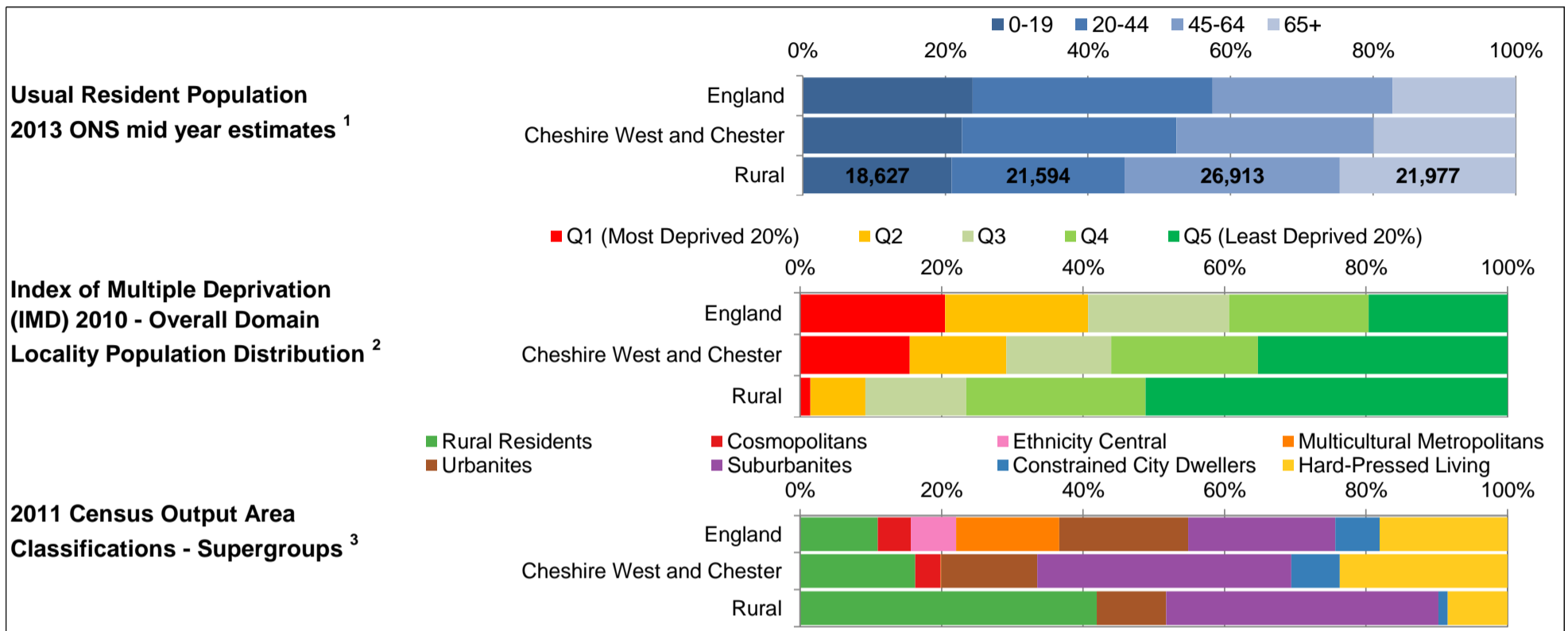


## Cheshire West and Chester Locality Dashboard Rural Locality

The dashboard provides a high level indication of how the locality compares to Cheshire West and Chester as a whole and also how it compares to England. The comparison on the dashboard page is very crude, it is simply a statement of 'higher' or 'lower' with no statistical significance included. Where appropriate, the use of colour and a tick or cross provides some context of whether the locality is better or worse in comparison. The profiles provide supporting detail for each indicator on the dashboard.

