



BRIGHTLIFE LEGACY REPORT  
4. SOCIAL PRESCRIBING  
EXECUTIVE SUMMARY

*Pen  
Portraits*

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## 4. Brightlife Evaluation: Pen Portraits

### Executive Summary

This summary draws together information about the neighbourhoods in Cheshire West and Chester (CWAC) Borough in which Brightlife is being delivered. Data was obtained from a variety of sources and synthesised to provide a coherent snapshot of the following localities; Boughton, Upton, Lache and Blacon in Chester, and Over and Verdin, Swanlow and Dene and Wharton in Winsford, and Malpas, which lies in the rural area.

The full report provides an in-depth description of each of the neighbourhoods including:

- socio-demographic data
- health and wellbeing of residents
- crime rates
- measures of deprivation

### Key Themes

#### Population

- CWAC has a higher percentage of over 50s (40.9%) compared to 34.7% in England and Wales as a whole
- Of the project areas, Winsford has the largest number of residents over the age of 65 (4,851), followed by Blacon (2,071)

#### Deprivation

- Age UK (2014 p.7) has reported that “a direct correlation exists between low income and loneliness and isolation among older people”
- Lache, Blacon, Winsford, Over and Verdin, and Boughton all have Lower Super Output Areas (LSOAs) in the top 20% of deprived areas in England

#### Loneliness

- The Office for National Statistics (ONS) working with Age UK predicted the prevalence of loneliness amongst residents in Lower Super Output Areas (LSOAs) in England and Wales
- There are 10 LSOAs in CWAC in the top 10% for loneliness in England and Wales and from the project areas, Blacon ranks the highest followed by Lache and Winsford

## Health

- Poor health was also identified as a factor associated with someone's vulnerability to loneliness
- The index of multiple deprivation (IMD) shows significant health deprivation in Blacon, Lache and Winsford
- Wharton, Swanlow and Dene and Blacon have the lowest life expectancy suggesting residents in these project areas experience poorer levels of health

## Crime

- High crime rate was identified as a factor contributing to feelings of loneliness
- Crime is higher in Blacon and Winsford than CWAC as a whole. For example, Blacon had 74.4 recorded crimes per 1000 head of population during 2013/14, which is higher than CWAC (45.5) and the national average (57.1)
- Boughton reported higher levels of antisocial behaviour (80.4 per 1000 head of population), double the rate for CWAC (41.8) and the national average (35.9)

## **Considerations for Brightlife**

In order to target those most at risk and increase overall participation, Brightlife should consider concentrating resources in areas such as Blacon and Winsford that are consistently affected by factors that may contribute to loneliness and/or social isolation.

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