was 12, which was the highest figure for all APBs. Cheshire West and Chester had a crude birth rate of 11, and the rate for England & Wales was 13.

Safer & Stronger Communities

Crime & Disorder

- Between April 2008 and March 2009, there were 96 recorded crime incidents per 1,000 population¹⁵, compared to 71 per 1,000 population in Cheshire West and Chester. Crimes counted include violence, theft, drug related offences, fraud, criminal damage and antisocial behaviour
- In the same period, the rate of violent crime (including the offences violence against the person, robbery and sexual offences) was 21 per 1,000 population, which was highest in Cheshire West and Chester
- In 2008¹⁶, there were 101 deliberate primary fires (including buildings and vehicles) and 261 deliberate secondary fires (including refuse, vegetation and derelict buildings). These were the highest figures of all the APBs. In Cheshire West and Chester, there were 253 primary and 704 secondary fires.

Road Safety

- In 2006¹⁷, the number of people killed or seriously injured in road traffic accidents in Ellesmere Port APB was 23.

¹⁴ Child Wellbeing Index 2009 © Crown Copyright

¹⁵ Management Information Unit, Cheshire Constabulary. APB level data produced by CoSTAR. This uses grid references. Crimes with no grid reference are not included. Figures may not match those produced separately by Cheshire Constabulary

¹⁶ Cheshire Fire Authority

¹⁷ Road Casualties Cheshire, Annual Report 2006, Cheshire County Council

Community Involvement

The Place Survey 2008¹ found that:

- Less than a quarter of people (22%) surveyed in Ellesmere Port APB agreed that they could influence decisions affecting their local area, compared to 27% in Cheshire West and Chester. This was the lowest figure of all APBs in Cheshire West and Chester
- Almost half of people (46%) in Ellesmere Port APB thought lack of respect for other people was a problem in their area, whereas less than a third of people (30%) in Cheshire West and Chester thought this was a problem
- 17% of people surveyed in Ellesmere Port APB said they participated in regular volunteering. This was the lowest proportion of all APBs. Cheshire West and Chester had 24%.

Liveability in Ellesmere Port APB

- From the Place Survey¹, 70% of people surveyed said they were satisfied with where they lived. This was the lowest proportion of all APBs in Cheshire West and Chester. 13% were dissatisfied compared to 7% in Cheshire West and Chester.

Index of Multiple Deprivation 2007

The Index of Multiple Deprivation (IMD)¹⁸ is well established as a key source of evidence of deprivation at small area level across England. The 2007 update was undertaken by Oxford University on behalf of Communities and Local Government. The 2007 IMD was constructed at the lower layer super output area (LSOA) level.

The IMD acknowledges that disadvantage is not just a matter of poverty. The index consists of 7 domains; Income, Employment, Health Deprivation & Disability, Education Skills and Training, Barriers to Housing and Services, Crime and Living Environment.

- The most deprived LSOA in Ellesmere Port APB was Westminster & Central L4, which ranked 4th in Cheshire West and Chester, and had a national rank of 1021 (out of 32,482 LSOAs). The most deprived LSOA in Cheshire West and Chester was Lache Park L1, in Chester, with a national rank of 363. 12 LSOAs in Ellesmere Port APB were in the top 20% most multiply deprived LSOAs nationally
- Westminster & Central L4 ranked highest in Ellesmere Port APB for Income Deprivation (4th in Cheshire West and Chester), Employment Deprivation (3rd) and Health Deprivation and Disability (3rd). Westminster & Central L1 ranked highest for Living Environment Deprivation in Ellesmere Port APB and Cheshire West and Chester
- Rivacre Brook ranked highest for deprivation in both Ellesmere Port APB and Cheshire West and Chester for Crime. 8 out of the top 10 highest ranking LSOAs in Cheshire West for this indicator were in Ellesmere Port APB
- Wolverham & Stanlow L2 was highest for deprivation in Ellesmere Port APB for Education Skills and Training (4th in Cheshire West and Chester) and Pooltown Grange L4 was highest for Barriers to Housing and Services (22nd in Cheshire West and Chester).

