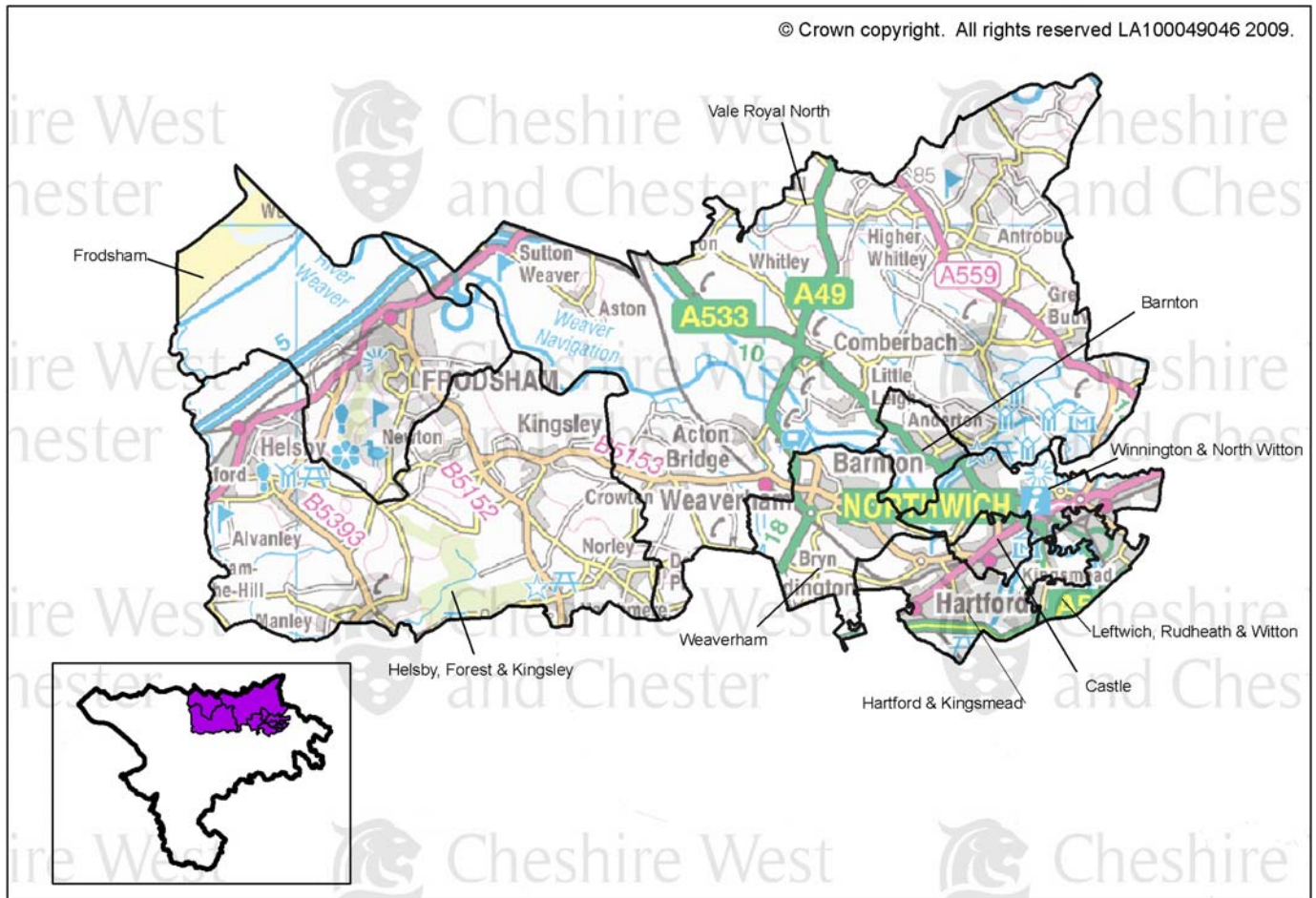


Area Partnership Board Profile

Northwich and Rural North



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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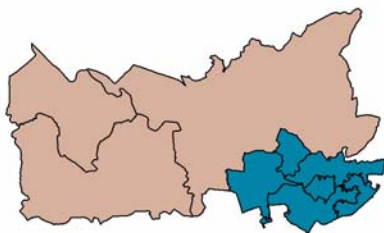
Summary

Northwich & Rural North APB In Perspective

Northwich Town, with a population of 20,880, is in the South Eastern corner of this Area Partnership Board (APB), with Frodsham, population 9,220, in the North Western part. Delamere Forest forms the South Western area.

The area has been mined for its salt pans since Roman times, Frodsham being used as the coastal port for the export of the salt from Northwich and beyond.

These towns are linked by the River Weaver which flows through this area and meets with the River Dane at Northwich. Frodsham and Helsby both overlook the Mersey estuary and lie alongside the M56 motorway and the railway line between Chester and Manchester.



Industry has largely developed from the area's salt heritage, in the form of the chemical industry, most significantly with the Brunner Mond chemical works close to Northwich.

Attractions include the Salt Museum in Northwich, the Anderton boat lift linking the River Weaver and the Trent and Mersey canal, and Marbury Country Park.

This APB can be divided into two areas – Northwich, and Rural North, as shown in the insert to the left. The light brown area is Rural North and the dark blue area Northwich.

Priorities and Perceptions

The top 3 priorities for improvement in Northwich & Rural North APB in 2008 were activities for teenagers, road and pavement repairs, and traffic congestion. This links with the perception that teenagers hanging around on the streets were a big problem in local areas, and indicates the importance of car use in this APB.

Northwich & Rural North APB's People

Northwich & Rural North APB contained about a fifth of the population of Cheshire West and Chester (CW&C) in 2007, but had a lower proportion of 20-30 year olds than England & Wales. The proportion of 20-30 year olds in Rural North was lower than in Northwich, and the proportion of older people was higher.

Jobs and Enterprise

Unemployment rates for the whole APB were lower than those for England, but about the same as for CW&C. Northwich rates were similar to the England rates, but in Rural North unemployment was lower than in CW&C. Of all the APBs, Northwich & Rural North APB had the highest percentage of unemployed people out of work for over 12 months.

Average household income was higher than that for England & Wales and CW&C.

Children & Young People

Overall exam results for Northwich & Rural North APB pupils at Key Stages 2 and 3 and GCSE were better than those for CW&C and England. The average A-Level points score for Northwich & Rural North APB pupils was the highest in CW&C.

The under 18 conception rate in Northwich & Rural North APB was 35 per 1,000 females aged 15-17 years.

Safer & Stronger Communities

Four out of the 41 LSOAs in Northwich & Rural North APB were in the top 20% most multiply deprived in the Index of Multiple Deprivation 2007.

