BRIGHTLIFE LEGACY REPORT

4. SOCIAL PRESCRIBING

Pen Portraits

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Abstract

The pen portraits are intended to give some context to Brightlife's project locations. All the locations lie within the Cheshire West and Chester local authority area. The areas Brightlife funding is targeted at are a combination of rural and urban settings and comprise of areas with people from a range of socioeconomic backgrounds. The study areas are Malpas, Winsford, Boughton Chester, Lache Chester, Blacon Chester and Upton Chester. Brightlife's target population is the over 50 age group. The findings consistently demonstrate that Blacon and the Winsford Wards are affected most by factors that may contribute to loneliness. They also have the highest numbers of residents over the age of 65.

Keywords

Brightlife: A national lottery funded project that aims to reduce loneliness and social isolation among older adults

CWAC: Cheshire West and Chester Unitary Authority

IMD: Index of Multiple Deprivation

Ward: The primary unit of electoral geography usually named after neighbourhoods

LSOA: Lower Super Output Area is a geographical area smaller than a ward

1 Background

1.1 Background and introduction

The purpose of this report is to provide contextual information on each of the six areas in Cheshire West and Chester (CWAC), targeted by Brightlife. The majority are urban locations including Boughton, Upton, Lache and Blacon in Chester, and Over and Verdin, Swanlow and Dene and Wharton in Winsford. Malpas is a rural ward.

The majority of data sources are available on the CWAC website. The ward snapshots are particularly helpful:

http://inside.cheshirewestandchester.gov.uk/find_out_more/datasets_and_statistics/statistics/population/ward_snapshots

There is a wealth of information; however, the focus of this report is social isolation among older adults. Therefore, the statistics selected are intended to provide information to enable Brightlife employees to target this population group, as well as better understand what particular issues they may be facing.

The report frequently refers to the Indices of Multiple Deprivation (IMD) Interactive Summary (CWAC Council, 2015c), which is also useful in providing insight into the Brightlife areas. The IMD uses a number of datasets to identify characteristics of deprivation – income, employment, education, health, crime, barriers to housing and service access, living environment. The IMD is based on LSOA (lower layer super output area), which comprise between 1000 and 3000 residents (Office for National Statistics, 2014) and allow the comparison of small areas to identify patterns within local authority boundaries (DCLG, 2010).

The report will provide a brief overview of the geographic location of CWAC followed by a summary of the population demography including the numbers of residents over the age of 65, life expectancy, lone pensioner households and predictions of loneliness. This is followed by an exploration of the IMD, which includes measures related to multiple deprivation, income deprivation, income deprivation affecting older people, health deprivation and barriers to housing and service access.

The ONS and Age UK evidence review on loneliness in later life found people who are bereaved or separated from a partner and/or in poor health are more likely to experience loneliness (Davidson & Rossall, 2014). As such, living alone and health indicators in particular are important measures that may predict levels of loneliness.

The report presents a pen portrait of each of the wards in turn. This will include key statistics, health, crime, deprivation, loneliness and a summary of the most noteworthy characteristics of the area. The final section will draw together the findings across the six project areas highlighting factors that may contribute to loneliness.

2 Cheshire West and Chester Overview

This section will provide an overview of the geographical context of CWAC, followed by an examination of the demography with particular attention to measures related to social isolation among older adults.

2.1 The Geographical Context

The Brightlife project focuses on three areas within CWAC. Malpas, which lies in the Rural Area; Chester, specifically the urban wards of Boughton, Upton, Lache and Blacon; and Winsford, which comprises of three wards – Winsford Over and Verdin, Winsford Swanlow and Dene, Winsford Wharton. The location of these areas is illustrated in Figure 2.
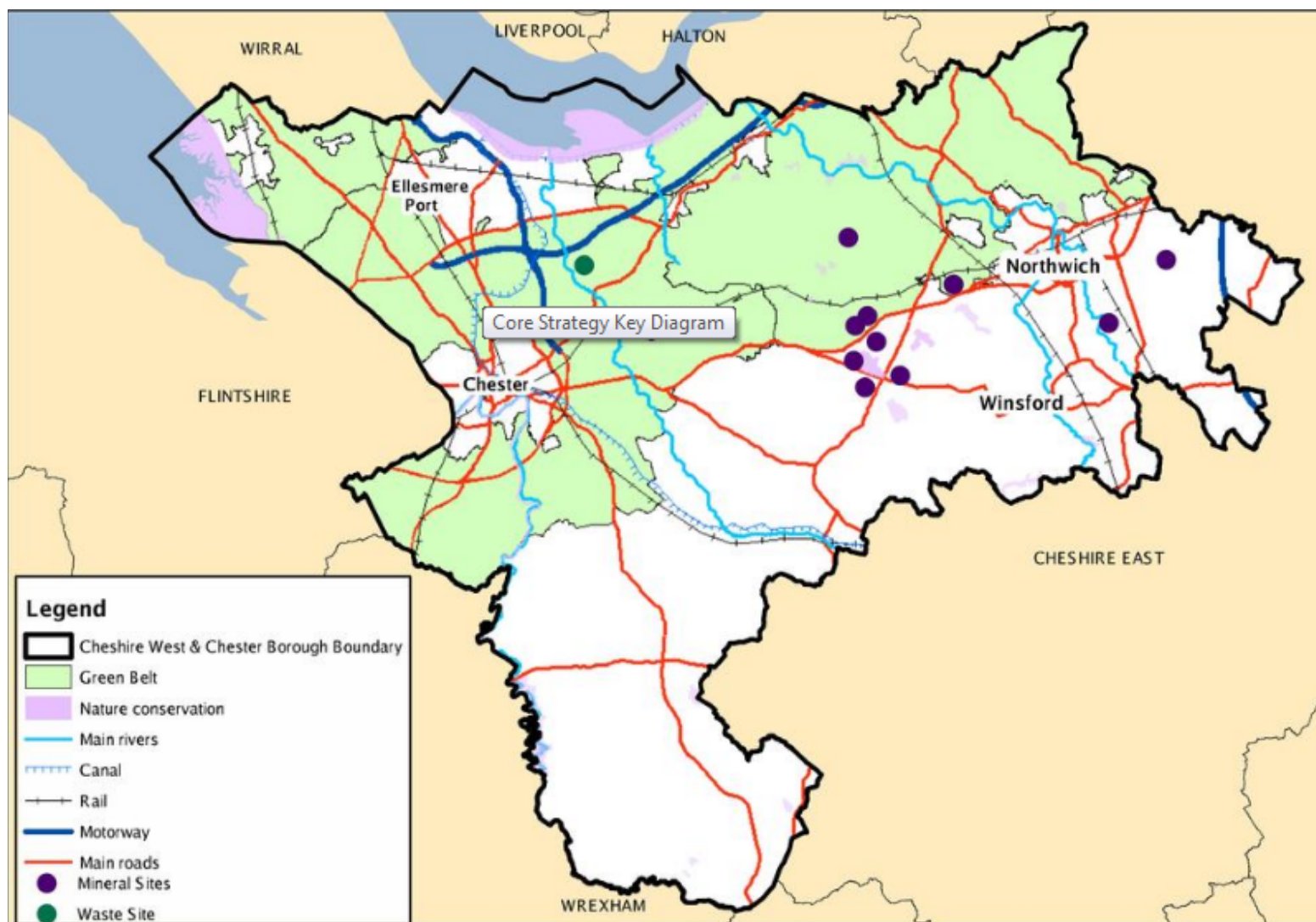
Figure 1: Location of CWAC in the North West

(CWAC Council, 2009)
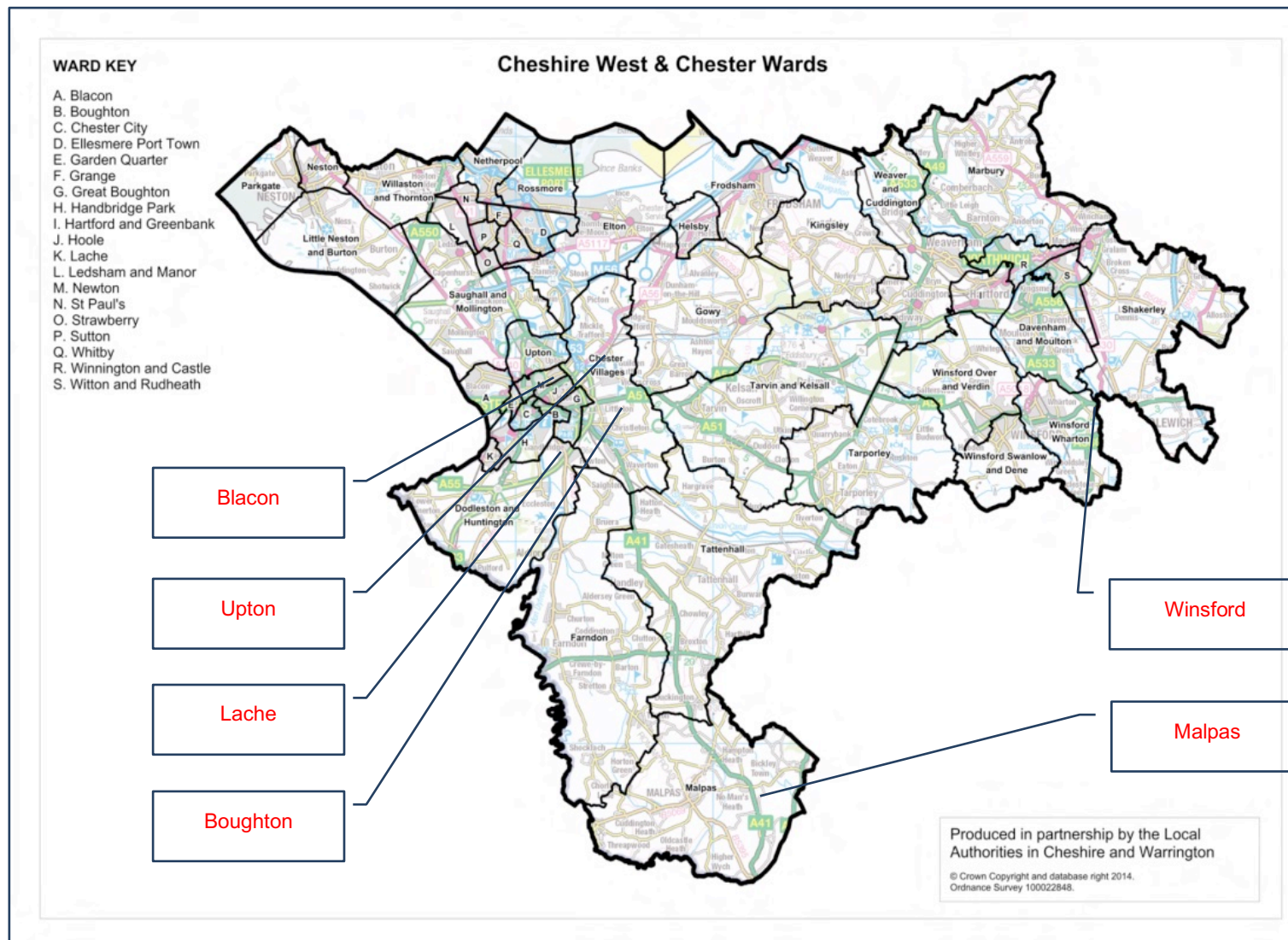
Figure 2: Brightlife Target Areas

