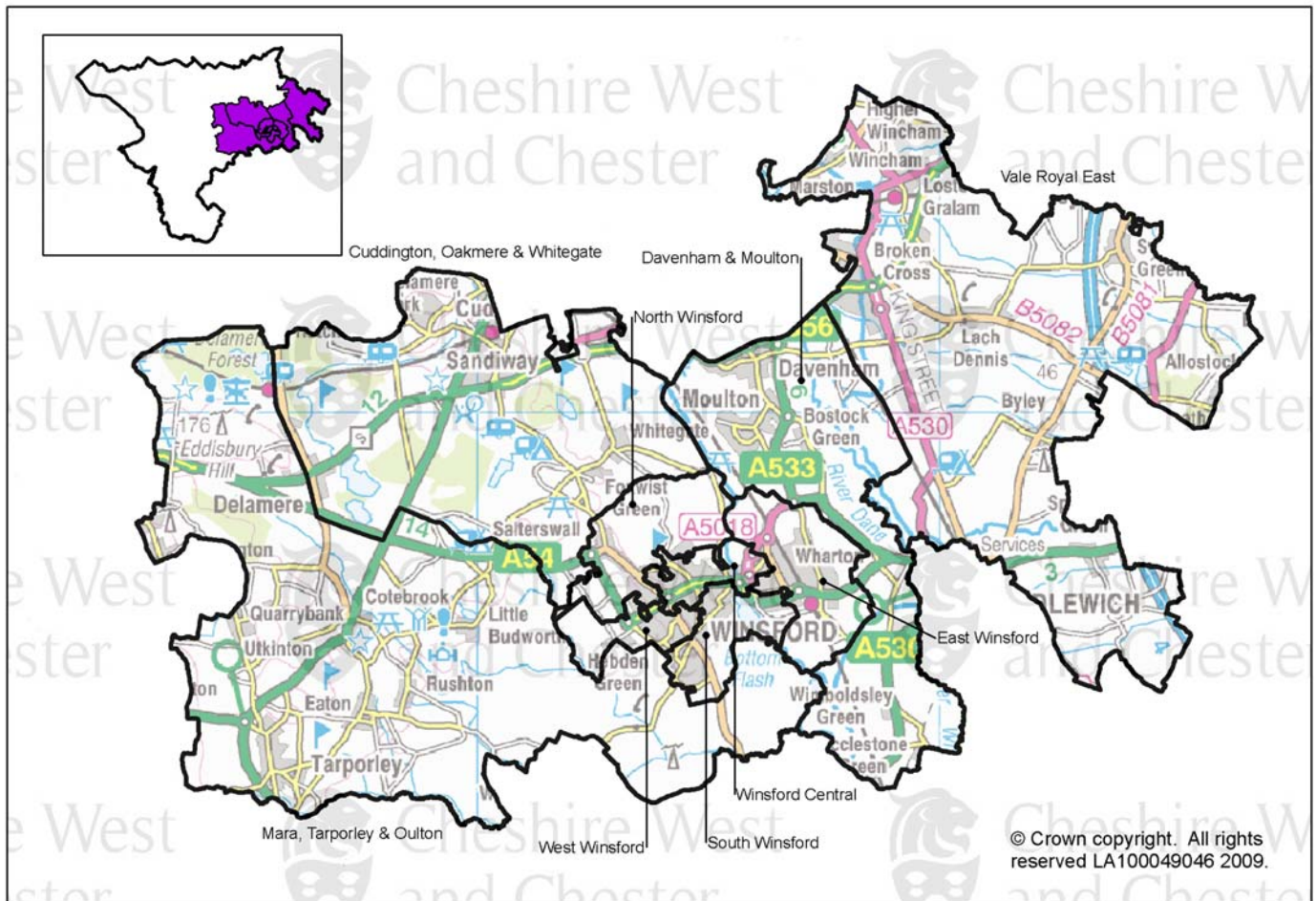


Area Partnership Board Profile

Winsford and Rural East



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

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About the Profile

The aim of this profile is to provide the Local Area Partnership 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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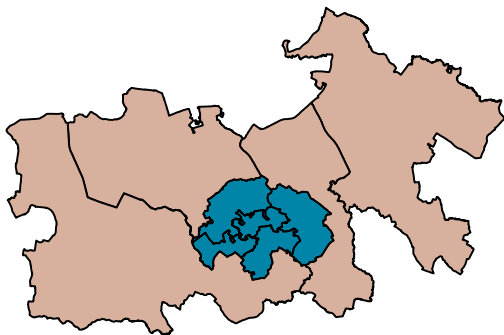
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Summary

Winsford & Rural East APB In Perspective

This Area Partnership Board (APB) 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, like Northwich and Rural North APB, by the salt mines and the canal system. The UK's largest rock salt mine is at Winsford, and today salt, or grit, is extracted to be used as a de-icing agent on roads. The most significant geographical features in the area are the flashes, also known as the 'Cheshire Broads'. The flashes were created as a result of the process of salt extraction, and now provide attraction for day trippers and have a holiday feel, due in part to a caravan park and marina.



The Western part of Winsford & Rural East APB is dominated by Delamere Forest and rural farmland; interspersed with golf clubs, campsites, picnic areas and famously, Oulton Park race track.

The map to the left shows how this APB can be divided into Winsford, and Rural East. The Winsford part is highlighted in dark blue, the Rural East part highlighted in light brown.

Priorities and Perceptions

The top 3 priorities for improvement in Winsford & Rural East APB in 2008 were activities for teenagers, road and pavement repairs and public transport. This links with the perception that teenagers hanging around on the streets were a big problem in local areas.

Winsford & Rural East APB's People

Winsford & Rural East APB contained about 18% of the population of Cheshire West and Chester (CW&C) in 2007, which was the lowest proportion of all the APBs. It had a lower proportion of 20-30 year olds than England & Wales. The proportion of people under 35 years old in MSOAs in Rural East was lower than the proportion in Winsford MSOAs, and the proportion of older people was higher.

Jobs and Enterprise

Unemployment rates for Winsford & Rural East APB as a whole were lower, and average household income was higher, than those for England & Wales, but about the same as those for CW&C. Winsford had higher unemployment than England & Wales, and Rural East had unemployment rates lower than for CW&C.

Children & Young People

Overall exam results for Winsford & Rural East APB pupils at Key Stage 2 were slightly lower than those for England and CW&C, but at Key Stage 3, GCSE and A-level, the overall results were higher. There were a higher percentage of people with no qualifications and a lower percentage of people with a degree in Winsford & Rural East APB compared to CW&C.

The under 18 conception rate in Winsford & Rural East APB was 42 per 1,000 females aged 15-17 years, the highest rate in CW&C.

Safer & Stronger Communities

Five LSOAs in Winsford & Rural East APB were in the top 20% most multiply deprived in the Index of Multiple Deprivation 2007. These were all in Winsford. LSOAs in Rural East did not score highly in the Index, with the exception of Vale Royal East, which was highest in the APB for Barriers to Housing and Services.