Leftwich, Rudheath & Witton was the MSOA in Northwich & Rural North APB of most concern, having the lowest average income, the lowest proportions of pupils achieving required levels, the highest proportion of people with no qualifications and the highest proportion of people not in good health in the APB. It also contained the most deprived LSOA in Northwich & Rural North APB and the highest ranking LSOAs in the APB for 5 out of the 7 indicators. The highest unemployment rate was in Winnington & North Witton MSOA, which also had the greatest incidence of mental health issues in the APB.

Adult Health & Wellbeing

The percentage of people with limiting long term illness or disability (LLTI) was similar to the proportion in the CW&C and in England & Wales. Hartford & Kingsmead MSOA contained the LSOAs with the lowest proportions in CW&C of people claiming DLA and people not in good health.

Environmental Sustainability

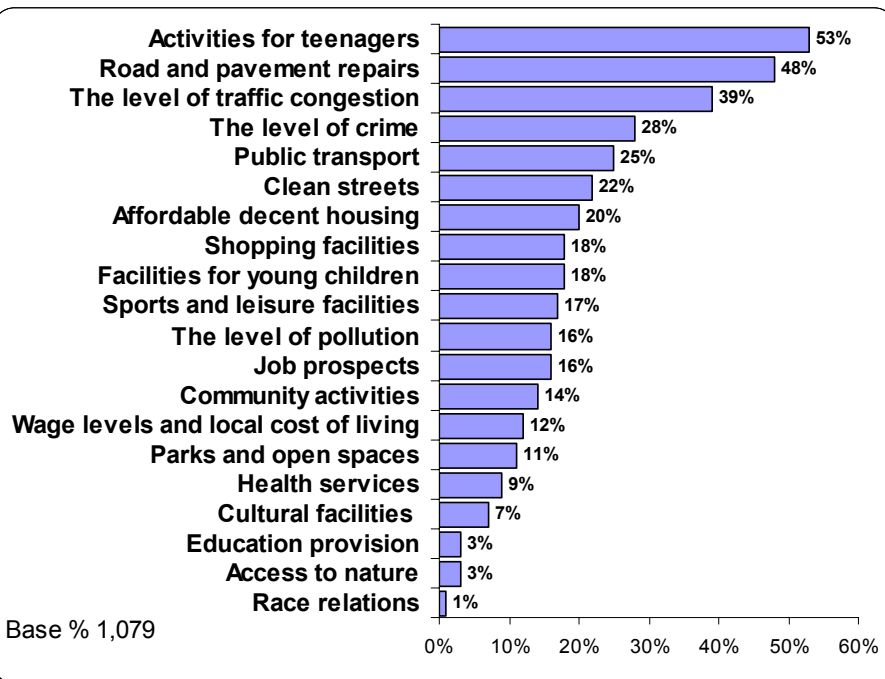
This APB had a higher proportion of owned houses and a lower proportion of social rented houses than in CW&C. Car ownership was also high. The proportion of people travelling to work by car was the highest in CW&C, and the proportion travelling by bus was second lowest after Winsford & Rural East APB.

Headline Statistics

- Northwich & Rural North APB had a population of 68,300 in 2007.
- Northwich & Rural North APB had lower proportions of 20-34 year olds and higher proportions of those aged over 35 than England & Wales. This trend was more pronounced in Rural North.
- The unemployment rate was 3.6% in April 2009, the same as CW&C.
- £36,700 – the average household income, 7% above the GB average.
- 85% of employees working in Northwich & Rural North APB, worked in the service sector. Over one quarter (27%) of employees working in Northwich & Rural North APB worked in distribution, hotels and restaurants.
- The under 18 conception rate in Northwich & Rural North APB was 35 per 1,000 females aged 15-17 years.
- Almost half of households in Northwich & Rural North APB were more than 2km from a bank and over one third of households were more than 2km from a secondary school.
- The number of recorded crimes in Northwich & Rural North APB was 54 per 1,000 population in 2007/8 (71 per 1,000 in CW&C).
- The top 3 priorities for improvement in Northwich & Rural North APB in 2008 were activities for teenagers, road and pavement repairs, and traffic congestion.

Priorities and Perceptions

Overall Priorities for Improvement



- In the 2008 Place Survey¹, the issue rated as the highest priority for improvement in Northwich & Rural North APB was activities for teenagers. Over half of respondents (53%) 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 63% of respondents), quality of health services (44%), and clean streets (43%).

Perceptions

- In the 2008 Place Survey¹, 46% of respondents from Northwich & Rural North 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
- Over a third of people thought people dealing or using drugs were a problem in their area, and about a third thought litter, vandalism and graffiti, and people being drunk or rowdy in public places were problems, similar to the proportions in Cheshire West and Chester
- Noisy neighbours and abandoned or burnt out cars were of less concern – less than 10% of respondents said they were a problem in their local area. These were also considered less of a concern in Cheshire West and Chester
- About a third of people in Northwich & Rural North APB agreed that parents took enough responsibility for their children, the same as in Cheshire West and Chester
- 90% of respondents felt safe outside in daylight, and 53% felt safe after dark, similar proportions to those in Cheshire West and Chester.

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	Northwich and rural North APB
NI 4	% of people who feel they can influence decisions in their locality.	2008	26.9%	26.8%
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%	17.9%
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.	2008/9	6.3	5.1
NI 21	% agreeing that the police and other local public services are successfully dealing with anti-social behaviour and crime issues.	2008	26.5%	26.0%
NI 33	Number of deliberate primary and secondary fires per 10,000 population.	2008/9	29	16
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	10
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	1536
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	35
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%	8.8%
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%	5%
NI 169	Non-principal roads where maintenance should be considered - % of surveyed road length.	2008/9	4%	3%
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%	+5%

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

Northwich & Rural North APB's People

Size & Distribution

- In 2007, the population of Northwich & Rural North APB was 68,300²
- This represented 21% of the population of Cheshire West and Chester
- Northwich had a population of 43,600, and Rural North a population of 24,700
- Northwich & Rural North APB is divided into 9 Middle Layer Super Output Areas (MSOAs) and 41 Lower Layer Super Output Areas (LSOAs). These are based on population characteristics rather than administrative boundaries and form basic units for understanding local information
- Northwich Town has a population of 20,880
- All of the parishes in the urban area, Northwich, have populations between 3,500 and 7,000 - Weaverham, Barnton Davenham, Hartford and Rudheath, although the last 3 also overlap the boundary into Winsford & Rural East
- Frodsham (9,220), Helsby (4,900), Kingsley (2,020) and Norley (1,210) are parishes within the Rural North area
- There are then another 14 parishes within Rural North. The population of these parishes ranges from 100 to 1000.

Density

- The area of Northwich & Rural North APB is 17,100 hectares. Northwich has an area of 2,800 hectares (16%) and Rural North has an area of 14,300 hectares (84%)
- The population density in Northwich & Rural North APB for 2007 was 4.00 people per hectare. This is composed of 15.53 people per hectare in Northwich, and 1.73 people per hectare in Rural North. (Cheshire West and Chester had 3.49 people per hectare)
- Northwich Castle was the MSOA with the highest population density, with 35.81 people per hectare. Vale Royal North had the lowest population density at 0.84 people per hectare.

