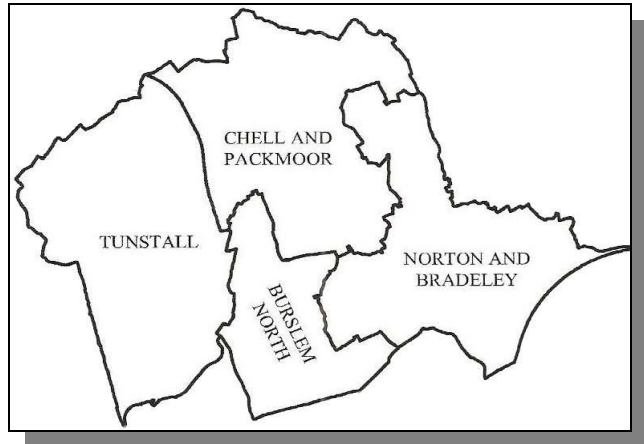
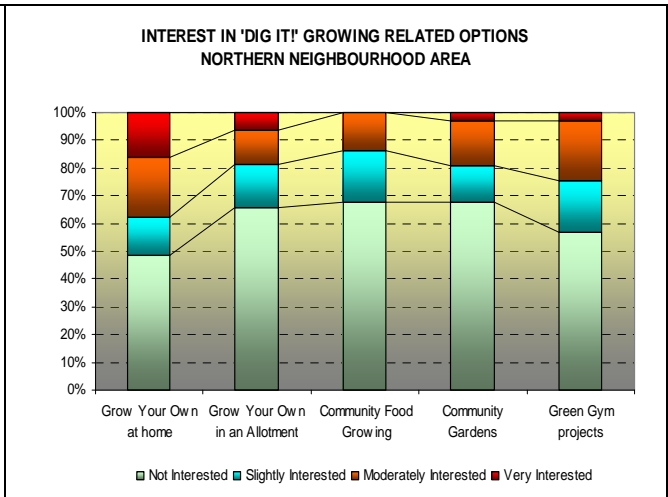
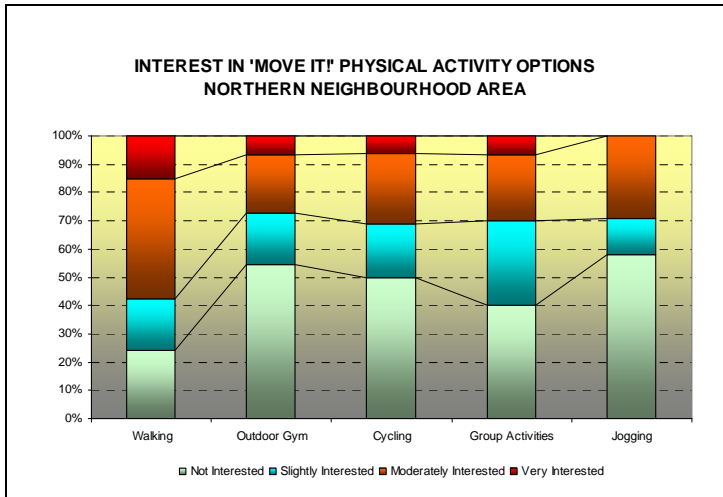


NORTHERN NEIGHBOURHOOD AREA PROFILE



<p style="text-align: center;">Area Characteristics</p> <ul style="list-style-type: none"> Population 48,745 (2008 estimate) 3 of 4 Wards ranked in the top 10% deprived in England Large numbers of people 45+ in 3 of 4 Wards Better than average eating habits High obesity rates in 3 of 4 Wards Priorities for intervention are Chell & Packmoor, followed by Tunstall; Burslem North and Norton & Bradeley 	<p style="text-align: center;">HEADLINES</p> <p style="text-align: center;">Resident Survey Findings</p> <ul style="list-style-type: none"> Higher than average aspirations to be more physically active Higher than average Park usage Lack of time is the biggest limiting factor to improving fitness and diet Relatively high interest in the physical activity options – particularly jogging; walking and cycling Better diets than the City-wide average Higher than average interest in Allotments, but lower than average interest in other growing options Lowest interest City-wide in Events / Shows / Courses
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Potentially, there are 22,100+ people in the Northern Neighbourhood Area who may be interested in using Outdoor Gyms

Potentially, there are 25,000+ people in the Northern Neighbourhood Area who may be interested in growing their own food at home