Adult Health and Wellbeing

Limiting Long Term Illness

Limiting long-term illness (LLTI) is a self assessment of whether or not a person has 'any long-term illness, health problem or disability which limits work or daily activities' based on a question asked in the 2001 Census.

- In 2001⁵, 19% of people in Ellesmere Port APB reported having limiting long-term illness or disability. This was about the same as for Cheshire West and Chester, and England & Wales (18%)

¹⁸ Indices of Deprivation 2007, Department for Communities and Local Government

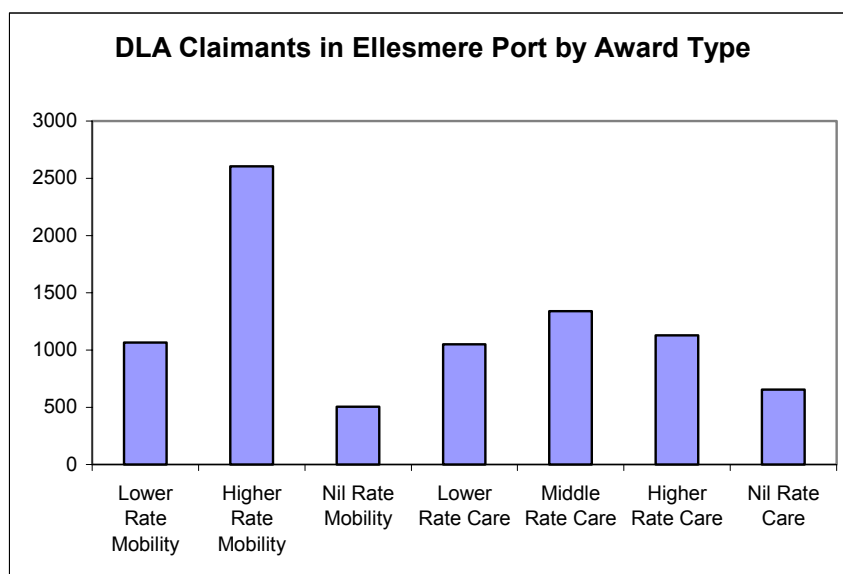
- The LSOA with the highest percentage of people with LLTI was Westminster and Central L4 (31%), which was also the highest in Cheshire West and Chester
- In the Place Survey¹, 23% of respondents in Ellesmere Port APB reported that they had a limiting long term illness or disability. This was the highest proportion of all APBs.

Mental Health and Well Being

- According to a 2007 survey¹⁹, 16% of adults in Great Britain are considered to have anxiety- or depression-related mental illness. This would represent around 10,000 people in Ellesmere Port APB. Including other conditions, such as Post Traumatic Stress Disorder, Attention Deficit Hyperactivity Disorder and eating disorders, 23% of adults in Great Britain experience mental health issues, which would represent about 14,000 people in Ellesmere Port APB
- Within Ellesmere Port APB, the LSOA with the greatest evidence of mental health issues, according to the 2007 Index of Multiple Deprivation Mental Health Indicator¹⁸, was Westminster & Central L4 (3rd in Chester West and Chester). The highest ranking LSOA in Cheshire West and Chester was South Blacon L5 in Chester
- The MSOA in Ellesmere Port APB with the highest hospitalised prevalence ratio (1999-2003) for mental health conditions²⁰ (a measure of people admitted to hospital electively or as an emergency) was Westminster & Central (197.2). Chester Station MSOA was highest in Cheshire West and Chester with a ratio of 253.4
- Westminster & Central MSOA also had the highest hospitalised incidence ratio (133) in Ellesmere Port APB for self-harm (a measure of people admitted to hospital as an emergency). Neston and Parkgate MSOA had the highest ratio in Cheshire West and Chester (136.5).

Disability Living Allowance (DLA)⁹

This is for people who are disabled and need help with personal care, getting around or both. The Care Component is divided into 3 rates: Lower, Middle and Higher, and the Mobility Component is divided into Lower and Higher rates.