Rural/Urban Classification

Percentage of population by urban/rural category

	Northwich & Rural North	Cheshire West and Chester
Urban	4%	25%
Predominantly urban	22%	14%
More urban than rural	38%	26%
More rural than urban	23%	23%
Predominantly rural	12%	7%
Rural	0%	4%

No LSOAs in Northwich & Rural North APB were classified as Rural in 2004³ and only Castle L1 and Leftwich, Rudheath & Witton L5 were classified as Urban.

Trends

- The population of Northwich & Rural North APB is expected to increase by about 5% 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.)

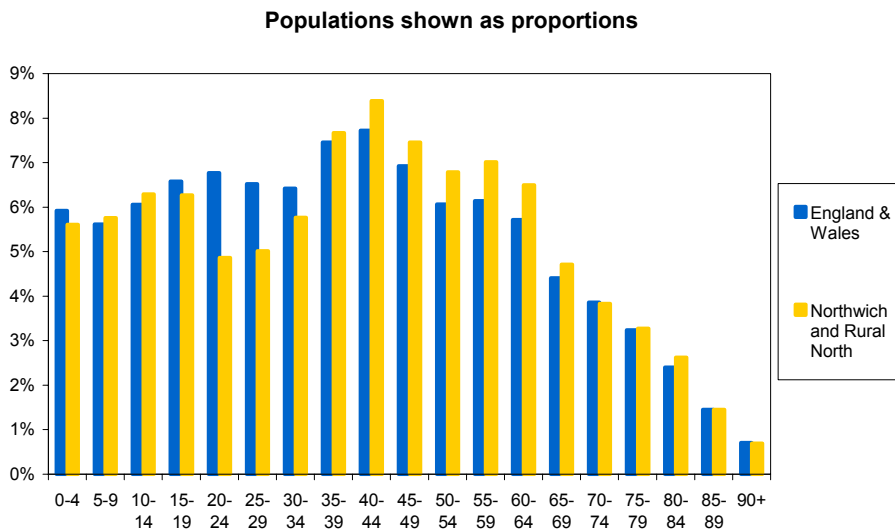
² Cheshire County Council population estimates 2007

³ Cheshire County Council Rural/Urban Classification

⁴ 2008 Cheshire County Council Population Forecasts

Age Distribution

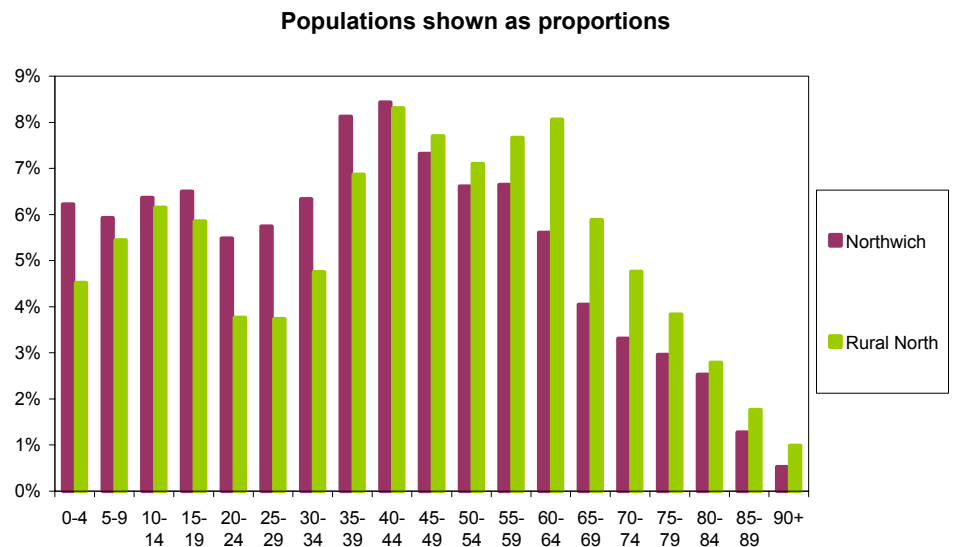
In 2007² Northwich & Rural North APB had:



- Substantially lower proportions of 20-34 year olds and higher proportions of those aged over 35 compared to England & Wales
- Marginally, the highest proportions of 35-44 year olds in Cheshire West and Chester
- The lowest proportions of 20-24 year olds in Cheshire West and Chester
- The highest actual numbers of 5-14 year olds in Cheshire West and Chester.

Considering Northwich, and Rural North separately:

- Northwich accounted for 13% of total population in Cheshire West and Chester, and Rural North accounted for 8%
- Rural North had a lower proportion of people aged 0-44, most substantially in the 0-4 and 20-39 age groups
- Rural North has higher proportions of population in every age group above 45, and higher numbers of people aged 90+.



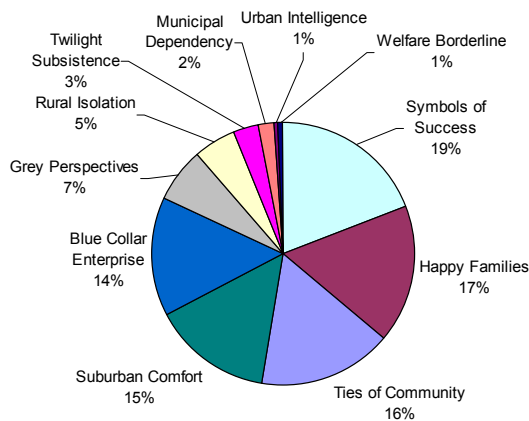
Households

- From the Census, in 2001⁵, there were 27,100 households in Northwich & Rural North APB
- 11% of people lived alone. Of those, 53% were pensioners. This was about the same as the rates for Cheshire West and Chester. The MSOA with the highest percentage of people living alone was Winnington & North Witton (17%)
- Single person households formed 27% of the total number of households, which was the same as in Cheshire West and Chester
- 30% of households had dependent children, and lone parents with dependent children made up 5% of all households. In Cheshire West and Chester, 29% had dependent children and 6% of all households were lone parents with dependent children. Winnington & North Witton MSOA had the highest proportion of lone parents with dependent children (9%) in Northwich & Rural North.

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.



- A high proportion of households in Northwich & Rural North APB were classed as Symbols of Success – high earning, and far advanced in professional careers
- Northwich & Rural North APB was the APB with the lowest percentage of households classified as Municipal Dependence – living in local authority housing and relying on public transport
- It also had the lowest percentage of the three Rural APBs of households classed as Rural Isolation – small communities in the countryside, with a generally older population.

Ethnic Background and Religion

In 2001⁵, the ethnic composition of Northwich & Rural North APB was as follows.

All People	White British	Other White	Mixed	Asian or Asian British	Black or Black British	Chinese or Other Ethnic Group
65,575	63,842	955	306	159	67	246

- 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 Northwich & Rural North APB, in 2001⁵.