### Demographics



	Rural	Cheshire West and Chester	Locality compared to borough	England	Locality compared to England
<b>Fertility (2013 - Live Birth Rate) <sup>4</sup></b>	51.9	58.9	Lower	62.4	Lower
<b>Male life expectancy at birth (2008-12) <sup>5</sup></b>	80.7	79.1	✓	78.9	✓
<b>Female life expectancy at birth (2008-12) <sup>5</sup></b>	84.1	82.6	✓	82.8	✓
<b>English is not main language (aged 3 and over) 2011 Census <sup>6</sup></b>	1.1%	2.1%	Lower	8.0%	Lower
<b>Percentage of people who are from an ethnic minority (2011 Census) <sup>7</sup></b>	3.6%	5.3%	Lower	20.2%	Lower

Locality compared to borough: green = better, red = worse. **Note 1:** Percentage of population in combined five year age bands. Source: ONS 2013 mid year population estimates. **Note 2:** Percentage of people by national quintile. The Index of Multiple Deprivation 2010 (IMD2010) describes the most deprived areas in Cheshire West and Chester in the context of the most deprived areas in England. Therefore national quintile 1 describes those areas of Cheshire West and Chester that are amongst the 20% most deprived in England. Locality figures have been calculated based on resident populations. Source: Department for Communities and Local Government (CLG) 2010 **Note 3:** Area classifications group together geographic areas according to key characteristics common to the population in that grouping. These groupings are called clusters and are derived using census data. The top hierarchy (Supergroups) are displayed below, of which there are eight nationally. Not every local authority will have areas from each Supergroup. Source: ONS 2011 Census **Note 4:** Live birth rate per 1,000 women aged 15-44. Source: ONS and local data from Primary care mortality database **Note 5:** Life expectancy at birth in years. Source: ONS **Note 6:** Percentage of people for whom English is not their main language. Source: ONS 2011 Census (Table Q2205EW) **Note 7:** Percentage of people who are from an ethnic minority. Source: ONS 2011 Census (Table KS201EW)

### Starting Well

	Rural	Cheshire West and Chester	Locality compared to borough	England	Locality compared to England
<b>Percentage of children aged 0-16 in income deprivation affecting children quintile 1 (2013) <sup>1</sup></b>	2%	17%	✓	25%	✓
<b>All lone parent households (2011 Census) <sup>8</sup></b>	7.5%	6.4%	✗	7.1%	✗
<b>Workless households with dependent children (2011 Census) <sup>8</sup></b>	6.0%	11.1%	✓	14.4%	✓
<b>Workless lone parent households with dependent children (2011 Census) <sup>8</sup></b>	25.5%	34.0%	✓	40.5%	✓
<b>Child protection plans (2012/13 - Rate per 10,000) <sup>4</sup></b>	16.2	67.9	Lower	Data Not Available	
<b>Low birthweight births (2009-2013) <sup>2</sup></b>	5.8%	6.8%	✓	7.4%	✓
<b>Infant mortality (2008-2012) <sup>3</sup></b>	3.0	3.9	✓	4.3	✓

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Hospital admissions for asthma, diabetes and epilepsy in Under 19s (2013/14) <sup>5</sup>	251.8	342.2	✓	304.1	✓
Hospital admissions for lower respiratory tract infections in under 19s (2013/14) <sup>5</sup>	337.3	377.4	✓	305.1	✗
Hospital admissions due to intentional self harm to under 25s (2013/14) <sup>6</sup>	264.6	335.0	✓	386.7	✓
Hospital admissions due to unintentional and deliberate injuries in under 25s (2013/14) <sup>7</sup>	118.2	125.9	✓	123.8	✓

	Rural	Cheshire West and Chester	Locality compared to borough	England	Locality compared to England
Teenage conceptions (2010-12) <sup>9</sup>	18.8	30.3	✓	30.9	✓
Modelled smoking prevalence - aged 11-15 (2009-12) <sup>10</sup>	5.1%	5.3%	✓	4.6%	✗
Modelled smoking prevalence - aged 16-17 (2009-12) <sup>10</sup>	21.4%	23.2%	✓	20.7%	✗
Excess weight children - reception year (aged 4-5) 2011/12 to 2013/14 <sup>11</sup>	22.2%	24.6%	✓	22.4%	✓
Excess weight children - Year 6 (aged 10-11) 2011/12 to 2013/14 <sup>11</sup>	29.5%	33.3%	✓	33.6%	✓