There were significant pockets of social and economic disadvantage in the area of West Winsford, as it contained LSOAs scoring highly in 5 out of 7 indicators in the Index of Multiple Deprivation and having the highest unemployment rate, high proportions of benefit claimants, low proportions of pupils achieving expected levels in examinations, 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 the Unitary Authority and in England. This APB contained the area with the lowest estimated life expectancy in CW&C, and also had the lowest proportion of the population living in areas with Standardised Mortality Ratios better than that for England & Wales.

Environmental Sustainability

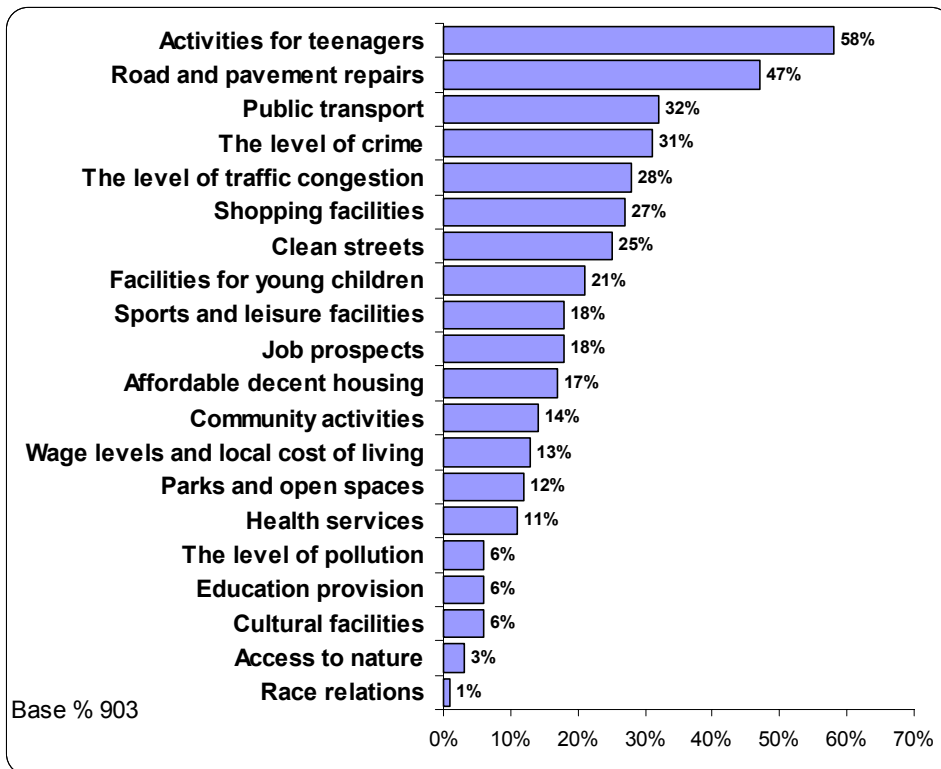
Car ownership in Winsford & Rural East APB was high. Most people travelled to work by car at the time of the 2001 Census, and this was the APB with the lowest proportion of people travelling to work by bus.

Headline Statistics

- Winsford & Rural East APB had a population of 58,000 in 2007
- Winsford & Rural East APB had lower proportions of 20-34 year olds and higher proportions of those aged between 35 and 79 than England & Wales. This distinction was more pronounced in Rural East
- £35,800 was the average household income in Winsford & Rural East APB, 4% higher than for Great Britain
- 76% of employees working in Winsford & Rural East APB were employed in the Service sector. Of all Energy and water employees in CW&C, 47% worked in Winsford and Rural East APB
- A third of Winsford & Rural East APB households were more than 2 km from a GP surgery and more than 4 in 10 households were over 2 km away from a secondary school
- 75% of Winsford & Rural East APB residents travelled to work by car, compared to 61% in England & Wales
- The recorded crime rate was 59 per 1,000 population
- The under 18 conception rate in Winsford & Rural East APB was 42 per 1,000 females aged 15-17 years, the highest rate in CW&C
- The top 4 priorities for improvement in Winsford & Rural East APB in 2008 were activities for teenagers, road and pavement repairs, public transport and crime levels.

Priorities and Perceptions

Overall Priorities for Improvement



- In the 2008 Place Survey¹, the issue rated as the highest priority for improvement in Winsford & Rural East APB was activities for teenagers. Over half of respondents (58%) placed this in their top five priorities
- 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 66% of respondents), clean streets (46%) and quality of health services (42%).

Perceptions

- In the 2008 Place Survey¹, 42% of respondents from Winsford & Rural East APB considered that teenagers hanging around on the streets were a 'very big or fairly big problem', about the same as in Cheshire West and Chester.
- Over a third (36%) of respondents thought litter was a problem, and about a third thought people using or dealing drugs, vandalism and graffiti, and people being drunk or rowdy in public spaces were problems in their local areas. Around a third of people in Cheshire West and Chester thought these were problems.
- Noisy neighbours and abandoned or burnt out cars were of less concern – less than 15% of respondents said these were a problem in their local area. These were considered less of a concern in Cheshire West and Chester as well
- 28% of people in Winsford & Rural East APB agreed that parents took enough responsibility for their children, which was similar to the proportion in Cheshire West and Chester.
- 88% of respondents said they felt safe outside in daylight, and 52% felt safe after dark, which were about the same as the proportions in Cheshire West and Chester.

¹ 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	Winsford & Rural East APB
NI 4	% of people who feel they can influence decisions in their locality.	2008	26.9%	24.0%
NI 8	Adult participation in sport and active recreation. Proxy definition % of adults who used sports/leisure facilities at least once/week.	2008	18.5%	22.8%
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. Proxy definition - Number of 'assaults with less serious injury' offences, per 1,000 population.	2008/9	6.3	6.1
NI 21	% agreeing that the police and other local public services are successfully dealing with anti-social behaviour and crime issues.	2008	26.5%	26.9%
NI 33	Number of deliberate primary and secondary fires per 10,000 population.	2008/9	29	43
NI 47	People killed or seriously injured in road traffic accidents. Proxy definition - 3 year rolling average as rate per 100 km total roads.	2004-2006	12	13
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	2211
NI 112	Under 18 conception rate – Proxy definition : No. of conceptions for girls aged 15-17 as a rate/1,000. 3 yr rolling average	2004-06	36	42
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	Proxy definition - 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%	11.1%
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%	4%
NI 171	New Business registration rate: Proxy definition – Percentage change of businesses registered for VAT shown as an increase or decrease, since 2005.	2007	+5%	+3%

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.

Winsford & Rural East APB's People

Size & Distribution

- In 2007, the population of Winsford & Rural East APB was 58,000². Winsford had a population of 30,700, and Rural East had a population of 27,300
- This represented nearly 18% of the population of Cheshire West and Chester Unitary Authority
- Winsford & Rural East 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
- Winsford parish had a population of 30,700
- Rural East consists of 23 Parishes. Four of those are above 3,000 in population – Cuddington, Davenham, Hartford, and Rudheath, although the last 3 also overlap the boundary into Northwich and Rural North
- Six parishes in Rural East have between 1,000 and 3,000 in population - Tarporley, Moulton, Lostock Gramam, Wincham, Whitegate & Marton and Delamere
- There are another 13 parishes with populations between 100 and 900.

