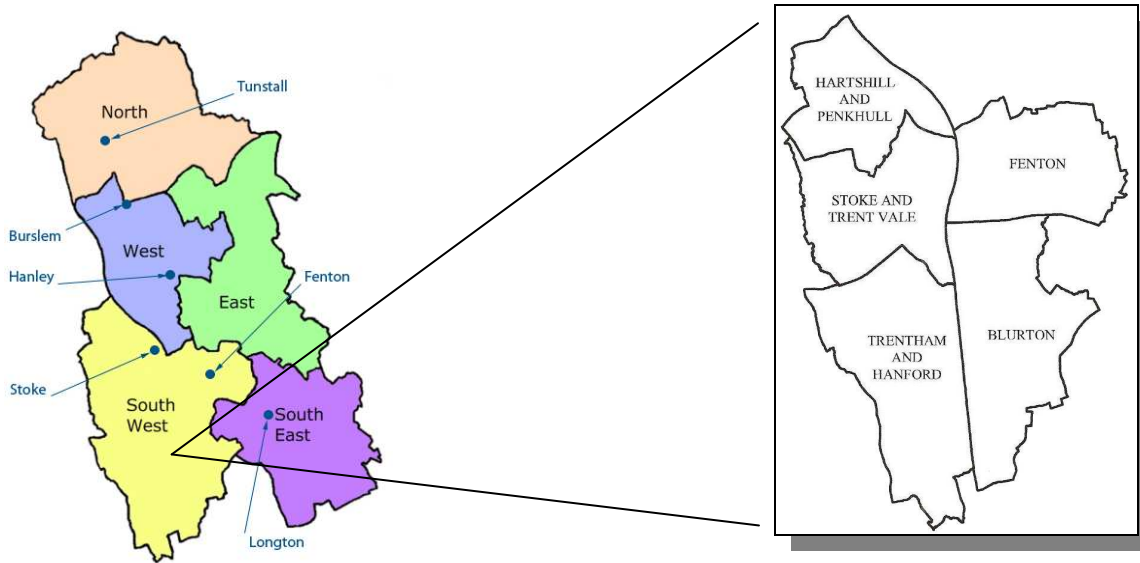


## SOUTH WESTERN NEIGHBOURHOOD AREA PROFILE



### HEADLINES

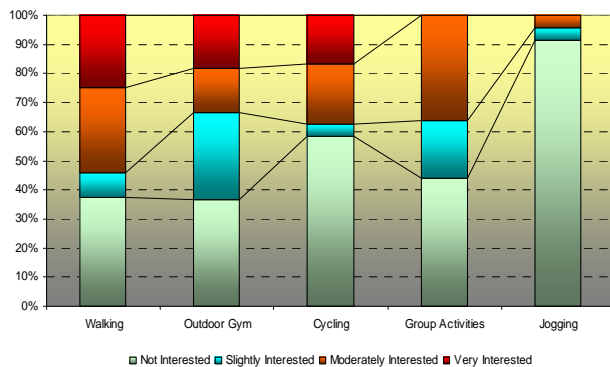
#### Area Characteristics

- Population 59,135 (2008 estimate)
- Diverse range of deprivation, but 2 of 5 Wards ranked in the top 10% deprived in England
- Large numbers of people 45+ in Trentham & Hanford Ward
- Generally better than average eating habits
- Average to low obesity rates in the area
- Priorities for intervention are Blurton and Fenton, followed by Stoke & Trent Vale; Hartshill & Penkhull and then Trentham & Hanford

#### Resident Survey Findings

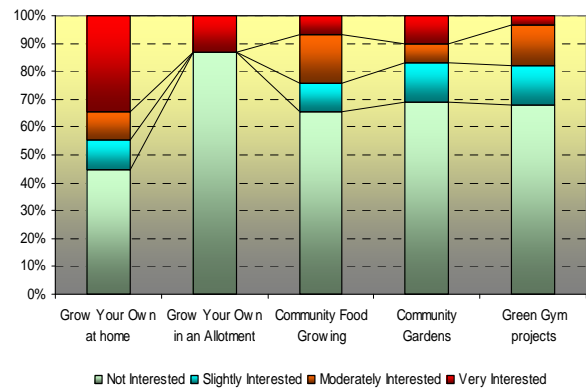
- Highest aspirations in Stoke to be more physically active
- Lower than average Park usage
- Lack of time is the biggest limiting factor to improving fitness
- Relatively high interest in the physical activity options – particularly walking; cycling and group activities in Parks
- Relatively better diets than the City-wide average, but many thought eating healthily was too expensive
- Generally average interest in growing options, apart from Community Gardens and Green Gym projects, which were lower.
- Relatively low interest in Events / Shows / Courses

