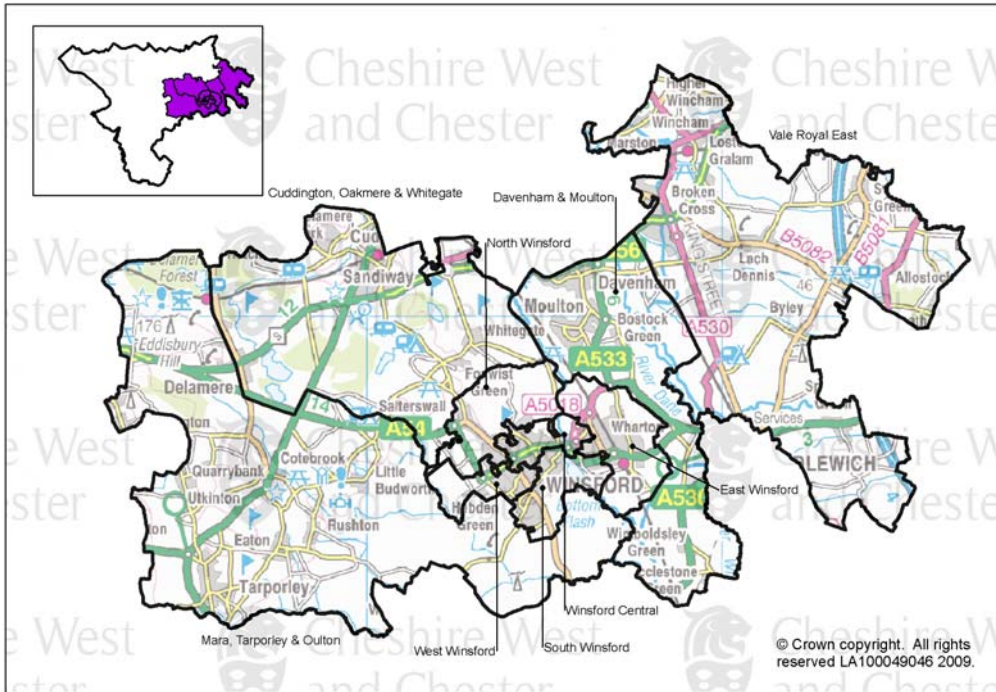


# Area Partnership Board Summary Profile

## Winsford and Rural East

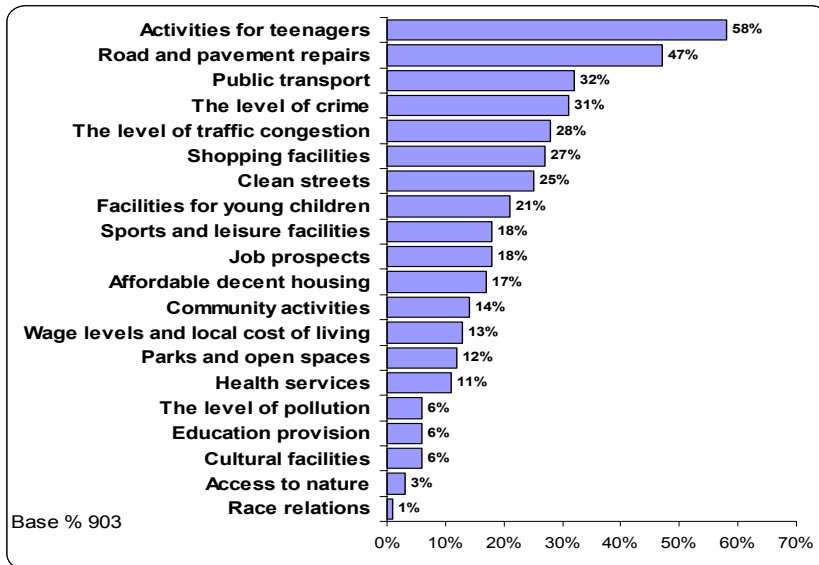


This Area Partnership Board (APB) area is bordered in the West by the Sandstone ridge and Delamere Forest and by the M6 motorway in the East. Winsford is the major town of the area and is home to fire and police headquarters. This area's heritage is deeply affected, by the salt mines and the canal system.

### Headline Statistics

- In 2007 Winsford & Rural East had a population of 58 000 which represents 18% of the population of Cheshire West and Chester.
- In 2007 Winsford had a population of 30 700 and Rural East a population of 27,300.
- In the 2008 Place Survey the top four priorities for improvement were activities for teenagers, road and pavement repairs, public transport and crime levels.
- 19% of residents in Winsford & Rural East were very dissatisfied with local bus services, the highest proportion in Cheshire West & Chester.
- Five LSOAs in Winsford & Rural East were in the top 20% most deprived LSOAs nationally according to the Index of Multiple Deprivation.
- The most deprived LSOA in Winsford & Rural East is West Winsford L2, which ranked as the third most deprived LSOA in Cheshire West & Chester.
- 24% of people surveyed in Winsford & Rural East agreed that they could influence decisions in their local area (compared to 27% across Cheshire West & Chester)

# Area Partnership Board Summary Profile Winsford and Rural East



## Priorities & Perceptions

- In the 2008 Place Survey, the issue rated as the highest priority for improvement in Winsford & Rural East was activities for teenagers. Over half of respondents (58%) placed this in their top five priorities.
- The top 3 issues in Winsford & Rural East for making somewhere a good place to live were the level of crime (chosen by 66% of respondents), clean streets (46%) and quality of health services (42%).