Locality compared to borough: green = better, red = worse. **Note 1:** Percentage of under 16s in national quintile 1. Source: Department for Communities and Local Government (CLG) 2010, 2013 ONS mid year population estimates. **Note 2:** Percentage of all live births with a birthweight under 2500g (5lb 8oz) in 2008-2012. Source: ONS **Note 3:** Rate of infant (<1 year) deaths per 1,000 live births in 2008-2012. Source: ONS **Note 4:** Child Protection Plans are put in place to keep children safe from harm. Local Data 2012/13. **Note 5:** Emergency hospital admissions. Indirectly standardised rate per 100,000. Source: Hospital Episode Statistics **Note 6:** Emergency hospital admissions. Indirectly standardised rate per 100,000. Source: Hospital Episode Statistics **Note 7:** Emergency hospital admissions. Indirectly standardised rate per 100,000. Source: Hospital Episode Statistics **Note 8:** Percentages, children aged under 18. Source: 2011 Census tables KS105EW, KS106EW and KS107EW **Note 9:** Rate per 1,000 females aged 15-17. Source: ONS **Note 10:** Modelled percentage estimates of occasional and regular smokers (aged 11-15 and 16-17) - 2009-2012. Source: localhealth.org.uk **Note 11:** National Child Measurement Programme, 2011/12 to 2013/14 combined. Source: Health and Social Care Information Centre

### Education (2012/13)

	Rural	Cheshire West and Chester	Locality compared to borough
5+ A* - C GCSE's or equivalent including english and maths <sup>1</sup>	73.2%	62.5%	✓
5+ A* - C GCSE's or equivalent <sup>1</sup>	88.7%	83.0%	✓
5+ A* - G GCSE's or equivalent <sup>1</sup>	97.9%	96.2%	✓
Pupils eligible for special educational need provision <sup>2</sup>	13.4%	16.2%	✓
Pupils eligible for free school meals <sup>2</sup>	6.1%	12.5%	✓

Locality compared to borough: green = better, red = worse. **Note 1:** Key Stage 4, pupils resident in Cheshire West and Chester. Source: 2012/13 Pupil Level Annual School Census. **Note 2:** Primary, Secondary and Special schools only. Pupils resident in Cheshire West and Chester. Source: 2012/13 Pupil Level Annual School Census.

### Living and Working Well

#### Health

	Rural	Cheshire West and Chester	Locality compared to borough	England	Locality compared to England
Percentage of adults (aged 16 and over) who consider their health to be very good or good (2011 Census) <sup>1</sup>	80.2%	78.1%	✓	77.7%	✓
Percentage of adults (aged 16 and over) who have a long term health problem (2011 Census) <sup>2</sup>	20.6%	21.7%	✓	20.9%	✓
Under 75 mortality rate from all cardiovascular diseases (2011-13) <sup>3</sup>	52.6	71.8	✓	78.2	✓
Under 75 mortality rate from cancer (2011-13) <sup>3</sup>	123.7	146.8	✓	144.4	✓
Under 75 mortality rate from liver disease (2011-13) <sup>3</sup>	11.0	18.8	✓	17.9	✓
Under 75 mortality rate from respiratory disease (2011-13) <sup>3</sup>	21.8	30.7	✓	33.2	✓
Suicide rate (2011-13) <sup>3</sup>	10.6	8.9	✗	8.8	✗
Adult obesity: estimated prevalence (%) 2006-08 <sup>4</sup>	21%	23%	✓	24%	✓
Adult healthy eating: estimated prevalence (%) 2006-08 <sup>4</sup>	32%	28%	✓	29%	✓
Adult binge drinking: estimated prevalence (%) 2006-08 <sup>4</sup>	22%	24%	✓	20%	✗