(CWAC ward atlas 2011)

2.2 The Population of Cheshire West and Cheshire

2.2.1 Demography

The population of CWAC is 339,000. This is estimated to increase by five percent over the next 10 years. By 2023, almost a quarter of the borough's population will be 65 or over (CWAC Council, 2014). The Over 50 age group make up 40.9%% of the total population of CWAC (136,607 people) (Office for National Statistics, 2015), compared to 34.7% in England and Wales (Office for National Statistics, 2015). Therefore, CWAC has a higher percentage of over 50s than England and Wales as a whole. As such, CWAC is particularly sensitive to the challenges of an ageing population (CWAC Council, 2011a).

The population size varies considerably within the project areas. As illustrated in the table below, Winsford's population is the largest with 32,200 residents followed by Blacon with 13,700. The smallest population is Malpas with a population of 4,000 followed by Boughton with 5,600 residents.

In relation to age, the available data tends to use the age categories of 45-64, 65-74 and so on. Therefore, the figures presented are based on these age ranges, rather than over 50 only.

Table 1: Resident Population by Age Group   (CWAC Council, 2011b)

Ward	Total population	65-74	75-84	85+	Total 65+	Percentage of ward population
Blacon	13,626	1,164	663	244	2,071	15%
Boughton	5,444	412	302	158	872	16%
Lache	5,760	384	204	61	649	11%
Upton	8,905	846	674	331	1,111	12%
Malpas	3,975	471	300	153	924	23%
WINSFORD						
Overton & Verdin	13,414	1,169	599	159	1,927	14%
Swanlow & Dene	9,012	869	496	197	1,562	17%
Wharton	9,765	790	412	160	1,362	14%

These figures identify Winsford (4,851) has the largest number of residents over the age of 65, followed by Blacon (2,071). However, when taken as a percentage of the ward population, Malpas (23%) followed by Swanlow & Dene (17%) has the highest percentage of residents over 65.

Life Expectancy may also be a useful measure to consider, as it could have policy implications in relation to the deployment of resources and sustainability. The table below presents the life expectancy of residents in each of the project areas compared to England and Wales.

Table 1: Life Expectancy by Ward (2010-2014)

Ward	Male	Female
England and Wales	78.9	82.8
Chester All	79.3	83.0
Blacon	76.4	80.4
Boughton	82.3	86.0
Lache	79.1	82.8
Upton	78.7	82.6
Malpas	79.8	83.9
WINSFORD	Male	Female
Overton/Verdin Verdin	79.3	83.9
Swanlow/ Dene	76.1	81.3
Wharton	75.8	79.6

(CWAC Council, 2016)

Table 2 demonstrates residents in Boughton have the highest life expectancy among the project areas, with males expected to live to 82.3 years and females 86 years. Residents in Malpas have the second highest life expectancy with males expected to live to 79.8 years and females 83.9 years. Life expectancy in both areas is higher than the national average for males (78.9) and females (82.8). The areas with the lowest life expectancy are Wharton where males are expected live until 75.8 and females 79.6, and Swanlow and Dene where males are expected live until 76.1 and females 81.3. Life expectancy in both areas is lower than the national average.

Brightlife's aim is to try to reduce social isolation among older adults. Although living alone does not necessarily suggest that the occupant is socially isolated, it may provide a proxy indicator of households in CWAC that can be further investigated. Table 3 presents the numbers of adults over the age of 65 and living alone in each of the project areas.

Table 2: Lone Pensioner Households 65+

Ward	% of ward households	No. of lone households
Malpas	15.6%	266
Upton	15.1%	549
Boughton	13.8%	399
Swanlow/Dene	12.3%	457
Blacon	12.2%	711
Over/Verdin	11.3%	628
Wharton	9.4%	370
Lache	9.2%	231
CWAC	13.2%	
England &	12.4%	

(CWAC Council, 2011b)

The figures demonstrate Blacon (711) followed by Over and Verdin (628) have the highest number of lone pensioner households. However, in relation to the total number of households in the area, Malpas (15.6%) and Upton (15.1%) have a higher percentage of long pensioner households.

The Office for National Statistics (ONS) working with Age UK has predicted the prevalence of loneliness amongst residents in Lower Super Output Areas (LSOAs) in England and Wales. LSOAs areas comprise between 1000 and 3000 residents (Office for National Statistics, 2014) and allow the comparison of small areas to identify patterns within local authority boundaries (DCLG, 2010). There are 10 LSOAs in CWAC in the top 10% for loneliness in England and Wales. From the project areas, Blacon ranks the highest followed by Lache and Winsford (CWAC Council, 2015f).

2.2.2 Index of Multiple Deprivation

Although the Brightlife areas are not specifically targeting areas of deprivation, the Index of Multiple Deprivation (IMD) is useful in understanding the context of the areas. The IMD is a government tool used to measure levels of deprivation at a local level. It combines data for income; employment; education, skills and training; health and safety; crime; barriers to housing and service access; and living environment to provide an overall deprivation score. While the Brightlife project is not directly targeting areas of deprivation, the IMD may provide useful insights in associated measures, for example income and car ownership. Figure 4 illustrates the areas of multiple deprivation within CWAC.
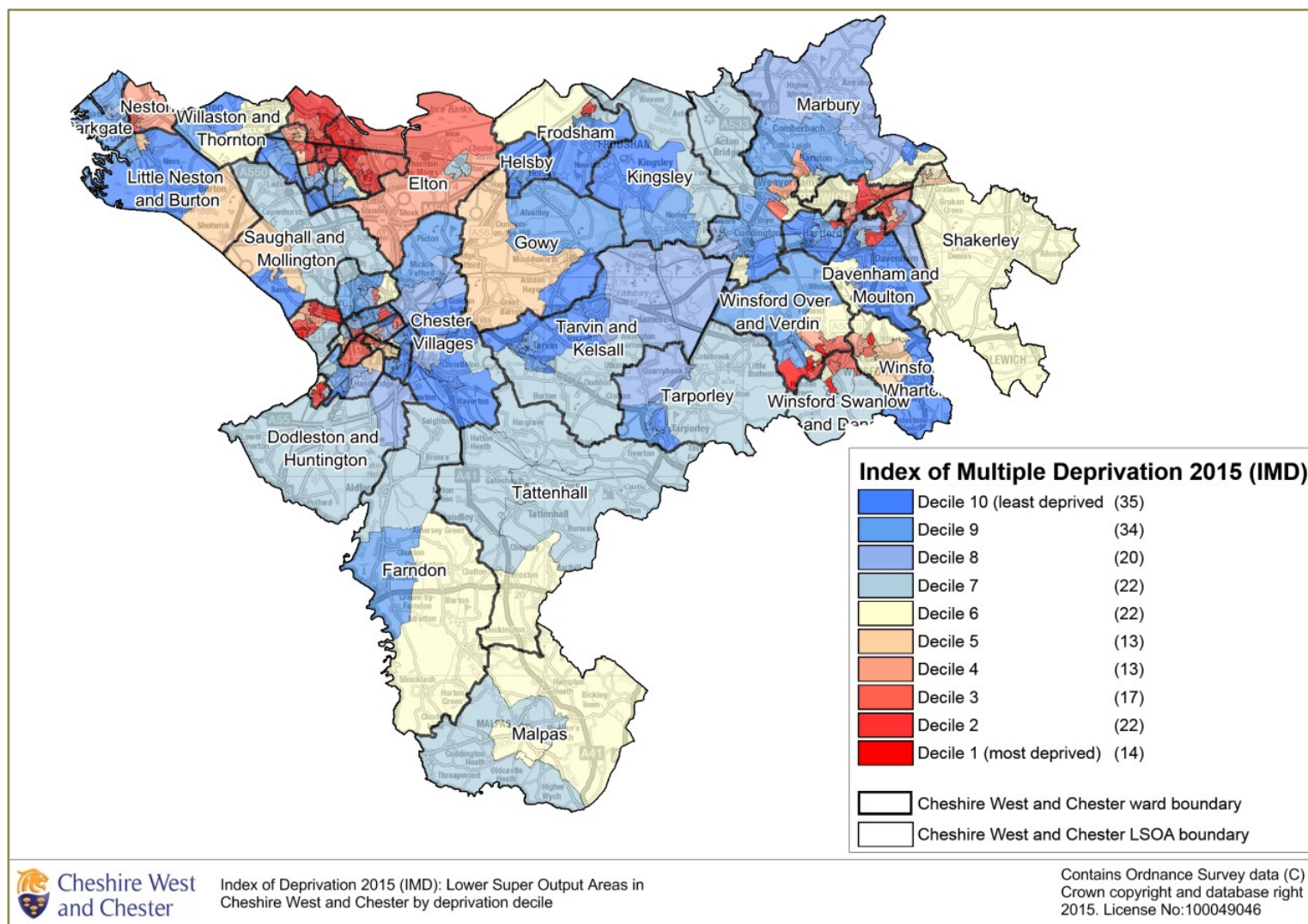
Figure 3: Map of IMD for CWAC

(CWAC Council, 2015c)

CWAC as a whole is ranked 163 out of 326 of local authorities in England and Wales in terms of overall deprivation (rank one is most deprived). However, within specific wards there are pockets of deprivation for older people aged 60 and over. Lache, Blacon, Winsford, Over and Verdin and Boughton all have LSOAs in the top 20% deprived areas nationally with Lache Park ranked in the top 3%. Income is the most significant characteristic affecting deprivation in these areas. Income deprivation affecting older people generally affects urban wards although there are pockets in some rural areas. In addition, there is significant health deprivation in Blacon, Lache and Winsford. Crime is higher in Blacon and Winsford than CWAC as a whole. Barriers to housing and service access and found to be significant in Malpas and Winsford Over and Verdin (CWAC Council, 2013).