**INTEREST IN 'MOVE IT' PHYSICAL ACTIVITY OPTIONS  
SOUTH WESTERN NEIGHBOURHOOD AREA**



*Potentially, there are 37,600+ people in the South Western Neighbourhood Area who may be interested in using Outdoor Gyms*

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



*Potentially, there are 32,500+ people in the South Western Neighbourhood Area who may be interested in growing their own food at home*

### EMERGING RECOMMENDATIONS

- Mount Pleasant Recreation Ground and Fenton Park to be considered as possible locations for either a Fitness Trail or Outdoor Gym Hub, co-located with the children's play facilities in each park.
- Boothern Community Garden to be considered as a possible site for investment in Community Food Growing and/or an extension of the Community Garden.
- To reach the large number of Stretched Single Mums in Blurton, consideration should be given to working with the 3 Primary Schools (Blurton; Newstead & Sutherland) to establish activity groups for this group.
- The Area Implementation Teams identify their priority actions in response to this Study.

## AREA CHARACTERISTICS

### WARD AREAS

**Blurton** – population 12,537 (2008 estimate) - covers the areas of Blurton, Newstead, and Hollybush.

Covering both Newstead Industrial Estate and the Trentham Lakes development site, the area is also home to Stoke City Football Club.

**Fenton** – population 11,428 (2008 estimate) - covers the areas of Mount Pleasant, Heron Cross, Fen Park and Fenton.

The ward is punctuated by the following open spaces: Fenton Park and Cemetery, Mount Pleasant Recreation Ground, Glebedale Park, and the Fenton Manor Sports complex.

**Hartshill & Penkhull** – population 11,118 (2008 estimate) - covers the areas of Penkhull, Hartshill, Basford, Cliff Vale (in-part), and parts of Stoke Town Centre.

The Ward includes the University Hospital North Staffordshire, and is dissected by Hartshill Road, a main thoroughfare between Stoke Town Centre and Newcastle. Large parts of the A500 pathfinder project, including the underpasses at both City Road and Stoke Road junctions with the A500, are within the Ward boundary.

**Stoke & Trent Vale** – population 12,402 (2008 estimate) - covers the areas of Boothem, Oakhill, Trent Vale, Springfields, and most of Stoke Town Centre.

**Trentham & Hanford** – population 11,650 (2008 estimate) - covers the areas of Trentham Ley, in part known as New Park, Trentham and Hanford.

Divided by Longton Road (A5035), the Ward sits on the A34 that runs the full length of the area from north to south. The Trent & Mersey Canal also runs throughout the Ward, from north to south.

### 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%	
<b>SOUTH WESTERN</b>					
<b>Blurton</b>	8	0	3	6	492
<b>Fenton</b>	8	0	3	6	502
<b>Hartshill &amp; Penkhull</b>	7	0	0	1	2039
<b>Stoke &amp; Trent Vale</b>	8	0	1	6	844
<b>Trentham &amp; Hanford</b>	8	0	0	0	4622

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

With 17.9% of LSOAs in the area featuring within the Top 10% Most Deprived in England, and 48.7% within the Top 20%, the area has the lowest aggregated levels of deprivation of all the Neighbourhood Areas in Stoke-on-Trent.

