

## Winsford & Rural East Area Partnership Board Themes & Priorities

<b>THEMES:</b>	<b>Promoting a Healthy Population in Winsford &amp; Rural East</b>	<b>Delivering positive outcomes for children and young people</b>	<b>Reducing worklessness in Winsford &amp; Rural East</b>	<b>To deliver neighbourhood management in West Winsford MSOA</b>
<b>LEAD PARTNER</b>	<b>Central &amp; Eastern Cheshire Primary Care Trust</b>	<b>Connexions</b>	<b>Job Centre Plus</b>	<b>Cheshire West &amp; Chester Council</b>
<b>PRIORITIES</b>	<ul style="list-style-type: none"> <li>- Reduce mortality rates</li> <li>- Reduce health inequalities through reducing the consumption of alcohol, substance misuse, those classified as obese and the prevalence of smoking</li> <li>- To improve access and quality of health services</li> </ul>	<ul style="list-style-type: none"> <li>- Reduce the number of First Time Entrants into the Criminal Justice System</li> <li>- Reduce U18 conception rates</li> <li>- Reduce the number of young people not in education, employment or training</li> <li>- Raise awareness and promote activities for young people</li> <li>- Increase the number of parents taking responsibility for their children</li> </ul>	<ul style="list-style-type: none"> <li>- Reduce the number of claimants for Job Seekers Allowance</li> <li>- Improve partnership working in neighbourhoods where more than 25% of the population is unemployed (NI153)</li> <li>- Improve the skills levels of residents of Winsford &amp; Rural East</li> <li>- Reduce the number of young people not in education, training and employment</li> <li>- Deliver regeneration projects in Winsford</li> </ul>	<ul style="list-style-type: none"> <li>- West Winsford is the most deprived area in the APB according to the Index of Multiple Deprivation</li> <li>- West Winsford has the highest rate of benefit claimants – 41%</li> <li>- To reduce unemployment rates (<b>highest rates in MSOA in Winsford &amp; Rural East</b>)</li> <li>- To reduce the proportions of people who smoke (333% of residents in West Winsford estimated to smoke (<b>highest in Winsford &amp; Rural East</b>))</li> <li>- To reduce the consumption of alcohol, in particular binge drinking (<b>highest in Winsford &amp; Rural East</b>)</li> <li>- Improving educational outcomes for young people (<b>lowest % of pupils achieving key stage 2 &amp; 3 examinations</b>)</li> <li>- Reduce rate of violent crime in high crime neighbourhoods in West Winsford.</li> <li>- Reducing rates of primary &amp; secondary fires in hotspot locations in West Winsford</li> <li>- Reducing perceptions of anti social behaviour in areas of perceived high levels of anti social behavior</li> </ul>
<b>PERFORMANCE MEASUREMENT</b>	<ul style="list-style-type: none"> <li>- <b>NI8 Adult participation in sport and active recreation</b></li> <li>- <b>NI123 Stopping smoking</b></li> <li>- <b>NI120 All-age all cause mortality rate</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>NI110 Young Peoples participation in positive activities</b></li> <li>- <b>NI111 First Time Entrants to the Criminal Justice System aged 10 -17</b></li> <li>- <b>NI112 Under 18 conception rates</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>NI153 Working age people claiming out of work benefits in the worst performing neighbourhoods</b></li> <li>- <b>NI163 Proportion of the population aged 19 – 64 males and 19 -59 females</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>NI4 % who feel they can influence decisions in their locality</b></li> <li>- <b>NI8 Adult participation in sport and active recreation</b></li> <li>- <b>NI15 Serious violent crime rate</b></li> <li>- <b>NI20 Assault with injury crime rate</b></li> <li>- <b>NI17 % with a high level of perceived anti social behaviour</b></li> <li>- <b>NI110 Young Peoples participation in positive activities</b></li> </ul>

**PRIORITY  
ACTIONS /  
PROJECTS**

	<ul style="list-style-type: none"> <li>- <b>NI117 16 – 18 year olds not in education, employment and training</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>qualified to Level 2 or higher</b></li> <li>- <b>NI164 Proportion of population aged 19 – 64 males and 19 - 59 aged females qualified to level 2 or higher</b></li> </ul>	<ul style="list-style-type: none"> <li>- <b>NI112 Under 18 conception rates</b></li> <li>- <b>NI120 All-age all cause mortality rate</b></li> <li>- <b>NI123 Stopping smoking</b></li> <li>- <b>NI153 Working age people claiming out of work benefits in the worst performing neighbourhoods</b></li> </ul>
<ul style="list-style-type: none"> <li>- Deliver targeted social marketing campaigns to tackle the alcohol and smoking agenda</li> <li>- Deliver alcohol brief interventions</li> <li>- Support Vale Royal Day Service</li> </ul>	<ul style="list-style-type: none"> <li>- Youth Engagement Service (YOTS)</li> <li>- Princes Trust (Cheshire Fire Service)</li> <li>- Football Federation Project (Children's Society)</li> </ul>	<ul style="list-style-type: none"> <li>- Winsford Learning Zone</li> <li>- Winning Winsford</li> <li>- Promotion of area as a positive place for business to locate</li> <li>- Future Jobs Fund</li> </ul>	