- At November 2008, 7% of the population of Ellesmere Port APB were claiming DLA, compared to 5% of the population of Cheshire West and Chester
- The LSOA with the highest proportion of claimants was North Rivacre L3 (14%). In Cheshire West and Chester, the highest proportion of claimants was seen in South Blacon L5 (15%) in Chester APB

¹⁹ Psychiatric Morbidity Among Adults Living in Private Households in Great Britain, ONS 2007

²⁰ North West Public Health Observatory: <http://www.nwpho.org.uk>

- The lowest proportion of claimants was 2% in Ledsham & Manor L3. The lowest in Cheshire West and Chester was 1% in Hartford and Kingsmead L4, Northwich and Rural North APB.

Health Issues

- Model-based estimates²⁰ for the proportions of people who smoke were produced, based on survey data from 2003 to 2005. Westminster & Central MSOA (39%) had the highest estimate in Ellesmere Port APB and Cheshire West and Chester.
- 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%). Chester Central MSOA had the highest percentage in Cheshire West and Chester (39%)
- Estimates for the percentage of obese people (with Body Mass Index 30 or more) indicated that Wolverham and Stanlow had the highest percentage in Ellesmere Port APB and Cheshire West and Chester (31%)
- Westminster & Central MSOA had the highest hospitalised prevalence ratio²⁰ in Ellesmere Port APB for alcohol specific conditions (180.1). The highest ratio in Cheshire West and Chester was in Chester Station MSOA (206.6)
- From the 2001 Census⁵, 10% of people in Ellesmere Port APB reported being not in good health, which was similar to the percentage in Cheshire West and Chester (9%). The MSOA with the highest percentage was Wolverham and Stanlow, which also had the highest percentage in Cheshire West and Chester (14%). Ledsham & Manor had the lowest proportion in Ellesmere Port APB of people not in good health (6%), although Hartford and Kingsmead in Northwich and Rural North had the lowest in Cheshire West and Chester (5%)
- From the Place Survey¹ 7% of people reported being not in good health, compared to 5% in Cheshire West and Chester.

Some data is not available at LSOA or MSOA level, but can be provided for former district wards.

- The ward in Ellesmere Port APB with the lowest estimated life expectancy⁷ was Grange (74 years). In Cheshire West and Chester, Winsford Dene ward had the lowest estimate (73 years). The highest estimated life expectancy was in Sutton Green & Manor ward (82 years). The highest in Cheshire West and Chester was in Dodleston (86 years)
- Healthy life expectancy was estimated based on answers to the question about general health in the 2001 census. Westminster ward had the lowest estimate in Ellesmere Port APB (63 years), which was the lowest in Cheshire West and Chester. The highest estimate was in Sutton Green & Manor (77 years). Dodleston ward in Rural West had the highest healthy life expectancy in Cheshire West and Chester (80 years)
- Standardised Mortality Ratios (SMRs)⁷ compare the actual number of deaths to the number that would occur per 100,000 population if the population had the same age-specific death rate of England & Wales. An SMR of 100 reflects the same crude death rate as England & Wales. The ward with the highest SMR in Ellesmere Port APB was Grange (144). Sutton Green & Manor ward had the lowest SMR (68) in Ellesmere Port APB, and its age-specific death rate was significantly lower than the National rate. About 56% of the population of Ellesmere Port APB lived in areas with SMRs less than 100, meaning age specific death rates were better than for England & Wales.

In 2007, the crude death rate⁷ (number of deaths per 1,000 resident population) was 10. Cheshire West and Chester had a crude death rate of 10, and the rate for England & Wales was 9.

Environmental Sustainability

Access To Services²¹

Percentage of all households within 2km (1¼ miles) of a service

	Ellesmere Port	Cheshire West and Chester
Job centres	57%	47%
Banks and building societies	88%	67%
Secondary schools	97%	72%
GP surgeries (all sites)	100%	83%
Post offices	100%	96%
Supermarkets	100%	84%
Primary schools	100%	98%
Public houses	100%	97%

Greenspace

- 62% of land in Ellesmere Port APB was either greenspace or domestic gardens in 2005⁷. This was the lowest proportion in Cheshire West and Chester. Rural West had the highest proportion (94%).