All People	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Religion not stated
65,570	53,775	125	50	25	92	23	109	7,260	4,111

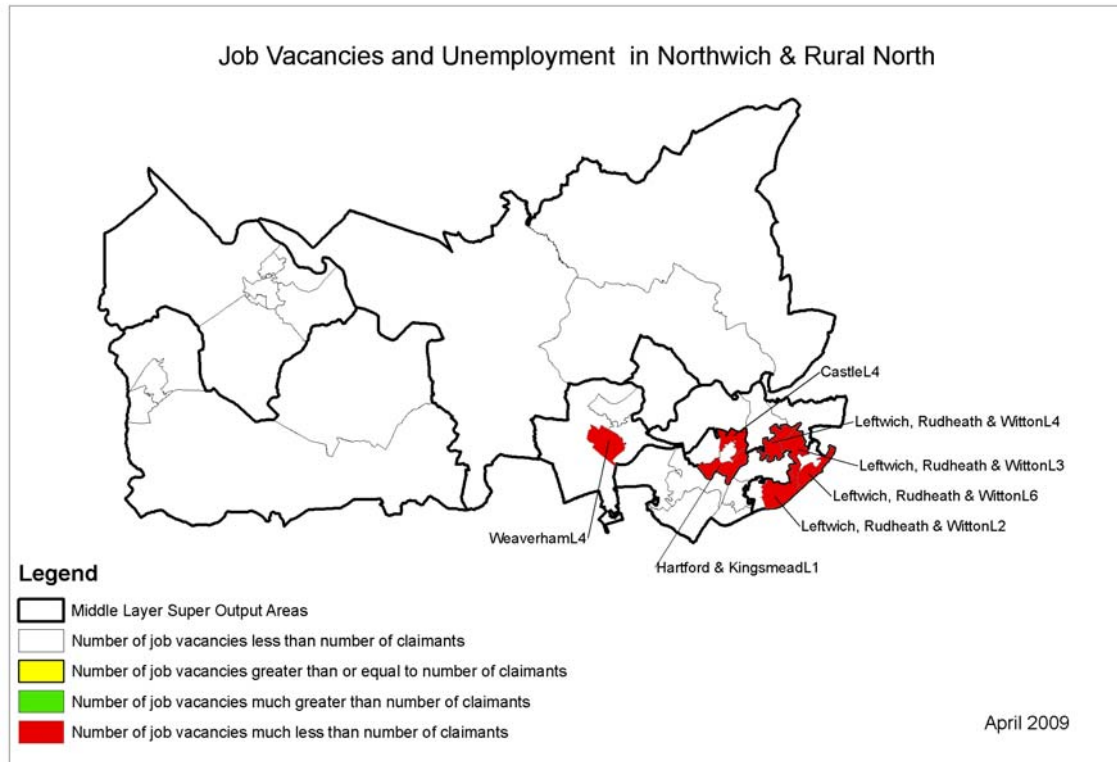
- 82% identified themselves as Christian, similar to the results for Cheshire West and Chester.

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

⁷ Office for National Statistics (ONS) © Crown Copyright

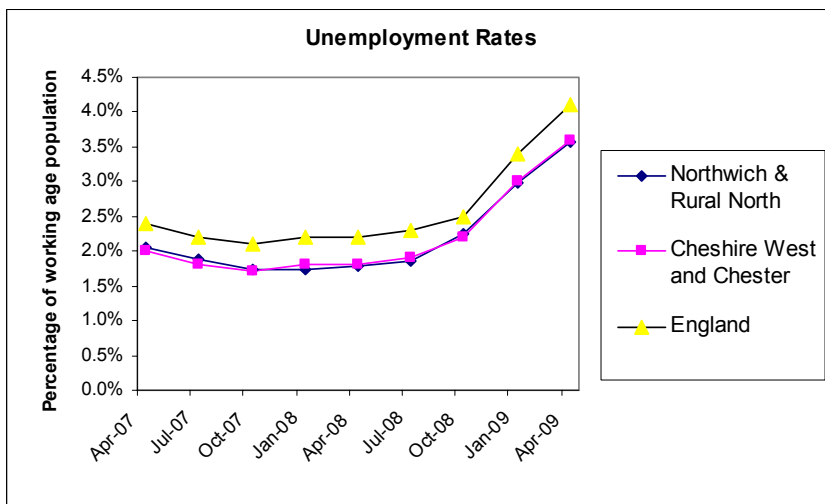
Jobs & Enterprise

Employment and Unemployment⁸



No LSOAs in Northwich & Rural North APB had more job vacancies than unemployed people. Seven LSOAs had more than 50 Jobseekers Allowance claimants and no more than 1 job vacancy available.

- Claimant count unemployment rates in Northwich & Rural North APB were lower than rates for England, and about the same as rates for Cheshire West and Chester.

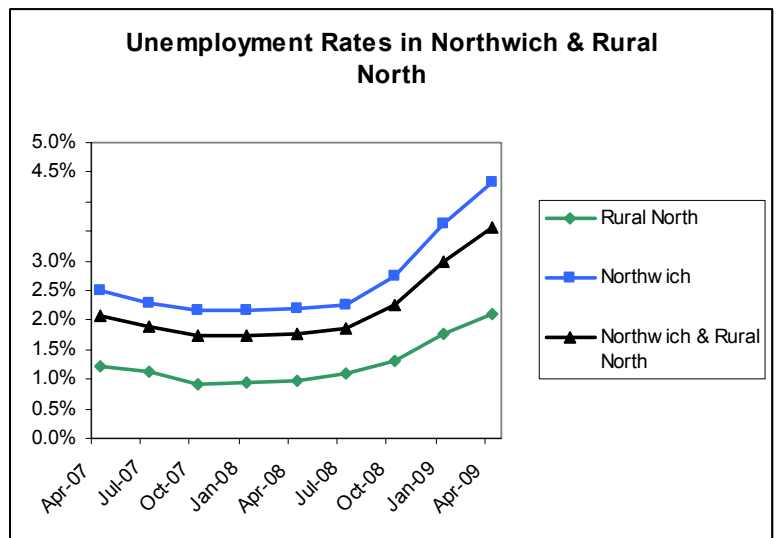


At April 2009:

- The unemployment rate in Northwich & Rural North APB was 3.6%, which was the same as the rate in Cheshire West and Chester
- 6% of unemployed people had been out of work for over a year (5% for Cheshire West and Chester)
- 31% of unemployed people were under 25 years old (the same as Cheshire West and Chester)
- 17% of unemployed people were aged 50+ (16% for Cheshire West and Chester)

⁸ NOMIS – Official Labour Market Statistics

- Unemployment rates for Northwich were similar to those for England
- In Rural North, unemployment was lower than in Cheshire West and Chester
- The MSOA with the highest unemployment rate in April 2009 was Winnington & North Witton (5.8%). The highest rate in Cheshire West and Chester was 9.0% in Ellesmere Port APB's Westminster & Central.