Density

- The area of Winsford & Rural East APB is 21,300 hectares. This includes Winsford with an area of 2,200 hectares (10%), and Rural East with an area of 19,100 hectares (90%)
- The population density in 2007 was 2.73 people per hectare. Winsford had a density of 13.94 people per hectare, and Rural East a density of 1.44 people per hectare. (Cheshire West and Chester had 3.49 people per hectare)
- Winsford Central was the MSOA in this APB with the highest density, 28.24 people per hectare. Mara, Tarporley and Oulton had the lowest at 0.85 people per hectare.

Rural/Urban Classification

Percentage of population by urban/rural category

	Winsford & Rural East	Cheshire West and Chester
Urban	16%	25%
Predominantly urban	3%	14%
More urban than rural	35%	26%
More rural than urban	31%	23%
Predominantly rural	9%	7%
Rural	6%	4%

Only Vale Royal East L5 and Mara, Tarporley & Oulton L4 were classified in 2004³ as Rural.

Trends

- The population of Winsford & Rural East APB is expected to increase by about 3% between 2006 and 2016⁴. The population of Cheshire West and Chester is expected to grow by about 2% over the same period. (These figures are based on ward population forecasts; updated APB based forecasts are due to be available September 2009.)

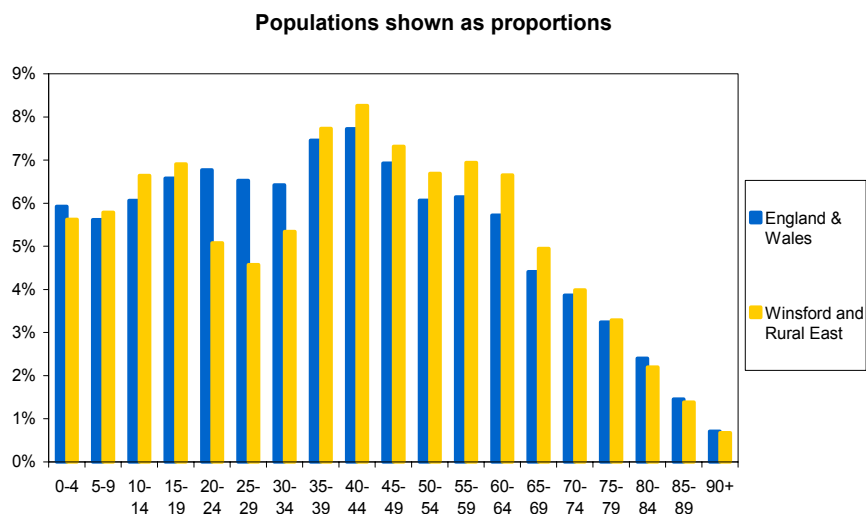
² Cheshire County Council population estimates 2007

³ Cheshire County Council Rural/Urban Classification

⁴ 2008 Cheshire County Council Population Forecasts

Age Distribution

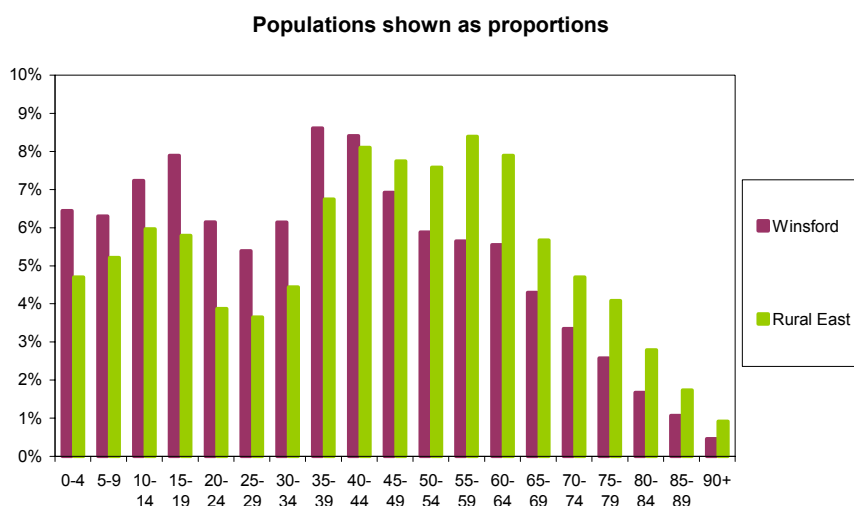
In 2007² Winsford & Rural East APB had:



- Low proportions of 20-34 year olds and high proportions of 35-79 year olds compared to England & Wales
- The highest proportion of 35-39 year olds in Cheshire West and Chester
- The lowest numbers of 45-49 year olds and 65-84 year olds of all APBs.

Considering Winsford and Rural East separately:

- Rural East had lower proportions than Winsford for those aged 0-44, but higher proportions for those aged 45 plus
- Rural East had the lowest proportions of 15-19 and 25-34, year olds in Cheshire West and Chester
- Rural East had the highest proportions of 45-59 and 75-79 year olds in Cheshire West and Chester
- Winsford had the lowest proportions of 55-59 and 75+ year olds of all APBs



- Winsford had the highest proportions of 0-19 and 35-39 year olds in Cheshire West and Chester.

Households

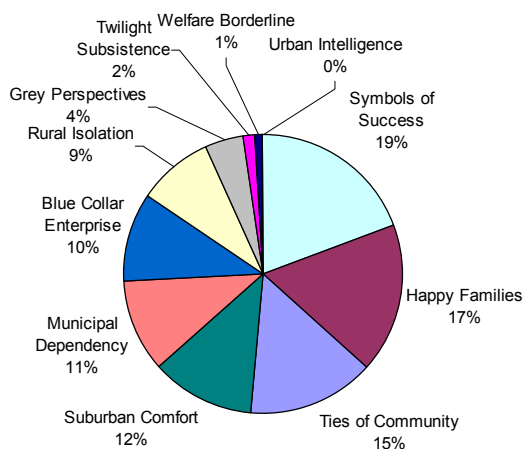
- From the Census, in 2001⁵, there were 22,500 households in Winsford & Rural East APB
- 9% of people lived alone. This was the lowest proportion of all APBs. Of those living alone, 52% were pensioners. In Cheshire West and Chester, 11% lived alone and 52% of those people were pensioners. The MSOA in Winsford & Rural East APB with the highest percentage of people living alone was Winsford Central (11%)
- Single person households formed 23% of the total number of households, compared to 27% in Cheshire West and Chester
- 33% of households had dependent children, and lone parents with dependent children made up 6% of all households in Winsford & Rural East APB. In Cheshire West and Chester, 29% had dependent children

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

and 6% of all households were lone parents with dependent children. West Winsford MSOA had the highest proportion of lone parents with dependent children (14%) in Winsford & Rural East APB.

Mosaic Classification

Mosaic is a system of classifying households by consumer behaviour⁶.



- Most households in Winsford & Rural East APB were classified as Symbols of Success – high earning, and far advanced in professional careers
- This APB also had the second highest percentage, after Rural West APB, of households classed as Rural Isolation – small communities in the countryside, with a generally older population
- Winsford & Rural East APB had no households classified as Urban Intelligence - young, well-educated and cosmopolitan.

