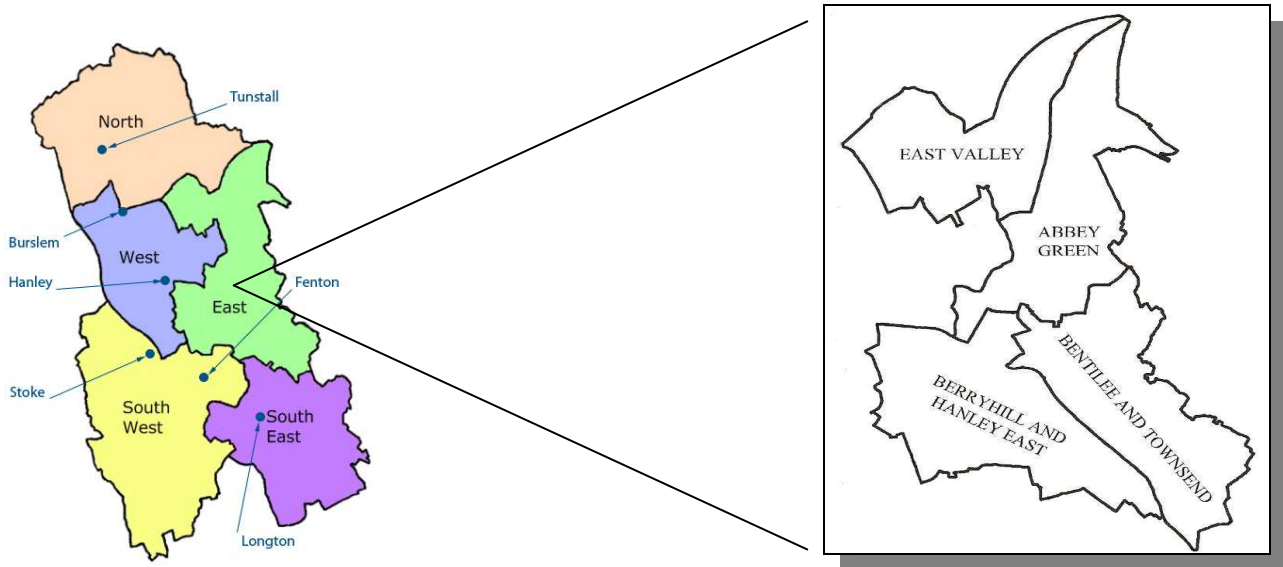


EASTERN NEIGHBOURHOOD AREA PROFILE



Area Characteristics

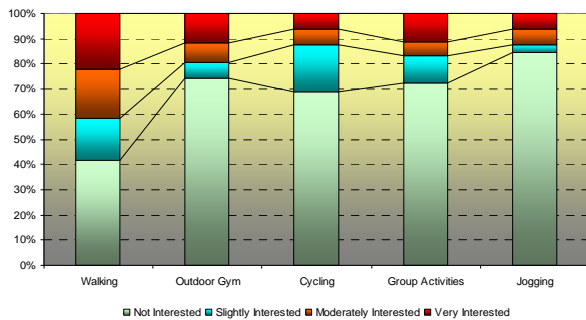
- Population 35,159 (2008 estimate)
- 3 of 4 Wards ranked in the top 10% deprived in England
- Dominated by middle-aged and older people
- Bentilee & Townsend – high levels of children
- Berryhill & Hanley East – very low levels of children
- Priorities for intervention are Bentilee & Townsend, followed by Abbey Green; Berryhill & Hanley East, and East Valley

HEADLINES

Resident Survey Findings

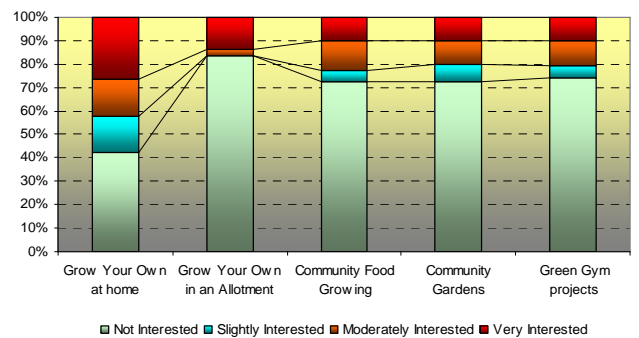
- Lower aspirations to be more physically active
- Lower than average Park usage
- High levels of poor health
- Relatively low interest in the Outdoor Gym/Fitness Trail and other physical activity options
- Relatively better diets than the City-wide average
- Higher than average interest in Allotments
- Betty Rushton Community Garden - possible exemplar project