EMERGING RECOMMENDATIONS

- Chell & Packmoor features highly in the Options Matrix for all 'Grow It' and 'Move It' options – recommend the development of integrated programmes for the Ward.
- Westport Lake, with its improved facilities, connectivity, and its growing reputation as a family visitor destination in the City, is considered as a primary location for a Fitness Trail installation.
- Burslem Park, which attracts over 250,000 user visits a year, may be a suitable location for an Outdoor Gym hub, co-located with the children's play area adjacent Hamil Road.
- Consider promoting the establishment of a jogging / running group in the Tunstall area – perhaps based at the Floral Hall / Tunstall Park.
- Development of further mapped walks in the area, particularly in the Chell & Packmoor and Norton & Bradeley Wards.
- The Area Implementation Teams identify their priority actions in response to this Study.

AREA CHARACTERISTICS

WARD AREAS

Burslem North – population 12,007 (2008 estimate) - covers the areas of Little Chell; Bank Top; Stanfield; Burslem Park; parts of Smallthorne, and parts Burslem Town Centre.

The Ward includes Port Vale Football Club, Bycars (Sproson) Park and Burslem Golf Course. The Burslem Park area has been designated as a General Renewal Area, under the RENEW North Staffs Housing Market Renewal Pathfinder Programme.

Chell and Packmoor – population 12,294 (2008 estimate) - covers the areas of Fegg Hayes; Chell Heath; Oxford; Brindley Ford; Westcliffe; Turnhurst and Packmoor.

Divided by the A527 Biddulph Road, the Ward contains large tracts of open space and farmland towards the city boundary.

Norton and Bradeley – population 10,690 (2008 estimate) - covers the areas of Norton Green; Norton-in-the-Moors; Cornhill; Ball Green; Whitfield, and Bradeley.

Comprising a collection of physically separate communities, the Ward covers large areas of open space; New Ford Park; the Chatterley Whitfield mine site, and expanses of farmland.

Tunstall – population 13,754 (2008 estimate) - covers the areas of Tunstall; Westport; Goldenhill and Sandyford

The Ward is home to several areas of open space, including Westport Lake; Goldenhill Golf Course, and farmland to the north west of the Ward.

The area is traversed by several main roads, including the A50 (Davenport-High Street), the A527 (Victoria Park Road), and the B5999 (Tunstall Northern bypass).

DEPRIVATION – INDEX OF MULTIPLE DEPRIVATION 2007

AREA / WARD	TOTAL LSOAs IN WARD	LSOAs IN IMD 2007			NATIONAL WARD RANKING (OF 7,392)
		TOTAL WITHIN TOP 1%	TOTAL WITHIN TOP 10%	TOTAL WITHIN TOP 20%	
NORTHERN					
Burslem North	7	0	3	4	544
Chell & Packmoor	8	1	3	4	716
Norton & Bradeley	7	0	2	3	986
Tunstall	8	0	3	7	485

KEY: In Top 10% Most Deprived In Top 20% Most Deprived

With 36.7% of LSOAs in the area featuring within the Top 10% Most Deprived in England, and 60% within the Top 20%, the area has the 3rd highest aggregated levels of deprivation in Stoke-on-Trent, behind the Western and Eastern Neighbourhood Areas.

PARKS

There are 7 significant Parks / Recreational areas within the Northern Neighbourhood Management Area. These are:

BURSLEM NORTH WARD

- Burslem Park – Grade II Listed Heritage Park
- Tunstall Park (a.k.a. Victoria Park) – Grade II Listed Heritage Park
- Bycars Park (a.k.a. Sproson Park) – primarily used as the Port Vale FC training ground
- Recreation Ground off Acreswood Road