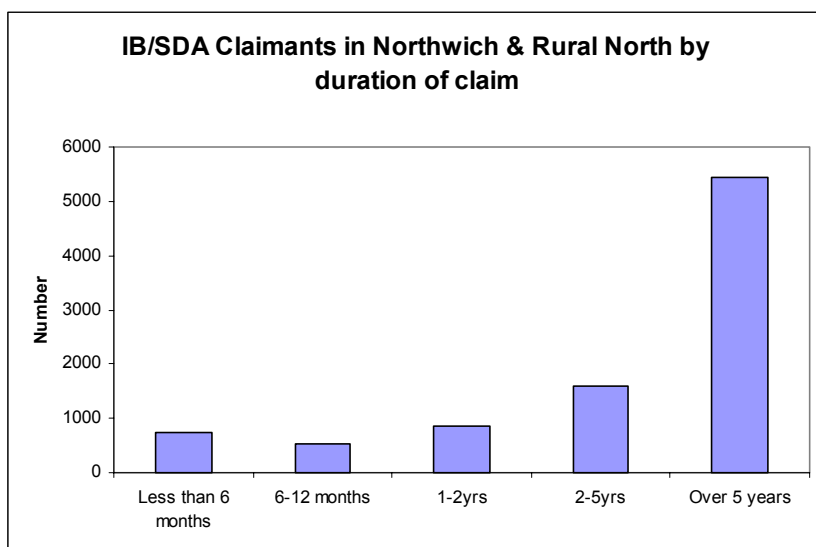


Socio-economic Classification

From the 2001 Census⁵, in Northwich & Rural North APB

- 31% of the population had Managerial and Professional roles (slightly higher than the proportion for the authority), 26% had never worked, were long term unemployed or were otherwise unclassified, 17% had intermediate, supervisory or technical roles, and 20% were in semi-routine and routine jobs (the same as the proportion for the authority). 7% were self-employed or worked on their own account.

Benefit Claimants⁹



- About 7% of the working age population of Northwich & Rural North APB were claiming Incapacity Benefit/Severe Disablement Allowance (IB/SDA) in November 2008. 44% of these claims were for mental health conditions. Cheshire West and Chester had 7% claiming, and 41% of claims were for mental health conditions
- Frodsham L1 was the LSOA with the highest proportion of IB/SDA claimants in Northwich & Rural North 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 Northwich & Rural North APB in 2007, 11% 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. In Cheshire West and Chester, 13% of the working age population claimed any of these benefits

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

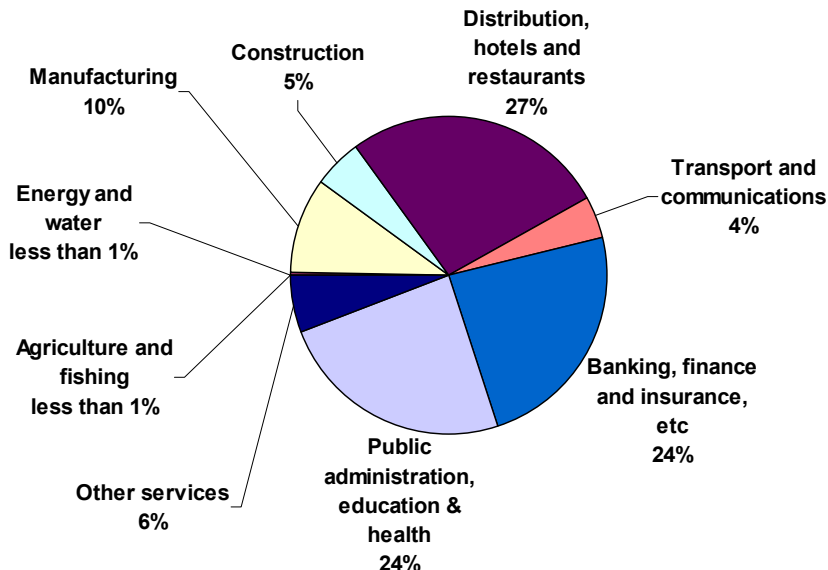
- Leftwich, Rudheath & Witton L3 LSOA had the highest proportion of benefit claimants (28%). In Cheshire West and Chester, South Blacon L5 (Chester APB) had the highest proportion (45%)
- Hartford and Kingsmead L4 had the lowest proportion of claimants in Northwich & Rural North APB and Cheshire West and Chester (3%).

Economics

- The number of business enterprises registered for VAT⁷ in Northwich & Rural North APB rose by 5% between 2005 and 2007, which was the same as in Cheshire West and Chester
- In 2008 average household income¹⁰ in Northwich & Rural North APB was £36,700, which was 3% above that for Cheshire West and Chester, and 7% above the GB average
- The MSOA with the lowest average income was Leftwich, Rudheath & Witton (£29,600). The lowest average income in Cheshire West and Chester was in Westminster and Central MSOA, Ellesmere Port (£25,100)
- The MSOA with the highest average income was Hartford & Kingsmead (£50,200), and this was also the highest in Cheshire West and Chester
- In 2007⁷, the number of people aged 15-24 decreased in Vale Royal North MSOA by 69 per 1000 population in that age group because of migration (change of postcode between MSOAs), but this MSOA saw the largest increase in Northwich & Rural North in the 25-44 age group (39 per 1000). The other 'rural' MSOAs, Frodsham, and Helsby, Forest & Kingsley, also saw decreases in the 15-24 age group (33 per 1000). Note that this is a snapshot and does not indicate trends – for example, in 2005 Winnington & North Witton had a large increase (49 per 1000) in the 15-24 age group whereas in 2007, there was a small decrease (9 per 1000).

Industry by Sector 2007⁸

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



- 85% of employees working in Northwich & Rural North APB, worked in the service sector (Banking, Distribution, Public Administration, Other services and Transport)
- Over one quarter (27%) of employees working in Northwich & Rural North APB worked in distribution, hotels and restaurants.

¹⁰ CACI PayCheck 2008.

Qualifications

Data from the 2001 Census⁵ indicates that in Northwich & Rural North APB:

- 23% 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
- 26% had no qualifications at all (27% in Cheshire West and Cheshire and 29% in England & Wales)
- Hartford & Kingsmead MSOA had the highest proportion of people aged 16-74 with degree level qualifications or above (34%). In Cheshire West and Chester, the highest was in South of Dee (40%) in Chester
- Leftwich, Rudheath & Witton MSOA had the highest proportion of people aged 16-74 with no qualifications (39%), but Wolverham and Stanlow in Ellesmere Port had the highest proportion in Cheshire West and Chester (44%).

Children & Young People

Schools and Pupils

- In Northwich & Rural North APB (January 2009) there were 31 primary schools, 6 secondary schools and 4 special schools¹¹
- Approximately 4,800 children of primary school age, 5,800 pupils of secondary school age, and 1,500 nursery school age children lived in Northwich & Rural North in 2007².