Car Ownership

Lack of a car, particularly where public transport is poor, can add to social isolation for older people. CWAC has a higher level of car owner ship than other parts of the North West and the UK.

Table 3: Household Without Cars

Households without cars	%
CWAC	18.6
North West	28.0
England & Wales	25.6
Blacon	35.8
Boughton	31.3
Lache	30.8
Winsford Over & Verdin	22.8
Winsford Swanlow & Dene	20.0
Winsford Wharton	19.7
Upton	18.4
Malpas	8.8

(CWAC Council, 2011b)

Having provided an overview of the population of CWAC, the following sections examine key statistics in each of the Brightlife project areas in more detail.

3 Boughton Pen Portrait

Boughton, with a population of 5,600, is one of the smaller wards in the Brightlife target areas. Close to Chester City Centre, it is linear in shape and follows the course of the River Dee – see Figure 5 overleaf. There are residents with higher incomes owning property overlooking the River Dee and residents with lower incomes living in terraced homes and apartments near to Chester train station. Regeneration is evident as new apartments are being built near the canal. There are a growing number of residents from a BME background (British History Online, 2015).

3.1 Key Statistics

Table 4: Boughton Key Statistics

Population	5,600
Aged 65+	16.7% or 1000 people
Life expectancy	
Boughton	Male 80.8, Female 85.4
CWAC	Male 79.0, Female 82.6
England	Male 78.8, Female 82.8
Average Household income	£29,539
Single Pensioner Household	
Boughton	13.8%
CWAC	13.2%
England	12.4%
Residents in poor health	7.0%
All recorded crime	50.5 (rate per 1000 population)
Unemployment	1.2%
Education (5 x GCSEs including maths and English)	61.1%
Minority ethnic groups	
Boughton	12%
CWAC	5.3%
England	20.2%
Retired population of ward	
Boughton	11.1%
CWAC	16.4%
England	13.7%
Economically inactive	24.1%
Occupation	
Professional	24%
Elementary (routine manual)	11%

(CWAC Council, 2015b)
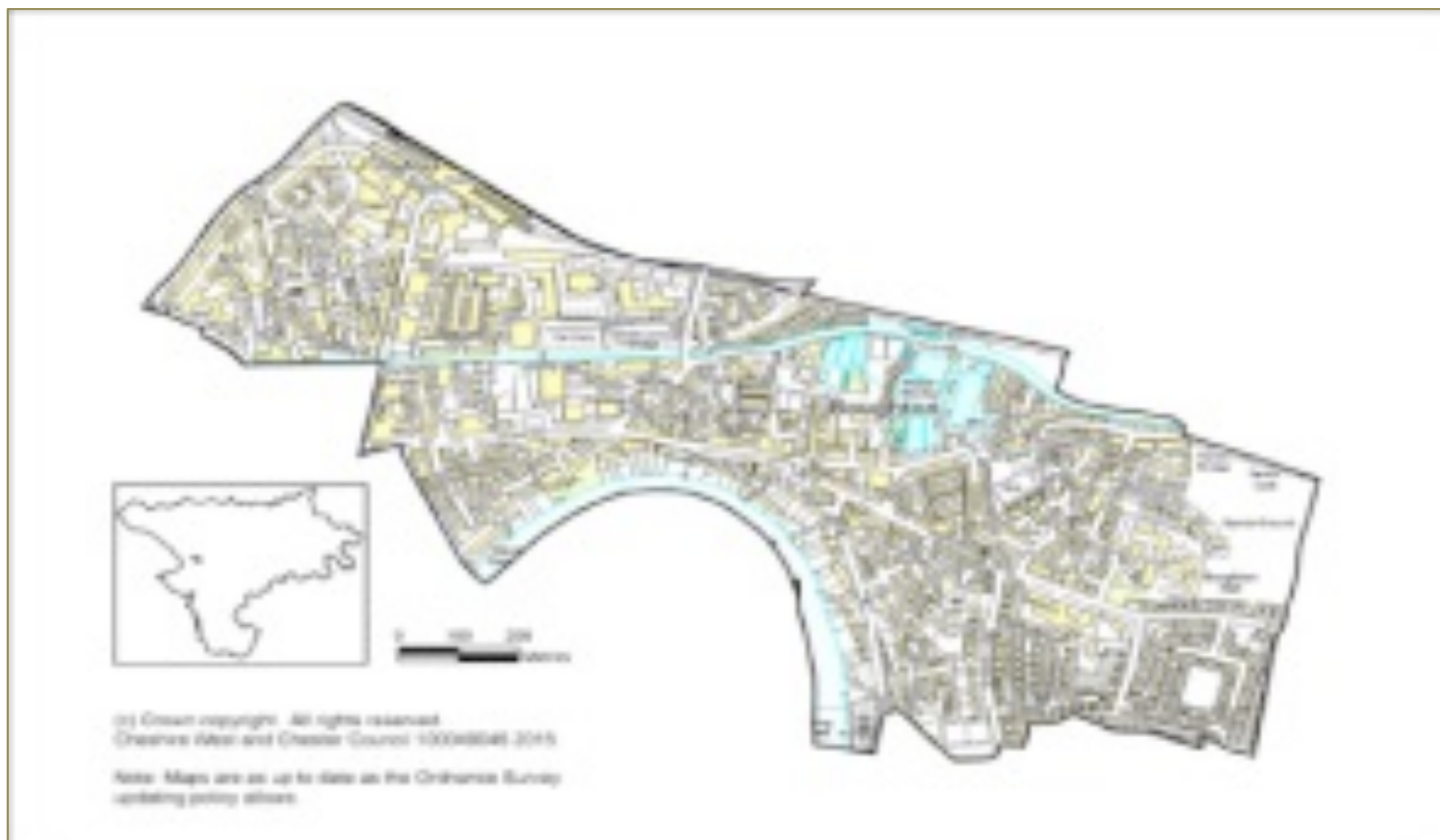
Figure 4: Map of Boughton Ward

(CWAC Council, 2015b)

3.2 Health

- Overall, the health and lifestyle estimates of the residents of Boughton are comparable with national averages.
- However, binge drinking is relatively high with 32.2% of residents' binge drinking compared to 23.5% in CWAC and 20% nationally.

Table 5: Boughton Health and Lifestyle

Health and Lifestyle Measure	Boughton	CWAC	England
Healthy Eating	31.4%	28.4%	28.7%
Obese Adults	17.5%	22.7%	24.1%
Binge Drinking	32.2%	23.5%	20.0%

(CWAC Council, 2015b)

3.3 Crime

- Crime rates in Boughton at 50.5 recorded crimes per 1000 head of population are comparable with CWAC as a whole (45.5) and the national average (57.1).
- One particularly high measure compared to other wards was antisocial behaviour.
  - In 2013/14, there were 80.4 recorded incidents of antisocial behaviour per 1000 head of population, which is double the rate for CWAC as a whole (41.8) and England (35.9) (CWAC Council, 2015b).

3.4 Deprivation

Multiple deprivation

- Almost half of all Boughton residents live in areas that are among the 40% most deprived areas in England.

Living environment

- Boughton falls in the top 20% nationally of the most deprived areas for living environment deprivation, which includes measures relating to quality of housing, air quality and road traffic accidents.

- The Chester Station 1 LSOA is ranked 3,876 out of the 32,844 LSOAs in England for living environment deprivation.

- At the local level, there are 17 LSOAs in CWAC that are in the 20% most deprived areas for living environment nationally.

- The Chester Station 1 LSOA is ranked 10th out of these 17 areas (CWAC Council, 2015c).

Income deprivation affecting older people

- In relation specifically to income deprivation for older people, the Chester Station 1 LSOA in the Boughton Ward is ranked 5,739 out of the 32,844 LSOAs in England, which equates to the 17.5% most deprived areas of England and affects 493 residents.

- At the local level, there are 26 LSOAs in CWAC in the 20% of areas with income deprivation affecting older people in England.

- The Chester Station 1 LSOA is ranked 21st out of these 26 areas (CWAC Council, 2015c).

3.5 Loneliness

- Three LSOAs in Boughton are in the top 30% in England and Wales for loneliness predictions in Older Age: Chester Station L1, Chester Station L2 and Boughton Hall (CWAC Council, 2015f).

3.6 Key Characteristics

Compared to other areas Boughton has:

- A higher level of ethnicity (12% compared with 5.3% across CWAC)

- Higher levels of binge drinking (32.2% compared with 23.5% across CWAC)

- Higher levels of antisocial behaviour (80.4 per 1000 compared to 41.8 across CWAC)

4 Upton Pen Portrait

Upton, with a population of 9,100, is the second largest ward in Chester targeted by Brightlife. Lying on the outskirts of Chester it is less densely populated than the City Centre wards. Largely suburban in character it is bounded by the A41 and the A5116 – see Figure 6 overleaf. It is a popular, largely middle-income residential area. There are some large open spaces including a golf course and agricultural land. It is adjacent to Chester Zoo. Green belt land lies beyond Upton ward (British History Online, 2015).