**INTEREST IN 'MOVE IT!' PHYSICAL ACTIVITY OPTIONS
EASTERN NEIGHBOURHOOD AREA**



Potentially, there are 8,900+ people in the Eastern Neighbourhood Area who may be interested in using Outdoor Gyms

**INTEREST IN 'DIG IT!' GROWING RELATED OPTIONS
EASTERN NEIGHBOURHOOD AREA**



Potentially, there are 18,800+ people in the Eastern Neighbourhood Area who may be interested in growing their own food at home

EMERGING RECOMMENDATIONS

- A working dialogue established with the Bentilee Valley Project, with a view to incorporating a range of suitable interventions (e.g. walking routes; Fitness Trail; Allotments and Community Garden) into its design.
- Bucknall Park be considered as a possible site for a Community Food Growing project
- To reach the large number of Stretched Single Mums in the Bentilee & Townsend and Abbey Green Wards, consideration should be given to working with the 4 local Primary Schools (Abbey Hulton; Carmountside; Kingsland CofE and Maple Court) to establish activity groups for this group.
- Bucknall and Bentilee Parks possible outdoor venues for any health / physical activity related events and the Bentilee Centre for any indoor events.
- The Betty Rushton Community Garden to possibly be used as an exemplar project, to generate interest in similar projects elsewhere in Stoke.
- Each Area Implementation Team to identify their priorities and actions, in response to this Study

AREA CHARACTERISTICS

WARD AREAS

Abbey Green – population 11,360 (2008 estimate) - covers the areas of Baddeley Green, Milton and Abbey Hulton as well as Baddeley Edge and Light Oaks.

Divided by the Carmountside Cemetery site, the Ward comprises two distinct areas – Abbey Hulton - typified by large areas of Council-owned semi-detached housing, and Baddeley Green - typified by large areas of privately owned semi-detached housing.

Bentilee & Townsend – population 11,790 (2008 estimate) - covers the areas of Townsend, Brookhouse Green, Ubbberley, Willfield and Bentilee.

Divided by a brook, the Ward comprises two distinct areas – Bentilee Estate - typified by Council and RSL owned semi-detached housing, and Townsend - typified by large areas of privately owned terraced and semi-detached housing. To the south of the Ward lies a large part of Parkhall Country Park and Golf Course.

Berryhill & Hanley East – population 9,878 (2008 estimate) - covers the areas of: Joiners Square, Berry Hill and Eaton Park, Berry Hill Playing Fields, and Moss Green Village, parts of the Hanley South Housing Market Renewal Area, Bucknall, and large parts of Fenton Industrial Estate.

East Valley – population 12,131 (2008 estimate) - covers the areas of Milton and Baddeley Green in part, as well as the majority of Sneyd Green and Smallthorne, in addition to the new development site at Norton Heights.

Divided by the A53 Leek New Road the ward comprises several distinct areas separated by the A53; the River Trent; Caudon Canal; a disused railway, and other topographical features.

DEPRIVATION INDICATORS – 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%	
EASTERN					
Abbey Green	8	0	5	5	600
Bentilee & Townsend	8	1	6	6	121
Berryhill & Hanley East	7	0	1	4	694
East Valley	8	0	1	3	1672

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

With 41.9% of LSOAs in the area featuring within the Top 10% Most Deprived in England, and 58.1% within the Top 20%, the area has the 2nd highest aggregated levels of deprivation in Stoke-on-Trent, behind the Western Neighbourhood Area. However, Bentilee & Townsend is the most deprived Ward in Stoke-on-Trent.