Early Years¹²

The percentage of children in Northwich & Rural North APB in their Reception year at school (the year when they reach 5 years of age) who achieved expected outcomes was 64%. 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
NorthwichRN APB	82	82	91	NorthwichRN APB	80	81	82
CW&C	82	79	88	CW&C	77	78	76
England	80	77	88	England	74	76	73

The overall results for Northwich & Rural North APB were better 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
 - ↓ Leftwich, Rudheath & Witton for English (69%), and Science (80%), and Weaverham for Mathematics (68%), in Northwich & Rural North APB.
 - ↓ 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
 - ↑ Hartford & Kingsmead for English (93%) and Mathematics (91%) and Helsby, Forest and Kingsley for Science (97%), which was also the highest in Cheshire West and Chester.
 - ↑ Huntington & Boughton Heath (Chester) for English (94%) and Winsford's Cuddington, Oakmere & Whitegate for Mathematics (93%) in Cheshire West and Chester.

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

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

¹³ DCSF

- At Key Stage 3, the MSOAs with the lowest percentages of pupils achieving the expected level were
 - ↓ Leftwich, Rudheath and Witton for English (63%), Mathematics (69%, also the same as for Castle MSOA) and Science (68%) in Northwich & Rural North APB.
 - ↓ Ellesmere Port's Westminster and Central for English (50%) and Mathematics (54%), and Wolverham and Stanlow for Science (51%) in Cheshire West and Chester.
- The highest percentages were seen in
 - ↑ Hartford & Kingsmead for English (97%), Mathematics (91%), and Science (97%). The results for English and Science were highest in Cheshire West and Chester.
 - ↑ 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
Northwich & Rural North APB	67%	812
CW&C	62%	748
England	60%	712

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 Northwich & Rural North APB with the lowest percentage of students achieving 5 or more GCSEs at grades A* to C was Leftwich, Rudheath & Witton (39%). The lowest percentage in Cheshire West and Chester was in Rivacre Brook, Ellesmere Port (34%). The highest percentage was in Helsby, Forest & Kingsley (88%), but 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 Helsby, Forest & Kingsley (870). The lowest average was in Leftwich, Rudheath & Witton (655). In Cheshire West and Chester, the highest average was in Winsford's Mara, Tarporley and Oulton (895), and the lowest was in Wolverham and Stanlow, Ellesmere Port (541).

Children in Need

- According to the Child Wellbeing Index 2007¹⁴, 4 LSOAs in Northwich & Rural North APB were in the lowest 20% of all LSOAs nationally for the Children In Need indicator, having high proportions of children supported by social services. Ellesmere Port APB had 16 LSOAs in the bottom 20%.

Teenage Pregnancy

- From 2004 to 2006, there were 128 conceptions⁷ to females aged under 18 years old in Northwich & Rural North (estimated figures adjusted to allow for undisclosed data due to confidentiality)
- The under 18 conception rate in Northwich & Rural North APB was 35 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 11. 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 54 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 and criminal damage

¹⁴ Child Wellbeing Index 2007 © Crown Copyright 2009

- In the same period, the rate of violent crime (including the offences violence against the person, robbery and sexual offences) was 10 per 1,000 population. In Cheshire West and Chester the rate was 14 per 1,000 population
- In 2008¹⁶, there were 33 primary fires (including buildings and vehicles), which was the lowest figure of all the APBs, and 73 secondary fires (including refuse, vegetation and derelict buildings). 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 Northwich & Rural North APB was 54.

Community Involvement

The Place Survey 2008¹ found that:

- 27% of people surveyed in Northwich & Rural North APB agreed that they could influence decisions affecting their local area. This was the same as the proportion for Cheshire West and Chester
- 31% of people in Northwich & Rural North APB thought lack of respect for other people was a problem in their area, which was similar to the proportion in Cheshire West and Chester
- 23% of people surveyed in Northwich & Rural North APB said they participated in regular volunteering, which was similar to the proportion in Cheshire West and Chester.

Liveability in Northwich & Rural North APB

- From the Place Survey¹, 86% of people surveyed said they were satisfied with where they lived, which was similar to the proportion in Cheshire West and Chester. 28% were very satisfied.

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 Northwich & Rural North APB was Leftwich, Rudheath & Witton L3, which ranked 10th in Cheshire West and Chester, and had a national rank of 3443 (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. 4 LSOAs in Northwich & Rural North were in the top 20% most multiply deprived LSOAs nationally
- Leftwich, Rudheath & Witton L3 ranked highest for deprivation in Northwich & Rural North APB for Income (16th in Cheshire West and Chester), Crime (9th), Health Deprivation and Disability (12th) and Education, Skills and Training (9th). Leftwich, Rudheath & Witton L2 was highest for Living Environment Deprivation (4th)
- Frodsham L1 ranked highest in Northwich & Rural North APB for Employment Deprivation (11th in Cheshire West and Chester)
- Vale Royal North L2 was highest for deprivation in Northwich & Rural North APB for Barriers to Housing and Services (12th in Cheshire West and Chester).

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

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

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, 18% of people in Northwich & Rural North APB reported having limiting long-term illness (LLTI). This was the same as for Cheshire West and Chester, and England & Wales.
- The LSOA with the highest percentage of people with LLTI was Winnington and North Witton (30%). In Cheshire West and Chester the highest percentage was in Westminster and Central L4 (31%) in Ellesmere Port
- In the Place Survey¹, about 16% of respondents in Northwich & Rural North APB reported that they had a limiting long term illness or disability.

