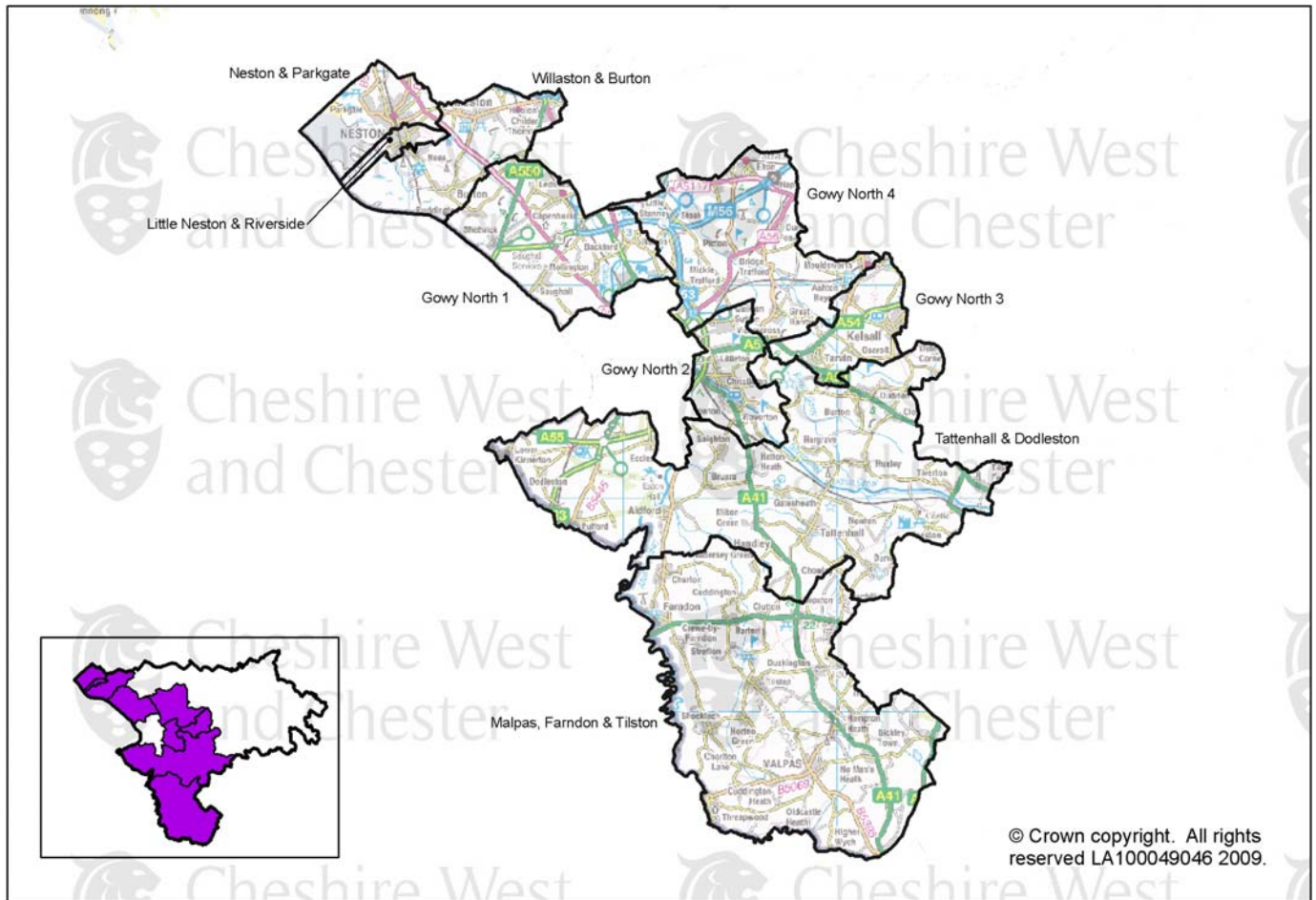


## Area Partnership Board Profile

# Rural West



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

### CONTACTS

Produced By:

Research & Intelligence Unit  
Policy, Performance & Partnerships  
Cheshire West and Chester Council  
County Hall  
Chester  
Cheshire. CH1 1SF  
Tel: (01244) 972185

E-mail: [Randl@cheshirewestandchester.gov.uk](mailto:Randl@cheshirewestandchester.gov.uk)  
[www.cheshirewestandchester.gov.uk](http://www.cheshirewestandchester.gov.uk)

### About the Profile

The aim of this profile is to provide the Area Partnership Boards 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

### Rural West APB In Perspective

Standing in Malpas looking North, Rural West Area Partnership Board (APB) 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 APB is 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. Transport routes include the A41 New Chester Road, built on Roman trade routes, and the Shropshire Union Canal. The section of canal within Rural West APB was constructed in 1772 and was one of the earliest parts to be built.

Places of interest include Chester Zoo, Mouldsworth Motor Museum, Ness Botanic Gardens, Stretton Watermill, Beeston Castle, and the 'Crocky Trail' adventure tour.

### Priorities and Perceptions

The top 3 priorities for improvement in Rural West APB in 2008 were road and pavement repairs, public transport, and activities for teenagers (all placed in the top 5 by 43% of people). This indicates the importance of transport within Rural West APB for accessing services and links with the perception that teenagers hanging around on the streets were a problem in local areas.

### Rural West APB's People

Rural West APB contained about a fifth of the population of Cheshire West and Chester in 2007, but had a lower proportion of 20-39 year olds and a higher proportion of older people than other APBs.

### Jobs and Enterprise

Unemployment rates were lower, and average household income was higher, than those for England and Cheshire West and Chester. The number of business enterprises registered for VAT in Rural West APB rose by 7% between 2005 and 2007. In Cheshire West and Chester, the number increased by 5% over the same period.

### Children & Young People

Overall exam results for Rural West APB pupils at Key Stages 2 and 3, GCSE and A-level were better than those for Cheshire West and Chester and England, and there was a lower percentage of people with no qualifications and a higher percentage of people with a degree.

Rural West APB had a teenage pregnancy rate lower than that for Cheshire West and Chester.

### **Safer & Stronger Communities**

Rural West APB had the lowest recorded crime rate of all APBs, and the lowest number of deliberate fires.

Lower super output areas (LSOAs) in Rural West APB did not score highly overall in the Index of Multiple Deprivation 2007, Gowy North 4 L4 was the most deprived. However, in the Barriers to Housing and Services indicator – 9 out of the top 10 most deprived LSOAs in Cheshire West and Chester were in Rural West APB.

There are also significant pockets of social and economic disadvantage in the area of Neston and Parkgate, as it was the MSOA in Rural West APB having the highest unemployment rate, lowest average income, highest proportion of people with no qualifications, high proportions of benefit claimants, and greatest incidence of mental health issues.

### **Adult Health & Wellbeing**

The percentage of people with limiting long term illness or disability (LLTI) was similar to the proportion in Cheshire West and Chester and in England, but Rural West APB contained only 13% of all Disability Living Allowance claimants in Cheshire West and Chester.

