



## Needs Analysis for Cheshire and Warrington: Executive Summary

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## Introduction

### Report Objectives

Cheshire and Warrington is an area of contrasts – from wealthy hotspots to deprived communities and from rural isolation to problems of urban over-crowding.

Nine areas in Cheshire West and Chester are within the 10% most deprived in England, with considerable inequalities in Warrington (11 areas within the 10% most deprived). Across Cheshire East there are 16 areas which are within the top 20% of the most deprived areas in England.

Cheshire Community Foundation (CCF) is passionate about connecting their generous supporters - local individuals, families, giving groups and companies - to vulnerable and disadvantaged people in Cheshire and Warrington, directing funds to where they have the greatest impact.

This report has been commissioned by Cheshire Community Foundation in order to identify their priorities for future investment. This will enable them to advise their supporters and fund holders on how best to direct their funds to support those in their local community who are most in need.

This report is not an exhaustive list of every need in Cheshire and Warrington. The research is limited to the data that is available to Cheshire Community Foundation and the areas of need identified by their stakeholders.

### Report Context and Focus

This report has been conducted within the guidelines provided by UK Community Foundations, the umbrella organisation for all community foundations. The report has been generated as part of a project called **Vital Signs**, where community foundations across the UK gather data and publish reports on significant social and economic trends to tell the story of how their communities are faring in key quality-of-life areas.

Cheshire Community Foundation have chosen to report on the following 4 areas which are considered priority: **Health and Wellbeing; Poverty and Disadvantage; Strong Communities and Employment, Skills and Education.**

In a separate annexe, we show the data sources used to set our priorities.

This report uses data to identify statistical outliers in Cheshire and Warrington on the basis of *national comparison*. *Nearest statistical neighbour* comparisons have been made across a range of national data to identify Local Authorities which share characteristics (i.e. ethnicity/employment status/education attainment). It allows for more valid comparisons than geographic location.

The Index of Multiple Deprivation (IMD) is a widely recognised tool used to identify the impact on communities of Income, Employment, Health and Disability, Education, Skills and Training, Crime, Housing and Services and the Living Environment. There are a number of neighbourhoods across Cheshire which score consistently poorly within the IMD and these have been highlighted in the 'Areas facing challenges' section of the report. There is a consistency between the impact of the key issues highlighted throughout the report and the IMD scores. In essence, there is a strong correlation between deprivation and need. CCF should consider this link in relation to the targeting of their resources across and within each of the boroughs.

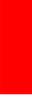
## Report Data Sources

This report contributes to CCF's broader objectives by providing an assessment of need in Cheshire through:

- A desk based review of nationally published and validated datasets;
- A consultation with key stakeholders representing Cheshire East, Cheshire West and Chester and Warrington with expertise in the voluntary sector, local government, business operations and finance, the faith sector etc. Stakeholders were asked to help us identify the priority areas of need in their respective geographic areas, filling in any potential gaps that may arise through incomplete or unavailable data sources.

## Grading System

CCF uses grading categories in line with UK Community Foundation practice to identify the need for action against our priority themes, following a traffic light RAG (Red/Amber/Green) reporting convention.

-  A Everything is great. Let's keep things that way!
-  B Things are going well, but we can make them better.
-  C The situation is OK, but could be improved in some local areas.
-  D Things aren't going well in some local areas. We should take action as soon as possible.
-  E Things are going very badly in some local areas. We must act now!