4.1 Key Statistics

Table 6: Upton Key Statistics

Population	9,100
Aged 65+	21.3% or 2,300 people
Life Expectancy	
Upton	Male 78.6, Female 82.4
CWAC	Male 79.0, Female 82.6
England	Male 78.8, Female 82.8
Average Household income	£31,241
Single Pensioner Household	
Upton	15.1%
CWAC	13.2%
England	12.4%
Residents in poor health	4.6%
All recorded crime	47.7 (rate per 1000 population)
Unemployment:	0.8%
Education (achieving 5 GCSE A-C including Maths and English)	63.8%
Minority ethnic groups	
Upton	8.4%
CWAC	5.3%
England	20.2%
Retired population of ward	
Upton	17.1%
CWAC	16.4%
England	13.7%
Economically inactive	30.1%
Occupation	
Professional	24%
Elementary (routine manual)	9%
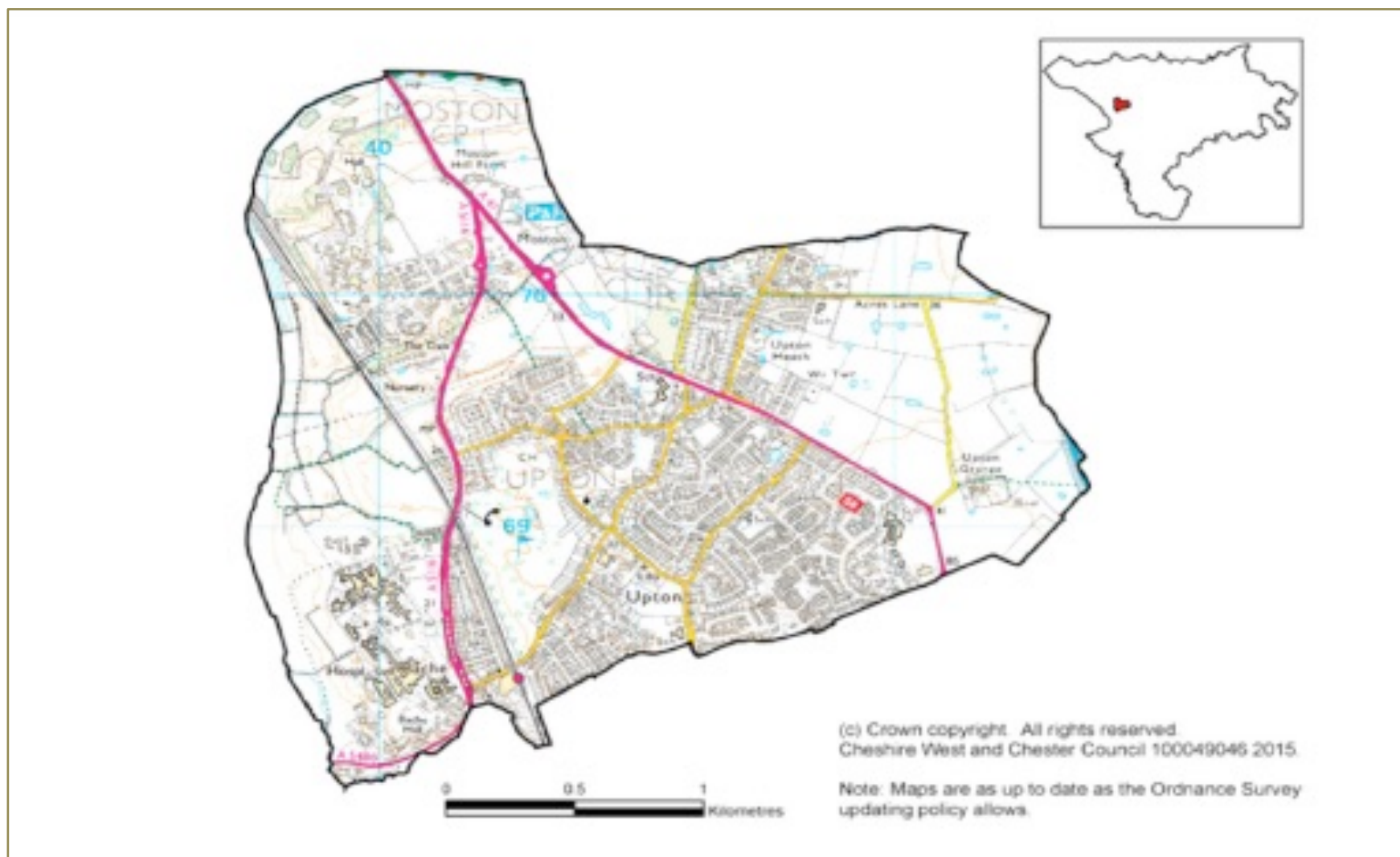
(CWAC Council, 2015g)

Figure 5: Map of Upton Ward

(CWAC Council, 2015g)

4.2 Health

- Overall, the health and lifestyle estimates of the residents of Upton are comparable with national averages.

Table 7: Upton Health and Lifestyle

Health and Lifestyle Measure	Upton	CWAC	England
Healthy Eating	30.9%	28.4%	28.7%
Obese Adults	19.6%	22.7%	24.1%
Binge Drinking	22.7%	23.5%	20.0%

(CWAC Council, 2015g)

- There are no LSOAs in the top 20% of the most deprived areas in England for health deprivation and disability (CWAC Council, 2015c).

4.3 Crime

- Crime rates in Upton at 47.7 recorded crimes per 1000 head of population are comparable with CWAC as a whole (45.5) and the national average (57.1).
- Incidents of antisocial behaviour were low with 30.0 recorded incidents of antisocial behaviour per 1000 head of population, compared to 41.8 in CWAC as a whole and 35.9 in England (CWAC Council, 2015g).
-

4.4 Deprivation

Multiple deprivation

- The majority of Upton residents live areas are not classified as deprived

Income deprivation

- In relation to income deprivation, there is one LSOA, in the top 20% nationally of most deprived areas. Upton and Westlea is ranked 6,140 out of the 32,844 LSOAs, which affects 1,254 people.

Income deprivation affecting older people

- There are no areas in Upton ranked in the top 20% nationally, specifically for income deprivation affecting older people (CWAC Council, 2015c).

4.5 Loneliness

- There are no areas in Upton that fall in the top 30% in England and Wales for loneliness predictions in Older Age.

4.6 Key Characteristics

Compared to other areas Upton has:

- The highest income per household of the urban Brightlife wards
- The highest percentage of people aged 65+ in the Brightlife wards
- The highest percentage of lone pensioners in the Brightlife wards

5 Lache Pen Portrait

Lache with a population of 5,800 is one of the smaller wards in the Brightlife target areas. Lying South of the River Dee it was originally designed as a garden suburb of council housing in 1931. It is segregated from the City Centre by a belt of high value private houses. The original development offered few services for the residents. Some of the houses on the original Lache estate are now privately owned. It is one of the lower income areas in the city and educational attainment is low compared to the rest of CWAC (British History Online, 2015).

5.1 Key Statistics

Table 8: Lache Key Statistics

Population	5,800
Aged 65+	12.7% or 800 people
Life expectancy	
Lache	Male 79.4, Female 83.3
CWAC	Male 79.0, Female 82.6
England	Male 78.8, Female 82.8
Average Household income	£23,875
Single Pensioner Household	
Lache	9.2%
CWAC	13.2%
England	12.4%
Residents in poor health	6.6%
All recorded crime	42.1 (rate per 1000 population)
Unemployment	1.3%
Education (5 x GCSEs including maths and English)	38.7%
Minority ethnic groups	
Lache	8.6%
CWAC	5.3%
England	20.2%
Retired population of ward	
Lache	10.7%
CWAC	16.4%
England	13.7%
Economically inactive	30.7%
Occupation	
Professional	14%
Elementary (routine manual)	15% (CWAC Council, 2015d)

Figure 6: Map of the Lache Ward

(CWAC Council, 2015d)

5.2 Health

- Overall, the health and lifestyle estimates of the residents of Upton are comparable with national averages.
- However, compared to other areas in the study there are lower rates of healthy eating and higher rates of obese adults.

Table 9: Lache Health and Lifestyle

Health and Lifestyle Measure	Lache	CWAC	England
Healthy Eating	24%	28.4%	28.7%
Obese Adults	23.7%	22.7%	24.1%
Binge Drinking	24.2%	23.5%	20.0%

(CWAC Council, 2015d)

- In terms of health deprivation and disability, Lache Park LSOA is ranked 595 out of the 32,844 LSOAs in England, which is in the top 2% nationally (CWAC Council, 2015c).
- At the local level, there are 44 wards in CWAC that are among the 20% most deprived areas for health deprivation and disability.
- The Lache park LSOA is ranked second out of these 44 areas.
- This affects 1,462 residents (CWAC Council, 2015c).

5.3 Crime

- There were 42.1 recorded crimes per 1000 head of population in Lache, which is comparable with CWAC as a whole (45.5) and the national average (57.1).
- Incidents of antisocial behaviour were low with 30.0 recorded incidents of antisocial behaviour per 1000 head of population, compared to 41.8 in CWAC as a whole and 35.9 in England.
- No LSOA falls in the top 20% for crime deprivation (CWAC Council, 2015g).

5.4 Deprivation

Multiple deprivation

- Over 50% of Lache residents live in areas of relative deprivation.
- At the local level there are 36 LSOAs in CWAC in the in the top 20% most deprived areas in England. Two of these areas are in the Lache area.
- Lache Park 1 is ranked 2nd out of these 36 areas
- Lache Park 4 is ranked 35th out of these 36 areasAt the national level, Lache Park 1 is ranked 437 out of the 32,844 LSOAs in England, which is on the top 2% of most deprived LSOAs.

Employment deprivation

- Lache Park1 LSOA is also the most deprived area in CWAC for employment deprivation ranking 290 out of the 32,844 LSOAs in England. This affects 1,462 residents.

Income deprivation affecting older people

- In relation to income deprivation affecting older people, Lache Park 1 LSOA is ranked 837 out of the 32,844 LSOAs in England. This places it in the top 10% nationally.
- At the local level, there are 26 LSOAs in the 20% of areas with income deprivation affecting older people in England.
- The Lache Park LSOA is ranked 21st out of these 26 areas.
- This affects 276 aged over 60 (CWAC Council, 2015c)

5.5 Loneliness

- In CWAC there are 54 LSOAs in the in the in the top 30% in England and Wales for loneliness predictions in Older Age.
- Lache Park 1 is ranked 4th out of these 54 areas.
- Nationally, it is ranked 1,873 out of the 34,752 in England and Wales, which is in the top 10% in England (CWAC Council, 2015f).