### **Environmental Sustainability**

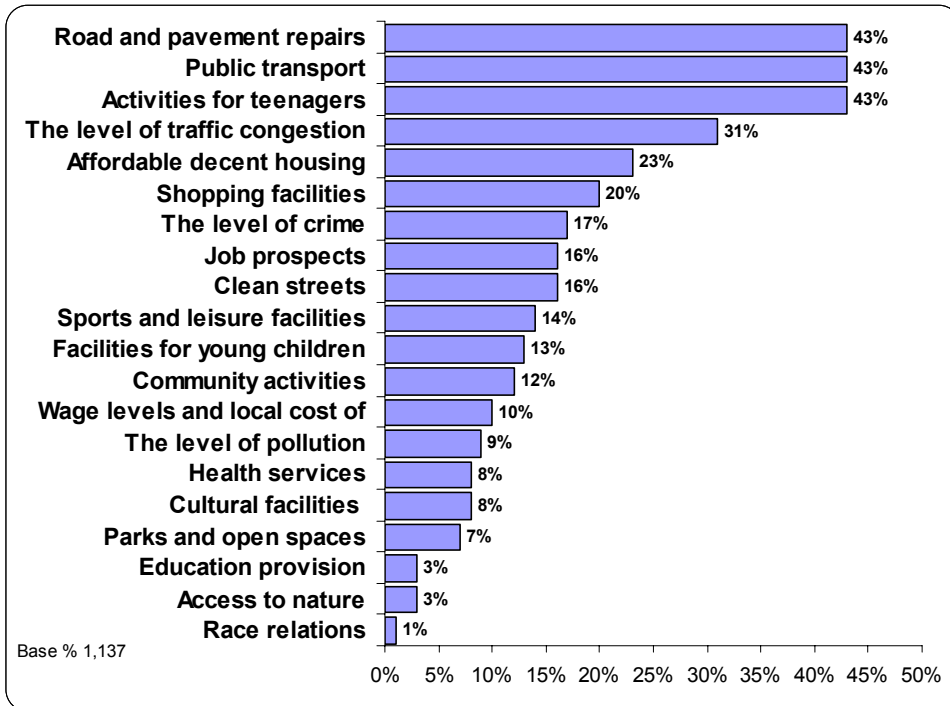
Rural West APB had a higher proportion of owned houses and a lower proportion of social rented houses than Cheshire West and Chester (CW&C). Car ownership was also high. The average distance travelled to work by people in all MSOAs in Rural West APB was higher than the average for England & Wales. Energy consumption per meter was highest of all APBs, but per person, energy consumption was slightly lower than in England & Wales.

#### **Headline Statistics**

- Rural West APB had a population of 62,200 in 2007; this was 19% of the population of CW&C
- Half of Rural West APB's population was aged over 45 (41% in England and Wales)
- About 4 in 5 residents were employed in the service sector and 1 in 20 of Rural West APB's working population was employed in agriculture, the highest proportion of all APBs
- 1 in 10 residents either got the bus, walked or cycled to work 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. Nearly half of households owned two or more cars
- On average Rural West APB commuters travelled almost 50% further than commuters in England to their fixed place of work: 19 km compared to 13km
- £39,900 was the average household income, 11% above CW&C and 16% above Great Britain
- 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 unemployment rate at April 2009 was 2.0% compared to 3.6% in CW&C
- The number of recorded crimes in Rural West APB was 37 per 1,000 compared to 71 per 1,000 in CW&C
- Teenage pregnancy rate was lower in Rural West APB at 31 per 1,000 females aged 15-17, than CW&C at 36
- The top 3 priorities for improvement in Rural West APB in 2008 were road and pavement repairs, public transport, and activities for teenagers

## Priorities and Perceptions

### Overall Priorities for Improvement



- In the 2008 Place Survey<sup>1</sup>, 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.
- 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), quality of health services (46%), and clean streets (41%).

### Perceptions

- In the 2008 Place Survey<sup>1</sup>, 27 % of respondents from Rural West APB considered that teenagers hanging around on the streets were a 'very or fairly big problem' compared to 41% of respondents in Cheshire West and Chester
- 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 Cheshire West and Chester 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 Cheshire West and Chester as well
- Just under half of people in Rural West APB agreed that parents took enough responsibility for their children, whereas about a third of people in Cheshire West and Chester agreed with this
- 95% of respondents said they felt safe outside in daylight, and 68% felt safe after dark, and these proportions were higher than in Cheshire West and Chester (89% and 52% respectively).

<sup>1</sup> 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	Rural West APB
NI 4	% of people who feel they can influence decisions in their locality.	2008	26.9%	29.7%
NI 8	Adult participation in sport and active recreation. <a href="#">Proxy definition</a> % of adults who used sports/leisure facilities at least once/week.	2008	18.5%	16.4%
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. <a href="#">Proxy definition</a> - Number of 'assaults with less serious injury' offences, per 1,000 population.	08/09	6.3	2.3
NI 21	% agreeing that the police and other local public services are successfully dealing with anti-social behaviour and crime issues.	2008	26.7%	28.6%
NI 33	Number of deliberate primary and secondary fires per 10,000 population.	2008/9	29	13
NI 47	People killed or seriously injured in road traffic accidents. <a href="#">Proxy definition</a> - 3 year rolling average as rate per 100 km total roads.	2004-2006	12	12
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	788
NI 112	Under 18 conception rate – <a href="#">Proxy definition</a> : No. of conceptions for girls aged 15-17 as a rate/1,000. 3 yr rolling average	2004-06	36	31
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	<a href="#">Proxy definition</a> - 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%	6.4%
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%	2%
NI 169	Non-principal roads where maintenance should be considered - % of surveyed road length.	2008/9	4%	3%
NI 171	New Business registration rate: <a href="#">Proxy definition</a> – Percentage change of businesses registered for VAT shown as an increase or decrease, since 2005.	2007	+5%	+7%

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.

## Rural West APB's People

### Size & Distribution

- In 2007, the population of the Rural West APB area was 62,200<sup>2</sup>
- This represented 19% of the population of Cheshire West and Chester Unitary Authority
- Rural West APB is divided into 9 Middle Layer Super Output Areas (MSOAs) and 38 Lower Layer Super Output Areas (LSOAs). These are based on population characteristics rather than administrative boundaries and form basic units for understanding local information
- The market towns of Neston (population 18,910) and Malpas (population 1,640) lie within Rural West APB
- Cuddington was the largest parish, with a population of about 5,400
- The parishes of Elton, Saughall, Tarvin, Kelsall, Tattenhall and Christleton had populations of 2,000 to 4,000
- The parishes Malpas, Mickle Trafford, Farndon, Waverton and Guilden Sutton had populations of 1,000 to 2,000
- The rest of the population was in scattered rural settlements, including 47 parishes with populations between 100 and 1000 and 51 parishes with less than 100 people.