Ethnic Background and Religion

In 2001⁵, the ethnic composition of Winsford & Rural East APB was as follows.

All People	White British	Other White	Mixed	Asian or Asian British	Black or Black British	Chinese or Other Ethnic Group
56,521	54,982	809	248	193	47	242

- 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 2006⁷ 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 Winsford & Rural East APB in 2001⁵.

All People	Christian	Buddhist	Hindu	Jewish	Muslim	Sikh	Other religion	No religion	Religion not stated
56,512	46,433	74	74	29	121	40	65	6,055	3,621

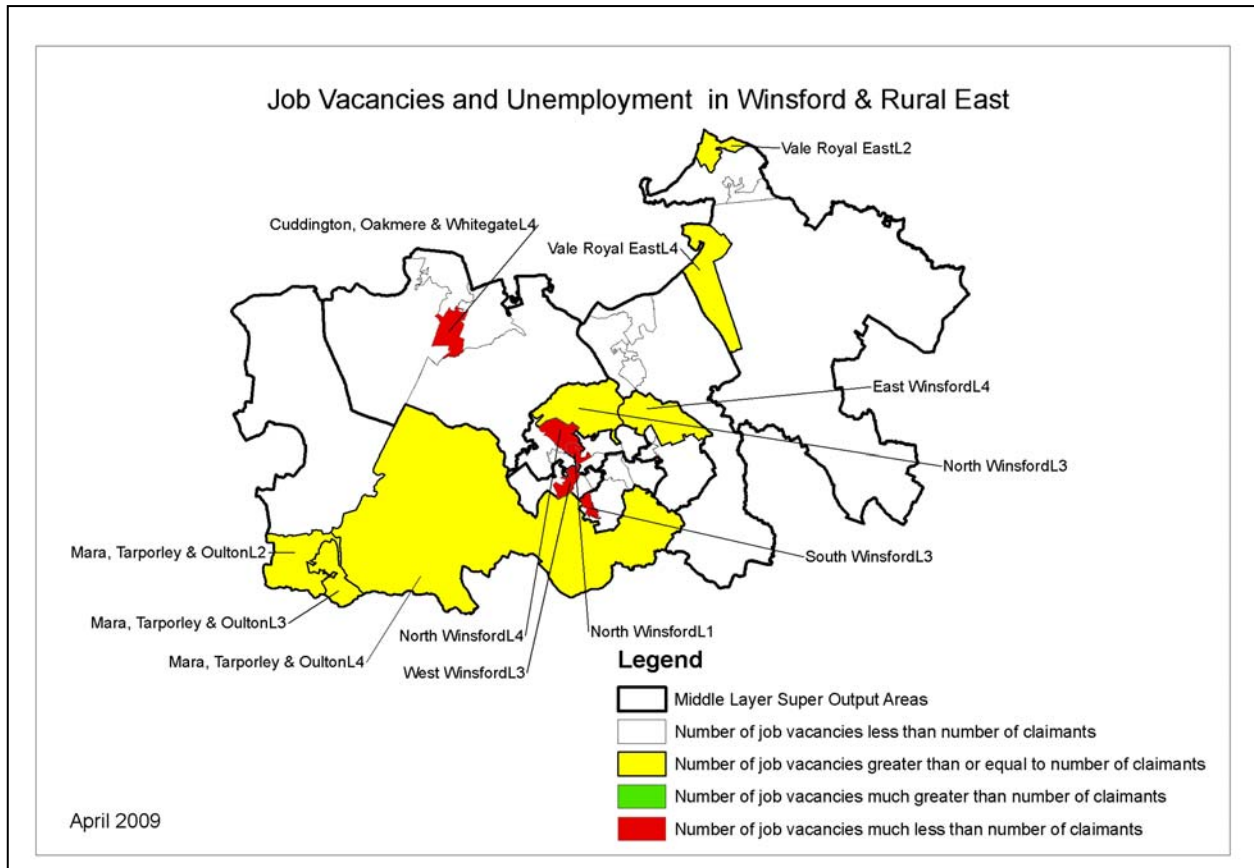
- 82% identified themselves as Christian, similar to the results for Cheshire West and Chester.

⁶ Mosaic www.experian.co.uk/www/pages/what_we_offer/products/mosaic_uk.html

⁷ Office for National Statistics (ONS) © Crown Copyright

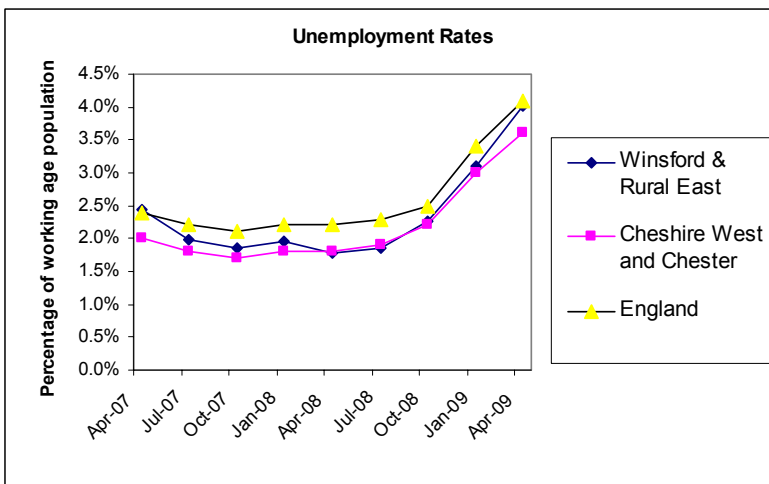
Jobs & Enterprise

Employment and Unemployment⁸



In April 2009, no LSOAs in Winsford & Rural East APB had more than 4 times as many job vacancies as unemployed people. Five LSOAs had over 50 Jobseekers Allowance claimants and no more than 1 job vacancy available.

- Claimant count unemployment rates in Winsford & Rural East APB followed the trend of rates for England and Cheshire West and Chester.

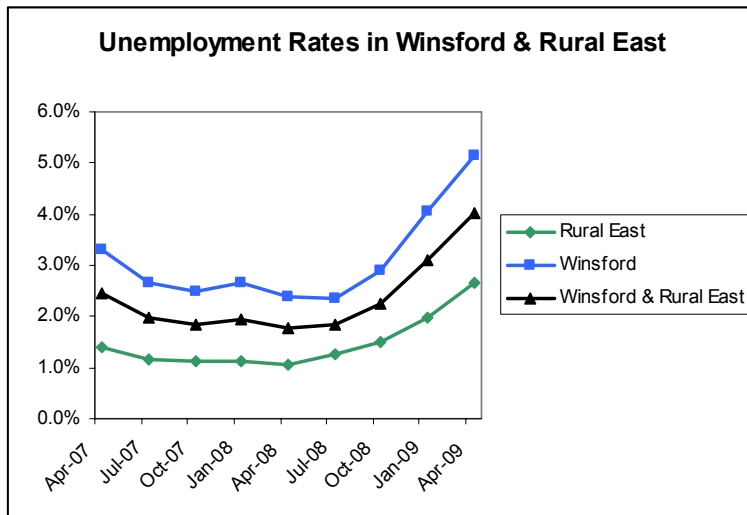


At April 2009:

- The unemployment rate in Winsford & Rural East APB was 4.0%. The rate in Cheshire West and Chester was 3.6%
- 4% of unemployed people had been out of work for over a year (5% for Cheshire West and Chester)
- 34% of unemployed people were under 25 years old (31% for Cheshire West and Chester)
- 15% of unemployed people were aged 50+ (16% for Cheshire West and Chester).