5.6 Key Characteristics

Compared to other areas the Lache has:

- High levels of health deprivation and disability
- High levels of income deprivation among older adults
- Low educational attainment compared to the other Brightlife wards
- Only 800 people over 65, which is the smallest population in the Brightlife wards

6 Blacon Pen Portrait

Blacon with a population of 13,600 is the largest ward in the Chester Brightlife target area. Blacon was an out of town post war council housing estate built in response to a shortage of housing in Chester, lies to the West of the city and is segregated from the rest of Chester by canal. Blacon has open spaces, community centres, health clinics and other services. Some houses are now privately owned. It is the most heavily populated borough in Chester (British History Online, 2015).

6.1 Key Statistics

Table 10: Blacon Key Statistics

Population	13,600
Aged 65+	16% or 2,500 people
Life Expectancy	
Blacon	Male75.9, Female 79.9
CWAC	Male 79.0, Female 82.6
England	Male 78.8, Female 82.8
Average Household income	£19,913
Single Pensioner Household	
Blacon	12.2%
CWAC	13.2%
England	12.4%
Residents in poor health	8.4%
All recorded crime	74.5 (rate per 1000 population)
Unemployment:	1.8%
Education (achieving 5 GCSE A-C including Maths and English)	49.7%
Minority ethnic groups	
Blacon	5.8%
CWAC	5.3%
England	20.2%
Retired population of ward	
Blacon	13.5%
CWAC	16.4%
England	13.7%
Economically inactive (includes retired population)	32.8%
Occupation	
Professional	18%
Elementary (routine manual)	19% (CWAC Council, 2015a)
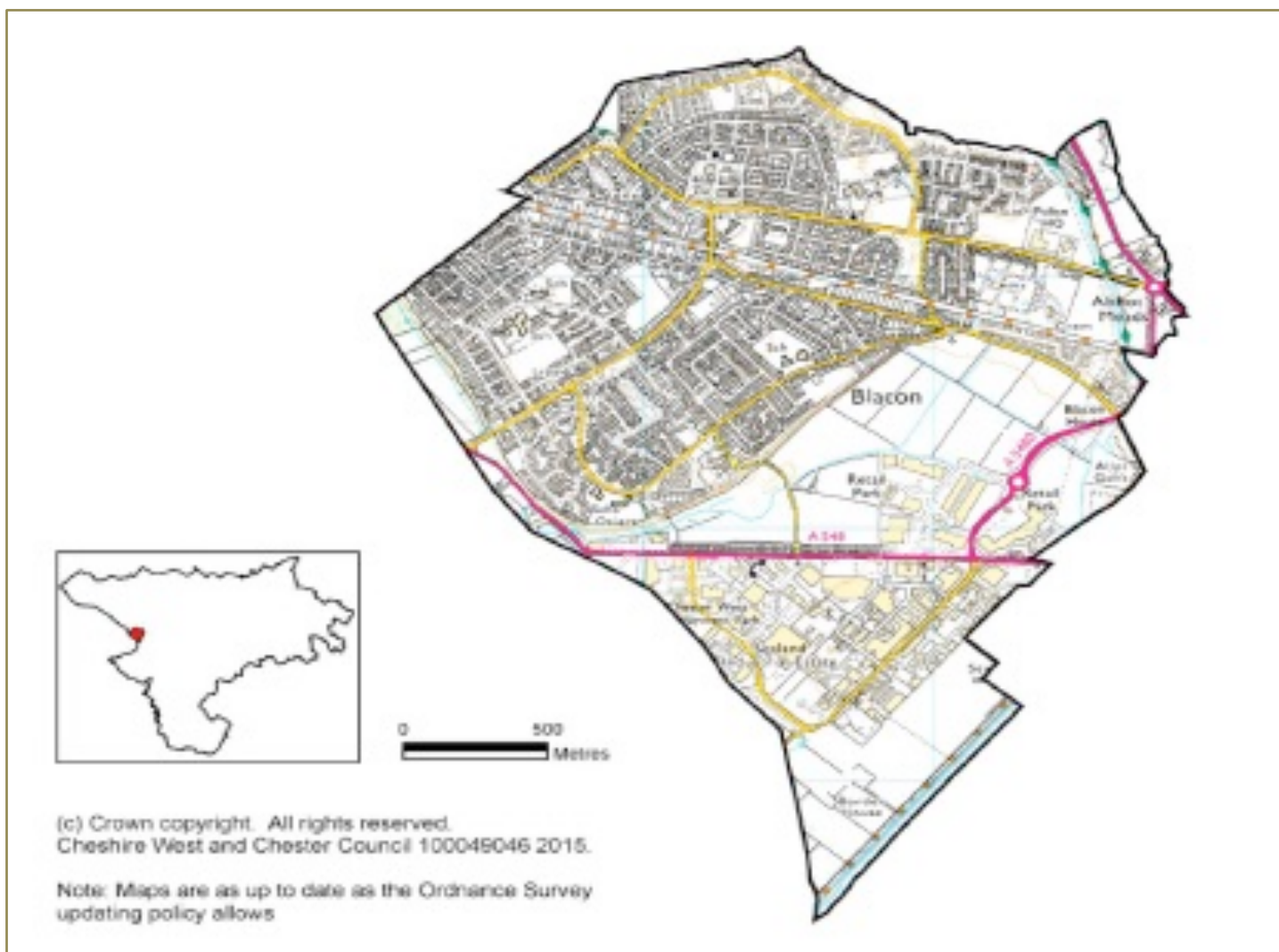
Figure 7: Map of Blacon Ward

(CWAC Council, 2015a)

6.2 Health

- Overall, the health and lifestyle estimates of the residents of Blacon are comparable with national averages.
- However, there are a greater number of obese adults than CWAC as a whole.

Table 11: Blacon Health and Lifestyle

Health and Lifestyle Measure	Blacon	CWAC	England
Healthy Eating	20.6%	28.4%	28.7%
Obese Adults	27.9%	22.7%	24.1%
Binge Drinking	22.8%	23.5%	20.0%

(CWAC Council, 2015a)

- In terms of health deprivation and disability, four areas in Blacon are among the 44 areas in CWAC in the 20% most deprived areas nationally: South Blacon L5, North Blacon L2, North Blacon L3 and North Blacon L4 (CWAC Council, 2015c).
- Table 13 below displays 1) where each area is ranked at the local level, 2) where each area is ranked at the national level and 3) what the national ranking equates to as a percentile.

Table 12: Blacon Health deprivation and disability

Health deprivation and disability (IMD)	CWAC rank (out of 44)	National rank (out of 32,844 LSOAs)	National percentile
South Blacon L5	1st	370	1.1%
North Blacon L2	7th	1,321	4%
North Blacon L3	9th	1,517	4.6%
North Blacon L4	43rd	6,457	19.7%

(CWAC Council, 2015c)

6.3 Crime

- There were 74.4 recorded crimes per 1000 head of population in Blacon during 2013/14, which is notably higher than CWAC as a whole (45.5) and the national average (57.1).

- Incidents of antisocial behavior were also high with 57.4 recorded incidents of per 1000 head of population, compared to 41.8 in CWAC as a whole and 35.9 in England (CWAC Council, 2015a).

- Six wards in Blacon are among the top 20% most deprived areas in England for crime deprivation, which is the highest number of wards across CWAC (CWAC Council, 2015a).

6.4 Deprivation

Multiple deprivation

- Almost 80% of Blacon residents live in areas of relative deprivation.

- There are six LSOAs in Blacon that fall in the top 20% most deprived areas in England; three of those are in the top 10% in England.

- Almost 10,000 people live in this concentration of deprivation.

- As such, Blacon is arguably the most deprived ward of CWAC in terms of multiple deprivation.

- Blacon can be categorised as a deprivation hotspot.

Income deprivation

- In terms of income deprivation, there are six LSOAs in Blacon in the top 20% most deprived areas in England; four of these are in the top 10% in England.

- At the local level, there are 34 LSOAs across CWAC in top 20% most deprived areas in England in relation specifically to income deprivation.

- North Blacon L2 is ranked fourth out of the 34 areas.

- At the national level, North Blacon L2 is ranked 1,162 out of the 32,844 LSOAs in England, which equates to 3.5% when converted to a percentile.

Income deprivation affecting older people

- In relation to income deprivation affecting older people, five LSOAs in Blacon are among the top 20% of LSOAs in England: North Blacon L2, North Blacon L3, South Blacon L5, South Blacon L4 and North Blacon L4.

- Table 15 below displays 1) where each area is ranked at the local level, 2) where each area is ranked at the national level and 3) what the national ranking equates to as a percentile.

Table 13: Blacon Income Deprivation Affecting Older People

Income deprivation affecting older people (IMD)	CWAC rank (out of 26)	National rank (out of 32,844 LSOAs)	National percentile
North Blacon L2	2nd	970	3.0%
North Blacon L3	3rd	1,715	5.2%
South Blacon L5	6th	2,562	7.8%
South Blacon L4	9th	3,946	12.0%
North Blacon L4	21st	6,159	18.8%

(CWAC Council, 2015a)6.5

Loneliness

- In Blacon there are six LSOAs among the 54 across CWAC that are in the in the in the in the top 30% in England and Wales for loneliness predictions in Older Age.

- These are North Blacon L3, South Blacon L5, North Blacon L2, South Blacon L4, North Blacon L4 and South Blacon L2.

- Table 16 below displays 1) where each area is ranked at the local level, 2) where each area is ranked at the national level (England and Wales) and 3) what the national ranking equates to as a percentile.

Table 14: Blacon Predictions of loneliness for older people

Predictions of loneliness for older people	CWAC rank (out of 26)	National rank (out of 34,752 LSOAs)	National percentile
North Blacon L3	1st	721	2.1%
South Blacon L5	12th	3,671	10.6%
North Blacon L2	17th	4,661	13.4%
South Blacon L4	27th	5,702	16.4%
North Blacon L4	44th	7,779	22.4%
South Blacon L2	46th	8,198	23.6%

(CWAC Council, 2015f)

6.6 Key Characteristics

Compared to the other project areas, Blacon has:

- High levels of health deprivation and disability

- High levels of multiple deprivation

- High levels of income deprivation affecting older people

- The lowest income per household (almost £4000 less than the next lowest area)

- High predicted levels of loneliness for older people

7 Malpas Pen Portrait

Malpas, with a population of just 4,000, is the smallest ward in the Brightlife target areas. It is situated in the south of CWAC on the border with Shropshire and Wales. The A41 links it with Chester and Whitchurch, although public transport is limited. There is an attractive village centre, however beyond this, houses become more dispersed with some remote dwellings. As the only rural area in the Brightlife project, the characteristics of Malpas are somewhat different from the urban locations (British History Online, 2015).