### Density

- The area of Rural West APB is 46,700 hectares. It has the largest area of all the APBs in Cheshire West and Chester
- The population density in 2007 was 1.33 people per hectare, the lowest of all APBs. (Cheshire West and Chester had 3.49 people per hectare)
- Tattenhall and Dodleston was the MSOA with the lowest population density in Rural West APB, at 0.52 people per hectare. Little Neston and Riverside had the highest at 16.55 people per hectare.

### Rural/Urban Classification

#### Percentage of population by urban/rural category

	Rural West	Cheshire West and Chester
Urban	3%	25%
Predominantly urban	6%	14%
More urban than rural	8%	26%
More rural than urban	53%	23%
Predominantly rural	17%	7%
Rural	13%	4%

The only LSOA classified as Urban in Rural West APB in 2004<sup>3</sup> was Little Neston and Riverside L1.

### Trends

- The population of Rural West APB is expected to decrease by about 2% between 2006 and 2016<sup>4</sup>. The population of Cheshire West and Chester is expected to grow by the same percentage over the same period. (These figures are based on ward population forecasts; updated APB based forecasts are due to be available September 2009.)

<sup>2</sup> Cheshire County Council population estimates 2007

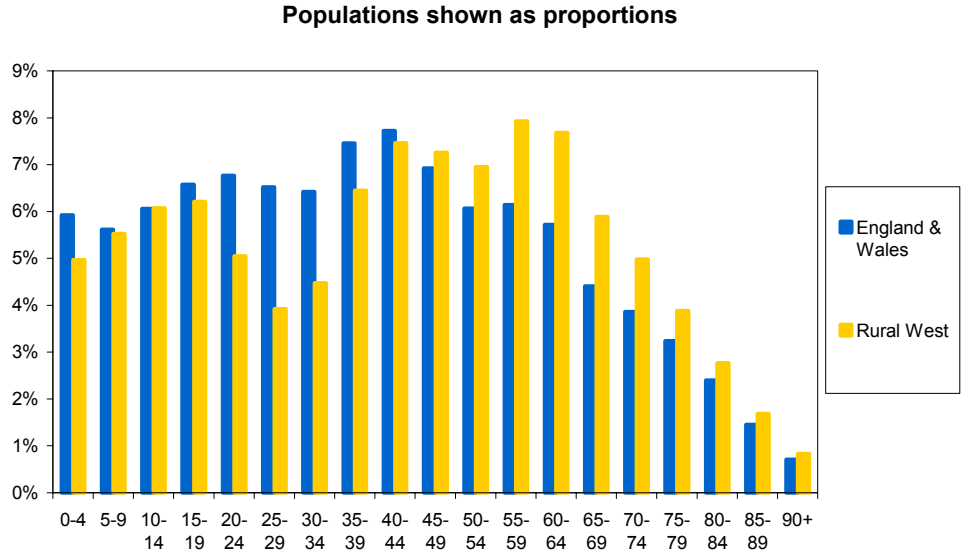
<sup>3</sup> Cheshire County Council Rural/Urban Classification

<sup>4</sup> 2008 Cheshire County Council Population Forecasts

## Age Distribution

In 2007<sup>2</sup> Rural West APB had:

- A much higher proportion of those over 45 compared to England & Wales
- Lower proportions of those under 45 than England & Wales
- Substantially lower proportions of those aged 20-35 than England & Wales
- A lower proportion of 0-4 and 20-39 year olds than, not only England & Wales, but also the other APBs
- The highest proportion of people aged 50 or over of all the APBs in Cheshire West and Chester.

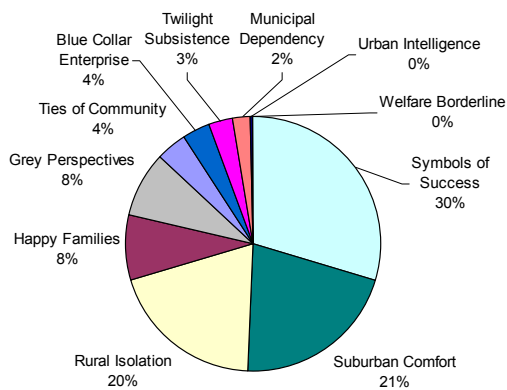


## Households

- From the Census, in 2001<sup>5</sup>, there were 24,800 households in Rural West APB
- 10% of people lived alone. Of those, 58% were pensioners. This was similar to the rates for Cheshire West and Chester, where 11% lived alone and 52% of those people were pensioners. The MSOA with the highest percentage of people living alone was Neston and Parkgate (14%)
- Single person households formed 25% of the total number of households, compared to 27% in Cheshire West and Chester
- 29% of households had dependent children, and lone parents with dependent children made up 4% of all households. In Cheshire West and Chester, 29% had dependent children and 6% of all households were lone parents with dependent children. Neston and Parkgate MSOA had the highest proportion of lone parents with dependent children (5%) in Rural West APB

## Mosaic Classification

Mosaic is a system of classifying households by consumer behaviour<sup>6</sup>.



- Of all APBs in Cheshire West and Chester, Rural West APB had the highest percentage of households classified as Symbols of Success – high earning, and far advanced in professional careers
- It also had the highest percentage of households classed as Rural Isolation – small communities in the countryside, with a generally older population
- Rural West APB had the lowest percentage of households classified as Welfare Borderline – low incomes and high reliance on state benefits.

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

<sup>6</sup> Mosaic [www.experian.co.uk/www/pages/what\\_we\\_offer/products/mosaic\\_uk.html](http://www.experian.co.uk/www/pages/what_we_offer/products/mosaic_uk.html)

## Ethnic Background and Religion

In 2001<sup>5</sup>, the ethnic composition of Rural West APB was as follows.

All People	White British	Other White	Mixed	Asian or Asian British	Black or Black British	Chinese or Other Ethnic Group
61,167	59,351	1,168	281	156	34	177

- 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 2006<sup>7</sup> 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)