⁸ NOMIS – Official Labour Market Statistics

- Unemployment rates for Winsford were consistently higher than for England
- In Rural East, unemployment was lower than in Cheshire West and Chester
- The MSOA with the highest unemployment rate in April 2009 was West Winsford (6.7%). Westminster & Central in Ellesmere Port APB had the highest rate in Cheshire West and Chester (9.0%).

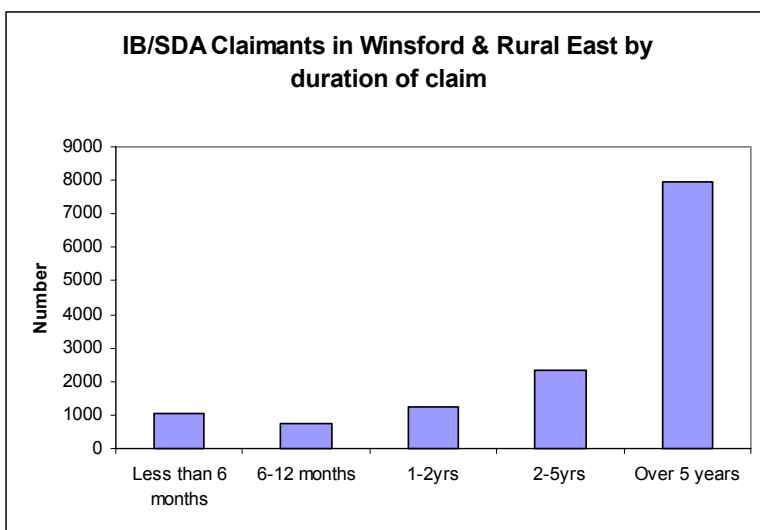


Socio-economic Classification

From the 2001 Census⁵, in Winsford & Rural East APB

- 28% of the population had Managerial and Professional roles, 27% had never worked, were long term unemployed or were otherwise unclassified, 16% had intermediate, supervisory or technical roles, and 23% were in semi-routine and routine jobs. 7% were self-employed or worked on their own account. These proportions were similar to those in Cheshire West and Chester.

Benefit Claimants⁹



- About 6% of the working age population of Winsford & Rural East APB were claiming Incapacity Benefit/ Severe Disablement Allowance (IB/SDA) in November 2008, and 41% of claims were for mental health conditions. Cheshire West and Chester had 7% claiming, and 41% of claims were for mental health conditions
- West Winsford L2 was the LSOA with the highest proportion of IB/SDA claimants in Winsford & Rural East (16%). 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.

- In Winsford & Rural East APB, 14% 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 about the same as the percentage of the Cheshire West and Chester working age population claiming any of these benefits (13%)
- West Winsford L2 LSOA had the highest proportion of benefit claimants (41%). In Cheshire West and Chester, South Blacon L5 (Chester APB) had the highest proportion (45%)

⁹ Department for Work and Pensions (DWP) © Crown Copyright

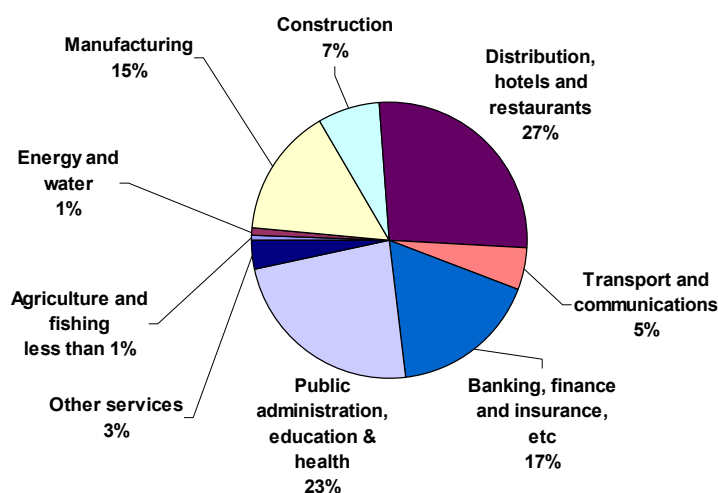
- Mara, Tarporley & Oulton L3 had the lowest proportion of claimants (4%). Hartford and Kingsmead L4 (Northwich and Rural North APB) had the lowest in Cheshire West and Chester (3%).

Economics

- The number of business enterprises registered for VAT⁷ in Winsford & Rural East APB rose by 3% between 2005 and 2007. In Cheshire West and Chester, the number increased by 5% over the same period
- In 2008 average household income¹⁰ in Winsford & Rural East APB was £35,800, which was about the same as that for Cheshire West and Chester, and 4% above the GB average
- The MSOA with the lowest average income was Winsford Central (£27,300). 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 Cuddington, Oakmere & Whitegate (£43,400). The highest average income in Cheshire West and Chester was in Hartford & Kingsmead MSOA in Northwich and Rural North APB (£50,200)
- In 2007⁷, the number of people aged 15-24 decreased in Cuddington, Oakmere & Whitegate MSOA by 87 per 1,000 population in that age group, because of migration (change of postcode between MSOAs), but it saw an increase of 33 per 1,000 in the 25-44 age group. The other 'rural' MSOAs saw decreases in the 15-24 age group, with the exception of Vale Royal East, and in the Winsford MSOAs, there was generally an increase in this age group. Note that this is a snapshot and does not indicate trends – for example, in 2005 there was a large decrease in the 15-24 age group in Winsford Central (40 per 1,000).

Industry by Sector 2007⁸

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



- 76% of employees working in Winsford & Rural East APB were employed in the Service sector (Banking, Distribution, Public Administration, Other services and Transport)
- Of all Energy and water employees in Cheshire West and Chester, 47% worked in Winsford and Rural East APB
- Of all Agriculture and fishing employees working in Cheshire West and Chester, over one quarter (27%) worked in Winsford and Rural East APB
- Of all manufacturing employees in Cheshire West and Chester, over one quarter (26%) worked in Winsford and Rural East APB.

Qualifications

From the 2001 Census⁵, in Winsford & Rural East APB:

- 19% of 16-74 year olds were qualified to degree level or above, compared with 22% in Cheshire West and Cheshire and 20% in England & Wales
- 29% had no qualifications at all (27% in Cheshire West and Cheshire and 29% in England & Wales)

¹⁰ CACI PayCheck 2008.