**Note: In this report we have not reported on 'Green' status issues (categories A and B).**

## Health and Wellbeing

Status	E	Things are going very badly in some local areas. We must act now!
What are the issues?	Funding priorities recommended for CCF	Areas facing challenges
<p><b>Children and young people's mental health is a key concern in Cheshire and is strongly linked to deprivation. Mental health problems in the young can have lasting effects and often act a catalyst for many other serious issues facing communities.</b></p> <p>In Cheshire: 13.1% or nearly 24,300 children and young people aged between 0-24 years are estimated to have a mental health disorder:</p> <ul style="list-style-type: none"> <li>- 11.9% (about 2,900 children) aged 0-4 years</li> <li>- 14.8% (nearly 3,600 children) aged 5-10 years</li> <li>- 22.2% (about 5,400 young people) aged 11-16 years</li> <li>- 51% (about 12,400 young people) aged 17-24 years</li> </ul> <ul style="list-style-type: none"> <li>▪ The most common mental health problems among children and young people are behaviour disorders, emotional disorders and hyperkinetic disorders such as ADHD. Self-harm is common amongst teenagers.</li> <li>▪ Early intervention is crucial. 75% of adults with a lifetime of mental illness first developed symptoms before 18. Experiences, particularly in the first five years of life and during early adolescence (11-15), have a lasting impact upon a child's mental wellbeing.</li> <li>▪ Families living in deprived neighbourhoods are at a much higher risk of experiencing mental health problems. Conversely, mental illness generates deprivation, creating a greater likelihood of unemployment, exclusion, social isolation and poor physical health.</li> </ul>	<p><b>Supporting projects which:</b></p> <ul style="list-style-type: none"> <li>▪ Focus on <b>early intervention</b>.</li> <li>▪ Provide young people with <b>copng mechanisms</b> to prevent more serious mental health issues developing, requiring more complex intervention.</li> <li>▪ Focus on <b>proven interventions</b> such as high quality counselling.</li> <li>▪ Prioritise <b>preventative services</b> and exploit the connection between a healthy living environment and improved mental health state.</li> </ul>	<p><b>Priority area:</b> Warrington</p> <p><b>Secondary area:</b> Cheshire</p>
<p><b>An ageing population</b></p> <p><b>Older people can feel isolated due to limited access to services, particularly in deprived areas. This has led to an increase in mental health issues amongst the elderly.</b></p> <ul style="list-style-type: none"> <li>▪ The number of Warrington residents with dementia is forecast to rise to between 3,400 and 3,900 by 2026.</li> <li>▪ The most vulnerable include: those in deprived areas; older men; the bereaved; those living alone; those with long-term health problems.</li> <li>▪ Depression from the age of 65 is linked with a 70% risk of dying early.</li> <li>▪ The proportion of people aged over 65 within Cheshire and Warrington will increase dramatically over the next 15 years.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Help older people access <b>support for mental health issues</b> such as depression.</li> <li>▪ <b>Support voluntary groups</b> running befriending projects or drop in activities.</li> <li>▪ Encourage older people to <b>volunteer to remain active and social</b>.</li> <li>▪ <b>Provide opportunities</b> for fitness and being part of a local community.</li> </ul>	<p><b>Priority areas:</b> Warrington, Cheshire East</p> <p><b>Secondary areas:</b> Cheshire West and Chester</p>
<p><b>Drug and alcohol use</b></p> <ul style="list-style-type: none"> <li>▪ Warrington has a high rate of drug and alcohol users who have ongoing contact with mental health services and a high rate of hospital admissions for alcohol related conditions.</li> <li>▪ Measures are needed to reduce drug and alcohol dependency and to increase recognition of the link between mental health issues and drug / alcohol use.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Help people with alcohol and drug related issues find <b>effective treatments</b>.</li> <li>▪ <b>Raise awareness</b> among young people of the risks of drug and alcohol use.</li> </ul>	<p><b>Priority area:</b> Warrington</p> <p><b>Secondary area:</b> Cheshire</p>
<p><b>Preventable health conditions and diseases</b></p> <ul style="list-style-type: none"> <li>▪ Mortality rates from preventable causes are higher than average in Cheshire West and Chester and are particularly high in Warrington.</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Improve life expectancy</b> in deprived communities.</li> </ul>	<p><b>Priority areas:</b> Warrington, Cheshire West and Chester</p>

<ul style="list-style-type: none"> <li>Estimated levels of obesity are higher in Cheshire West and Chester than the rest of Cheshire and Warrington.</li> </ul>	<ul style="list-style-type: none"> <li>Promote the benefits of healthy living and <b>encourage positive lifestyle changes</b> in young people and adults.</li> </ul>	
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**Poverty and Disadvantage**

