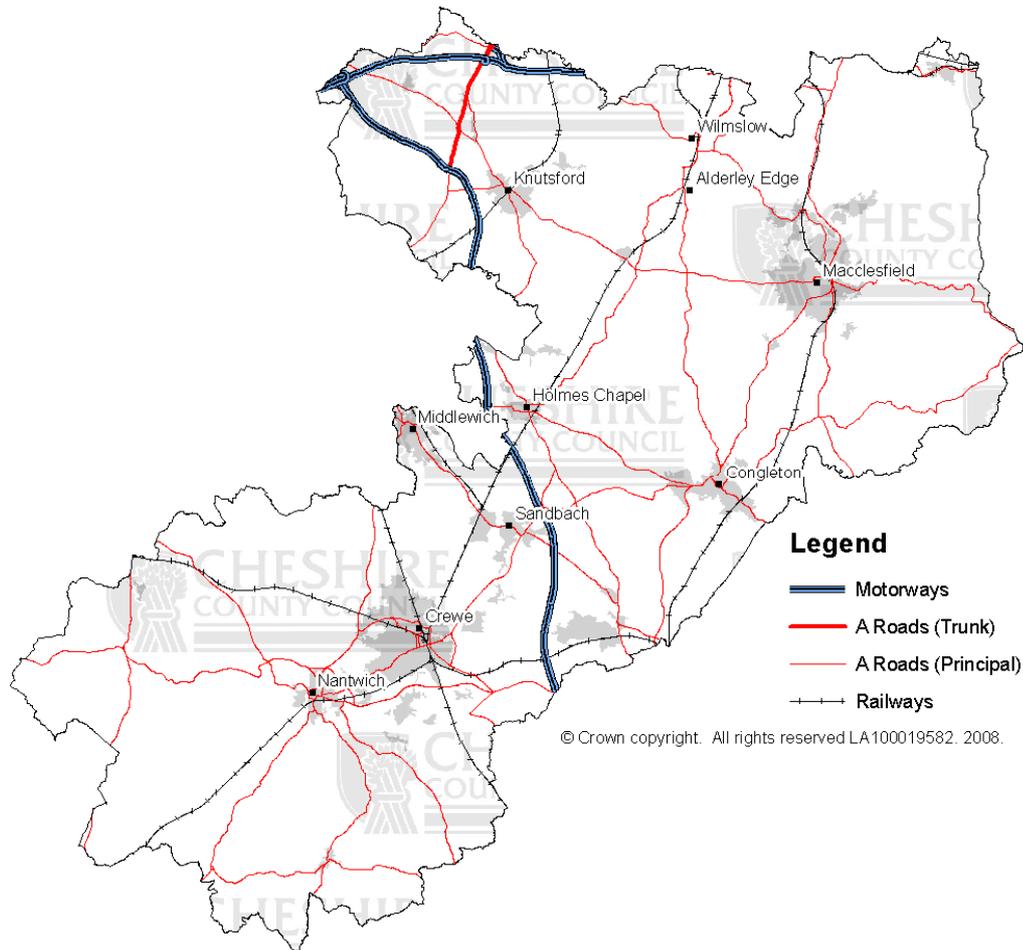


Appendix A: Cheshire East Profile



TOPICS COVERED

- Population
- Economic Trends
- Leisure & Recreation
- Health
- Education
- Environment
- Social Inclusion & Regeneration
- Community Safety

CHESHIRE EAST IN CONTEXT

Cheshire East has a population of 360,700 and an area of 116,638 hectares. In addition to 'Cheshire West and Chester' on the west, Cheshire East is bounded by the Manchester conurbation to the north and east, and Stoke-on Trent to the south.

It contains the major towns of Crewe, Macclesfield, Congleton and the commuter town of Wilmslow (population above 20,000). There are also a number of other significant centres of population (over 10,000) in Sandbach, Poynton, Nantwich, Middlewich, Knutsford and Alsager.

In the 2008 Cheshire Community Survey the majority of Cheshire East residents (93%) liked living in their home area. When respondents were asked specifically about their quality of life (from the 2005 Quality of Life Survey) 52% described it as very good and a further 44% described it as quite good. 1% said it was very or quite poor.