- Cuddington, Oakmere & Whitegate MSOA had the highest proportion of people aged 16-74 with degree level qualifications or above (35%) in Winsford & Rural East APB, and the highest proportion in Cheshire West and Chester was in South of Dee (40%) in Chester
- Winsford Central MSOA had the highest proportion of people aged 16-74 with no qualifications (40%) in Winsford & Rural East 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 Winsford & Rural East APB (January 2009) there were 26 primary schools, 4 secondary schools and 2 special schools¹¹
- Approximately 4,100 children of primary school age, 5,300 pupils of secondary school age, and 1,300 nursery school age children lived in Winsford & Rural East APB in 2007².

Early Years¹²

The percentage of children in Winsford & Rural East APB in their Reception year at school (the year when they reach 5 years of age) who achieved expected outcomes was 54%. Rural West APB had the highest proportion (67%).

Results¹³

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
Winsford & Rural East APB	78	77	84	Winsford & Rural East APB	79	79	77
CW&C	82	79	88	CW&C	77	78	76
England	80	77	88	England	74	76	73

- At Key Stage 2, the MSOAs with the lowest percentages of pupils achieving the expected level were
 - ↓ West Winsford for English (60%) and Mathematics (59%), and South Winsford for Science (73%). These were also the lowest percentages of all MSOAs in Cheshire West and Chester (CW&C).
- The highest percentages were seen in
 - ↑ Mara, Tarporley & Oulton, Vale Royal East and Cuddington, Oakmere & Whitegate for English (90%), North Winsford for Science (91%) and Cuddington, Oakmere & Whitegate for Mathematics (93%), which was also the highest in Cheshire West and Chester.
 - ↑ Huntington & Boughton Heath (Chester) for English (94%), 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
 - ↓ West Winsford for English (60%), Mathematics (67%) and Science (61%) in Winsford & Rural East APB.
 - ↓ Ellesmere Port'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
 - ↑ Cuddington, Oakmere & Whitegate for English (92%, with Mara, Tarporley & Oulton), Mathematics (95%), and Science (92%) in Winsford & Rural East. This MSOA was the highest in Cheshire West and Chester for Mathematics.

¹¹ Department for Children, Schools and Families (DCSF) School Census

¹² Children and Young People's Service, Cheshire County Council.

¹³ DCSF

↑ Hartford & Kingsmead (Northwich) for English (97%) and Science (97%) 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
Winsford & Rural East APB	64%	785
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 Winsford & Rural East APB with the lowest percentage of students achieving 5 or more GCSEs at grades A* to C was West Winsford (51%). The highest was in Davenham & Moulton (83%). Willaston and Burton had the highest proportion (89%) in Cheshire West and Chester, and the lowest percentage was in Rivacre Brook, Ellesmere Port APB (34%)
- The MSOA with the highest average A-level points per pupil was Mara, Tarporley & Oulton (895), which was also the highest in Cheshire West and Chester. The lowest average in Winsford & Rural East APB was in West Winsford (645). In Cheshire West and Chester, the lowest average was in Wolverham and Stanlow, Ellesmere Port APB (541).

Children in Need

- According to the Child Wellbeing Index 2007¹⁴, 5 LSOAs in Winsford & Rural East APB were in the lowest 20% out of all LSOAs nationally for the Children In Need indicator, having high 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 167 conceptions⁷ to females aged under 18 years old in Winsford & Rural East APB (estimated figures adjusted to allow for undisclosed data due to confidentiality)
- The under 18 conception rate in Winsford & Rural East APB was 42 per 1,000 females aged 15-17 years, which was the highest rate in Cheshire West and Chester.

Births

- In 2007⁷, the crude birth rate (number of births per 1,000 resident population) was 12. Cheshire West and Chester had a crude birth rate of 11, and the rate for England & Wales was 13.

Safer & Stronger Communities

Crime & Disorder

- Between April 2008 and March 2009, there were 59 recorded crime incidents per 1,000 population¹⁵, compared to 71 per 1,000 population in Cheshire West and Chester. Crimes counted include violence, theft, drug related offences, fraud and criminal damage
- In the same period, the rate of violent crime (including the offences violence against the person, robbery and sexual offences) was 12 per 1,000 population, compared to 14 per 1,000 population in Cheshire West and Chester
- In 2008¹⁶, there were 55 deliberate primary fires (including buildings and vehicles) and 196 deliberate secondary fires (including refuse, vegetation and derelict buildings). In Cheshire West and Chester, there were 253 primary and 704 secondary fires.

¹⁴ Child Wellbeing Index 2007 © Crown Copyright 2009

¹⁵ 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

¹⁶ Cheshire Fire Authority

Road Safety

- In 2006¹⁷, the number of people killed or seriously injured in road traffic accidents in Winsford & Rural East APB was 71.

Community Involvement

The Place Survey 2008¹ found that:

- 24% of people surveyed in Winsford & Rural East APB agreed that they could influence decisions affecting their local area. This was similar to the proportion for Cheshire West and Chester.
- 33% of people in Winsford & Rural East APB thought lack of respect for other people was a problem in their area; this was similar to the proportion in Cheshire West and Chester.
- 27% of people surveyed in Winsford & Rural East APB said they participated in regular volunteering. This was similar to the proportion for Cheshire West and Chester.

Liveability in Winsford & Rural East APB

- From the Place Survey¹, 81% of people surveyed said they were satisfied with where they lived and 2% were very dissatisfied, which were similar to the proportions in Cheshire West and Chester.

Index of Multiple Deprivation 2007

The Index of Multiple Deprivation (IMD)¹⁸ 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 Winsford & Rural East APB was West Winsford L2, which ranked 3rd in Cheshire West and Chester, and had a national rank of 888 (out of 32,482 LSOAs). The most deprived LSOA in Cheshire West and Chester was Lache Park L1 (Chester APB), with a national rank of 363. 5 LSOAs in Winsford & Rural East APB were in the top 20% most multiply deprived LSOAs nationally
- West Winsford L2 ranked highest for deprivation in Winsford & Rural East APB for Income (2nd in Cheshire West and Chester), Employment (5th), Health Deprivation and Disability (11th) and also ranked highest in Cheshire West and Chester for Education, Skills and Training
- West Winsford L3 ranked highest for deprivation in Winsford & Rural East APB for Crime (5th in Cheshire West and Chester)
- Winsford Central L2 was highest for deprivation in Winsford & Rural East APB for Living Environment (3rd in Cheshire West and Chester) and Vale Royal East L5 was highest for Barriers to Housing and Services (8th).