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<b>Adult smoking: estimated prevalence (%) 2006-08</b> <sup>4</sup>	15%	20%	✓	22%	✓
<b>Alcohol related hospital admissions 2012/13 (broad measure)</b> <sup>5</sup>	1366.9	1780.4	✓	1931.3	✓
<b>Medium or high risk drinkers (%) 2012</b> <sup>6</sup>	19%	33%	✓	39%	✓

Locality compared to borough: green = better, red = worse. **Note 1:** Percentage Source: ONS, 2011 Census (Table LC3203EW) **Note 2:** Percentage Source: ONS, 2011 Census (Table LC3207EW) **Note 3:** Rate per 100,000 2011-13 Source: ONS, Annual Death Extract Data, Mid Year Population Estimates **Note 4:** Percentages Source: Estimates of Adults Health and Lifestyles, ONS 2006-08 **Note 5:** Directly Standardised Rate per 100,000 2012/13 Hospital Episode Statistics (broad measure) **Note 6:** Percentage of Population 2012 Source: Alcohol Learning Centre Postcode Segmentation Tool

### Economic & Other

	Rural	Cheshire West and Chester	Locality compared to borough	England	Locality compared to England
<b>Percentage of adults who are economically inactive (2011 Census)</b> <sup>7</sup>	31.3%	29.8%	Higher	30.1%	Higher
<b>Percentage of adults who are unemployed (2011 Census)</b> <sup>7</sup>	2.2%	3.3%	✓	4.0%	✓
<b>Percentage of people aged 16 to 24 who are unemployed (2011 Census)</b> <sup>8</sup>	5.4%	7.1%	✓	7.5%	✓
<b>Percentage of adults who have no qualifications (2011 Census)</b> <sup>9</sup>	17.6%	21.0%	✓	22.5%	✓
<b>Percentage of adults with NVQ level 3 or higher qualifications (2011 Census)</b> <sup>9</sup>	41.8%	36.4%	✓	32.7%	✓
<b>People aged 16-64 claiming job seekers allowance (April 2015)</b> <sup>10</sup>	0.6%	1.0%	✓	1.8%	✓
<b>All recorded crime incident rate per 1,000 (2013/14)</b> <sup>11</sup>	24.9	45.5	✓	57.1	✓
<b>Killed or seriously injured by road traffic collisions rate per 1,000 (2011-2013)</b> <sup>12</sup>	97.0	58.4	✗	39.7	✗
<b>Deliberate fire incident rate per 1,000 (2012/13)</b> <sup>13</sup>	6.4	13.5	✓	Data Not Available	
<b>Housing tenure - owned (2011 Census)</b> <sup>14</sup>	79.3%	70.8%	Higher	63.3%	Higher
<b>Housing tenure - social rented (2011 Census)</b> <sup>14</sup>	7.9%	14.7%	Lower	17.7%	Lower
<b>Housing tenure - private rented (2011 Census)</b> <sup>14</sup>	10.7%	12.5%	Lower	16.8%	Lower
<b>Average house price (2013/14)</b> <sup>15</sup>	£207,300	£164,000	Higher	£185,000	Higher
<b>Percentage of households in fuel poverty (2012)</b> <sup>16</sup>	9.2%	9.4%	✓	10.4%	✓
<b>Average household gas consumption (KWh/year) 2011</b> <sup>17</sup>	15,639	14,077	Higher	14,173	Higher
<b>Average household electricity consumption (KWh/year) 2011</b> <sup>17</sup>	4,627	4,120	Higher	4,098	Higher
<b>Percentage of houses with no central heating (2011 Census)</b> <sup>18</sup>	1.7%	2.4%	✓	1.9%	✓
<b>Fixed broadband speeds (2013)</b> <sup>19</sup>	9.4	13.4	✗	22.7	✗
<b>Percentage of households who claim council tax benefit (2011 Census)</b> <sup>20</sup>	12.1%	18.2%	Lower	Data Not Available	
<b>Percentage of households who claim housing benefit (2011 Census)</b> <sup>20</sup>	8.2%	14.6%	Lower	Data Not Available	
<b>Waste collections made successfully (2013/14)</b> <sup>21</sup>	99.91%	99.92%	✗	Data Not Available	
<b>Kerbside recycling rate (2013/14)</b> <sup>21</sup>	62.93%	57.35%	✓	Data Not Available	