CHELL & PACKMOOR

- Sprink Bank Recreation Ground
- Monks Neil Park

NORTON & BRADELEY WARD

- Chatterley Whitfield Heritage Country Park

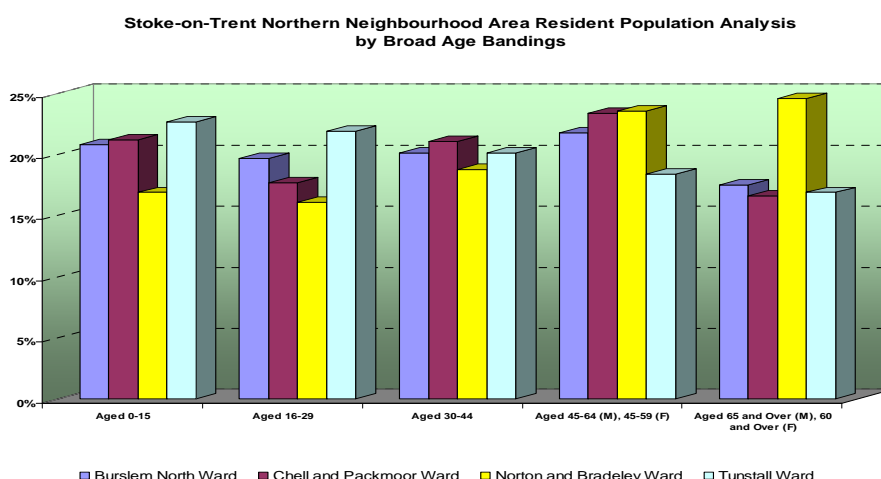
TUNSTALL WARD

- Westport Lake

There has been considerable recent investment in a new Visitor's Centre and upgrading other facilities at Westport Lake, and a £2.1 million grant from the Heritage Lottery Fund has recently been announced for the regeneration of Burslem Park.

POPULATION AGE PROFILE

The 2008 Resident Population Estimates by Broad Age Band from the Office of National Statistics, provides the following breakdown of the population in the respective Wards of the Northern Neighbourhood Area:



The most significant features from these figures are:

- **Norton & Bradeley Ward** has a very different age profile than its 3 neighbouring Wards, with the emphasis being on those 45 years +, with a high prevalence of retirement age individuals (24.6%), when compared to the other 3 Wards in the area. The average figure for Stoke-on-Trent is 19.0%.
- **Tunstall Ward** has a higher percentage of children and 16-29 year olds (21.9%) than the other 3 Wards in the area, and this figure is also higher than the Stoke-on-Trent average of 20.2%.
- **Burslem North** and **Chell & Packmoor Wards** have very similar age distributions, with middle-aged / pre-retirement individuals forming the biggest single group – both above the average figure for Stoke-on-Trent.

SPORT ENGLAND MARKET SEGMENTATION DATA

According to Sport England's Market Segmentation data, the dominant 3 Market Segments in the Northern Neighbourhood Management Area are:

	Burslem North	Chell & Packmoor	Norton & Bradeley	Tunstall
1st	19 – Retirement Home Singles	19 – Retirement Home Singles	19 – Retirement Home Singles	2 – Sports Team Drinkers
2nd	9 - Pub League Team Mates	9 - Pub League Team Mates	14 – Older Working Women	9 - Pub League Team Mates
3rd	8 – Middle England Mums	14 – Older Working Women	9 - Pub League Team Mates	19 – Retirement Home Singles

The detailed profiles for the individual segments can be found at:

http://www.sportengland.org/research/market_segmentation/market_segmentation_overview.aspx

These include information on specific sports people take part in, as well as why people do sport, whether they want to do sport, and the barriers to doing more sport.

In addition, the segments provide information on media consumption and communication channels; social capital and health indicators, including obesity and engagement in the wider cultural sphere.

WEST MIDLANDS LIFESTYLE SURVEY 2005

The Regional Lifestyle Survey 2005 was undertaken to provide an understanding of the views and motivations of residents in the Region relating to key strands of Regional policy. It was intended to provide an up-to-date picture, and coverage of a wider range of topics than achieved in any previous lifestyle survey undertaken in the West Midlands Region.

It is envisaged that the survey will be repeated on a three or four year cycle, and provide a measure of change over time.

All the following statistics are taken from the Survey, and the colour coding used is as follows:

Better than City-wide average	Worse than City-wide average
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MORTALITY RATES

AREA / WARD	MORTALITY RATE per 100,000 population from circulatory disease (2003 - 2007)
STOKE-ON-TRENT	113.8
Burslem North	132.2
Chell & Packmoor	117.5
Norton & Bradeley	89.1
Tunstall	133.6

OBESITY AND INACTIVITY

WARD	ADULTS CLASSED AS OBESE (BMI = 30+)	ADULTS UNDERTAKING ZERO x 30 MINS MODERATE EXERCISE PER WEEK
STOKE-ON-TRENT	19.2%	19.5%
Burslem North	16.8%	21.0%
Chell & Packmoor	24.1%	24.3%
Norton & Bradeley	21.7%	18.3%
Tunstall	20.2%	18.3%

