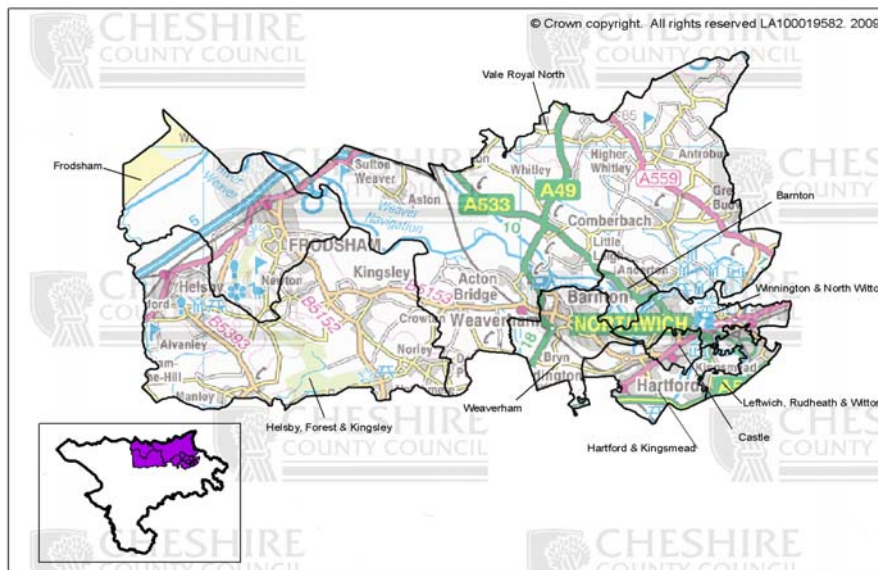


Area Partnership Board Summary Profile

Northwich and Rural North

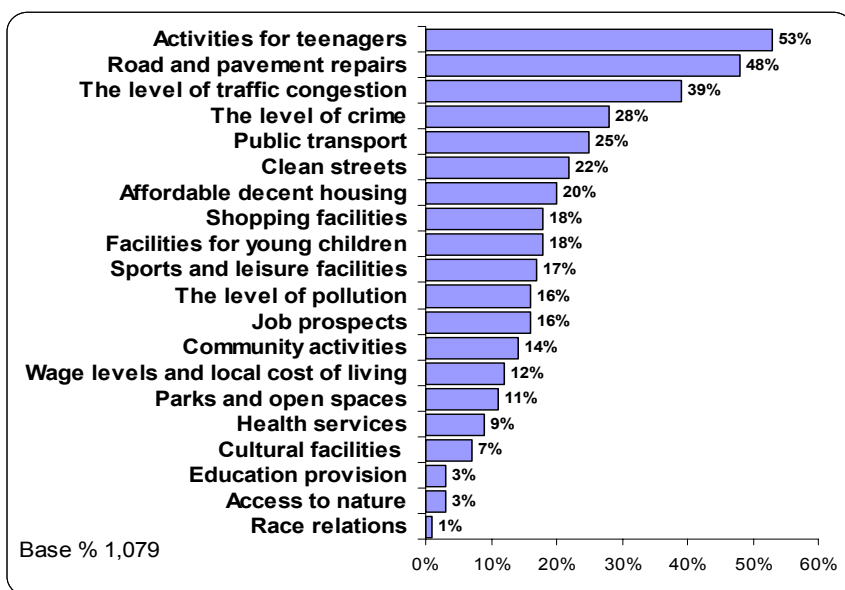


Northwich Town, with a population of about 21,000, is in the South Eastern corner of this Area Partnership Board, with Frodsham, population about 9,000, in the North Western part. Delamere Forest forms the South Western area. The area has been mined for its salt pans since Roman times, Frodsham being used as the costal 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 areas salt heritage, in the form of the chemical industry, most significantly with the Brunner Mond chemical works close to Northwich.

Headline Statistics

- Northwich and Rural North had a population of 68,300 in 2007, this represents 21% of the population of Cheshire West and Chester (CW&C)
- There are 21 parishes in the APB area, including the towns of Northwich and Frodsham.
- In 2001, there were 27,100 households in Northwich and Rural North (Census)
- The top 3 priorities for improvement in Northwich & Rural North in 2008 were activities for teenagers, road and pavement repairs and traffic congestion.
- Four out of the 41 Lower Level Super Output Areas (LLSOA) in Northwich and Rural North were in the top 20% most multiply deprived in the Index of Multiple Deprivation 2007
- The proportion of people travelling to work by car is the joint highest in CW&C.
- Leftwich, Rudheath & Witton was the MSOA in Northwich & Rural North 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. It also contained the most deprived LSOA in Northwich & Rural North and the highest ranking LSOAs 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.
- Northwich and Rural North had lower proportions of 20-34 year olds and higher proportions of those aged over 35 than England and Wales.



Priorities

In the 2008 Place Survey the issue rated as the highest priority for improvement in Northwich & Rural North was **activities for teenagers**. Over half of respondents (53%) placed this in their top five priorities.

The top 3 issues in Northwich & Rural North for making somewhere a good place to live were the **level of crime** (chosen by 63% of respondents), **quality of health services** (44%), and **clean streets** (43%).

