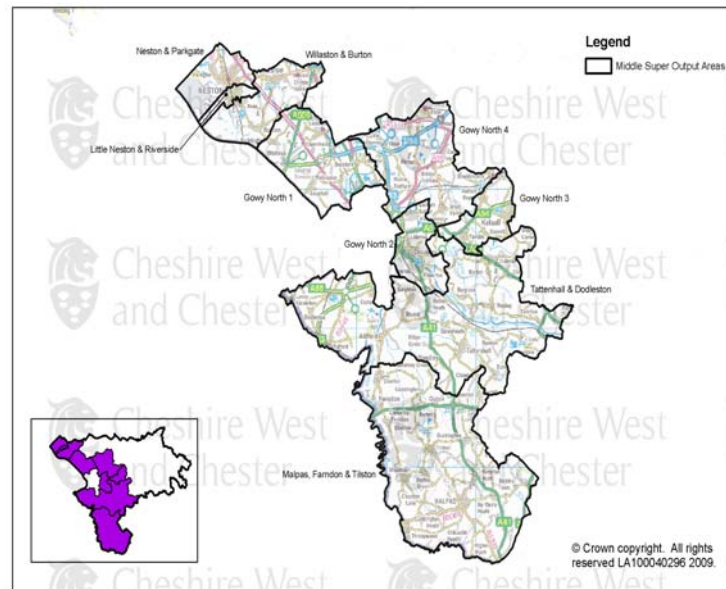


Area Partnership Board Summary Profile

Rural West



Standing in Malpas looking North, Rural West is seen as the expansive flat western third of the Cheshire plain, hemmed in on both sides - by the Welsh border and hills to the west and the Sandstone ridge to the east. Merseyside lies beyond the northern border. This Area Partnership Board area covers flat farmland interspersed with hamlets, villages and small towns, its pastoral landscape supporting one of England's prime dairying areas. Its location gives good access to cities, countryside, ports and airports via the road and motorway network and West Coast railway line.

Headline Statistics

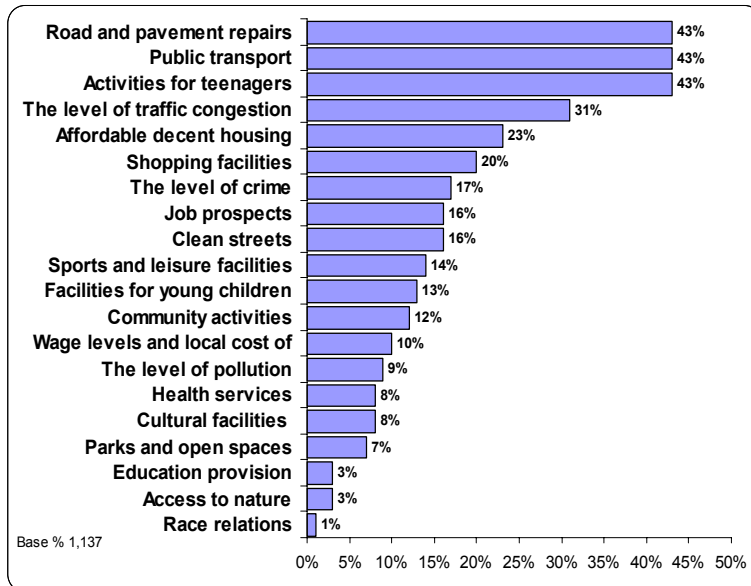
- Rural West had a population of 62,200 in 2007 and half of its population was aged over 45 (41% in England and Wales)
- 1 in 20 of Rural West's working population was employed in agriculture, the highest proportion of all APBs.
- £39,900 was the average household income, 11% above CW&C (CW&C) and 16% above England and Wales
- 1 in 10 residents either got the bus, walked or cycled to work
- Nearly half of households owned two or more cars and 7 in 10 residents used the car (as driver or passenger) to travel to work, that's 1 in 10 more than for England and Wales
- On average Rural West commuters travelled almost 50% further than commuters in England to their fixed place of work: 19 km compared to 13km.
- Nearly half (48%) of households were more than 2 km from a supermarket (16% in CW&C)
- Over 6 in 10 (63%) of households were more than 2 km from a secondary school (28% in CW&C)
- The number of recorded crimes was 37 per 1000 population compared to 71 per 1000 population in CW&C
- Teenage Pregnancy rate was lower in Rural West at 31 per 1000 females aged 15-17, compared to 36 per 1000 in CW&C