PARKS

There are 6 significant Parks / Recreational areas within the Eastern Neighbourhood Management Area. These are:

ABBHEY GREEN WARD

- Hulton Abbey Park

BERRYHILL & HANLEY EAST WARD

- Bucknall Park (includes the City Farm)
- Berryhill Fields

BENTILEE & TOWNSEND

- Bentilee Park
- Parkhall Country Park
- Bentilee Valley

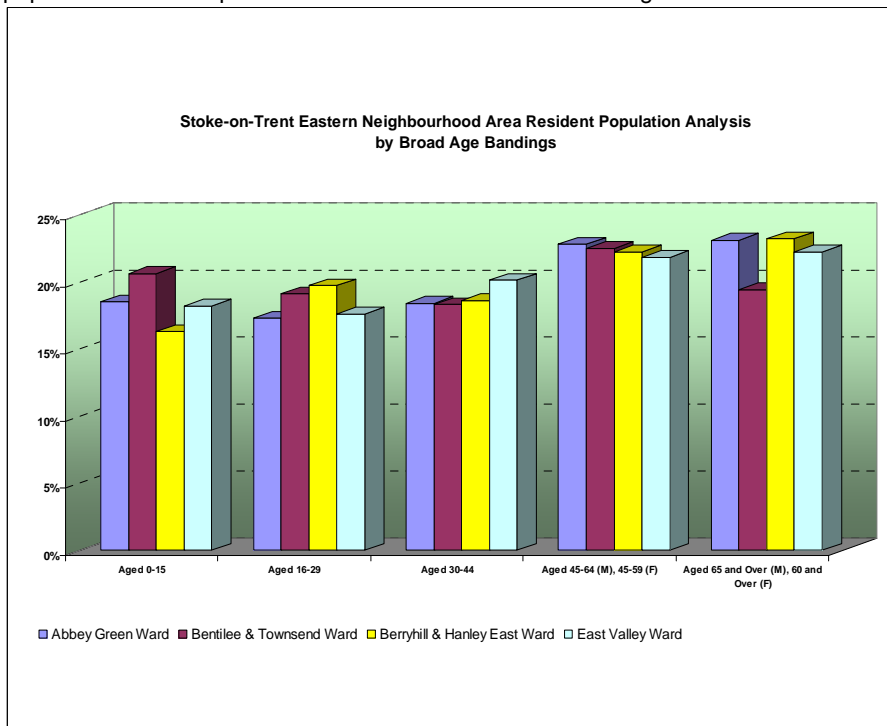
Bucknall Park has the potential to host a community food growing facility, which would compliment the work at the City Farm on the site. There is an unused compound area, close to the entrance to the City Farm that could be utilised for this purpose. Adjacent to the Park is an area of allotments, which could produce the mentors / experience to guide a community food growing project.

As a popular venue amongst Stoke residents, Parkhall Country Park offers a very large informal recreation area that has the potential to host a number of different interventions.

Berryhill Fields already has mapped 'Closer To Home Circular Walks' routes available, as do Hulton Abbey Park; Bucknall Park and Parkhall Country 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 South Eastern Neighbourhood Area:



The most significant features from these figures are:

- The dominance of the 45 to retirement age, and retired groupings across all 4 Wards – all on or above the City-wide averages.
- All Wards have less than the City-wide average of 16-29 year olds.
- **Berryhill & Hanley East Ward** has a very low percentage of children (16.3%). This is more than 14% below the Stoke-on-Trent average.
- **Bentilee & Townsend Ward** is the only Ward with a percentage of children (20.6%) higher than the Stoke-on-Trent average of 19.0%.

SPORT ENGLAND MARKET SEGMENTATION DATA

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

	Abbey Green	Bentilee & Townsend	Berryhill & Hanley East	East Valley
1 st	19 – Retirement Home Singles	19 – Retirement Home Singles	19 – Retirement Home Singles	19 – Retirement Home Singles
2 nd	10 – Stretched Single Mums	10 – Stretched Single Mums	2 – Sports Team Drinkers	11 – Comfortable Mid-Life Males
3 rd	9 - Pub League Team Mates	9 - Pub League Team Mates	9 - Pub League Team Mates	9 - Pub League Team Mates