Status	D	Things aren't going well in some local areas. We should take action as soon as possible.
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What are the issues?	Funding priorities recommended for CCF	Areas facing challenges
<p><b>Disadvantage* is not just about living in poverty and deprivation but also the circumstances or conditions that reduce a person's chances of success in life.</b></p> <p>This includes inequality, discrimination, disability of any kind, illness, distress, abuse or neglect, or mental health issues.</p> <ul style="list-style-type: none"> <li>Warrington is the most deprived district followed by Cheshire West and Chester.</li> <li>In Cheshire East, the Crewe wards are the most deprived.</li> <li>In Cheshire West, the Ellesmere Port and Chester City wards show high levels of deprivation.</li> <li>Rural wards score highly for lack of access to affordable housing.</li> </ul> <p><b>Disadvantage and how it affects communities:</b></p> <ul style="list-style-type: none"> <li>The impact of multiple deprivation on life chances can be seen in the significantly lower number of children obtaining A-C grade at GCSE who are on free school meals.</li> <li>Lack of choice and positive role models for young people can create apathy and negative attitudes, which act as a barrier to improvement and the willingness to participate in change.</li> </ul> <p><b>Stakeholders report on:</b></p> <ul style="list-style-type: none"> <li>Older and younger residents in the most deprived wards being unable to afford services like public transport, which can bring down the performance of those communities;</li> <li>How this leads to isolation in older people and can prevent young people from accessing jobs and training.</li> </ul> <div style="background-color: #4a90e2; color: white; padding: 10px; border-radius: 15px; margin: 10px 0; text-align: center;"> <p><i>"...many of our communities are asset rich / cash poor and may have limited income to use on public transport to access services..."</i></p> </div> <div style="background-color: #4a90e2; color: white; padding: 10px; border-radius: 15px; margin: 10px 0; text-align: center;"> <p><i>"...access to public transport is very expensive for young people... and affects access to employment and training..."</i></p> </div> <p><small>*'Disadvantage' is defined here as a household income that is 60% or less of the average British household income.</small></p>	<p><b>Supporting projects which:</b></p> <ul style="list-style-type: none"> <li>Give people in need access to <b>emergency food and home supplies</b>.</li> <li>Improve the <b>choices and opportunities</b> for the most disadvantaged people in society, enhancing their abilities, encouraging independence, helping to build confidence and self-esteem.</li> <li>Focus on <b>practical advice and developing key life skills</b>, such as: <ul style="list-style-type: none"> <li>Financial literacy and budgeting</li> <li>Cooking healthy meals on a budget</li> </ul> </li> <li>Provide <b>adequate, affordable transport</b> to and from projects.</li> <li><b>Reduce isolation</b> and improve access to services.</li> <li><b>Engage the people</b> who will benefit from the project by encouraging them to become volunteers, staff and positive role models / mentors.</li> <li>Recognise the <b>needs of families and carers</b> of the primary beneficiary group.</li> </ul>	<p><b>Priority areas:</b> Crewe, Warrington, Ellesmere Port and Chester City, Cheshire</p>