MOST CITED REASONS PREVENTING MORE PHYSICAL ACTIVITY

AREA / WARD	ILLNESS OR DISABILITY	COST OF FACILITIES	LACK OF TIME	FAMILY COMMITMENTS
STOKE-ON-TRENT	27.1%	19.6%	27.3%	20.7%
Burslem North	25.3%	19.2%	25.3%	19.8%
Chell & Packmoor	28.3%	23.9%	27.4%	27.4%
Norton & Bradeley	25.9%	17.0%	25.9%	29.6%
Tunstall	26.7%	25.0%	31.0%	25.9%

The data indicates high numbers of obese adults in 3 of the 4 Wards, with Chell & Packmoor having the second highest obesity levels in the city, behind Burslem South (24.8%). To add further context, all Wards in the area have levels of obesity higher than the West Midlands Regional Average (15.8%)

Additionally, there are high numbers of residents who undertake zero x 30 minutes moderate exercise per week in both Burslem North and Chell & Packmoor, which has the 3rd highest incidence of inactivity in the City, behind Weston & Meir North (29.5%) and Bentilee & Townsend (28.7%). Again, all Wards in the area have levels of inactivity higher than the West Midlands Regional Average (15.7%).

The most prevalent reasons in the area for not undertaking exercise are family commitments; a lack of time, and the cost of using facilities. Any interventions recommended will need to take account of this information, by offering either free or cheap to access programmes that can be easily integrated into individuals' daily lives, and are family-friendly.

DIET

WARD	ADULTS WHO DO NOT HAVE A HEALTHY DIET	ADULTS WHO EAT 5 OR MORE PORTIONS FRUIT / VEG PER DAY	ADULTS WHO EAT 1 OR LESS PORTIONS FRUIT / VEG PER DAY	ADULTS WHO EAT FRIED FOOD 3 OR MORE TIMES A WEEK
STOKE-ON-TRENT	14.0%	24.1%	9.9%	13.3%
Burslem North	7.9%	23.1%	8.9%	7.6%
Chell & Packmoor	16.0%	25.0%	11.3%	19.0%
Norton & Bradeley	11.0%	29.3%	9.8%	14.3%
Tunstall	18.5%	27.8%	13.0%	13.0%

Overall, the dietary indicators show the most acute problems in Chell & Packmoor, and the least in Norton & Bradeley and Burslem North.

However, the data also offers some interesting contradictions – e.g. in Chell & Packmoor, there are above average percentages of adults with poor diets; those who eat less than 1 portion of fruit or vegetables per day, and also who eat fried food more than 3 times per week, yet 25% claim to eat 5 or more portions of fruit or vegetables per day.

The good news is that a high percentage of adults appear to be eating 5 or more portions of fruit and vegetables a day.

AREA SUMMARY

An area that is typified by large expanses of open space between the individual residential areas, a number of formal parks and recreation areas, and a population with high levels of obesity; lack of exercise and dietary issues. Family commitments; lack of time, and the cost of facilities feature prominently in the reasons cited for not doing exercise.

Population of Norton & Bradeley dominated by those aged 45 years and over, whereas Tunstall has much larger percentages of children and 16-29 year olds. Any targeted interventions will need to take these factors into consideration.

In terms of priorities for intervention, Chell & Packmoor emerges as the highest priority, followed by Tunstall; Burslem North and Norton & Bradeley.

With its new Visitors Centre, and increasing popularity as a family-orientated venue in the city, Westport Lake could be an ideal location for a Fitness Trail, and Burslem and Tunstall Parks are also possible sites for Outdoor Gym hubs, co-located with the existing children's play areas, to allow parents / grandparents to exercise while watching their children play.

COMMUNITY SURVEY RESULTS

PHYSICAL ACTIVITY

In terms of current activity, **67.6%** of those surveyed identified walking (without dogs). The City-wide average is 64.5%. Of this sample, **12.0%** walked for 30 minutes on 6 or more occasions per week (City-wide average is 32.4%). Other significant activities (over 15% of responses) were:

- Gardening / Allotment work – **29.3%** (City-wide figure is 26.4%)
- Wii Fit – **27.0%** (City-wide figure is 13.6%)
- Swimming – **24.3%** (City-wide figure is 16.8%)
- Dog Walking – **24.3%** (City-wide figure is 20.5%)

66.7% of residents said that they would like to be more physically active, compared to 65.1% City-wide.