Mental Health and Well Being

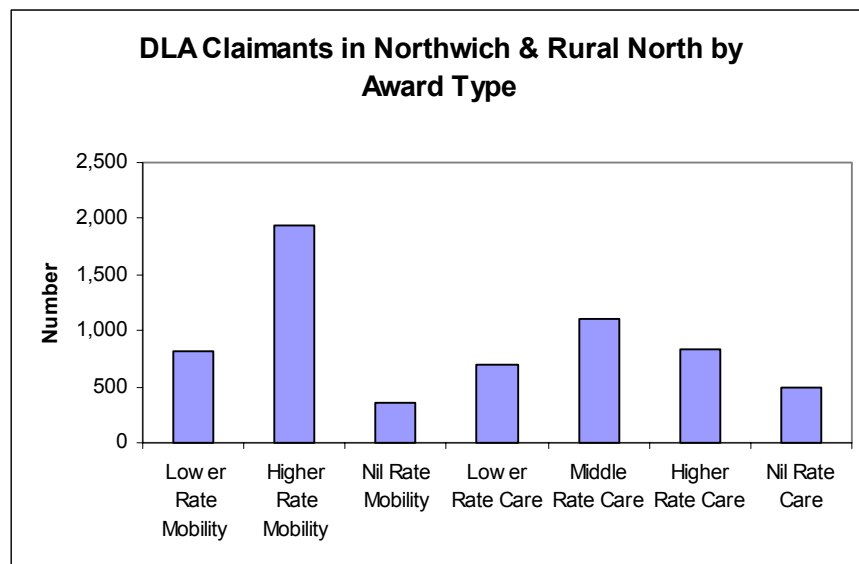
- According to a 2007 survey¹⁹, 16% of adults in Great Britain are considered to have anxiety- or depression-related mental illness. This would represent around 11,000 people in Northwich & Rural North APB. Including other conditions, such as Post Traumatic Stress Disorder, Attention Deficit Hyperactivity Disorder and eating disorders, 23% of adults in Great Britain experience mental health issues, which would represent about 16,000 people in Northwich & Rural North APB.
- Within Northwich & Rural North APB, the LSOA with the greatest evidence of mental health issues, according to the 2007 Index of Multiple Deprivation Mental Health Indicator¹⁸, was Winnington & North Witton L2 (24th in Chester West and Chester). The highest ranking LSOA in Cheshire West and Chester was South Blacon L5 in Chester
- The MSOA in Northwich & Rural North 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 Winnington & North Witton (108.1). Chester Station MSOA was highest in Cheshire West and Chester with a ratio of 253.4
- Winnington & North Witton MSOA also had the highest hospitalised incidence ratio in Northwich & Rural North (130.7) for self-harm (a measure of people admitted to hospital as an emergency). Neston & Parkgate (136.5) in Rural West APB had the highest ratio in Cheshire West and Chester.

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.

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>



- At November 2008, 5% of the population of Northwich & Rural North APB were claiming DLA, which was the same as the proportion in Cheshire West and Chester
- The LSOA with the highest proportion of claimants was Leftwich, Rudheath & Witton L3 (14%). In Cheshire West and Chester, the highest proportion of claimants was seen in South Blacon L5 (15%) in Chester APB
- The lowest proportion of claimants was 1% in Hartford and Kingsmead L4, which was also the lowest in Cheshire West and Chester.

Health Issues

- Model-based estimates²⁰ for the proportions of people who smoke were produced, based on survey data from 2003 to 2005. In Northwich & Rural North APB, Winnington & North Witton MSOA had the highest proportion (33%). Westminster and Central MSOA, Ellesmere Port (39%) had the highest estimate in Cheshire West and Chester
- The estimates for the percentage of people who binge drank (consumed more than 8 units in a day at least once in a week for a man, 6 units for a woman) indicated that Winnington & North Witton MSOA had the highest proportion (29%). Chester Central MSOA had the highest estimate in Cheshire West and Chester (39%)
- Estimates for the percentage of obese people (with Body Mass Index 30 or more) indicated that Leftwich, Rudheath & Witton had the highest proportion (29%). Wolverham and Stanlow in Ellesmere Port had the highest estimate in Cheshire West and Chester (31%)
- Winnington & North Witton MSOA had the highest hospitalised prevalence ratio²⁰ in Northwich & Rural North APB for alcohol specific conditions (98.6). The highest ratio in Cheshire West and Chester was in Chester Station MSOA (206.6)
- From the 2001 Census⁵, 9% of people in Northwich & Rural North APB reported being not in good health, which was the same as the percentage in Cheshire West and Chester. The MSOA with the highest percentage was Leftwich, Rudheath & Witton (11%). Wolverham and Stanlow MSOA in Ellesmere Port had the highest percentage in Cheshire West and Chester (14%). Hartford and Kingsmead had the lowest percentage in Northwich & Rural North APB and in Cheshire West and Chester (5%)
- From the Place Survey¹ 3% of respondents 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 Nantwich & Rural North APB with the lowest estimated life expectancy⁷ was Northwich Witton (75 years). In Cheshire West and Chester, Winsford Dene ward had the lowest estimate (73 years). The highest estimated life expectancy was in Cogshall (82 years) and the highest in Cheshire West and Chester was in Dodleston (86 years), Rural West
- Healthy life expectancy was estimated based on answers to the question about general health in the 2001 census. Northwich Witton ward had the lowest estimate in Northwich & Rural North APB (65 years) but Westminster ward in Ellesmere Port APB had the lowest in Cheshire West and Chester (63 years). Dodleston ward in Rural West APB had the highest healthy life expectancy in Cheshire West and Chester (80 years), and the highest in Northwich & Rural North APB was in Hartford & Whitegate (76 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. Northwich Witton ward had the highest SMR in Northwich & Rural North APB (132). Cogshall ward had the lowest SMR (71) in Northwich & Rural North APB, and its age-specific death rate was significantly lower than the National rate. About 64% of the population of Northwich & Rural North 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

	Northwich & Rural North	Cheshire West and Chester
Job centres	36%	47%
Banks and building societies	52%	67%
Secondary schools	64%	72%
GP surgeries (all sites)	88%	83%
Supermarkets	90%	84%
Post offices	96%	96%
Primary schools	99%	98%
Public houses	100%	97%

Greenspace

- In 2005⁷, 85% of land in Northwich & Rural North APB was greenspace and 6% of land was domestic gardens. The highest proportion of greenspace in Cheshire West and Chester was 90% in Rural West. Chester had the lowest proportion (47%).

Recycling and Waste

From the Place Survey¹

- 73% of Northwich & Rural North APB respondents were satisfied with local tips/household recycling sites, which was lower than the proportion in Cheshire West and Chester (76%). 4% were very dissatisfied
- 72% of people surveyed were satisfied with doorstep recycling services, which was the lowest proportion of all APBs in Cheshire West and Chester. 5% were very dissatisfied.

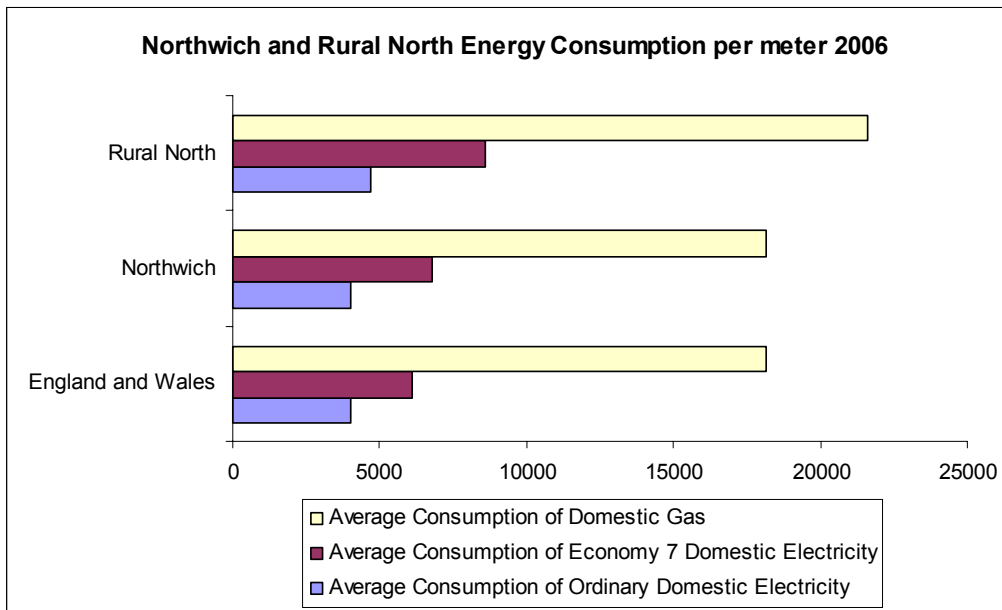
²¹ Commission for Rural Communities <http://www.ruralcommunities.gov.uk/projects/ruralservicesseriesdata/overview>

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 Northwich & Rural North 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 Winnington & North Witton L3 (7.4%) and the lowest proportion was in Hartford & Kingsmead L4 (5.2%).