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

MORTALITY RATES

AREA / WARD	MORTALITY RATE per 100,000 population from circulatory disease (2003 - 2007)
STOKE-ON-TRENT	113.8
Abbey Green	108.2
Bentilee & Townsend	156.1
Berryhill & Hanley East	124.9
East Valley	93.8

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%
Abbey Green	18.5%	17.4%
Bentilee & Townsend	22.4%	28.7%
Berryhill & Hanley East	19.2%	17.6%
East Valley	17.2%	13.1%

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%
Abbey Green	30.4%	17.3%	21.1%	21.1%
Bentilee & Townsend	32.8%	16.3%	18.4%	15.3%
Berryhill & Hanley East	24.0%	20.6%	25.4%	15.3%
East Valley	22.7%	22.0%	33.3%	19.1%

The data indicates high numbers of obese adults in Bentilee & Townsend. To add further context, all of the 4 Wards in the area exhibit levels higher than the West Midlands Regional Average (15.8%).

Lack of exercise in Bentilee & Townsend is also evident from the data, making the Ward the second worst in the City, behind only Burslem South (29.5%). Of all Wards in the area, only East Valley has levels of inactivity lower than the West Midlands Regional Average (15.7%).

Significantly, Bentilee & Townsend has been selected as one of the 3 pilots for the 'My Health Matters' programme.

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%
Abbey Green	14.4%	21.7%	13.6%	16.2%
Bentilee & Townsend	12.9%	17.7%	13.3%	19.6%
Berryhill & Hanley East	16.9%	25.5%	8.2%	13.7%
East Valley	10.5%	22.4%	7.5%	9.4%

Overall, the dietary indicators appear to show the most acute problems in Bentilee & Townsend and Abbey Green; an improved picture in Berryhill & Hanley East, and the fewest issues in East Valley.

The percentage of people in Bentilee & Townsend who eat fried food 3 or more times a week (19.6%) is the highest in the City, and the percentage of adults who do not have a healthy diet in Berryhill & Hanley East is the 3rd highest in the City, behind Tunstall (18.5%) and Burslem South (17.8%).

Similarly, the low percentage of adults in Bentilee & Townsend eating 5 or more portions of fruit and vegetables per day (17.7%) is the 2nd lowest in the City, behind Weston & Meir North (17.3%).

AREA SUMMARY

The Eastern Neighbourhood Area is one of contrasts, with areas of high deprivation – Bentilee & Townsend (the most deprived Ward in Stoke-on-Trent), and one with relatively low levels – East Valley. The area has only a limited number of formal parks and recreation areas available locally, but a population (Bentilee & Townsend particularly) with high levels of obesity; lack of exercise and dietary issues in parts. Illness and disability, and the cost of facilities feature prominently in the reasons cited for not doing exercise.

The population is dominated across all 4 Wards by those 45 years to retirement age, and already retired. However, there are high concentrations of Stretched Single Mums in some areas. Any targeted interventions will need to take these factors into consideration.

In terms of priorities for intervention, Bentilee & Townsend emerges as the highest priority, followed by Abbey Green; Berryhill & Hanley East, and then East Valley. One real advantage with Bentilee & Townsend is the existence of the 'My Health Matters' Community Development Worker to help engage the local population.

Bucknall Park, with its existing City Farm, could be an ideal location for a Community Food Growing / Community Garden project, and Hulton Abbey Park is a possible site for an Outdoor Gym hub or Fitness Trail, co-located with the existing children's play area, to allow parents / grandparents to exercise while watching their children / grandchildren play.

COMMUNITY SURVEY RESULTS

PHYSICAL ACTIVITY

In terms of current activity, **65.8%** of those surveyed identified walking (without dogs). The City-wide average is 64.5%. Of this sample, **40.7%** 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:

- Dog Walking – **22.0%** (City-wide figure is 20.5%)
- Gardening / Allotment work – **19.5%** (City-wide figure is 26.4%)

56.4% 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:

- **37.9%** said that they were just too busy (City-wide figure is 50.0%)
- **37.9%** poor health (City-wide figure is 18.0%)
- **27.6%** cited work commitments (City-wide figure is 18.4%)