Recycling and Waste

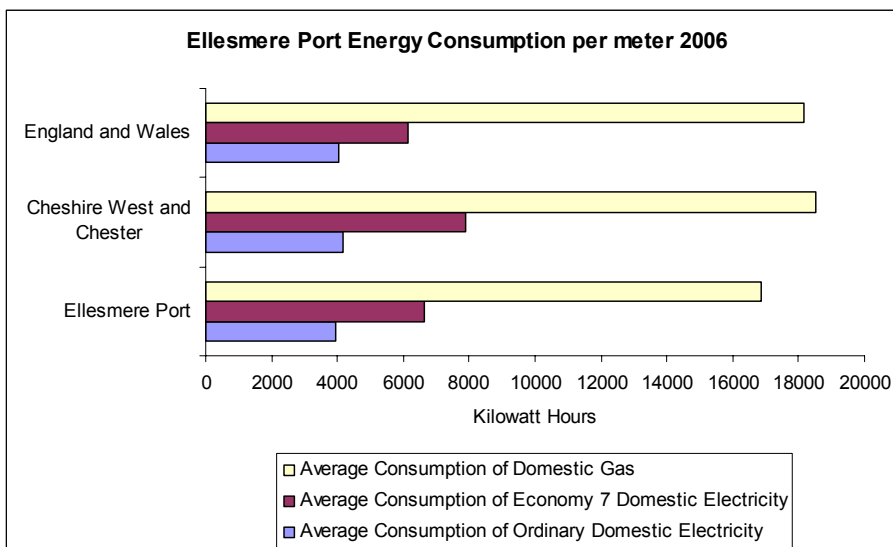
From the Place Survey¹

- 82% of Ellesmere Port APB respondents were satisfied with local tips/household recycling sites, including 41% who were very satisfied (the highest proportion of all APBs in Cheshire West and Chester). Just 3% were very dissatisfied
- 78% of people surveyed were satisfied with doorstep recycling services, and only 3% were very dissatisfied (the lowest proportion of all APBs).

Fuel Poverty

- A household is in fuel poverty if more than 10% of the household income is spent on maintaining a satisfactory heating regime. 6% of households in Ellesmere Port APB were considered to be in fuel poverty in 2007¹⁸, which was the same as for Cheshire West and Chester. The LSOA with the highest proportion was Westminster & Central L5 (7.6%) and the lowest proportion was in Ledsham & Manor L7 (5.2%).

Energy Consumption

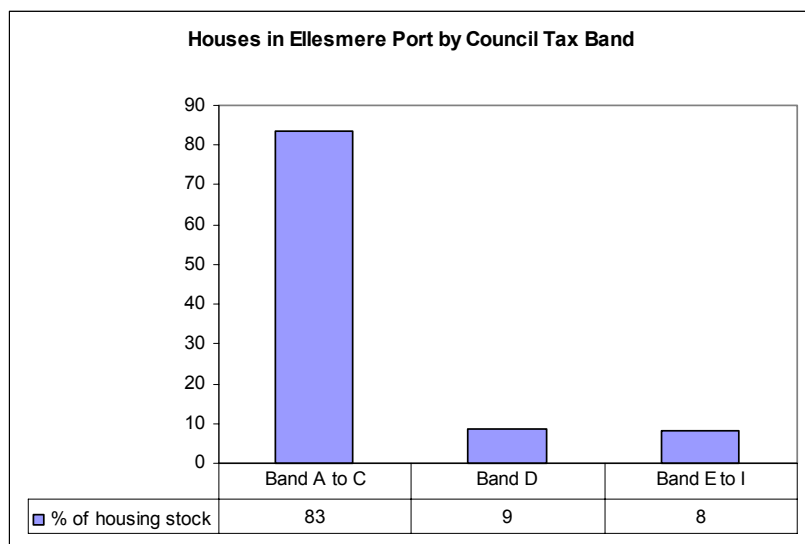


- In 2006²² Ellesmere Port APB had the lowest average consumption for domestic gas of all the APBs, but it had higher consumption per meter of Economy 7 domestic electricity than England & Wales. Economy 7 is a dual tariff, with cheaper rates for 7 hours during off-peak periods
- Ellesmere Port APB used gas for 81% of its domestic energy supply (the highest proportion of all the APBs). In England & Wales, the proportion was 78%.