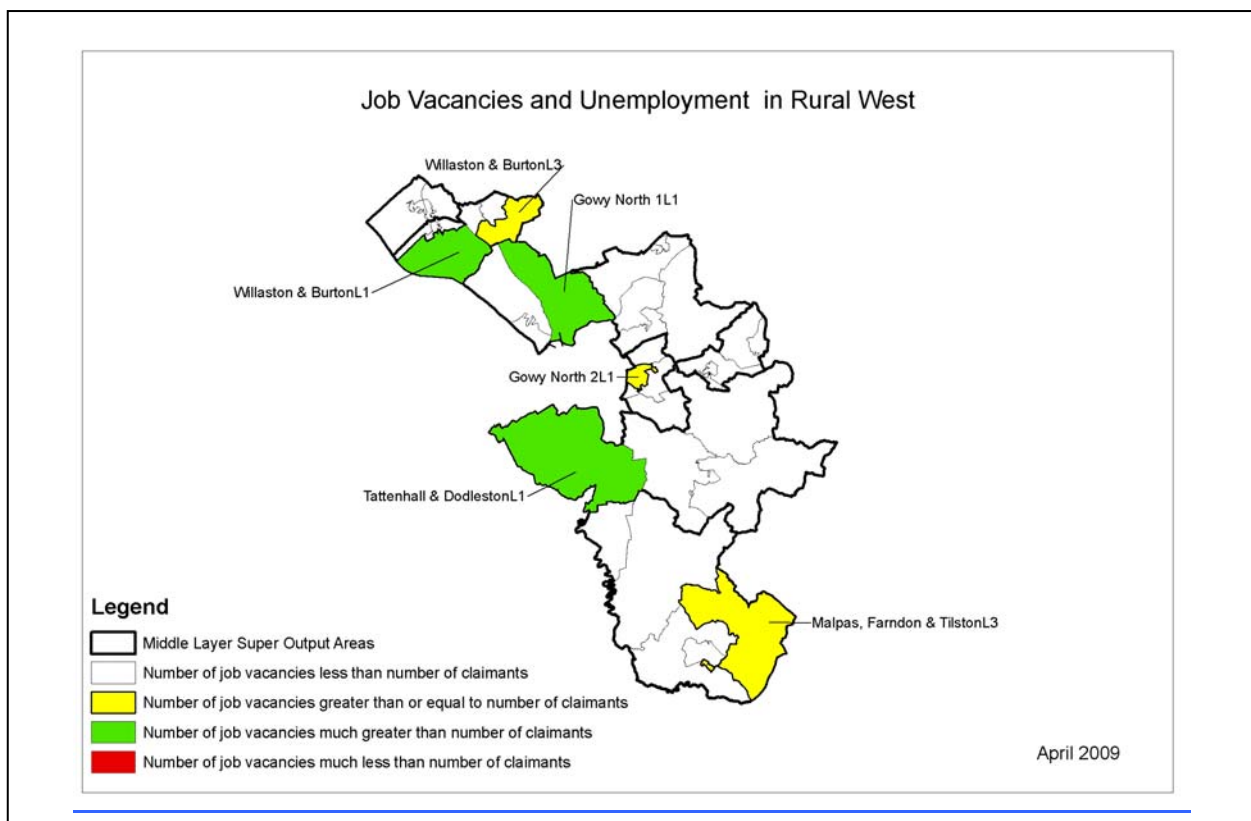
The table below shows the religions of people in Rural West APB, in 2001<sup>5</sup>.

All People	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Religion not stated
61,171	50,392	95	38	61	121	21	68	6,495	3,880

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

## Jobs & Enterprise

### Employment and Unemployment<sup>8</sup>

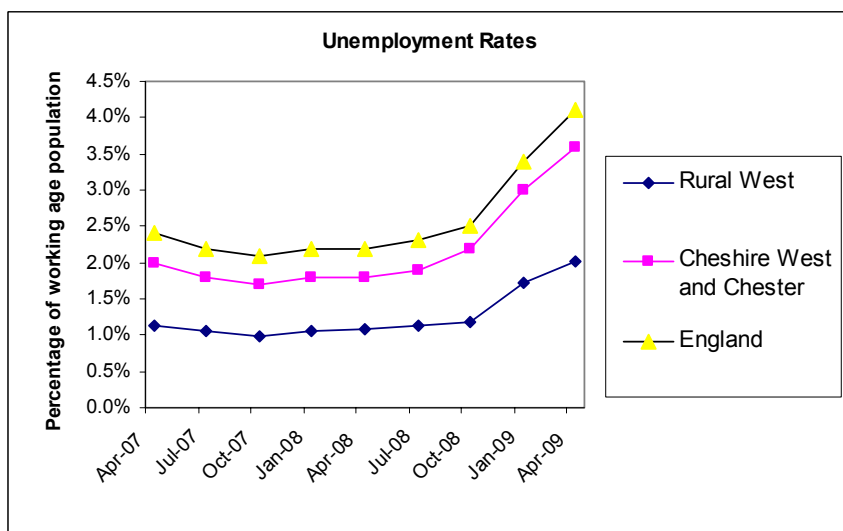


In April 2009, no LSOAs in Rural West APB had very high numbers of unemployed people in relation to the number of job vacancies available. Three LSOAs had more than 4 times as many vacancies as Jobseekers Allowance claimants.

<sup>7</sup> Office for National Statistics (ONS) © Crown Copyright

<sup>8</sup> NOMIS – Official Labour Market Statistics

- Claimant count unemployment rates in Rural West APB were consistently lower than rates for both Cheshire West and Chester and England.



At April 2009

- the unemployment rate in Rural West APB was 2.0%, the lowest of all APBs in Cheshire West and Chester
- 4% of unemployed people had been out of work for over a year (5% for Cheshire West and Chester)
- 29% of unemployed people were under 25 years old (31% for Cheshire West and Chester)
- 21% of unemployed people were aged 50+ (16% for Cheshire West and Chester)

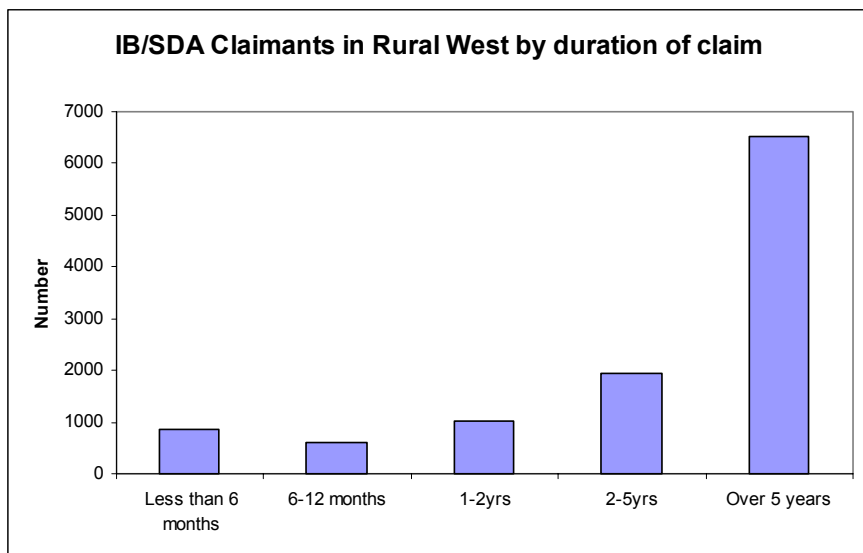
- The MSOA in Rural West APB with the highest unemployment rate was Neston and Parkgate (2.8%). The highest rate in Cheshire West and Chester was 9.0% in Westminster & Central, Ellesmere Port APB.