45.0% of those interviewed used the Parks, which compares unfavourably with the City-wide figure of 51.2%. The most popular Park venues were Bucknall Park and Bentilee (Ubberley Road) Park, but anti-social behaviour was a common theme preventing more people using 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 – **8.0%** (City-wide figure is 25.6%)
- Outdoor Gyms / Fitness Trails amongst existing Gym users – **30.8%** (City-wide figure is 35.7%)
- Walking – **36.6%** (City-wide figure is 41.8%)
- Cycling – **9.8%** (City-wide figure is 17.6%)
- Group Activities in Parks – **14.6%** (City-wide figure is 19.8%)
- Jogging – **9.8%** (City-wide figure is 10.6%)

EATING / GROWING

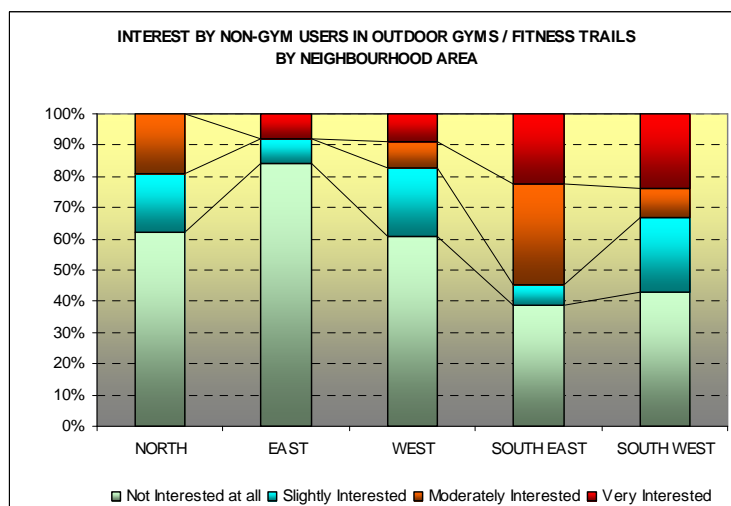
29.3% of people questioned claimed to eat 5 or more portions of fresh fruit and vegetables per day, compared to the City-wide figure of 28.2%.

4.8% claimed to eat less than 1 portion per day, which is significantly better than the City-wide figure of 8.3%.

With regards to the consumption of fried food; ready meals; takeaways or fast food, **51.3%** claimed that they did this less than once per week on average, compared to the City-wide average of 48.3%. **2.4%** admitted that they eat this type of food every day – significantly lower than the City-wide average of 6.5%.

Only **48.8%** wanted to eat more healthily in the future, which is slightly lower than the City-wide average figure of 51.8%. When asked what prevented them eating more healthily:

- **41.2%** responded that they were too busy / didn't have the time (City-wide figure is 42.5%)
- **41.2%** thought it was too expensive to eat healthily (City-wide figure is 27.6%)
- **11.8%** said fast food / ready meals are more convenient (City-wide figure is 26.9%)
- **5.9%** said there was no reason – they just couldn't be bothered! (City-wide figure is 14.9%)



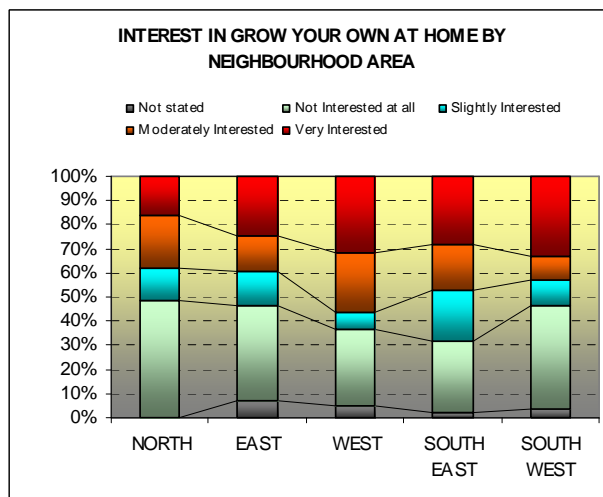
The percentages of those 'very or moderately interested' in each of the growing options were:

- Grow Your Own at home – **39.0%** (City-wide figure is 45.4%)
- Grow Your Own in an Allotment – **14.6%** (City-wide figure is 10.6%)
- Community Food Growing – **22.0%** (City-wide figure is 22.7%)
- Community Gardens – **19.5%** (City-wide figure is 23.4%)
- Green Gym environmental clean-up projects – **19.5%** (City-wide figure is 19.8%)

EVENTS / SHOWS / COURSES

36.6% 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 to the City-wide figure of 41.8%

The most popular proposed frequency for these events was once a month – the most popular City-wide was quarterly. The most popular venue in the East was the Bentilee Centre, although there were references to various Parks in Stoke, and to other local community facilities in the area (e.g. Abbey and Smallthorne Community Centres). Respondents identified the following factors that would encourage them to attend such events: free entry, effective publicity and health checks.



SUMMARY OF CONSULTATION FINDINGS

- **Area differs from the wider Stoke-on-Trent physical activity profile** – lower aspirations to be more physically active; higher levels of poor health and work commitments preventing more activity.
- **Lower than average use of parks** – expressed affinity with Bucknall Park and the local Bentilee Park on Ubbberley Road, but the fear / perception of anti-social behaviour by groups of teenagers is a real barrier.
- **Lowest interest City-wide in the Outdoor Gym/Fitness Trail Option** – particularly amongst those who have never used an indoor Gym facility.
- **Lower than average interest in all the physical activity options** – partly attributable to the high levels of poor health in the area. Walking emerges as by far the most popular option. Interventions will need to be easily fitted into people's busy lives, and be as inclusive as possible. Walking satisfies these criteria well.
- **Residents appear to have a better than average diet** - with higher than average consumption of fresh fruit and vegetables, and lower than average consumption of fast food / ready meals, but a lower level of willingness / resolve to improve their eating habits. A strong perception that it is too expensive to eat healthily.
- **Lower than average interest in Growing Your Own at Home projects** – but still the most popular of the growing-related option.
- **Higher than average level of interest in Allotments** – this could be satisfied through the Bentilee Valley project.
- **Potential community champions** – The Betty Rushton Community Garden, operated by the Sutton Trust Community Group in Abbey Hulton, is an inclusive landmark project which could be used as an exemplar project to inspire and educate others.

OPTIONS APPRAISAL MATRIX

Application of the Options Appraisal Matrix for the Eastern 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	EASTERN			
	AG	B&T	B&HE	EV
Dig It!				
Home	22	30	22	18
Allotment	17	25	17	13
Community Food Growing	19	27	19	15
Community Gardens	18	26	18	14
Green Gym	18	26	18	14
Move It!				
Walking	24	31	23	19
Cycling	18	25	17	13
Jogging	18	25	17	13
Group Activities	19	26	18	14
Outdoor Gym	20	27	19	15
Learn It!				
Event/Show/Festivals	24	30	22	19

KEY

GO AHEAD - HIGH PRIORITY

PROCEED, BUT WITH CAUTION

PROBABLY NOT WORTH DOING

AG = Abbey Green
B&T = Bentilee & Townsend
B&HE = Berryhill & Hanley East
EV = East Valley

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.

- That a working dialogue is established with the Development Team of the recently initiated Bentilee Valley Project, with a view to incorporating a range of suitable interventions (e.g. walking routes; Fitness Trail; Allotments and Community Garden) into it's design.
- That an area of Bucknall Park, close to the access to the City Farm, be considered as a possible site for a Community Food Growing project.
- To reach the large number of Stretched Single Mums in the Bentilee & Townsend and Abbey Green Wards, consideration should be given to working with the 4 local Primary Schools (Abbey Hulton; Carmountside; Kingsland CofE and Maple Court) to establish activity groups for this group.
- Bucknall Park and Bentilee Park be considered as possible outdoor venues for any health / physical activity related events planned for the South Eastern Neighbourhood Area, and the Bentilee Centre for any indoor events.
- The Betty Rushton Community Garden possibly used as an exemplar project, to generate interest in similar projects elsewhere in Stoke.
- The Area Implementation Teams identify their priority actions in response to this Study.