7.1 Key Statistics

Table 15: Malpas Key Statistics

|	
Population	4,000
Aged 65+	24.5%
Life Expectancy	
Malpas	Male 80.2, Female 83.6
CWAC	Male 79.0, Female 82.6
England	Male 78.8, Female 82.8
Average Household income	£33,234
Single Pensioner Household	
Malpas	15.6%
CWAC	13.2%
England	12.4%
Residents in poor health	4.8%
All recorded crime	19.9 (rate per 1000 population)
Unemployment:	1.0%
Education (achieving 5 GCSE A-C including Maths and English)	82.9%
Minority ethnic groups	
Malpas	2.4%
CWAC	5.3%
England	20.2%
Retired population of ward	
Malpas	16.9%
CWAC	16.4%
England	13.7%
Economically inactive (includes retired population)	27.8%
Occupation	
Professional	16%
Elementary (routine manual)	9% (CWAC Council, 2015e)
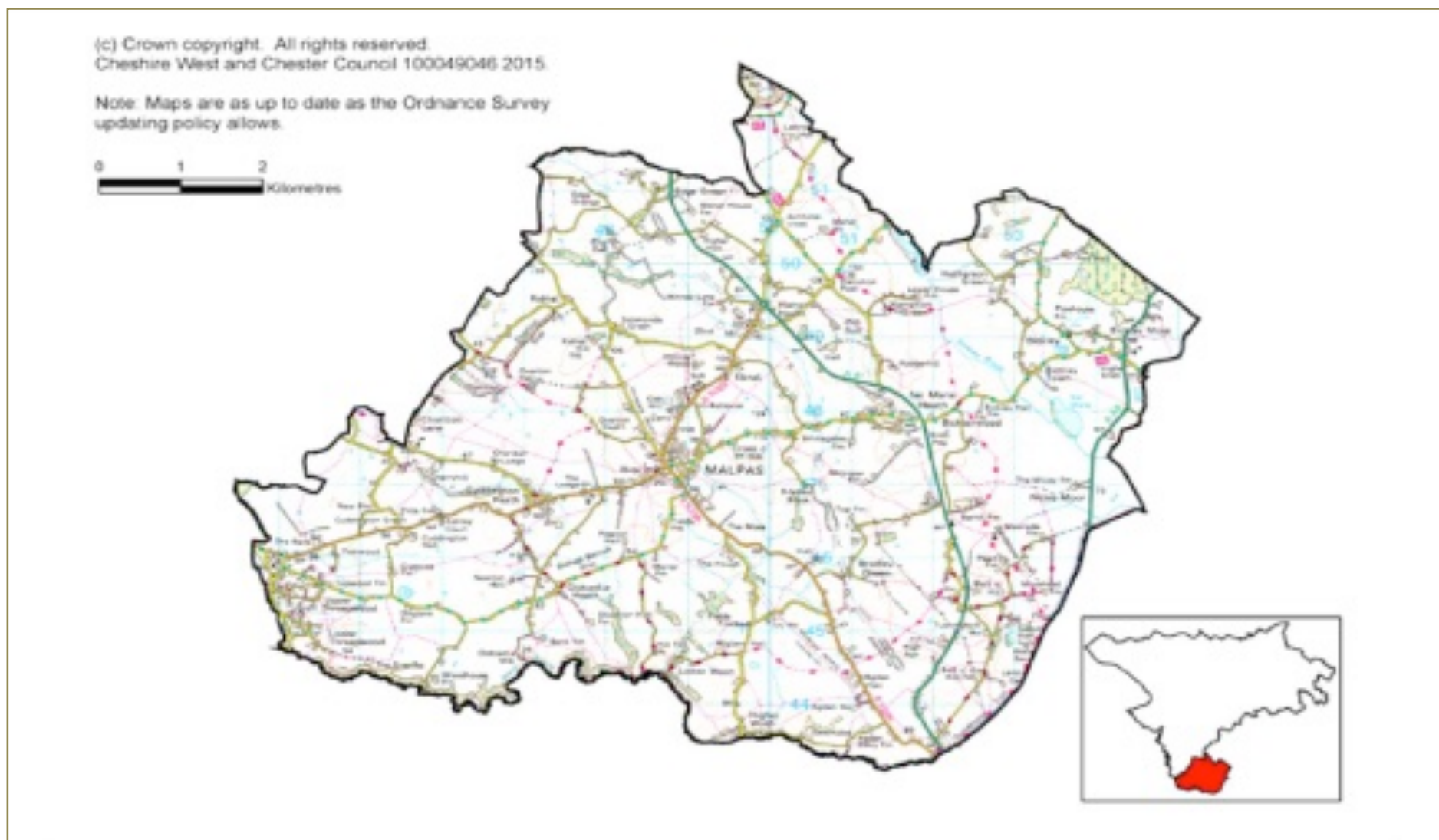
Figure 8: Map of Malpas Ward

(CWAC Council, 2015e)

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7.2 Health

- Overall, the health and lifestyle estimates of the residents of Malpas are comparable with national averages and CWAC as a whole.

Table 16: Malpas Health and Lifestyle

Health and Lifestyle Measure	Malpas	CWAC	England
Healthy Eating	34.6%	28.4%	28.7%
Obese Adults	21.6%	22.7%	24.1%
Binge Drinking	20.7%	23.5%	20.0%

(CWAC Council, 2015e)

- There are no LSOAs in the top 20% of the most deprived areas in England for health deprivation and disability (CWAC Council, 2015c)

7.3 Crime

- There were 19.9 recorded crimes per 1000 head of population in Malpas during 2013/14, which is notably lower than CWAC as a whole (45.5) and the national average (57.1) (CWAC Council, 2015e).

7.4 Deprivation

Multiple deprivation

- The majority of Malpas residents live areas that are not classified as deprived according to the IMD.

Barriers to housing and service access deprivation

- Malpas is in the top 10% of areas with barriers to housing and service access deprivation in England.
- Malpas ranks 2,409 out of the 32,844 LSOAs in England.
- At the local level, Malpas is 5th out of the 23 LSOAs in CWAC in the top 20% of areas with barriers to housing and service access deprivation in England.

Living environment deprivation

- Malpas falls in the top 10% nationally of the most deprived areas for living environment deprivation, which includes measures relating to quality of housing, air quality and road traffic accidents.

- Malpas is ranked 2,597 out of the 32,844 LSOAs in England for Living environment deprivation.

- At the local level, there are 17 LSOAs in CWAC that are in the 20% most deprived areas for living environment nationally

- Malpas LSOAs is ranked 3rd out of these 17 areas (CWAC Council, 2015c).

7.5 Loneliness

- There are no areas in Malpas that fall in the top 30% in England and Wales for loneliness predictions in Older Age (CWAC Council, 2015f).

7.6 Key Characteristics

Compared to other project areas, Malpas has:

- The highest average income

- Highest educational attainment

- The highest percentage of single pensioner households in a ward area

- The highest percentage of residents over 65 years per in a ward area

- The highest levels of deprivation in relation to access to housing and services

8 Winsford Over and Verdin Pen Portrait

Winsford is a town located in the centre of the CWAC area. It lies on the River Weaver south of Northwich and west of Middlewich. Its growth was linked to the salt industry in the 18th century. It was designated as a new town in the 1970s. However, the population did not grow as much as planned despite new services, facilities, industrial areas and homes being built. Winsford is close to the M6 motorway, which makes it very accessible to the rest of the UK. It now houses the Headquarters of Cheshire Police and the Fire Service. The ward of Wharton lies to the South East, Swanlow is to the west and Winsford Over and Verdin to the north. The River Weaver separates the Over and Wharton areas. The population of Winsford was 30,481 at the 2011 census but the ward snapshots written in 2015 indicate that it has grown to 32,300 (British History Online, 2015).

Winsford comprises three wards: Over and Verdin, Swanlow and Dean and Wharton. The findings for each ward are presented in turn.

Figure 9: Map of Winsford Over and Verdin ward

(CWAC Council, 2015h)

8.1 Key Statistics

Table 17: Over and Verdin Key Statistics

Population	13,500
Aged 65+	14.8%
Life Expectancy	
Over and Verdin	Male 75.7, Female 80.1
CWAC	Male 79.0, Female 82.6
England	Male 78.8, Female 82.8
Average Household income	£26,603
Single Pensioner Household	
Over and Verdin	11.3%
CWAC	13.2%
England	12.4%
Residents in poor health	6.6%
All recorded crime	39.9 (rate per 1000 population)
Unemployment:	1.0%
Education (achieving 5 GCSE A-C including Maths and English)	55.0%
Minority ethnic groups	
Over and Verdin	4.4%
CWAC	5.3%
England	20.2%
Retired population of ward	
Over and Verdin	14.5%
CWAC	16.4%
England	13.7%
Economically inactive (includes retired population)	31.4%
Occupation	
Professional	18%
Elementary (routine manual)	14%

(CWAC Council, 2015h)

8.2 Health

- Overall, the health and lifestyle estimates of the residents of Over and Verdin are comparable with national averages and CWAC as a whole.

Table 18: Over and Verdin Health and Lifestyle

Health and Lifestyle Measure	Over & Verdin	CWAC	England
Healthy Eating	23.2%	28.4%	28.7%
Obese Adults	25.2%	22.7%	24.1%
Binge Drinking	20.5%	23.5%	20.0%

(CWAC Council, 2015h)

- Two LSOAs, West Winsford L2 and Winsford Central L2, are ranked in the top 10% nationally of the most deprived for health deprivation and disability.

- A further area, West Winsford L1, is ranked in the top 20% nationally for health deprivation and disability (CWAC Council, 2015c)

8.3 Crime

- Crime rates in Over and Verdin at 39.9 recorded crimes per 1000 head of population are slightly lower than CWAC as a whole (45.5) and the national average (57.1).