### Socio-economic Classification

From the 2001 Census<sup>5</sup>, in Rural West APB

- 34% of the population had Managerial and Professional roles (higher than the proportion for the authority), 27% had never worked, were long term unemployed or were otherwise unclassified, 15% had intermediate, supervisory or technical roles, and 15% were in semi-routine and routine jobs (lower than the proportion for the authority). 9% were self-employed or worked on their own account.

### Benefit Claimants<sup>9</sup>



- About 6% of the working age population of Rural West APB were claiming Incapacity Benefit/Severe Disablement Allowance (IB/SDA) in November 2008 and 42% of claims were for mental health conditions
- Cheshire West and Chester had 7% claiming, and 41% of claims were for mental health conditions
- Neston and Parkgate L1 was the LSOA with the highest proportion of IB/SDA claimants in Rural West APB (10%). 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.

<sup>9</sup> Department for Work and Pensions (DWP) © Crown Copyright

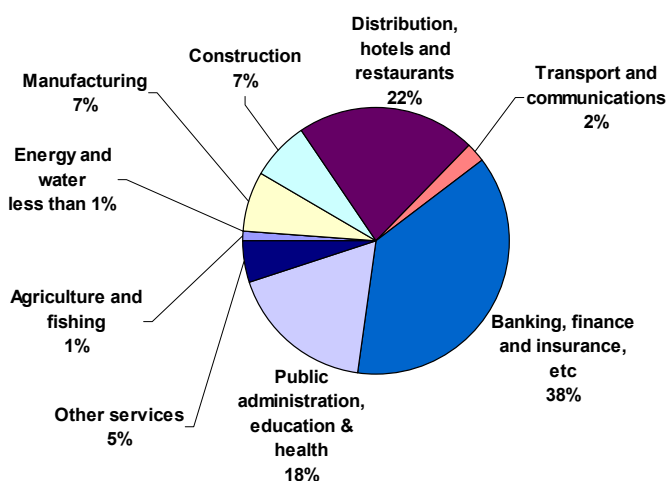
- In Rural West APB, 8% of the working age population were claiming at least one of the following benefits:- Jobseekers' Allowance, Disability Living Allowance, Incapacity Benefit/Severe Disablement Allowance, Income Support, Carers' Allowance, Widows' Benefit, Bereavement Benefit and Pension Credit. This was lower than the percentage of the Cheshire West and Chester working age population claiming any of these benefits (13%)
- Neston and Parkgate L1 LSOA had the highest proportion of benefit claimants (19%) in Rural West APB. In Cheshire West and Chester, South Blacon L5 (Chester APB) had the highest proportion (44%)
- Gowy North 3 L2 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 VAT<sup>7</sup> in Rural West APB rose by 7% between 2005 and 2007. In Cheshire West and Chester, the number increased by 5% over the same period
- In 2008 average household income<sup>10</sup> in Rural West APB was £39,900, which was 11% above that for Cheshire West and Chester, and 16% above the GB average
- The MSOA with the lowest average income was Neston and Parkgate (£34,400). The lowest average income in Cheshire West and Chester was in Westminster and Central MSOA, Ellesmere Port APB (£25,100)
- The MSOA with the highest average income was Willaston and Burton (£45,600). The highest average income in Cheshire West and Chester was in Hartford & Kingsmead MSOA in Northwich and Rural North APB (£50,200)
- In 2007<sup>7</sup>, Gowy North 1 MSOA saw a decrease in the number of people of working age because of migration (change of postcode between MSOAs). In the 15-24 age group, the decrease was 56 per 1,000 people of that age; it was 46 per 1,000 in the 25-44 age group; and 22 per 1,000 in the 45-64 age group. The largest increase was in the 25-44 age group for Gowy North 4 (26 per 1,000). Note that this is a snapshot and does not indicate trends – for example, in 2005 it was Neston and Parkgate that saw a large increase (63 per 1,000 population in the 25-44 age group).

## Industry by Sector 2007<sup>8</sup>

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



- 84% of workers in Rural West APB were employed in the Service sector (Banking, Distribution, Other services, Public Administration and Transport)
- 38% of employees working in Rural West APB worked in the banking, finance and insurance sector
- Of all the agriculture and fishing industry workers in Cheshire West and Chester, 65% worked in Rural West APB.
- The Industry by Sector Source (Annual Business Inquiry) does not include self-employed workers;

therefore the figures for agricultural employment are lower than the actual figure. The agriculture and horticultural census suggests that within this APB about 1 in 20 work in the agricultural industry

<sup>10</sup> CACI PayCheck 2008.

## Qualifications

Data from the 2001 Census<sup>5</sup> indicates that in Rural West APB:

- 28% of 16-74 year olds were qualified to degree level or above, compared with 22% in Cheshire West and Chester and 20% in England & Wales
- 22% had no qualifications at all (27% in Cheshire West and Chester and 29% in England & Wales)
- Gowy North 2 MSOA had the highest proportion of people aged 16-74 with degree level qualifications or above (38%) in Rural West APB, second (in Cheshire West and Chester) to South of Dee (40%) in Chester
- Neston and Parkgate MSOA had the highest proportion of people aged 16-74 with no qualifications (26%) in Rural West APB, but Wolverham and Stanlow in Ellesmere Port APB had the highest proportion in Cheshire West and Chester (44%).

## **Children & Young People**

### Schools and Pupils

- In Rural West APB (January 2009) there were 32 primary schools and 3 secondary schools<sup>11</sup>
- Approximately 4,200 children of primary school age, 5,100 pupils of secondary school age, and 1,200 nursery school age children lived in Rural West APB in 2007<sup>1</sup>.

### Early Years<sup>12</sup>

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

### Results<sup>13</sup>

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
Rural West APB	86	82	90	Rural West APB	82	85	85
CW&C	82	79	88	CW&C	77	78	76
England	80	77	88	England	74	76	73

The overall results for Rural West 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
  - ↓ Gowy North 1 for English (79%), Mathematics (72%) and Science (81%) in Rural West 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
  - ↑ Little Neston and Riverside for Mathematics (91%) and Science (95%) and Tattenhall and Dodleston for English (92%) in Rural West.
  - ↑ 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
  - ↓ Tattenhall and Dodleston for English (70%) and Science (75%) and Gowy North 3 for Mathematics (80%) in Rural West APB.

<sup>11</sup> Department for Children, Schools and Families (DCSF) School Census

<sup>12</sup> Children and Young People's Service, Cheshire County Council

<sup>13</sup> DCSF

↓ Ellesmere Port APB'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

↑ Willaston and Burton for English (92%), Malpas, Farndon and Tilston for Mathematics (91%), and Gowy North 2 and Willaston and Burton for Science (91%) in Rural West APB.

↑ 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
Rural West APB	71%	756
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 Rural West APB with the lowest percentage of students achieving 5 or more GCSEs at grades A\* to C was Neston and Parkgate (61%). Willaston and Burton had the highest proportion (89%), which was also the highest in Cheshire West and Chester. The lowest percentage in Cheshire West and Chester was in Rivacre Brook, Ellesmere Port APB (34%)
- The MSOA with the highest average A-level points per pupil was Gowy North 2 (825). The lowest average was in Little Neston and Riverside (668). 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 APB (541).