When asked what prevented them from doing more:

- **48.6%** said that they were just too busy (City-wide figure is 50.0%)
- **18.9%** cited family commitments (City-wide figure is 16.5%)
- **18.9%** also blamed work commitments (City-wide figure is 13.9%)

57.6% of those interviewed used the Parks, which compares favourably with the City-wide figure of 51.2%. The most popular Park venue was Tunstall Park, although references were made by individuals to Central Forest and Burslem Parks.

In context of the physical activity options, the percentages of those 'very or moderately interested' in each one were:

- Outdoor Gyms / Fitness Trails amongst non-Gym users – **19.0%** (City-wide figure is 25.6%)
- Outdoor Gyms / Fitness Trails amongst existing Gym users – **34.7%** (City-wide figure is 35.7%)
- Walking – **51.4 %** (City-wide figure is 41.8%)
- Cycling – **27.0%** (City-wide figure is 17.6%)
- Group Activities in Parks – **24.3%** (City-wide figure is 19.8%)
- Jogging – **24.3%** (City-wide figure is 10.6%)

EATING / GROWING

29.7% of people questioned claimed to eat 5 or more portions of fresh fruit and vegetables per day, compared to the City-wide figure of **28.2%**.

However, **16.2%** claimed to eat less than 1 portion per day, which is significantly higher than the City-wide figure of **8.3%**.

With regards to the consumption of fried food; ready meals; takeaways or fast food, **56.8%** claimed that they did this less than once per week on average, compared to the City-wide average of **48.3%**. **5.4%** admitted that they eat this type of food every day – slightly lower than the City-wide average of **6.5%**.

45.9 % wanted to eat more healthily in the future, which is lower than the City-wide average figure of **51.8%**. When asked what prevented them eating more healthily:

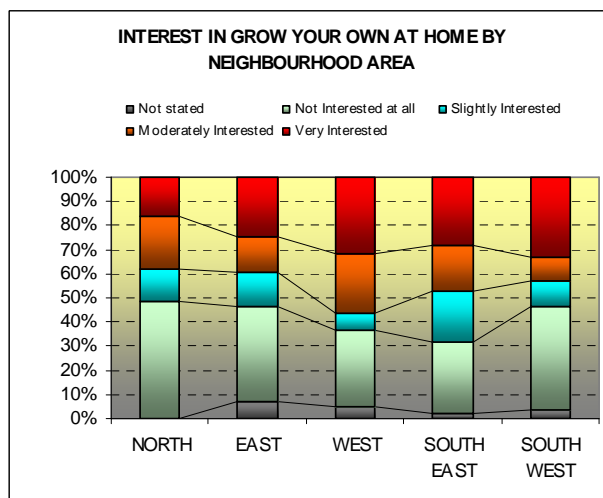
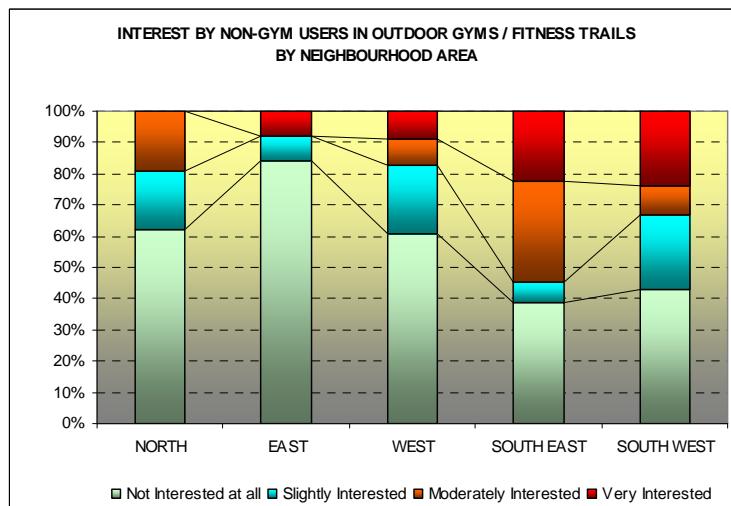
- **29.7%** responded that they were too busy / didn't have the time (City-wide figure is 42.5%)
- **13.5%** said fast food / ready meals are more convenient (City-wide figure is 26.9%)
- **10.8%** thought it was too expensive to eat healthily (City-wide figure is 27.6%)
- **13.5%** said there was no reason – they just couldn't be bothered! (City-wide figure is 14.9%)

The percentages of those 'very or moderately interested' in each of the growing options were:

- Grow Your Own at home – **37.8%** (City-wide figure is 45.4%)
- Grow Your Own in an Allotment – **18.8%** (City-wide figure is 10.6%)
- Community Food Growing – **13.5%** (City-wide figure is 22.7%)
- Community Gardens – **18.9%** (City-wide figure is 23.4%)
- Green Gym environmental clean-up projects – **24.3%** (City-wide figure is 19.8%)

EVENTS / SHOWS / COURSES

29.7% of people interviewed were either 'very or moderately interested' in attending events / shows or courses / demonstrations aimed at raising awareness in health, fitness and healthy eating. This compares poorly with the City-wide figure of 41.8%, and is the lowest figure of any of the 5 Neighbourhood Areas.