- One measure fairly high compared to other wards was antisocial behaviour.

- In 2013/14, there were 50.6 recorded incidents of antisocial behaviour per 1000 head of population, which is moderately higher than the rate for CWAC as a whole (41.8) and England (35.9) (CWAC Council, 2015h).

8.4 Deprivation

Multiple deprivation

- West Winsford LSOA is the most deprived in CWAC

- At the national level, it is ranked 419 out of the 32,844 LSOAs in England, which is in the top 2%.

- 1,506 people live in this area.

- An additional two LSOAs are in the top 10% when all the indices of deprivation are taken into account.

Income deprivation

- West Winsford 2 also tops the income deprivation table in CWAC and is the 85th most deprived LSOA in England, which is in the top 1%.
- A further three LSOAs are in the top 10%.

Income deprivation affecting older people

- There are two LSOAs in the top 20% of most deprived areas nationally.
- 26 LSOAs in CWAC are in the 20% of areas with income deprivation affecting older people in England.
- West Winsford L2 is ranked fifth locally and 1,907 out of the 32,844 LSOAs in England, which is in the top 7.5% in England and Wales.
- West Winsford L3 is ranked 13th locally and 4,549 out of the 32,844 LSOAs in England, which is in the top 14% in England and Wales (CWAC Council, 2015f).

Barriers to housing and service access deprivation

- There are two LSOAs the top 20% of areas with barriers to housing and service access deprivation in England.
- Cuddington, Oakmere and Whitegate L5 is ranked 3,970 out of the 32,844 LSOAs in England.
- West Winsford L2 is ranked 4,432 out of the 32,844 LSOAs in England (CWAC Council, 2015c).

8.5 Loneliness

- One LSOA in Winsford Over and Verdin is in the top 10% in England and Wales for loneliness predictions in Older Age.
- Winsford Central L2 is ranked 2,592 out of the 34,752 LSOAs in England and Wales.
- At the local level, ranks seventh out of the 54 LSOAs in CWAC in the top 30% in England and Wales for loneliness predictions in Older Age (CWAC Council, 2015f).

8.6 Key Characteristics

Compared to the other project areas, Winsford Over and Verdin has:

- A large population (13,500)

- High levels of multiple deprivation

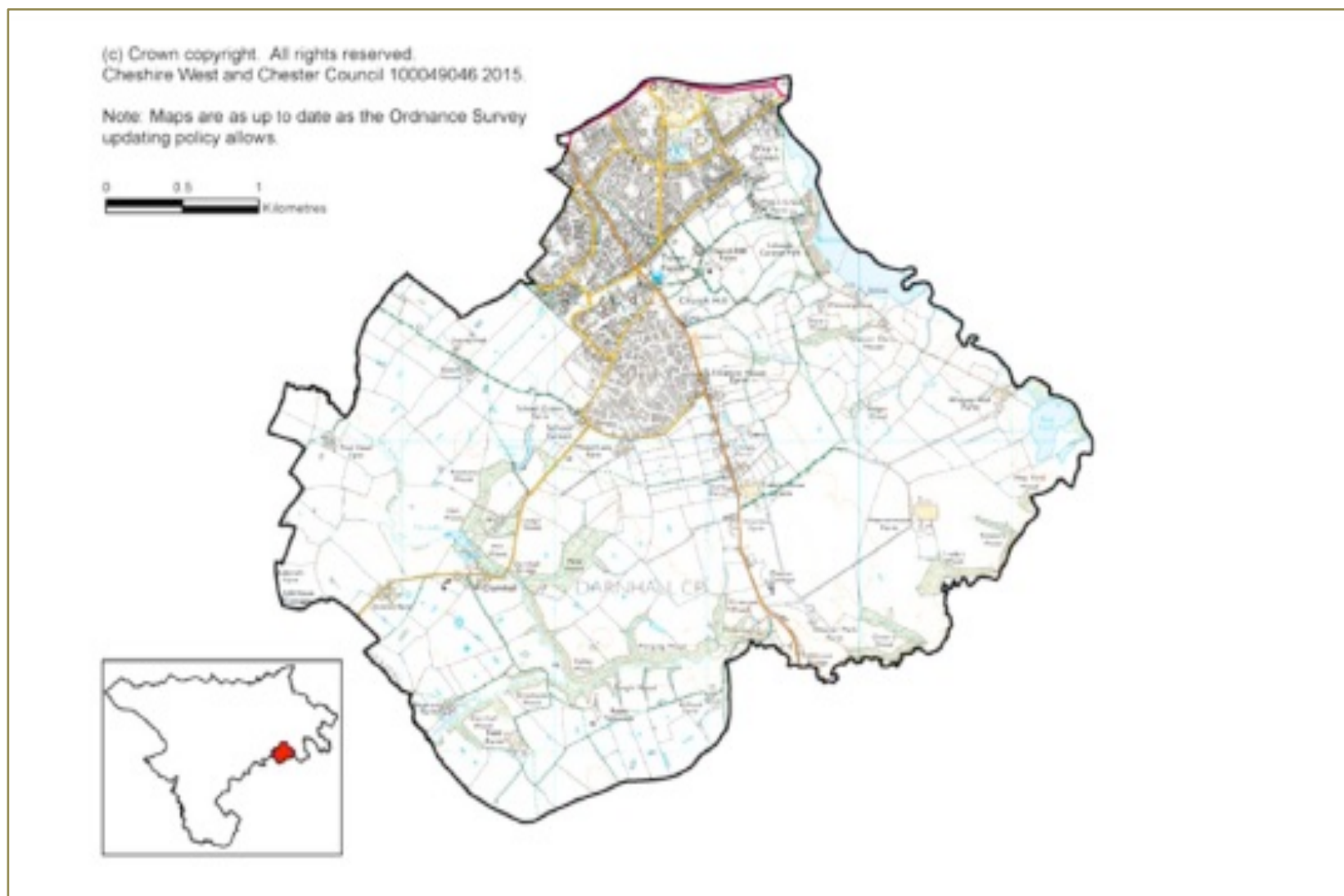- High levels of income deprivation

9 Swanlow and Dene pen Portrait

9.1 Key Statistics

Table 19: Swanlow and Dene Key Statistics

Population	8,900
Aged 65+	18.7%
Life Expectancy	
Swanlow and Dene	Male 76.1, Female 81.5
CWAC	Male 79.0, Female 82.6
England	Male 78.8, Female 82.8
Average Household income	£24,950
Single Pensioner Household	
Swanlow and Dene	12.3%
CWAC	13.2%
England	12.4%
Residents in poor health	7.6%
All recorded crime	49.6 (rate per 1000 population)
Unemployment:	1.3%
Education (achieving 5 GCSE A-C including Maths and English)	44.6%
Minority ethnic groups	
Swanlow and Dene	3.8%
CWAC	5.3%
England	20.2%
Retired population of ward	
Swanlow and Dene	15.3%
CWAC	16.4%
England	13.7%
Economically inactive (includes retired population)	31.4%
Occupation	
Professional	18%
Elementary (routine manual)	15%

(CWAC Council, 2015i)

Figure 10: Map of Winsford Swanlow and Dene Ward

(CWAC Council, 2015i)

9.2 Health

- Overall, the health and lifestyle estimates of the residents of Swanlow and Dene are comparable with national averages and CWAC as a whole.

Table 20: Swanlow and Dene Health and Lifestyle

Health and Lifestyle Measure	Winsford Swanlow & Dene	CWAC	England
Healthy Eating	21.5%	28.4%	28.7%
Obese Adults	27.0%	22.7%	24.1%
Binge Drinking	21.2%	23.5%	20.0%

(CWAC Council, 2015i)

- In terms of health deprivation and disability, three areas in Swanlow and Dene are among the 44 areas in CWAC that are in the 20% most deprived areas nationally: Winsford Central L1, West Winsford L1 and South Winsford L3.
- Table 24 below displays 1) where each area is ranked at the local level, 2) where each area is ranked at the national level and 3) what the national ranking equates to as a percentile.

Table 21: Swanlow and Dene Health deprivation and disability

Health deprivation and disability (IMD)	CWAC rank (out of 44)	National rank (out of 32,844 LSOAs)	National percentile
Winsford Central L1	23	3,466	10.6%
West Winsford L1	30	4,485	13.7%
South WinsfordL3	33	4,615	14.1%

(CWAC Council, 2015c)

9.3 Crime

- Crime rates in Swanlow and Dene at 49.6 recorded crimes per 1000 head of population are comparable with CWAC as a whole (45.5) and the national average (57.1).
- Antisocial behavior was slightly higher than average.
- In 2013/14, there were 49 recorded incidents of antisocial behaviour per 1000 head of population, which is moderately higher than the rate for CWAC as a whole (41.8) and England (35.9) (CWAC Council, 2015i).

9.4 Deprivation

Multiple deprivation

- South Winsford L3 LSOA is the 14th most deprived in CWAC
- At the national level, it is ranked 3,155 out of the 32,844 LSOAs in England, which is in the top 10%.
- 1,535 people live in this area.

Income deprivation

- South Winsford L3 is ranked 6th in CWAC for income deprivation.
- At the national level, it is ranked 1,411 out of the 32,844 LSOAs in England, which is in the top 5%.

Income deprivation affecting older people

- South Winsford L3 is ranked 17th out of the 26 LSOAs in CWAC are in the 20% of areas with income deprivation affecting older people in England.
- At the national level, West Winsford L3 is ranked 5,140 out of the 32,844 LSOAs in England, which is in the top 20%.

Living environment deprivation

- Winsford Central L1 is ranked 11th out of the 17 LSOAs in CWAC are in the 20% of areas with living environment deprivation in England.
- At the national level, Winsford Central L1 is ranked 4,626 out of the 32,844 LSOAs in England, which is in the top 20% (CWAC Council, 2015c).

9.5 Loneliness

- One LSOA in the top 10% in England and Wales for loneliness predictions in Older Age.

- South Winsford L3 is ranked 3,575 out of the 34,752 LSOAs in England and Wales.