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POPULATION

Size & Distribution

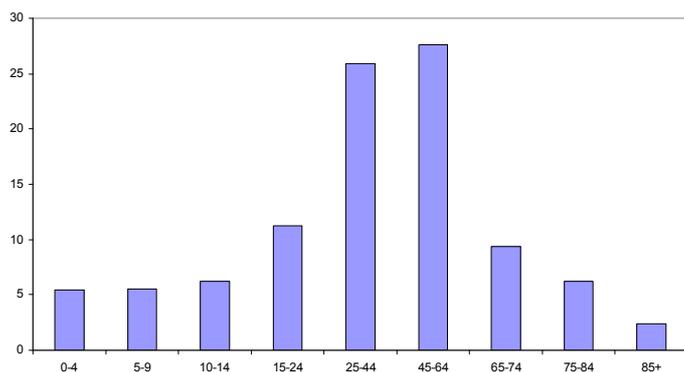
- Cheshire East has a population of 360,700 (2007 mid-year estimate)
- This is 5% of the North West's population and 0.7% of England & Wales' population

Density

- The area of Cheshire East is 116,638 ha
- The population density is 3.09 people per hectare.

Age Distribution

% of Age Groups Distribution 2007 Mid Year Estimate Cheshire East



- The age structure of the Cheshire East is slightly older than that of England & Wales
- 5% of Cheshire East's population is aged under 5 and 12% are aged 5 to 14
- 18% are aged 65 or more
- There will be around 5% fewer children living in Cheshire East by 2026 than there were in 2006
- The number of people aged 85+ will double between 2006 and 2026.

Family Structure

- In 2001, the average household size was 2.36

- 25% of Cheshire East households were all pensioner households (North West 24%, England & Wales 24%), of these 21,118 (57%) were pensioners living alone.

Households

- In 2001, there were 147,144 households with residents in Cheshire East
- 99% of people lived in households (England & Wales 98%) and 1% in communal establishments
- Household composition generally reflected the England & Wales patterns
- 29% of households had dependent children (North West 30%, England & Wales 29%)
- 28% of households were people living alone (North West 31%, England & Wales 30%).

Housing

- In 2006 the average house price was £207,700 compared to the North West average £155,000
- In 2006 there were 160,700 dwellings in Cheshire East with the highest % in council tax band C (20%).

Ethnic Background and Religion

- According to the 2005 ethnicity estimates, 3% of Cheshire East's population was 'non-white'.
- In 2001 80% of the Cheshire East population said they were Christian compared with 78% in the North West and 72% in England & Wales
- 96% were born in the United Kingdom.

Socio-Economic Group

- In 2001, 32% of Cheshire East's workers were managerial and professional workers (social class AB), compared with 18% in the North West and 21% in England & Wales
- 19% of Cheshire workers were semi-skilled and unskilled manual (social class

D), compared with 19% in the North West and 16% in England & Wales.

Sources: Census of Population 2001
ONS Population & ethnicity estimates
Cheshire CC Population Estimates
Land Registry
Valuation Office Agency

ECONOMIC TRENDS

Employment

- Total number of employees in Cheshire East was 167,600 in 2007
- 17% of employees worked in manufacturing in 2007, a higher proportion than for Great Britain, 11%
- 77% were employed in services, a slightly lower proportion than for Great Britain, 83%
- Agricultural employment stood at 3,285 in 2007
- The average household income was £34,000 in 2008.
- Cheshire East has employment concentrations in agriculture (LQ¹ of 1.7), chemicals and pharmaceuticals (6.7), rubber and plastic products (1.7), miscellaneous non-metallic mineral products (1.9) and computing services (1.5).

Qualifications

The 2001 Census found:

- 24% of residents aged 16-74 in Cheshire East had qualifications at degree level or higher compared with 17% in the North West and 20% in England & Wales
- 25% of residents aged 16-74 had no qualifications at all (32% in the North West, 29% in England & Wales)
- 37% of Cheshire East residents had qualifications less than 2 'A-level' equivalents (36% in the North West and England & Wales) and 32% had 2 'A-level'

equivalents or more (25% in the North West and 28% in England & Wales.

Unemployment

- Unemployment in November 2008 was at 2.2% (residence rate), compared with a Great Britain rate of 2.8%, and North West rate of 3.2%.

Businesses

- There were 26,260 VAT registered businesses in 2008.

Office for National Statistics (NOMIS)
Annual Survey of Hours and Earnings – Residence Based, 2008
Annual Business Enquiry 2007
Agricultural Census 2007

¹ Location quotients (LQs)¹ can be used to show whether a particular activity is more concentrated in a particular geographical area than it is nationally.

LEISURE & RECREATION

Visits to Cheshire East Attractions

There are a number of historic properties, gardens, museums, art galleries and other attractions across Cheshire East.