Area Partnership Board Summary Profile

Rural West



Priorities and Perceptions



- In the 2008 Place Survey¹, the issues rated as the highest priority for improvement in Rural West APB were road and pavement repairs, public transport and activities for teenagers. Each of these was placed in the top five priorities by 43% of respondents.
- The top 3 issues in Rural West for making somewhere a good place to live were the level of crime (chosen by 65% of respondents), quality of health services (46%) and clean streets (42%).

Perceptions

- In the 2008 Place Survey 27% of respondents from Rural West considered that teenagers hanging around on the streets were a “very or fairly big problem” compared to 41% in CW&C.
- Around a fifth of respondents thought litter was a problem, and similar proportions thought people using or dealing drugs, vandalism and graffiti, and people being drunk or rowdy in public were problems. About a third of people in CW&C thought each of these were problems.
- Noisy neighbours and abandoned or burnt out cars were of less concern – about 5% of respondents said they were a problem in their local area. These were considered less of a concern in CW&C as well.
- Just under half of people in Rural West agreed that parents took enough responsibility for their children, whereas about a third of people in CW&C agreed with this.
- 95% of respondents said they felt safe outside in daylight, and 66% felt safe after dark, and these proportions were higher than in CW&C (89% and 52% respectively).

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

Area Partnership Board Summary Profile

Rural West



Identifying the Priorities

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

Environment and Sustainability

Priorities

- Improve the standard of public highways identifying priority areas for maintenance improvements
- Maintain clean green and quality public space
- Affordable and quality Housing
- Improve transport and access to services and facilities.

Business, Enterprise & Culture

Priorities

- Identify opportunities to minimise the number of people out of work or at risk of becoming unemployed in Rural West
- Support the development of the rural economy and creation of jobs
- Identify and promote training and enterprise opportunities.

Children and Young People

Priorities

- Targeting support to areas of greatest need
- Review the level of services and activities for young people in Rural West and identify gaps and improvements based on assessment of the needs of young people
- Ensure family support and advice services are available to all communities in Rural West.

Area Partnership Board Summary Profile

Rural West



Safer Stronger Communities

Priorities

- Work closely with partners and communities to reduce rural crime and anti – social behaviour
- Improve road safety on rural roads
- Improve reassurance and reduce fear of crime
- Work with communities to identify and address local issues
- Provide a wide range of opportunities for residents to influence decisions about how services are provided in their community
- Ensure public agencies are visible, accessible and accountable to the communities they are serving.

Adult Health and Well Being

Priorities

- Work with service users, carers and partners to achieve improvements in care services, health and well being
- Ensure effective prevention and early intervention strategies are delivered across rural communities
- Influence the commissioning of health services to make sure the needs of residents living in Rural West are taken into account.

THE NEXT STEPS

This summary document highlights the key facts, figures and demographics of Rural West and the priorities the Board will focus on over the next 12 to 18 months. The next step is to transform the priorities into real actions improving both the way services are delivered and the quality of life for communities.

Rural West Area Partnership Board will establish delivery groups responsible for addressing the key priorities. Action plans will be produced including details of the interventions, targets and outcomes. Plans will be monitored and reviewed by the Area Programme Board and progress will be reported back to the community.

Making sure the Board is tackling the right issues needs the involvement of the community. The Board will set up structures to ensure residents have opportunities to identify local issues and influence interventions. Working closely with Parish Councils, local groups and voluntary organisations the Board will ensure that effective communications are established and access to information is made available.