## Strong Communities

Status		D	Things aren't going well in some local areas. We should take action as soon as possible.
What are the issues?		Funding priorities recommended for CCF	Areas facing challenges
<p><b>There are many factors contributing to the breakdown of local communities:</b></p> <p><b>Crime</b></p> <ul style="list-style-type: none"> <li>Since 2006, the re-offending rate for adults in Cheshire West and Chester has increased to 28.6%, whilst in Cheshire East and Warrington, it has decreased to 23.6 and 24.7% respectively.</li> <li>In Warrington, the re-offending rate for under 16s in 2014 was 50.6%, compared to Cheshire East (35.7%) and Cheshire West and Chester (38.2%).</li> </ul> <p><b>Cybercrime</b></p> <ul style="list-style-type: none"> <li>Cybercrime is set to become a major issue for communities as service providers look to increase their interaction with customers online.</li> </ul> <p><b>Fear of crime</b></p> <ul style="list-style-type: none"> <li>People's fear of crime is often greater than the actual risk of crime occurring. Fear is highest in rural communities, coupled with lower levels of satisfaction with police response, leading to a 'corrosive impact on rural community life'.</li> </ul>		<p><b>Supporting projects which:</b></p> <ul style="list-style-type: none"> <li>Seek to <b>reduce youth offending and adult offending.</b></li> <li>Help communities learn from neighbouring areas where re-offending has decreased.</li> <li><b>Raise awareness</b> of the risks and prevention of cybercrime particularly to marginalised isolated communities.</li> <li><b>Help reduce the fear of crime</b>, particularly for vulnerable people.</li> </ul>	<p><b>Priority areas:</b> Cheshire and Warrington</p>
<p><b>Domestic and sexual violence</b></p> <ul style="list-style-type: none"> <li>Reports of domestic abuse and the number and rate of 'other sexual offences' are increasing, with an association between reports of domestic abuse and levels of deprivation.</li> <li>The number of reported rapes has increased in recent years in Cheshire West and Chester and Warrington. (Note: this may be as a result of greater confidence and willingness to report crimes).</li> </ul>		<ul style="list-style-type: none"> <li>Provide <b>temporary accommodation, advice and practical help</b> to people escaping domestic abuse.</li> <li>Help people with alcohol related issues find <b>effective treatments.</b></li> </ul>	<p><b>Priority areas:</b> Warrington, Cheshire West and Chester</p> <p><b>Secondary area:</b> Cheshire East</p>
<p><b>Social Inclusion</b></p> <p>Rural areas in Cheshire and Warrington have undergone the closure of many local facilities and services, a reduction in agricultural employment and an increase in house prices.</p> <p>This has led to social exclusion and the need to revitalise local communities in rural areas. Challenges include:</p> <ul style="list-style-type: none"> <li>Lack of infrastructure, e.g. superfast broadband, transport, affordable housing;</li> <li>Increasing social isolation and loss of community spirit and cohesion, lack of appropriate services for an ageing population, young people and family units, and rising energy prices.</li> </ul> <p><b>Marginalised communities</b></p> <p>There are some significant differences in terms of ethnicity statistics at ward level. These wards tend to be those with other significant challenges and are therefore in need of support.</p> <p><b>Tension resulting from ethnic diversity</b></p> <p><b>Stakeholder view:</b></p> <p><i>"...there are areas of Crewe (and other densely populated areas) where rapid population changes have caused community tension..."</i></p>		<ul style="list-style-type: none"> <li>Encourage intergenerational activities/projects which <b>bring together diverse cultures and communities.</b></li> <li>Provide <b>support to rurally isolated communities.</b></li> <li><b>Improve community cohesion;</b> for example, helping people find common interests to help overcome fear and misconceptions.</li> </ul>	<p><b>Priority areas:</b> Cheshire, Warrington and Crewe</p>

## Employment, Skills and Education

Status		C	The situation is OK, but could be improved in some local areas.
What are the issues?		Funding priorities recommended for CCF	Areas facing challenges
<p><b>There is a lack of relevant qualifications and life skills resulting in low levels of employment in young people.</b></p> <ul style="list-style-type: none"> <li>Achievement at NVQ Level 2 in Cheshire is low, meaning fewer people with entry level qualifications are able to access employment.</li> <li>High level of youth (16-25) unemployment in Warrington.</li> <li>High number of people aged 16 years and over claiming incapacity benefit in Cheshire West and Chester and Warrington.</li> <li>A significant gap between those achieving at a high level and those without entry level qualifications indicates that the issues faced in some communities are masked by performance in affluent areas.</li> <li>Erosion of life chances in lower performing communities due to low educational attainment and lack of employment readiness.</li> <li>The level of benefits claimed whilst in employment is higher in Warrington and Cheshire West and Chester, than Cheshire East.</li> <li>The % gap in the employment rate between those with a learning disability and the overall employment rate is higher in Warrington than the rate in England (75.4% compared to 66.9% in England).</li> <li>There are more looked after children in Cheshire East than Cheshire West and Chester and Warrington. Children in the care system, particularly in Warrington, report greater difficulties and less strengths in managing their lives, than those in Cheshire East or Cheshire West.</li> </ul> <p><b>Stakeholders report that:</b></p> <ul style="list-style-type: none"> <li>It can be difficult to find a way to present the challenges facing communities, to those who could help.</li> <li>Even where support has been provided, this can be inflexible and not always helpful.</li> </ul>		<p><b>Supporting projects which:</b></p> <ul style="list-style-type: none"> <li>Focus on developing <b>basic skills</b> which lead to employment, including IT skills, interview and personal presentation skills, time management, people skills, confidence building etc.</li> <li>Focus on gaining <b>relevant work experience</b> which leads to employment, particularly for disadvantaged people.</li> <li>Help and encourage young people to obtain <b>entry level qualifications</b> to gain work experience and secure their first job.</li> <li>Focus on giving children in disadvantaged communities and those in care <b>increased opportunities to develop a passion for learning</b>, to increase their skills by taking part in ex-curricula activities including reading, sports and the arts (e.g. theatre / drama / dance groups). This will increase confidence, raise aspirations and encourage young people to develop life skills which will improve their chances of gaining employment later in life.</li> <li><b>Support children with mental health issues, long-term illness or disability</b> to build confidence, develop skills, gain relevant work experience that will make it easier to secure and remain in employment.</li> </ul>	<p><b>Priority areas:</b> Warrington, Cheshire West &amp; Chester</p> <p><b>Secondary area:</b> Cheshire East</p>
<p><i>"it is easy to get behind a campaign to help sick children, less so to help people in need of benefit advice [whilst accessing employment opportunities] ..."</i></p>			
<p><i>"...young people need softer skills i.e. getting work ready rather than help with cv writing..."</i></p>			