Energy Consumption

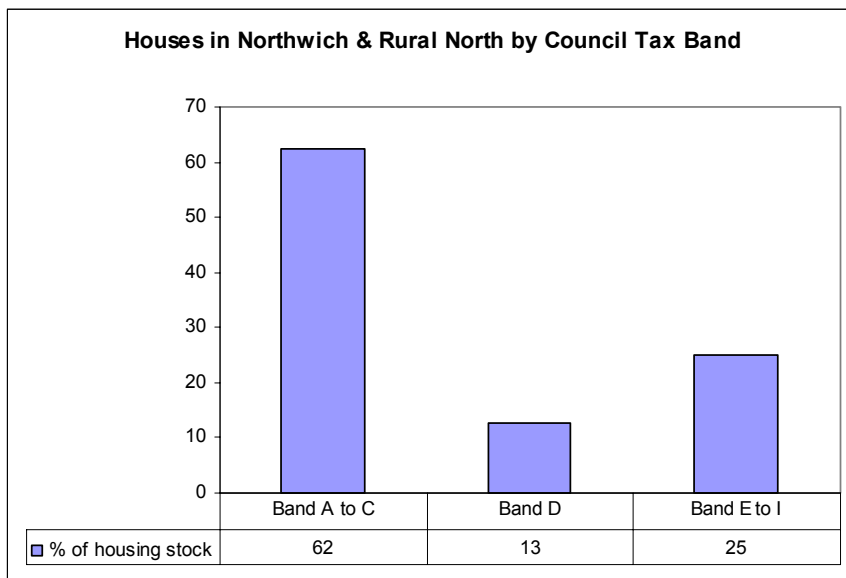
- In 2006²² Northwich & Rural North APB had higher average consumption of ordinary domestic electricity and gas than Cheshire West and Chester and England & Wales
- Northwich & Rural North APB also had higher average consumption than England & Wales for Economy 7 electricity. Economy 7 is dual tariff, with cheaper rates for 7 hours during off-peak periods
- Per meter, it used 24% more Economy 7 domestic electricity than England & Wales, 14% more domestic electricity than Chester APB and 14% more domestic gas than Ellesmere Port APB



- Gas was used for 79% of its domestic energy supply, which was about the same as in England & Wales (78%)
- Rural North had higher average consumption of all electricity and gas compared to Northwich and England & Wales

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

Housing



- Almost two thirds of houses in Northwich & Rural North APB were in Council Tax bands A to C (below the average band D) in 2007²³
- The LSOA with the greatest proportion of houses in bands A to C was Leftwich, Rudheath & Witton L2 (100%)
- The LSOA with the greatest proportion of houses in bands E to I was Hartford & Kingsmead L3 (77%)

- According to the 2001 Census⁵, 40% of people in Northwich & Rural North APB lived in semi-detached houses (39% for Cheshire West and Chester) and 4% lived in a flat, maisonette or apartment (compared to 6% for Cheshire West and Chester). 1% of the population lived in a caravan or other temporary/mobile structure
- 79% of households in Northwich & Rural North APB were owned, compared to 75% for Cheshire West and Chester. 14% of households were social rented, which was lower than the rate for Cheshire West and Chester (17%)
- The MSOA with the highest percentage of social rented housing in Northwich & Rural North APB was Leftwich, Rudheath & Witton (29%). In Cheshire West and Chester, the highest percentage was in Wolverham and Stanlow MSOA, Ellesmere Port (54%).

In 2006, the average property price for Northwich & Rural North APB was £182,683²⁴, based on 1573 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

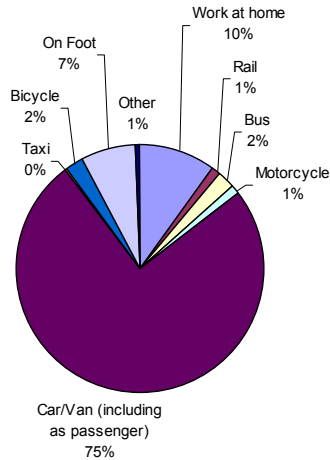
- Car availability in Northwich & Rural North APB at the time of the 2001 Census⁵ was high, with 83% of households owning at least one car or van. 41% of households owned 2 or more. In Cheshire West and Chester, 80% of households had at least one car or van and 37% had 2 or more.
- Winnington & North Witton MSOA had the highest percentage of households in Northwich & Rural North APB with no car or van (28%). Chester Station had the lowest ownership in Cheshire West and Chester, with 42% of households not owning a car or van.
- Highest car/van ownership in Northwich & Rural North was in Hartford and Kingsmead MSOA, where 94% of households owned at least one. This was also the highest proportion in Cheshire West and Chester
- In 2007, about 47,000 vehicles were registered in Northwich & Rural North APB²⁵. 18% 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

Travel to Work

Method of Travel to Work from Northwich & Rural North



- From the Census⁵, the car was the most popular means of travel to work by Northwich & Rural North APB residents (75% 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. 2% used a bus (in Cheshire West and Chester, 4% travelled by bus, and 7% in England & Wales)
- 10% of people worked from home, compared with 9% for both Cheshire West and Chester and England & Wales

- People in Hartford & Kingsmead MSOA had the highest average distance travelled to work⁵ in Northwich & Rural North APB (21km/13miles). Malpas, Farndon and Tilston in Rural West had the highest in Cheshire West and Chester (22km/14miles). The lowest average distance travelled in Northwich & Rural North APB was from Leftwich, Rudheath & Witton (11km/7miles). The lowest in Cheshire West and Chester was from Whitby West MSOA in Ellesmere Port (9km/6miles). The average distance travelled to work in England & Wales was 13km/8miles.

Attitudes to Transport

- From the Place Survey¹, 45% of Northwich & Rural North APB respondents were satisfied with local bus services, which was about the same as the proportion in Cheshire West and Chester. A lower proportion of people were very dissatisfied than in Cheshire West and Chester (9% compared with 12%).

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²⁵ Department for Transport