Perceptions

- In the 2008 Place Survey, 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 CW&C.
- 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.
- About a third of people in Northwich & Rural North agreed that parents took enough responsibility for their children, the same as in CW&C.
- 90% of respondents felt safe outside in daylight, and 53% felt safe after dark, similar proportions to those in CW&C.

Community Involvement

The Place Survey 2008 found that:

- 27% of people surveyed in Northwich & Rural North agreed that they could influence decisions affecting their local area. This was the same as the proportion for CW&C.
- About a third of people in Northwich & Rural North thought lack of respect for other people was a problem in their area, which was similar to the proportion in CW&C.
- 52% of people surveyed in Northwich & Rural North said they had carried out no unpaid work during the previous 12 months, and 12% said they volunteered for a club or other voluntary group at least once a week. This was slightly lower than the percentages for CW&C.
- From the Place Survey, 86% of people surveyed said they were satisfied with where they lived.

Identifying the Priorities

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

Adult Health and Well-Being

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

- Estimates for the percentage of obese people (with Body Mass Index 30 or more) indicated that Leftwich, Rudheath & Witton had the highest proportion in Northwich and Rural North (29%). Wolverham and Stanlow in Ellesmere Port had the highest percentage in CW&C (30%).
- Model-based estimates for the proportions of people who smoke were produced, based on survey data from 2003 to 2005. In Northwich & Rural North, Winnington & North Witton MSOA had the highest proportion (33%). Westminster and Central MSOA, Ellesmere Port (39%) had the highest estimate in CW&C.
- The estimates for the percentage of people who binge drink (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 percentage in CW&C (39%).
- According to a 2007 survey, 16% of adults in Great Britain are considered to have anxiety or depression related mental illness; this would represent about 11,000 people in Northwich & Rural North.
- In 2001, there were 27,100 households in Northwich & Rural North. 11% of people lived alone. Of those, 53% were pensioners.

Safer and Stronger

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

- In 2006, the number of people killed or seriously injured in road traffic accidents in Northwich and Rural North was 54. Northwich & Rural North contains approximately 230km of roads, and the number of serious incidents per kilometre was 0.2, the same as in CW&C.
- 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 CW&C.
- In the 2008 Place Survey, respondents from Northwich & Rural North considered that teenagers hanging around on the streets was the greatest concern in their local area, as 46% said this was a problem. In CW&C, this was also of most concern, as 41% of respondents said this was a problem in their local area.
- Between April 2008 and March 2009, there were 54 recorded crime incidents per 1,000 population¹, compared to 71 per 1,000 population in Cheshire West and Chester. Crimes counted include violence, theft, drug related offences, fraud and criminal damage
- The top issue in Northwich & Rural North for making somewhere a good place to live was a low level of crime (chosen by 63% of respondents).

¹ 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

Children and Young People

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

- From 2004-2006 there were 128 conceptions to female under 18. The under 18 conception rate was 35 per 1,000 females aged 15-17.
- At key stage 2 the MSOA's with the lowest percentage of pupils achieving the expected level for English was Leftwich, Rudheath and Witton for English and Science and Weaverham for Mathematics.
- At key stage 3 the MSOA's with the lowest percentage of pupils achieving the expected level was Leftwich, Rudheath and Witton for English, Mathematics (joint with Castle) and Science.
- Leftwich, Rudheath and Witton had the lowest percentage of students achieving GCSE grades A-C in Northwich and Rural North.
- Northwich and Rural North is the APB with highest actual numbers of 5-14 year olds in CW&C
- In the 2008 Place Survey, the issue rated as the highest priority for improvement in Northwich & Rural North was activities for teenagers. Over half of respondents (53%) placed this in their top five priorities.

Jobs and Economy

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

- Of all the APB's, Northwich and Rural North had the highest percentage of people unemployed for over 12 months.
- Leftwich, Rudheath & Witton MSOA had the highest proportion of people aged 16-74 with no qualifications (39%) in Northwich and Rural North.
- Frodsham L1 ranked highest in Northwich & Rural North for Employment Deprivation (11th in CW&C).
- 85% of employees working in Northwich & Rural North APB, worked in the service sector (Banking, Distribution, Public Administration, Other services and Transport)
- Over a quarter (27%) of employees working in Northwich & Rural North APB worked in distribution, hotels and restaurants.

Environment and Housing

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

- 72% of people surveyed were satisfied with doorstep recycling services, which was the lowest proportion of all APB's in CW&C.
- In 2006 Northwich and Rural North had higher average consumption of ordinary domestic electricity and gas than CW&C and England and Wales.
- Most houses in Northwich & Rural North were in Council Tax bands A to C (below the average band D) in 2007. The LSOA with the greatest proportion of houses in bands A to C was Leftwich, Rudheath & Witton L2 (100%).
- The proportion of people travelling to work by car was the joint highest in CW&C, and the proportion travelling by bus was second lowest after Winsford & Rural East. From the Census, the car was the most popular means of travel to work by Northwich & Rural North residents (75% drivers or passengers compared with 71% for CW&C and 61% for England and Wales).
- 79% of households were owner-occupiers in Northwich & Rural North, compared to 75% for CW&C. 14% of households were social rented, which was lower than the rate for CW&C (17%).