## Appendix - Methods

Each of the sections in this report is based on published evidence to support the achievement of CCF's aims and objectives. The sources for each is set out below.

Limited literature searches have also been used to supplement local data where this is not available. Sources have been attributed where this is the case.

### Health and Wellbeing

The data for this section is drawn from the "Public Health Outcomes Framework" hosted by the Association of Public Health Observatories (APHO).

For comparative purposes, the APHO also use CIPFA comparators.

The source of the data, used for comparative purposes for certain selected indicators is from *Grant Thornton Place Analytics*. The districts used for comparison by Grant Thornton is based upon their own specific calculations for:

- Estimated obesity
- Estimated smoking
- Health score
- Infant mortality rate
- Mortality rate from cancer
- Mortality rate from circulatory disease

For substance use, the data for this element of the report is from three different sources:

- The Public Health Outcomes Framework hosted by Public Health England and the Association of Public Health Observatories;
- The National Drug Treatment Monitoring Service (NDTMS);
- The Local Alcohol Profiles for England hosted by Public Health England.

Within the indicators relating to alcohol-related conditions, there are a number of different ways in which the data is measured and expressed. These include:

- Broad and narrow alcohol related hospital admissions. For example, alcohol related hospital admissions can be a broad measure and is an indication of the totality of alcohol related health harm in the local adult population.

Alcohol-related admissions can also be a narrow measure and shows the number of admissions where an alcohol-related illness was the main reason for admission or was identified as an external cause.

- "Admission episodes for alcohol-related conditions" was developed as a measure of the pressures resulting from alcohol consumption on the local health system.

### Poverty and Disadvantage

We have mostly used deprivation data to illustrate isolation, disadvantage and access to services.

The most recent Index of Multiple Deprivation (IMD)<sup>1</sup> was produced in 2015.

The data analysed has been secured from the Place Analytics service provided by Grant Thornton (This is a data reporting tool built using access to published Government data sources. Access has been secured by CCF on a licence arrangement).

### Strong Communities

This section describes the different types of recorded crime in Cheshire and Warrington for the year ending March 2016.

The desk review and reporting considers recorded crime figures, which cover selected offences that have been reported to and recorded by the Police.

### Employment, Skills and Education

The data for this element of the report is from three different sources:

1. The *Local Government Association's* LG Inform Plus service which collates and analyses data from the Census 2011;
2. *Grant Thornton Place Analytics*. For comparative purposes, Grant Thornton select Districts in accordance with their own internal method for calculating 'near neighbours';
3. The Public Health Outcomes Framework hosted by the *Association of Public Health Observatories*.

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<sup>1</sup> IMD is an accepted method of comparing deprivation between areas. The Index includes seven domains: Income, Employment, Health and Disability, Education, Skills and Training, Crime, Housing and Services and the Living Environment