#### Children in Need

- According to the Child Wellbeing Index 2009<sup>14</sup>, no LSOAs in Rural West APB were in the lowest 20% out of all LSOAs nationally for the Children In Need indicator, as they had relatively low 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 78 conceptions<sup>7</sup> to females aged under 18 years old in Rural West APB (estimated figures adjusted to allow for undisclosed data due to confidentiality)
- The under 18 conception rate in Rural West APB was 31 per 1,000 females aged 15-17 years, which was the second lowest rate of all APBs in Cheshire West and Chester.

#### Births

- In 2007<sup>7</sup>, the crude birth rate (number of births per 1,000 resident population) was 9. This was the lowest figure for all APBs. Cheshire West and Chester had a crude birth rate of 11, and the rate for England & Wales was 13.

<sup>14</sup> Child Wellbeing Index 2009 © Crown Copyright

## Safer & Stronger Communities

### Crime & Disorder

- Between April 2008 and March 2009, there were 37 recorded crime incidents per 1,000 population<sup>15</sup>, compared to 71 per 1,000 population in Cheshire West and Chester. Crimes counted include violence, theft, drug related offences, fraud and criminal damage. This was the lowest rate of all APBs
- In the same period, the rate of violent crime (including the offences violence against the person, robbery and sexual offences) was 5 per 1,000 population, which was the lowest of all APBs in Cheshire West and Chester. Ellesmere Port APB had the highest rate (21 per 1,000 population)
- In 2008<sup>16</sup>, there were 29 deliberate primary fires (including buildings and vehicles) and 55 deliberate secondary fires (including refuse, vegetation and derelict buildings), which was the lowest figure of all the APBs. In Cheshire West and Chester, there were 253 primary and 704 secondary fires.

### Road Safety

- In 2006<sup>17</sup>, the number of people killed or seriously injured in road traffic accidents in Rural West APB was 87.

### Community Involvement

The Place Survey 2008<sup>1</sup> found that:

- About a third of people surveyed in Rural West APB (30%) agreed that they could influence decisions affecting their local area. This was similar to the proportion in Cheshire West and Chester.
- 15% of people in Rural West APB thought lack of respect for other people was a problem in their area, whereas almost a third of people (30%) in Cheshire West and Chester thought this was a problem
- 30% of people surveyed in Rural West APB said they participated in regular volunteering. This was the highest proportion of all APBs. Cheshire West and Chester had 24%.

### Liveability in Rural West

- From the Place Survey<sup>1</sup>, 91% of people surveyed in said they were satisfied with where they lived, which was the highest proportion in Cheshire West and Chester. Just 3% were dissatisfied.

### Index of Multiple Deprivation 2007

The Index of Multiple Deprivation (IMD)<sup>18</sup> 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 Rural West APB was Goway North 4 L4, which ranked 47<sup>th</sup> in Cheshire West and Chester, and had a national rank of 9345 (out of 32,482 LSOAs). Neston & Parkgate L1 ranked 49<sup>th</sup> in CW&C. The most deprived LSOA in Cheshire West and Chester was Lache Park L1, in Chester, with a national rank of 363. No LSOA in Rural West APB was in the top 20% most multiply deprived LSOAs nationally

<sup>15</sup> 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

<sup>16</sup> Cheshire Fire Authority

<sup>17</sup> Road Casualties Cheshire, Annual Report 2006, Cheshire County Council

<sup>18</sup> Indices of Deprivation 2007, Department for Communities and Local Government

- Neston and Parkgate L1 ranked highest for deprivation in Rural West APB for Income (40<sup>th</sup> in Cheshire West and Chester), and also for Employment (34<sup>th</sup>), Health Deprivation and Disability (46<sup>th</sup>) and Education, Skills and Training (48<sup>th</sup>)
- Goway North 4 L1 ranked highest for deprivation in Rural West APB for Crime (21<sup>st</sup> in Cheshire West and Chester)
- Malpas, Farndon and Tilston L3 was highest in Rural West APB for Living Environment Deprivation (20<sup>th</sup> in Cheshire West and Chester)
- 9 out of the top 10 LSOAs in Cheshire West and Chester for Barriers to Housing and Services were situated in Rural West APB. Goway North 4 L4 ranked highest in Cheshire West and Chester, and was 870<sup>th</sup> nationally.

## 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 2001<sup>5</sup>, 16% of people in Rural West APB reported having limiting long-term illness or disability. This was about the same as for Cheshire West and Chester, and England & Wales (18%)
- The LSOA with the highest percentage of people with LLTI was Neston & Parkgate L1 (24%). In Cheshire West and Chester the highest percentage was in Westminster and Central L4 (31%) in Ellesmere Port APB
- In the Place Survey<sup>1</sup>, 16% of respondents in Rural West APB reported that they had a limiting long term illness or disability.

### Mental Health and Well Being

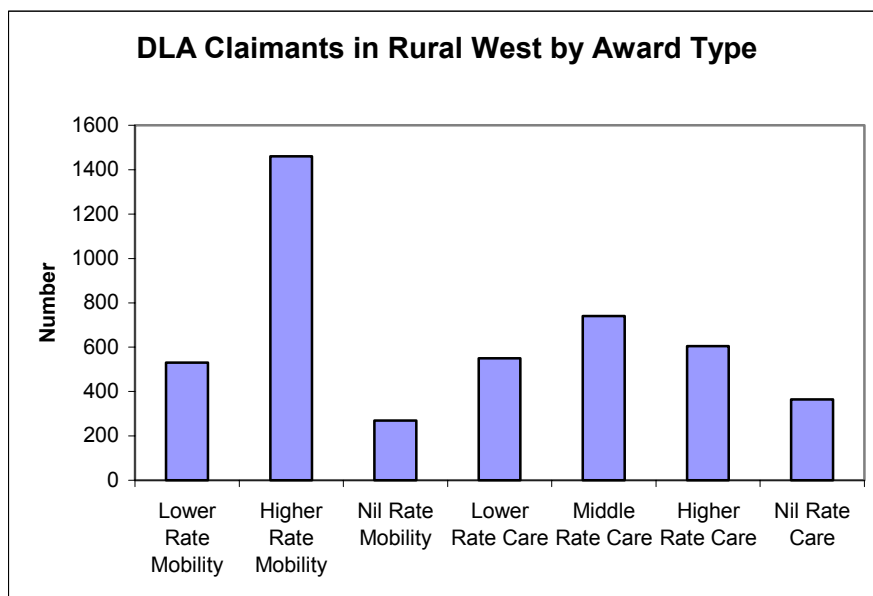
- According to a 2007 survey<sup>19</sup>, 16% of adults in Great Britain are considered to have anxiety- or depression-related mental illness. This would represent around 10,000 people in Rural West APB. Including other conditions, such as Post Traumatic Stress Disorder, Attention Deficit Hyperactivity Disorder and eating disorders, 23% of adults in Great Britain experience mental health issues, which would represent about 14,000 people in Rural West APB
- Within Rural West APB, the LSOA with the greatest evidence of mental health issues, according to the 2007 Index of Multiple Deprivation Mental Health Indicator<sup>18</sup>, was Neston and Parkgate L1 (20<sup>th</sup> in Cheshire West and Chester). The highest ranking LSOA in Cheshire West and Chester was South Blacon L5 in Chester APB
- The MSOA in Rural West with the highest hospitalised prevalence ratio (1999-2003) for mental health conditions<sup>20</sup> (a measure of people admitted to hospital electively or in an emergency) was Neston and Parkgate (85.9). Chester Station MSOA was highest in Cheshire West and Chester with a ratio of 253.4
- Neston and Parkgate MSOA had the highest hospitalised incidence ratio in Cheshire West and Chester (136.5) for self-harm (a measure of people admitted to hospital in an emergency). Little Neston and Riverside was second highest in Rural West APB, with a ratio of 100.4.