### PARKS

There are 8 major Parks / Recreational areas within the South Western Neighbourhood Management Area. These are:

#### BLURTON WARD

- Blurton Park

#### FENTON WARD

- Fenton Park – Grade II listed Heritage Park
- Mount Pleasant Recreation Ground (including Smith's Pool)
- Fen Park

- Glebedale Park
- Priory Fields

### HARTSHILL & PENKHULL WARD

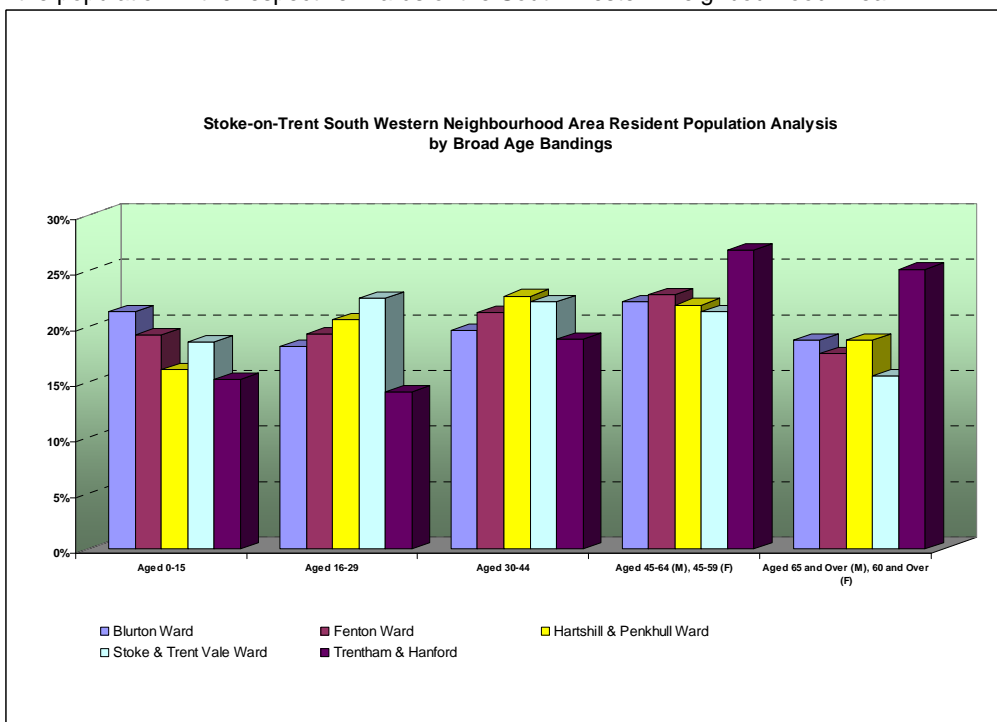
- Hartshill Park Local Nature Reserve
- Recreation Ground off Richmond Street

Stoke is one of only 2 areas (Meir is the other), that do not currently have access to a 'District Park'.

Immediately outside the City and Trentham & Hanford boundary, in the Stafford Borough Council area, are Trentham Gardens, a privately owned Estate, which is the most popular outdoor venue in the Stoke-on-Trent area. However, it does charge for admission – variable, according to season.

### 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 Western Neighbourhood Area:



The most significant features from these figures are:

- **Trentham & Hanford Ward** has a very different age profile than its 4 neighbouring Wards, with low percentages of Under 16's and 16-29 year olds, and a strong emphasis on those 45 years +, typified by a high prevalence of 45 to retirement age (26.8%), closely followed by retired individuals (25.1%). The average figures for these groups across Stoke-on-Trent are 21.9% and 19.0% respectively.
- The dominant age group in **Stoke & Trent Vale Ward** are the 16-29 year olds with 22.5%, closely followed by the 30-45 year olds with 22.2%. This is balanced by a much lower than average percentage of retired people (15.8%).

## SPORT ENGLAND MARKET SEGMENTATION DATA

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

	Blurton	Fenton	Hartshill & Penkull	Stoke & Trent Vale	Trentham & Hanford
1 <sup>st</sup>	19 – Retirement Home Singles	2 – Sports Team Drinkers	2 – Sports Team Drinkers	2 – Sports Team Drinkers	11 – Comfortable Mid-Life Males
2 <sup>nd</sup>	10 – Stretched Single Mums	8 – Middle England Mums	19 – Retirement Home Singles	9 - Pub League Team Mates	13 – Early Retirement Couples
3 <sup>rd</sup>	9 - Pub League Team Mates	19 – Retirement Home Singles	11 – Comfortable Mid-Life Males	19 – Retirement Home Singles	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](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)
<b>STOKE-ON-TRENT</b>	<b>113.8</b>
Blurton	107.5
Fenton	134.2
Hartshill & Penkull	101.6
Stoke & Trent Vale	111.2
Trentham & Hanford	87.0