- At the local level, ranks 11th out of the 54 LSOAs in CWAC in the top 30% in England and Wales for loneliness predictions in Older Age (CWAC Council, 2015f).

9.6 Key Characteristics

Compared to other project areas, Winsford Swanlow and Dene has:

- High levels of health deprivation and disability

10 Wharton Pen Portrait

10.1 Key Statistics

Table 22: Wharton Key Statistics

Population	9,800
Aged 65+	£26,385
Life Expectancy	
Wharton	Male 75.7, Female 80.1
CWAC	Male 79.0, Female 82.6
England	Male 78.8, Female 82.8
Average Household income	£26,385
Single Pensioner Household	
Wharton	9.4%
CWAC	13.2%
England	12.4%
Residents in poor health	6.4%
All recorded crime	48.7 (rate per 1000 population)
Unemployment:	1.2%
Education (achieving 5 GCSE A-C including Maths and English)	50.5%
Minority ethnic groups	
Wharton	3.9%
CWAC	5.3%
England	20.2%
Retired population of ward	
Wharton	12.7%
CWAC	16.4%
England	13.7%
Economically inactive (includes retired population)	27.1%
Occupation	
Professional	18%
Elementary (routine manual)	16%

(CWAC Council, 2015j)
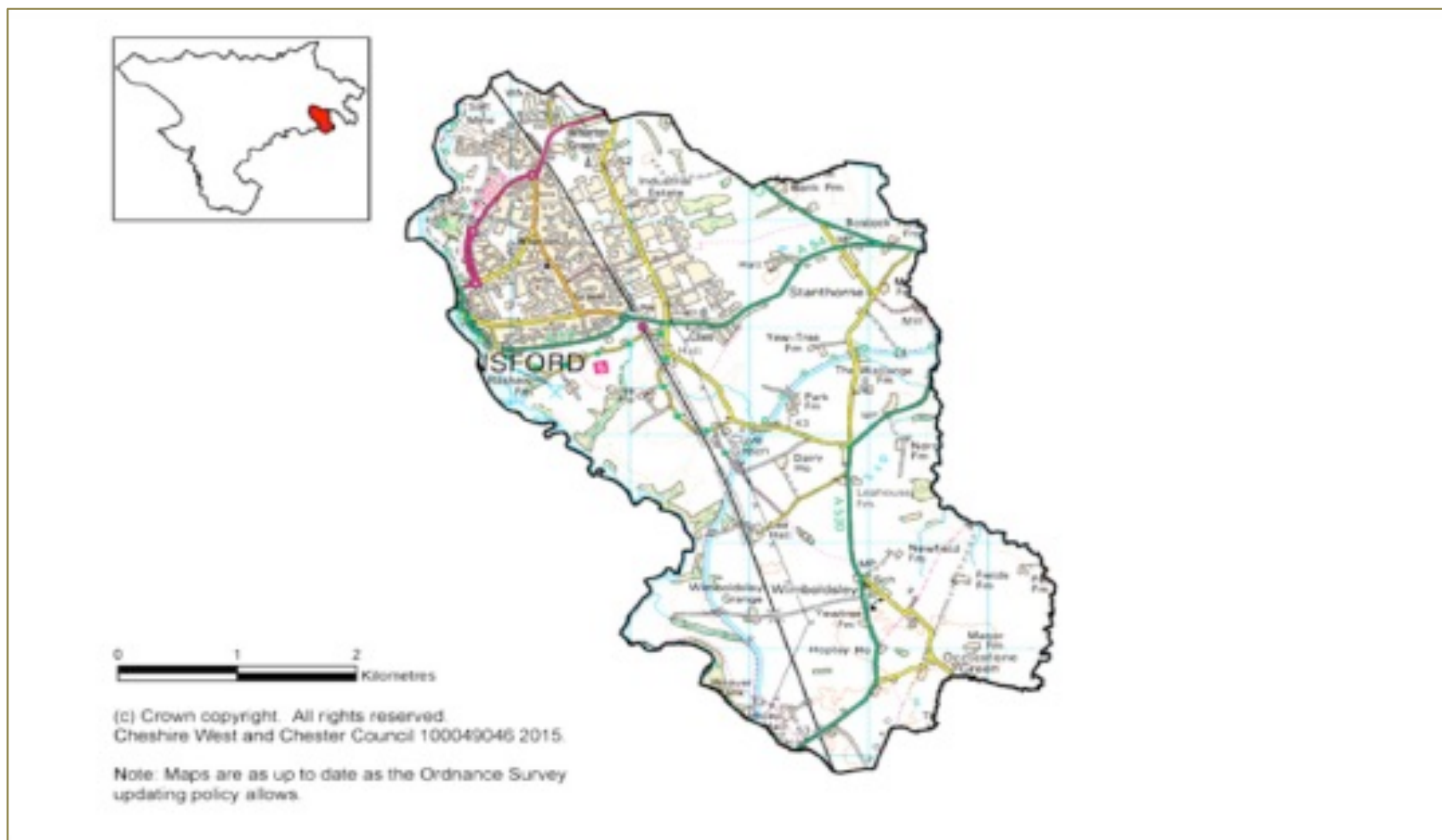
Figure 11: Map of Winsford Wharton Ward

(CWAC Council, 2015j)

10.2 Health

- Overall, the health and lifestyle estimates of the residents of Wharton are comparable with national averages and CWAC as a whole.

Table 23: Wharton Health and Lifestyle

Health and Lifestyle Measure	Winsford Wharton	CWAC	England
Healthy Eating	20.6%	28.4%	28.7%
Obese Adults	28.1%	22.7%	24.1%
Binge Drinking	22.5%	23.5%	20.0%

(CWAC Council, 2015j)

- In terms of health deprivation and disability, one LSOA in Wharton is among the 44 areas in CWAC that are in the 20% most deprived areas in England.
- East Winsford L3 is ranked 2nd in CWAC
- At the national level, it is ranked 669 out of 32,844 LSOAs and falls in the top 1%.

10.3 Crime

- Crime rates in Wharton at 48.7 recorded crimes per 1000 head of population are comparable with CWAC as a whole (45.5) and the national average (57.1).
- Antisocial behavior was slightly higher than average.
- In 2013/14, there were 54.4 recorded incidents of antisocial behaviour per 1000 head of population, which is moderately higher than the rate for CWAC as a whole (41.8) and England (35.9) (CWAC Council, 2015j).

10.4 Deprivation

Multiple deprivation

- The majority of Wharton residents live areas not classified as deprived according to the IMD.

Income deprivation

- East WinsfordL3 is ranked second in CWAC for income deprivation.
- At the national level, it is ranked 404 out of the 32,844 LSOAs in England, which is in the top 2%.

Income deprivation affecting older people

- East WinsfordL3 is ranked 14th out of the 26 LSOAs in CWAC are in the 20% of areas with income deprivation affecting older people in England.
- At the national level, East WinsfordL3 is ranked 4,630 out of the 32,844 LSOAs in England, which is in the top 15%.

10.5 Loneliness

- One LSOA in the top 10% in England and Wales for loneliness predictions in Older Age.
- East Winsford L2 is ranked 3,028 out of the 34,752 LSOAs in England and Wales.
- At the local level, ranks 10th out of the 54 LSOAs in CWAC in the top 30% in England and Wales for loneliness predictions in Older Age (CWAC Council, 2015f).

10. 6 Key Characteristics

Compared to other project areas, Winsford Wharton has:

- Areas with high levels of income deprivation
- Areas with high levels of health deprivation

11 Discussion and conclusion

The following section summarises the key data from each of the project areas. The aim is to highlight those areas most likely to have higher numbers of people over the age of 50 with the potential to experiencing social isolation and loneliness.

In terms of population size, the findings illustrated Winsford has the largest number of residents over the age of 65 (4,851), followed by Blacon (2,071) and Upton (1,111). As such, the project might consider concentrating resources in these areas in order to increase overall participation in the project among this age group. However, this does not account for social isolation and loneliness.

The Age UK loneliness evidence review identified several factors are correlated with loneliness. Living arrangements and marital status was found to be an important factor with those who live alone more likely to report feeling lonely (Age UK, 2014). Out of the project areas, Blacon (711) has the highest number of lone pensioner households, followed by Over and Verdin (628), and Upton (549). These areas correlate with those identified as having the largest numbers of residents over 65.

Poor health was also identified as a factor associated with a persons' propensity towards feeling lonely (Age UK, 2014). Life expectancy can be a useful indicator of health and well-being in geographic locations. In CWAC, life expectancy is comparable with national averages, however there are pockets of deprivation where life expectancy can be up to 10 years lower. Out of the project areas, Wharton, Swanlow and Dene and Blacon have the lowest life expectancy suggesting residents in these experience poor levels of health.

The IMD includes a measure for health deprivation and disability, which may also provide an insight into areas where residents experience poor health. The findings show that Blacon has four LSOAs that range between the top 1% and 20% of areas in England for health disability and deprivation. The three Winsford wards have seven LSOAs between them that range between the top 1% and 20% of areas in England; Lache had one LSOA in the top 2%.

High crime levels was also identified as a factor contributing to feelings of loneliness in the Age UK evidence review (Age UK, 2014). Crime levels in CWAC are generally comparable with national averages. However, Blacon had 74.4 recorded crimes per 1000 head of population during 2013/14, which is notably higher than CWAC as a whole (45.5) and the national average (57.1). In addition, Boughton had 80.4 recorded incidents of antisocial behaviour per 1000 head of population in 2013/14, which is double the rate for CWAC as a whole (41.8) and England (35.9).

The Age UK evidence review also suggests deprivation is associated with the likelihood of individuals experiencing loneliness. Lache, Blacon, Winsford Over and Verdin, and Boughton all have LSOAs in the top 20% of deprived areas in England. In particular, the report states "a direct correlation exists between low income and loneliness and isolation among older people" (Age UK, 2014, p. 7). The findings demonstrate Blacon has five LSOAs in the in the top 20% most deprived areas nationally for income deprivation affecting older people, while Winsford has three.

Out of the project areas selected, the measures consistently demonstrate Blacon and the Winsford Wards are affected most by factors that may contribute to loneliness. They also have the highest numbers of residents over the age of 65. As such, there is likely to be a greater number of individuals in these areas that are lonely and/or socially isolated.

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