²¹ Commission for Rural Communities <http://www.ruralcommunities.gov.uk/projects/ruralservicesseriesdata/overview>

²² Department for Business, Enterprise and Regulatory Reform (BERR)

Housing



- Of all APBs in Cheshire West and Chester, Ellesmere Port APB had the lowest proportion of houses in Council Tax bands E to I (above the average band D) in 2007²³
- 4 LSOAs had 100% of houses in bands A to C - Westminster & Central L1, Wolverham & Stanlow L1 and L2 and Rivacre Brook L2
- The LSOA with the greatest proportion of houses in bands E to I was Ledsham & Manor L3 (88%)

- According to the 2001 census⁵, 45% of people in Ellesmere Port APB lived in semi-detached houses (39% for Cheshire West and Chester) and 6% lived in a flat, maisonette or apartment (the same as for Cheshire West and Chester)
- 71% of households in Ellesmere Port APB were owned, compared to 75% for Cheshire West and Chester. 24% of households were social rented, which was the highest rate in Cheshire West and Chester. Overall, 17% of households in the Unitary Authority were social rented
- The MSOA with the highest percentage of social rented housing in Ellesmere Port APB was Wolverham & Stanlow (54%), which was also the highest in Cheshire West and Chester.

In 2006, the average property price for Ellesmere Port APB was £142,388²⁴, based on 1085 house sales. In Cheshire West and Chester, there were 7,079 sales, at an average price of £188,089. The average price for transactions in England & Wales was £166,402.

Car Availability

- At the time of the 2001 Census⁵, 76% of households in Ellesmere Port APB owned at least one car or van and 29% of households owned 2 or more. In Cheshire West and Chester, 80% of households had at least one car or van and 37% had 2 or more.
- Westminster & Central MSOA had the highest percentage of households in Ellesmere Port APB with no car or van (41%). Chester Station MSOA had the lowest ownership in Cheshire West and Chester, with 42% of households not owning a car or van
- Highest car/van ownership in Ellesmere Port APB was in Ledsham & Manor MSOA, where 93% of households owned at least one. 94% of households in Hartford and Kingsmead, Northwich and Rural North, had at least one car or van.
- In 2007, about 35,000 vehicles were registered in Ellesmere Port APB²⁵. 20% of them were at least 10 years old, which was higher than the proportion of 10+ year old vehicles in Cheshire West and Chester.

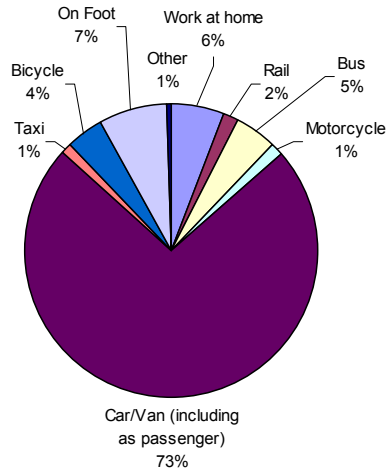
²³ Department for Communities and Local Government, and Valuation Office Agency

²⁴ HM Land Registry © Crown Copyright

²⁵ Department for Transport

Travel to Work

Method of Travel to Work from Ellesmere Port



- From the Census⁵ the car was the most popular means of travel to work by Ellesmere Port APB residents (73% drivers or passengers, compared with 71% for Cheshire West and Chester and 61% for England & Wales)
- 7% travelled to work on foot, compared with 9% for Cheshire West and Chester and 10% for England & Wales. 5% used a bus (in Cheshire West and Chester, 4% travelled by bus, and 7% in England & Wales)
- 6% of people worked from home, compared with 9% for both Cheshire West and Chester and England & Wales

- Considering average distance travelled to work⁵, people in Ledsham & Manor MSOA had the greatest in Ellesmere Port APB (16km/10miles). Malpas, Farndon and Tilston in Rural West had the highest in Cheshire West and Chester (22km/14miles). The lowest average distance travelled was from Whitby West (9km/6miles), which was also the lowest in Cheshire West and Chester. The average distance travelled to work in England & Wales was 13km/8miles.

Attitudes to Transport

- From the Place Survey¹, 45% of Ellesmere Port APB respondents were satisfied with local bus services, which was about the same as the proportion in Cheshire West and Chester.

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