Locality compared to borough: green = better, red = worse. **Note 7:** Percentage of adults aged 16 and over Source: ONS, 2011 Census (Table DC6201EW) **Note 8:** Percentage of adults aged 16 to 24 Source: ONS, 2011 Census (Table DC6201EW) **Note 9:** Percentage of adults aged 16 and over Source: ONS, 2011 Census (Table QS502EW) **Note 10:** Rate per 1,000 people aged 16-64 Source: DWP February 2014 **Note 11:** All Recorded Crime rate per 10,000 people Source: police.uk incident data **Note 12:** Source: Department for Transport, Killed and seriously injured 2014, may not correlate with locally published data as it includes motorways **Note 13:** Source Cheshire Fire and Rescue Service 2012/13 **Note 14:** Percentage of households by tenure type Source: ONS, 2011 Census (Table KS402EW) **Note 15:** Median average sale price Source: Price Paid Data, Land Registry Crown Copyright. **Note 16:** Percentage of households in fuel poverty according to the low income, high cost definition Source: DECC **Note 17:** Consumption in Kilowatt Hours per year Source: Neighbourhood Statistics (2005-2011) **Note 18:** Percentage of houses with no central heating system Source: ONS, 2011 Census (Table QS415EW) **Note 19:** Average speeds represent the average speed that consumers actually receive. Source: Ofcom **Note 20:** Percentage of households Source Revenues and Benefits Team, Cheshire West and Chester Council 2013 **Note 21:** Source: Cheshire West and Chester Waste Management 2014.

### Ageing Well

	Rural	Cheshire West and Chester	Locality compared to borough	England	Locality compared to England
<b>Percentage of residents aged 65+ (2013)</b> <sup>1</sup>	25%	20%	Higher	17%	Higher
<b>Percentage of people aged 65+ in income deprivation affecting older people quintile 1 (2011)</b> <sup>2</sup>	1%	8%	✓	14%	✓
<b>Excess winter death index (2008/09 to 2012/13)</b> <sup>3</sup>	23.1%	18.2%	✗	16.1%	✗
<b>Emergency hospital admissions for people aged 65 and over due to a fall resulting in an injury (2014/15)</b> <sup>4</sup>	1,937	2,346	✓	2,196	✓

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<b>Percentage of households that consist of a pensioner (65+) living alone (2011)</b> <sup>5</sup>	14.6%	13.2%	✘	12.4%	✘
<b>Percentage of adults (65+) who consider their health to be good or very good (2011)</b> <sup>6</sup>	57.8%	51.5%	✔	49.4%	✔
<b>Assisted household waste collections - all ages (2013/14)</b> <sup>7</sup>	7.3%	6.9%	Higher	Data Not Available	

Locality compared to borough: green = better, red = worse. **Note 1:** Percentage of population aged 65 and over Source: ONS 2013 mid year population estimates. **Note 2:** Percentage of over 65s in national quintile 1. Source: Department for Communities and Local Government (CLG) 2010 **Note 3:** Excess winter deaths expressed as a ratio of the expected deaths Source: ONS **Note 4:** Directly Standardised Rate per 100,000 aged 65 and over (2014/15) Source: Hospital Episode Statistics **Note 5:** Persons aged 65+ living alone. Source: ONS, 2011 Census **Note 6:** The 2011 Census asked how a person perceives their health, and asked them to rate if it is very bad, bad, fair, good or very good. Source: ONS, 2011 Census **Note 7:** Percentage of all households receiving assisted household waste collections - all ages (2013/14) Source: Cheshire West and Chester Waste Management