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 2001⁵, 18% of people in Winsford & Rural East APB reported having limiting long-term illness or disability. This was the same as for Cheshire West and Chester, and England & Wales

¹⁷ Road Casualties Cheshire, Annual Report 2006, Cheshire County Council

¹⁸ Indices of Deprivation 2007, Department for Communities and Local Government

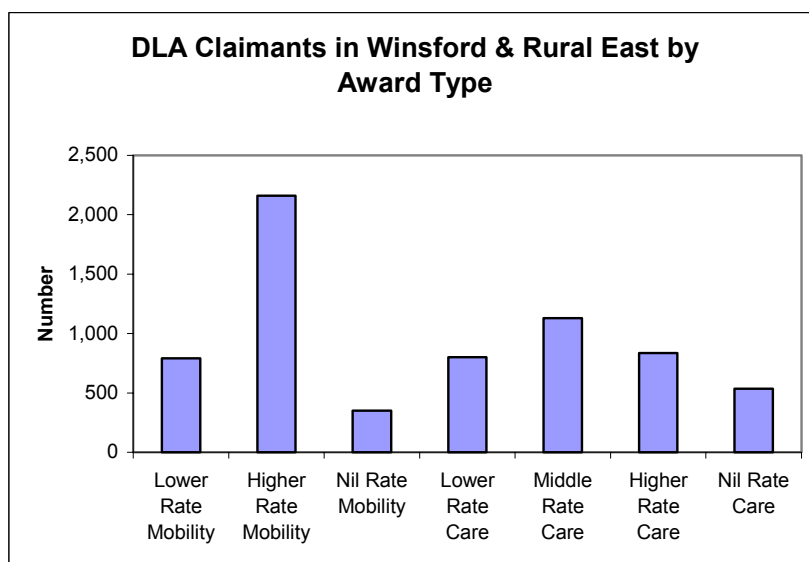
- The LSOA with the highest percentage of people with LLTI was East Winsford L2 (27%). In Cheshire West and Chester the highest percentage was in Westminster and Central L4 (31%) in Ellesmere Port APB
- In the Place Survey¹, 18% of respondents in Winsford & Rural East APB reported that they had a limiting long term illness or disability.

Mental Health and Well Being

- According to a 2007 survey¹⁹, 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 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 13,000 people in Winsford & Rural East APB
- Within Winsford & Rural East APB, the LSOA with the greatest evidence of mental health issues, according to the 2007 Index of Multiple Deprivation Mental Health Indicator¹⁸, was West Winsford L2 (32nd in Cheshire West and Chester). The highest ranking LSOA in Cheshire West and Chester was South Blacon L5 in Chester APB
- The MSOA in Winsford & Rural East APB with the highest hospitalised prevalence ratio (1999-2003) for mental health conditions²⁰ (a measure of people who have been admitted to hospital electively or as an emergency) was Winsford Central (101.6). Chester Station MSOA was highest in Cheshire West and Chester with a ratio of 253.4
- East Winsford MSOA (112.9) had the highest hospitalised incidence ratio for self-harm (a measure of people admitted to hospital as an emergency). Neston and Parkgate in Rural West APB had the highest ratio in Cheshire West and Chester (136.5).

Disability Living Allowance (DLA)⁹

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.



- At November 2008, 6% of the population of Winsford & Rural East APB were claiming DLA, compared to 5% of the population of Cheshire West and Chester
- The LSOA with the highest proportion of claimants was Winsford Central L2 (11%). In Cheshire West and Chester, the highest proportion of claimants was seen in South Blacon L5 (15%) in Chester APB

¹⁹ Psychiatric Morbidity Among Adults Living in Private Households in Great Britain ONS 2007

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

- The lowest proportion of claimants was in Mara, Tarporley & Oulton L3 (1%). This proportion was just higher than in Hartford and Kingsmead L4, Northwich and Rural North APB, which had the lowest in Cheshire West and Chester.

Health Issues

- Model-based estimates²⁰ for the proportions of people who smoke were produced, based on survey data from 2003 to 2005. In Winsford & Rural East APB, West Winsford MSOA had the highest proportion (33%). Westminster and Central MSOA, Ellesmere Port APB (39%) had the highest estimate in Cheshire West and Chester
- The estimates for the percentage of people considered to be binge drinkers (who consumed more than 8 units in a day at least once in a week for a man, 6 units for a woman) indicated West Winsford MSOA had the highest proportion (26%). Chester Central MSOA had the highest estimate in Cheshire West and Chester (39%)
- Estimates for the percentage of obese people (with Body Mass Index 30 or more) indicated that East Winsford had the highest proportion (30%), which was just lower than the estimate for Wolverham and Stanlow in Ellesmere Port APB, which had the highest estimate in Cheshire West and Chester
- Winsford Central MSOA had the highest hospitalised prevalence ratio²⁰ in Winsford & Rural East APB for alcohol specific conditions (102.3). The highest ratio in Cheshire West and Chester was in Chester Station MSOA (206.6)
- From the 2001 Census⁵, 9% of people in Winsford & Rural East APB reported being not in good health, which was the same as the percentage in Cheshire West and Chester. The MSOA with the highest percentage was Winsford Central (13%). Wolverham and Stanlow MSOA in Ellesmere Port APB had the highest percentage in Cheshire West and Chester (14%). Mara, Tarporley & Oulton had the lowest proportion in Winsford & Rural East APB of people not in good health (7%), and Hartford and Kingsmead in Northwich and Rural North APB had the lowest percentage in Cheshire West and Chester (5%)
- From the Place Survey¹, 5% of respondents reported being not in good health, which was the same as 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 Winsford & Rural East APB with the lowest estimated life expectancy⁷ was Winsford Dene (73 years), which was the lowest in Cheshire West and Chester. The highest estimated life expectancy was in Mara (82). The highest life expectancy in Cheshire West and Chester was in Dodleston (86 years) in Rural West APB
- Healthy life expectancy was estimated based on answers to the question about general health in the 2001 census. Winsford Dene ward had the lowest estimate in Winsford & Rural East APB (63 years), just higher than the estimate for Westminster ward in Ellesmere Port APB, which had the lowest in Cheshire West and Chester. Tarporley & Oulton ward had the highest healthy life expectancy in Winsford & Rural East APB (75 years) and Dodleston ward in Rural West APB had the highest in Cheshire West and Chester (80 years)
- Standardised Mortality Ratios (SMRs)⁷ 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 & Wales. Winsford Dene ward had the highest SMR in Winsford & Rural East APB (157). Mara ward had the lowest SMR (75) in Winsford & Rural East APB, and its age-specific death rate was significantly lower than the National rate. About 36% of the population of Winsford & Rural East APB lived in areas with SMRs less than 100, meaning age specific death rates were better than for England & Wales, and this was the lowest proportion of all APBs in Cheshire West and Chester.

In 2007, the crude death rate⁷ (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 Services²¹

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

	Winsford & Rural East	Cheshire West and Chester
Jobcentres	51%	47%
Secondary schools	57%	72%
Banks and building societies	59%	67%
GP surgeries (all sites)	66%	83%
Supermarkets	72%	84%
Post offices	94%	96%
Primary schools	95%	98%
Public houses	98%	97%

Greenspace

- In 2005⁷, 88% of land in Winsford & Rural East APB was greenspace and 4% was domestic garden. The highest proportion of greenspace in Cheshire West and Chester was 90% in Rural West APB. Chester APB had the lowest proportion (47%).