### Disability Living Allowance (DLA)<sup>9</sup>

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.

<sup>19</sup> Psychiatric Morbidity Among Adults Living in Private Households in Great Britain, ONS 2007

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



- At November 2008, 4% of the population of Rural West APB were claiming DLA, compared to 5% of the population of Cheshire West and Chester
- The LSOA with the highest proportion of claimants was Gowy North 4 L4 (7%). 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 2% in Gowy North 3 L4. The lowest in Cheshire West and Chester was 1% in Hartford and Kingsmead L4, Northwich and Rural North APB.

#### Health Issues

- Model-based estimates<sup>20</sup> for the proportions of people who smoke were produced, based on survey data from 2003 to 2005. In Rural West APB, Neston and Parkgate MSOA had the highest proportion (19%). Westminster and Central MSOA, Ellesmere Port APB (39%) had the highest estimate in 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 Neston and Parkgate MSOA had the highest proportion (22%). 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 Gowy North 4 had the highest proportion (25%). Wolverham and Stanlow in Ellesmere Port APB had the highest percentage in Cheshire West and Chester (31%)
- Neston and Parkgate MSOA had the highest hospitalised prevalence ratio<sup>20</sup> in Rural West APB for alcohol specific conditions (92.1). The highest ratio in Cheshire West and Chester was in Chester Station MSOA (206.6)
- From the 2001 Census<sup>5</sup>, 8% of people in Rural West 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 Neston and Parkgate (10%). Wolverham and Stanlow MSOA in Ellesmere Port APB had the highest percentage in Cheshire West and Chester (14%). Gowy North 3 had the lowest proportion in Rural West APB of people not in good health (6%), and Hartford and Kingsmead in Northwich and Rural North APB had the lowest percentage in Cheshire West and Chester (5%)
- From the Place Survey<sup>1</sup> 3% 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 Rural West APB with the lowest estimated life expectancy<sup>7</sup> was Elton (77 years). In Cheshire West and Chester, Winsford Dene ward had the lowest estimate (73 years). The highest estimated life expectancies were in Dodleston (86 years) and Riverside ward (83 years). These were also the highest in Cheshire West and Chester
- Healthy life expectancy was estimated based on answers to the question about general health in the 2001 census. Neston and Elton wards had the lowest estimates in Rural West APB (68 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)
- Standardised Mortality Ratios (SMRs)<sup>7</sup> 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 and Wales. Elton and Neston were the only wards in Rural West APB which had SMRs over 100. Dodleston ward had the lowest SMR (61) in Rural West, and its age-specific death rate was significantly lower than the National rate. About 86% of the population of Rural West 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 rate<sup>7</sup> (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 Services<sup>21</sup>

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

	Rural West	Cheshire West and Chester
Job centres	26%	47%
Banks and building societies	36%	67%
Secondary schools	37%	72%
Supermarkets	52%	84%
GP surgeries (all sites)	55%	83%
Post offices	89%	96%
Primary schools	92%	98%
Public houses	95%	97%

- Some households in Malpas, Farndon & Tilston L1 LSOA were more than 6 miles from their nearest Banks and Building Societies, Jobcentres, Secondary Schools or Supermarkets
- All other LSOAs in Rural West APB had facilities within 6 miles of all households, with the exception of Jobcentres – about a third of LSOAs contained households travelling over 6 miles, and all households in Malpas, Farndon & Tilston L5 and Gowy North 3 L2 had to travel further than 6 miles to a Jobcentre.

### Greenspace

- 94% of land in Rural West APB was either greenspace or domestic gardens in 2005<sup>7</sup>, which was the highest proportion of all APBs in Cheshire West and Chester. Ellesmere Port APB had the lowest proportion (62%).

### Recycling and Waste

From the Place Survey<sup>1</sup>

- 79% of Rural West APB respondents were satisfied with local tips/household recycling sites, which was higher than the proportion in Cheshire West and Chester (76%).

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

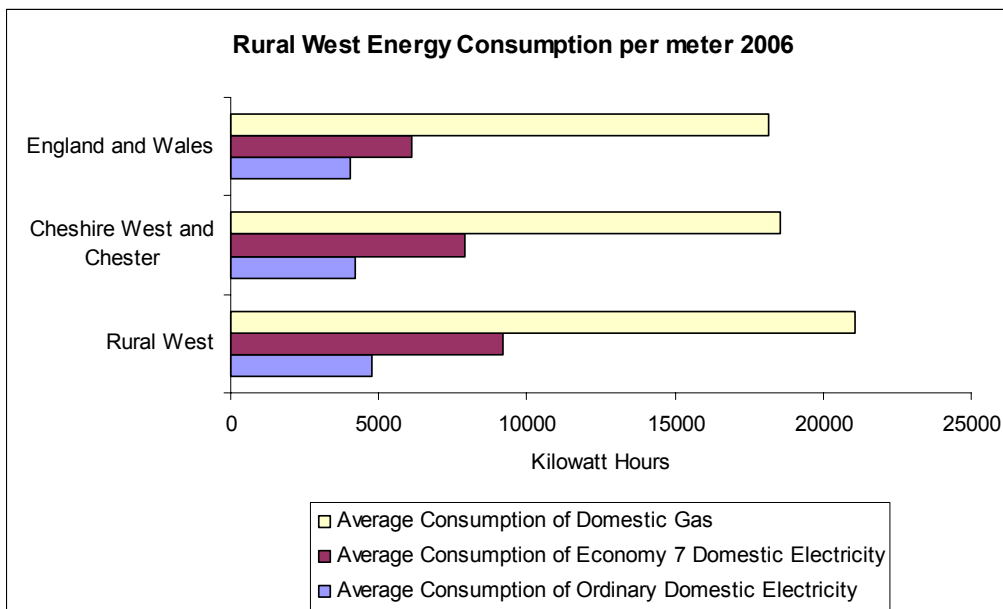
- 80% of people surveyed were satisfied with doorstep recycling services, which was the highest proportion of all APBs in Cheshire West and Chester. 3% were very dissatisfied, the lowest proportion of all APBs. In the Unitary Authority, 75% were satisfied and 4% were very dissatisfied.