In 2006,

- 830,800 people visited Tatton Country Park, Macclesfield
- 63,947 people visited Jodrell Bank
- 104,666 people visited Quarry Bank Mill

In the 2006 Cheshire Community survey 76% of residents used the internet. 68% had broadband.

Sources: North West Tourist Board
Tatton Park, Cheshire CC

HEALTH

General Health

Limiting long-term illness (LLTI) is a self reported measure of someone's health, asking if a person has 'any long-term illness, health problem or disability which limited work or daily activities', based on the 2001 Census:

- 17% of people in Cheshire East had a limiting long-term illness compared with 21% of people in the North West and 18% in England & Wales.

In the 2006 Cheshire Community Survey

- 17% said they smoked
- 85% drank alcohol, with 8% drinking more than 22 units a week.

Disability Living Allowance

- At May 2008, 4% of the total population were claiming disability living allowance, compared to 7% for the North West
- Of these claimants 25% were due to mental health causes compared to 23% for the North West.

Births and Deaths

- In 2007 the crude birth rate (births per 1,000 population) was 11 compared with 13 for the North West and 13 for England & Wales
- The crude death rate (deaths per 1,000 population) was 10 compared to 10 for the North West and 9 for England & Wales.

Sources: Census of Population 2001

EDUCATION

GCSE results

- In 2006 63% of GCSE candidates achieved 5 or more GCSE's at grade A*-C

- 86% of pupils achieved level 4 or above in key stage 2 English with 82% for Key Stage 2 Maths
- 77% of pupils achieved level 5 or above in key stage 3 English with 82% for Key Stage 3 Maths.

Source: Research & Statistics, Education Department, Cheshire CC

ENVIRONMENT

Car Availability

- Car availability in 2001 (from the 2001 Census) was high with 82% of households owning at least one car (England & Wales 73% car ownership)
- 40% of Cheshire East households owned 2 or more cars (England & Wales 29%).

Travel to Work

- The car was the dominant means of travel to work by Cheshire East residents (72% drivers or passengers in the 2001 Census)
- Other means of travel to work were: foot (9%), bus (2%), and train (2%)
- At the 2001 Census the most popular destinations outside Cheshire East to work were Manchester and Cheshire West & Chester
- The most popular origins for people travelling into Cheshire East were Cheshire West & Chester and Stockport.

CO₂ emissions

- Within Cheshire East Domestic CO₂ emissions per capita was 2.66 tonnes (UK = 2.5 tonnes).

Climate Change

- In the 2007 Cheshire Omnibus Survey:
- 87% said that recycling was important to combat climate change
- 85% also said waste minimisation was important to combat climate change.

Sources: Census of Population 2001
Defra 2007

SOCIAL INCLUSION & REGENERATION



Index of Multiple Deprivation

The Index of Multiple Deprivation (IMD) is a national deprivation index and is used to determine policy and funding, and feeds into initiatives such as Local Area Agreements. The IMD is based on 7 domains:

- Income
- Employment
- Health Deprivation and Disability
- Education, Skills and Training
- Barriers to Housing and Services
- Crime
- Living Environment

The data mainly refers to 2005 and it is based at lower layer super output area geography. Cheshire East has 231 lower layer super output areas.

- The above map shows the 14 areas that fall within the top 20% most deprived areas in England

- 6% of Cheshire East's population live in these deprived areas (2006 estimates)
- Overall St BarnabasL3 ranked 1 out of 231 lower layer super output areas in Cheshire East nationally making it the most deprived Cheshire East LLSOA.

Sources: Index of Multiple Deprivation 2007

Community Involvement / Cohesion

In the 2008 Cheshire Community Survey:

- 55% agreed that they can influence decisions in their local area
- They felt they should most be able to influence 'decisions affecting their local area' (33%), 'planning issues' (28%) and 'transport issues' (21%).

COMMUNITY SAFETY

Fires attended

- In 2005 there were 2 fires attended per 1,000 population, which is similar to the North West (4) and England & Wales (3)

Crime

- In 2007-08 there were 24,346 recorded crimes in Cheshire East, this is 67 per 1,000 population
- There were 1,178 crimes recorded as burglary (dwelling), this is 3 per 1,000 population.
- The Quality of Life Survey 2005 highlighted that 'reducing crime and disorder is respondents' top priority for improving their quality of life
- Around two-thirds (61%) felt worried or very worried about being a victim of crime

Sources:

Management Information Unit, Cheshire Constabulary.
Communities & Local Government, Research and Statistics Division