The most popular proposed frequency for these events was once a quarter – reflecting the most popular City-wide option, and the most popular outdoor venues in the North was Tunstall Park, although Burslem and Hanley Parks were also mentioned. Packmoor Community Centre and Fenton Manor were mentioned as possible indoor venues.

Respondents identified the following factors that would encourage them to attend such events: need to be local; free admission; freebies, effective publicity, and cooking demonstrations.

SUMMARY OF CONSULTATION FINDINGS

- **Area differs from the wider Stoke-on-Trent physical activity profile** – higher aspirations to be more physically active; wider range of activity undertaken, but time constraints, work and family commitments preventing more activity.
- **Higher than average use of parks** – particularly Tunstall Park. The area has a wide variety of parks available.
- **Lower than average interest in the Outdoor Gym/Fitness Trail Option** – particularly amongst those who have never used an indoor Gym facility before.
- **Mixed interest in the range of physical activity options** – Walking emerges as by far the most popular option, and there is the highest level of interest in Stoke in Jogging, but people say they need others to jog with. Cycling and Group Activities in parks also indicate higher than average interest.
- **Residents appear to have a marginally better than average diet** – slightly higher than average percentage eating 5 or more portions of fresh fruit and vegetables per day, and slightly lower than average consumption of fast food / ready meals, together with a higher level of aspiration to improve their eating habits.
- **Mixed interest in growing related projects** – Grow Your Own at Home emerges as the most popular option, but with a lower than average percentage interest. High levels of interest in Allotments and Green Gym projects.
- **Low level of interest in Events / Shows / Courses** – lowest interest City-wide

OPTIONS APPRAISAL MATRIX

Application of the Options Appraisal Matrix for the Northern Area has produced the following relative indicators of the appropriateness of each intervention in particular Wards. It provides a snapshot of factors prevailing at the time the survey was undertaken (January – March 2010), and relative priorities may change over time, dependent upon a wide range of factors.

Option Ranking	NORTHERN			
	BN	C&P	N&B	T
Dig It!				
Home	27	28	26	25
Allotment	23	24	22	21
Community Food Growing	22	23	21	20
Community Gardens	23	24	22	21
Green Gym	24	25	23	22
Move It!				
Walking	30	31	30	27
Cycling	25	26	25	22
Jogging	24	25	24	21
Group Activities	24	25	24	21
Outdoor Gym	25	26	25	22
Learn It!				
Event/Show/Festivals	24	26	25	22

KEY

GO AHEAD - HIGH PRIORITY

PROCEED, BUT WITH CAUTION

PROBABLY NOT WORTH DOING

BN = Burslem North
C&P = Chell & Packmoor
N&B = Norton & Bradeley
T = Tunstall

EMERGING RECOMMENDATIONS

Based on the findings from the Neighbourhood Area the following recommendations are suggested for consideration by the Neighbourhood Management Teams and the Area Implementation Teams. These suggestions are intended to stimulate discussion. Other ideas may be more appropriate to the locality. A key recommendation for all parts of the City is that all of the Area Implementation Teams consider the findings and agree the priorities in their area.

- Chell & Packmoor features highly in the Options Matrix for all 'Grow It' and 'Move It' options – recommend the development of integrated programmes for the Ward.
- Westport Lake, with its improved facilities, connectivity, and its growing reputation as a family visitor destination in the City, is considered as a primary location for a Fitness Trail installation.
- Burslem Park, which attracts over 250,000 user visits a year, may be a suitable location for an Outdoor Gym hub, co-located with the children's play area adjacent Hamil Road.
- Consider promoting the establishment of a jogging / running group in the Tunstall area – perhaps based at the Floral Hall / Tunstall Park.
- Development of further mapped walks in the area, particularly in the Chell & Packmoor and Norton & Bradeley Wards.
- The Area Implementation Teams identify their priority actions in response to this Study.