### 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 Rural West APB were considered to be in fuel poverty in 2007<sup>18</sup>, which was the same as for Cheshire West and Chester. The LSOA with the highest proportion was Malpas, Farndon & Tilston L5 (7.6%) and the lowest proportion was in Gowy North 2 L4 (5.5%).

### Energy Consumption

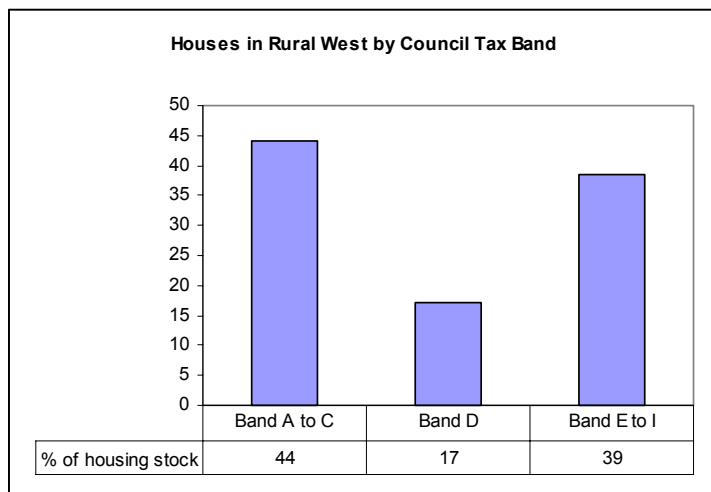
- In 2006<sup>22</sup> Rural West APB had the highest consumption per meter for domestic gas, electricity and Economy 7 electricity of all the APBs in Cheshire West and Chester, and consumption was also higher than in England & Wales. Economy 7 is dual tariff, with cheaper rates for 7 hours during off-peak periods
- Rural West APB used, on average per meter, 27% more domestic electricity than Chester APB, 50% more Economy 7 electricity than England & Wales and 25% more domestic gas than Ellesmere Port APB



- Per person, Rural West APB used about 8,600 Kilowatt hours of energy in 2006 (slightly lower than in England & Wales, where usage was about 8,800 Kilowatt hours per person)
- Rural West APB used gas for 75% of its domestic energy supply, which was the lowest proportion of all the APBs. In England & Wales, the proportion was 78%.

<sup>22</sup> Department for Business, Enterprise and Regulatory Reform (BERR)

## Housing



- The LSOA with the greatest proportion of houses in bands A to C (below the average band D) in 2007<sup>23</sup> was Gowy North 4 L3 (98%)
- Rural West APB had the highest proportion of houses in bands E to I of all the APBs
- The LSOA with the greatest proportion of houses in bands E to I was Willaston and Burton L2 (79%)

- According to the 2001 Census<sup>5</sup>, 32% of people in Rural West APB lived in semi-detached houses (39% for Cheshire West and Chester) and 3% lived in a flat, maisonette or apartment (compared to 6% for Cheshire West and Chester). 1% of Rural West APB's population lived in a caravan or other temporary/mobile structure
- 81% of households in Rural West APB were owned, compared to 75% for Cheshire West and Chester. In Rural West APB, 9% of households were social rented, which was lower than the proportion for Cheshire West and Chester (17%)
- The MSOA with the highest percentage of social rented housing in Rural West APB was Neston and Parkgate (23%). In Cheshire West and Chester, the highest percentage was in Wolverham and Stanlow MSOA, Ellesmere Port APB (54%).

In 2006, the average property price for Rural West APB was £243,858<sup>24</sup>, based on 1109 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 Rural West APB at the time of the 2001 Census<sup>5</sup> was high, with 88% of households owning at least one car or van. 49% of households in Rural West 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.
- Neston and Parkgate MSOA had the highest percentage of households in Rural West APB with no car or van (22%). 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 Rural West APB was in Tattenhall and Dodleston, where 92% of households owned at least one. 94% of households in Hartford and Kingsmead MSOA, Northwich and Rural North APB, had at least one car or van.
- In 2007<sup>25</sup>, about 50,000 vehicles were registered in Rural West APB. 20% of them were at least 10 years old, which was higher than the proportion of 10+ year old cars in Cheshire West and Chester.

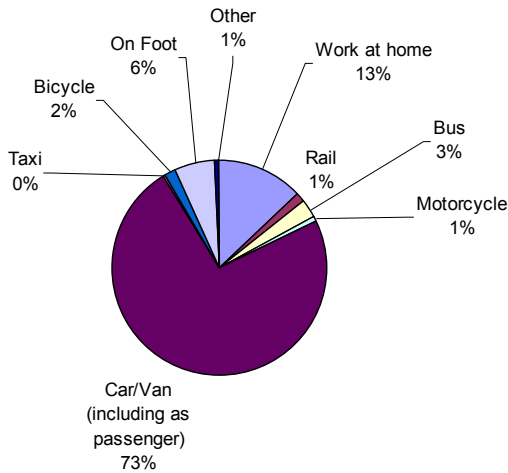
<sup>23</sup> Department for Communities and Local Government, and Valuation Office Agency

<sup>24</sup> HM Land Registry © Crown Copyright

<sup>25</sup> Department for Transport

## Travel to Work

### Method of Travel to Work from Rural West



- From the Census<sup>5</sup>, the car was the most popular means of travel to work by Rural West APB residents (73% drivers or passengers compared with 71% for Cheshire West and Chester and 61% for England & Wales)
- 6% travelled to work on foot, compared with 9% for Cheshire West and Chester and 10% for England & Wales. 3% used a bus (in Cheshire West and Chester, 4% travelled by bus, and 7% in England and Wales)
- 13% of people worked from home, compared with 9% for both Cheshire West and Chester and England & Wales

- People in Malpas, Farndon and Tilston MSOA had the highest average distance travelled to work<sup>5</sup> in Rural West APB and Cheshire West and Chester (22km/13¾miles). The lowest average distance travelled in Rural West APB was from Gowry North 1 (15km/9½miles). The lowest in Cheshire West and Chester was from Whitby West MSOA in Ellesmere Port APB (9km/5½miles). The average distance travelled to work in England & Wales was 13km/8miles.

## Attitudes to Transport

- From the Place Survey<sup>1</sup>, 35% of Rural West APB respondents were satisfied with local bus services. This was the lowest proportion of all APBs in Cheshire West and Chester. Rural West APB also had the highest proportion of people saying they were dissatisfied (39%).

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If you require this, please contact Cheshire West and Chester council

Tel: 0300 123 8 123

Email: [randi@cheshirewestandchester.gov.uk](mailto:randi@cheshirewestandchester.gov.uk)

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