### Perceptions

- In the 2008 Place Survey 36% of respondents thought litter was a problem. About a third of respondents also thought people using or dealing drugs, vandalism and graffiti, and people being drunk or rowdy in public places were problems – similar to Cheshire West and Chester (CW&C).
- 28% of people in Winsford & Rural East agreed that parents took enough responsibility for their children, similar to CW&C (32%).
- In the 2008 Place Survey, 42% of respondents from Winsford & Rural East APB considered that teenagers hanging around on the streets were a 'very big or fairly big problem', a similar proportion to that in CW&C

### Priorities

- NI 4: % of people who feel they can influence decisions – 24%, in Cheshire West & Chester the rate is 27%
- NI 111: First Time Entrants into the Criminal Justice System into the Criminal Justice System
- NI 112: Under 18 conception rate was 42 per 1000 females aged 15-17 between 2004-2006, the highest rate in Cheshire West & Chester

### Identifying the Priorities

A wide range of analysis and consultation has been undertaken to help identify the priorities for Winsford and Rural East. Reviewing the issues around crime, health, employment, children and young people provide an overview of the area. Community Surveys assist us in developing an understanding of residents' priorities. Addressing these priorities and ensuring there is no duplication of resources requires consideration of other supporting documents such as Parish Plans, Sustainable Communities Strategy and the Local Area Agreement. Through analysis of the data and perception surveys available the following priorities have been identified for Winsford and Rural East.

# Area Partnership Board Summary Profile

## Winsford and Rural East



### Adult Health & Wellbeing

#### Obesity – Smoking – Alcohol – Mental Well-Being

- According to a 2007 survey, 16% of adults in Great Britain are considered to have anxiety or depression-related mental illness. This would represent around 9,000 people in Winsford & Rural East. 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 13,000 people in Winsford & Rural East.
- At May 2008, 6% of the population of Winsford & Rural East were claiming Disability Living Allowance, compared to 5% of the population of CW&C. 19% of all claims in CW&C were in Winsford & Rural East.
- Estimates for the proportions of people who smoke were produced based on survey data from 2003 to 2005. In Winsford & Rural East, West Winsford MSOA had the highest proportion (33%). Westminster and Central MSOA, Ellesmere Port (39%) had the highest estimate in CW&C.
- Estimates for the percentage of people considered to be binge drinkers (who consumed more than eight units in a day at least once a week for a man, six units for a woman) indicated West Winsford MSOA had the highest proportion 26%. Chester Central MSOA had the highest percentage in Cheshire West & Chester.

### Safer & Stronger Communities

#### Alcohol – Substance Misuse – Anti Social Behaviour - High Crime Neighbourhoods- First Time Entrants

- 59 recorded crimes per 1000 of population in Winsford & Rural East compared to 71 per 1000 of population in Cheshire West & Chester.
- 12 recorded crimes per 1000 of population classed as violence against the person compared to 14 recorded crime per 1000 of population in Cheshire West & Chester.
- The top issue in the Place Survey for making Winsford & Rural East a good place to live was a low level of crime –66% of respondents.
- Of the issues asked about, the one of greatest concern in the local area was teenagers hanging around on street corners 42%.
- In the Place Survey about a third of respondents in Winsford & Rural East and Chester thought dealing drugs, vandalism, graffiti, drunk and rowdy behaviour in a public place were a concern – similar to CW&C

### Children & Young People

#### Activities for Young People – Underage Conceptions – Educational Attainment – Parenting – NEET

- Of the issues asked about, the one of greatest concern in the local area was teenagers hanging around on street corners 42%.
- NI 111:First Time Entrants into the Criminal Justice System into the Criminal Justice System is also a key issue

# Area Partnership Board Summary Profile

## Winsford and Rural East



- The under 18 conception rate in Winsford & Rural East was 42 per 1,000 females aged 15-17 years, the highest rate in CW&C
- 29% of 16 -74 years olds had no educational qualifications – compared to 27% in Cheshire West & Chester.
- % of pupils achieving the expected level in key stage 2 and 3 examinations – at key stage 2 West Winsford for English (60%) and Mathematics (59%) and South Winsford for Science (73%) were the lowest percentages of all MSOAs in CW&C.

### Jobs & Enterprise

#### Worklessness – Skills Levels – NEET – Regeneration

- Five LSOAs where the number of job vacancies is much less than the number of job seekers allowance claimants – Cuddington, Oakmere and Whitegate L4, North Winsford L1 and L4, South Winsford L3 and West Winsford L3
- Seven LSOAs where the number of job vacancies is greater than the number of job seekers allowance claimants – Mara, Tarporley & Oulton (L2,L3 and L4), Vale Royal East L2 and L4, North Winsford L3 and East Winsford L4
- 34% of people unemployed in Winsford & Rural West were under 25 (31% in Cheshire West & Chester)
- 15% of people unemployed in Winsford & Rural West aged 50 or over (16% in Cheshire West & Chester)
- Unemployment rates for Winsford were consistently higher than for England.
- In Rural East, unemployment was lower than in CW&C
- 19% of 16 – 74 years old were qualified to degree level or above – compared to 22% in Cheshire West & Chester

### Environment Sustainability

#### Litter - Public Transport - Recycling – Energy Consumption

- In the 2008 Place Survey 36% of respondents thought litter was a problem in Winsford & Rural East (compared to 32% in Cheshire West & Chester)
- High levels of satisfaction with local tips/household recycling sites and door step recycling schemes
- Higher than average rates of domestic energy consumption both domestic gas and economy 7 electricity usage.
- From Census 2001, 75% of residents in Winsford & Rural East used a car as a means of travelling to work either as driver or passenger (71% in Cheshire West & Chester) – (61% in England and Wales)
- In the Place Survey 37% of respondents were satisfied with local bus services (2<sup>nd</sup> lowest in Cheshire West & Chester – Rural West was lowest)
- In the Place Survey Winsford & Rural East had the highest proportion of people who were very dissatisfied with local bus services – 19%.