Recycling and Waste

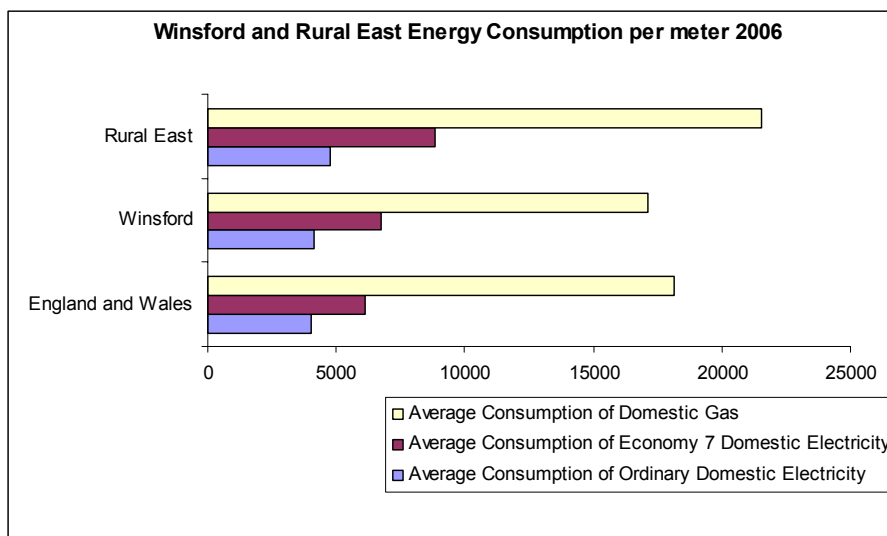
From the Place Survey¹

- 82% of Winsford & Rural East APB respondents were satisfied with local tips/household recycling sites, which was one of the highest proportions of all APBs in Cheshire West and Chester. Just 6% were dissatisfied, which was the lowest proportion in Cheshire West and Chester
- 74% of people surveyed were satisfied with doorstep recycling services, which was about the same as the proportion in Cheshire West and Chester.

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 Winsford & Rural East APB were considered to be in fuel poverty in 2007¹⁸, which was the same as for Cheshire West and Chester. The LSOA with the highest proportion was Winsford Central L4 (7.3%) and the lowest proportion was in Vale Royal East L2 (5.3%).

Energy Consumption



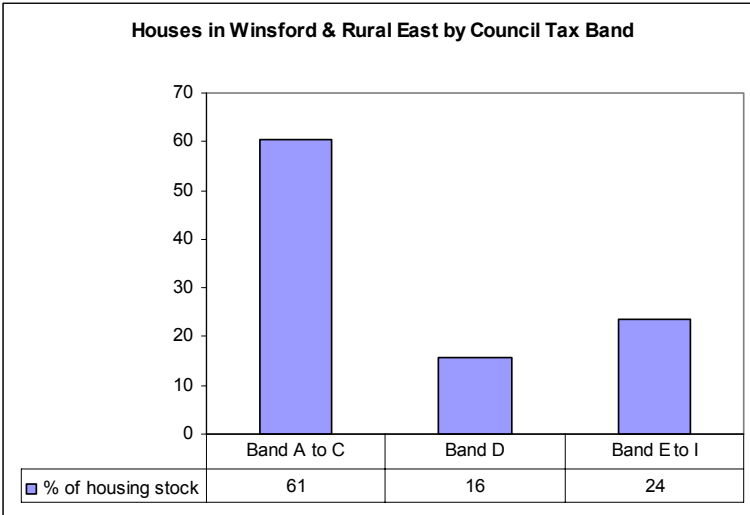
- In 2006²², Winsford & Rural East APB had higher average consumption for domestic gas, electricity and Economy 7 electricity than Cheshire West and Chester and England & Wales. Economy 7 is dual tariff, with cheaper rates for 7 hours during off-peak periods

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

²² Department for Business, Enterprise and Regulatory Reform (BERR)

- Winsford & Rural East APB used, on average, 33% more economy 7 domestic electricity than England & Wales, 18% more domestic electricity than Chester APB and 13% more domestic gas than Ellesmere Port APB
- Gas was used for 78% of domestic energy supply, which was the same as in England & Wales
- Rural East used 26% more gas and 16% more ordinary electricity per meter than Winsford.

Housing



- Almost two thirds of houses in Winsford & Rural East were in Council Tax bands A to C (below the average band D) in 2007²³
- The LSOA with the greatest proportion of houses in bands A to C was East Winsford L3 (100%)
- The LSOA with the greatest proportion of houses in bands E to I was Cuddington, Oakmere & Whitegate L5 (74%)

- According to the 2001 Census⁵, 36% of people in Winsford & Rural East 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 Winsford & Rural East APB's population lived in a caravan or other temporary/mobile structure
- 76% of households in Winsford & Rural East APB were owned, compared to 75% for Cheshire West and Chester. 17% of households were social rented, which was the same as the rate for Cheshire West and Chester
- The MSOA with the highest percentage of social rented housing in Winsford & Rural East APB was West Winsford (42%). 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 Winsford & Rural East APB was £187,211²⁴, based on 1207 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 Winsford & Rural East APB at the time of the 2001 Census⁵ was high, with 83% of households owning at least one car or van, and 41% of households 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.
- West Winsford MSOA had the highest percentage of households in Winsford & Rural East APB with no car or van (31%). 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 Winsford & Rural East APB was in Cuddington, Oakmere & Whitegate, where 91% 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.

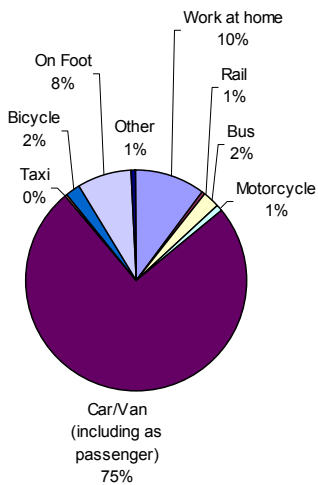
²³ Department for Communities and Local Government, and Valuation Office Agency

²⁴ HM Land Registry © Crown Copyright

- In 2007, about 35,000 vehicles were registered in Winsford & Rural East APB²⁵. 19% of them were at least 10 years old, which was higher than the proportion of 10+ year old vehicles in Cheshire West and Chester.

Travel to Work

Method of Travel to Work from Winsford & Rural East



- From the Census⁵, the car was the most popular means of travel to work by Winsford & Rural East APB residents (75% drivers or passengers compared with 71% for Cheshire West and Chester and 61% for England & Wales)
- 8% travelled to work on foot, compared with 9% for Cheshire West and Chester and 10% for England & Wales. 2% used a bus (in Cheshire West and Chester, 4% travelled by bus, and 7% in England & Wales)
- 10% of people worked from home, compared with 9% for both Cheshire West and Chester and England & Wales

- People in Cuddington, Oakmere & Whitegate MSOA had the highest average distance travelled to work⁵ in Winsford & Rural East APB (22km/13¾miles), just lower than the average for Malpas, Farndon and Tilston, Rural West APB, which had the highest in Cheshire West and Chester. The lowest average distance travelled in Winsford & Rural East APB was from Winsford Central (11km/7miles) and the lowest in Cheshire West and Chester was from Whitby West in Ellesmere Port APB (9km/5½miles). The average distance travelled to work in England & Wales was 13km/8miles.

Attitudes to Transport

- From the Place Survey¹, 37% of Winsford & Rural East APB respondents were satisfied with local bus services. This was the second lowest proportion, after Rural West, of all APBs in Cheshire West and Chester. Winsford & Rural East APB also had the highest proportion of people saying they were very dissatisfied (19%).

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²⁵ Department for Transport