## OBESITY AND INACTIVITY

WARD	ADULTS CLASSED AS OBESE (BMI = 30+)	ADULTS UNDERTAKING ZERO x 30 MINS MODERATE EXERCISE PER WEEK
<b>STOKE-ON-TRENT</b>	<b>19.2%</b>	<b>19.5%</b>
Blurton	16.9%	20.7%
Fenton	19.8%	16.7%
Hartshill & Penkull	20.0%	11.3%
Stoke & Trent Vale	16.7%	23.7%
Trentham & Hanford	12.9%	11.8%

## MOST CITED REASONS PREVENTING MORE PHYSICAL ACTIVITY

AREA / WARD	ILLNESS OR DISABILITY	COST OF FACILITIES	LACK OF TIME	FAMILY COMMITMENTS
<b>STOKE-ON-TRENT</b>	<b>27.1%</b>	<b>19.6%</b>	<b>27.3%</b>	<b>20.7%</b>
<b>Blurton</b>	<b>30.1%</b>	<b>22.3%</b>	<b>26.2%</b>	<b>25.0%</b>
<b>Fenton</b>	<b>26.3%</b>	<b>25.4%</b>	<b>31.6%</b>	<b>21.9%</b>
<b>Hartshill &amp; Penkhull</b>	<b>25.2%</b>	<b>20.6%</b>	<b>32.1%</b>	<b>16.8%</b>
<b>Stoke &amp; Trent Vale</b>	<b>26.0%</b>	<b>22.1%</b>	<b>28.8%</b>	<b>18.3%</b>
<b>Trentham &amp; Hanford</b>	<b>17.3%</b>	<b>14.7%</b>	<b>37.2%</b>	<b>25.0%</b>

The data indicates a slightly higher than the City-wide average of obese adults in 2 of the 5 Wards, with Hartshill & Penkhull being the most acute. To add further context, 4 of the 5 Wards in the area have levels higher than the West Midlands Regional Average (15.8%) – only Trentham & Hanford is lower.

Lack of exercise is also evident from the data, with the numbers of residents who undertake zero x 30 minutes moderate exercise per week in both Stoke & Trent Vale and Blurton being higher than the City-wide average. Hartshill & Penkhull and Trentham & Hanford have levels of inactivity significantly better than the West Midlands Regional Average (15.7%).

In terms of the main reasons cited preventing more physical activity, the cost of facilities; lack of time and family commitments are particularly acute in this area. The percentage in Fenton citing cost as a major factor is the highest in the City.

## 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
<b>STOKE-ON-TRENT</b>	<b>14.0%</b>	<b>24.1%</b>	<b>9.9%</b>	<b>13.3%</b>
<b>Blurton</b>	<b>13.8%</b>	<b>25.9%</b>	<b>9.9%</b>	<b>13.8%</b>
<b>Fenton</b>	<b>15.5%</b>	<b>25.0%</b>	<b>8.9%</b>	<b>18.0%</b>
<b>Hartshill &amp; Penkhull</b>	<b>11.1%</b>	<b>24.8%</b>	<b>4.7%</b>	<b>9.3%</b>
<b>Stoke &amp; Trent Vale</b>	<b>13.4%</b>	<b>22.5%</b>	<b>12.7%</b>	<b>14.7%</b>
<b>Trentham &amp; Hanford</b>	<b>13.2%</b>	<b>31.3%</b>	<b>4.7%</b>	<b>8.5%</b>

The dietary indicators appear to show the most acute problems in Stoke & Trent Vale.

Fenton residents appear to have developed a liking for fried food on a regular basis, which could help explain the high percentage with unhealthy diets, and the higher than the City-wide norm levels of obesity in the Ward.

The good news is that Hartshill & Penkhull and Trentham & Hanford consistently returning figures better than the City-wide averages.

## AREA SUMMARY

The South Western Neighbourhood Area has Wards with a diverse range of deprivation levels – from Blurton and Fenton within the Top 10% Most Deprived Wards in England, through to Trentham & Hanford, which is the least deprived Ward in Stoke-on-Trent, and outside the Top 60% Most Deprived nationally.

There are average levels of obesity in the area, with only Fenton & Hartshill & Penkhull above the City-wide average. Lack of exercise is an issue in Blurton and Stoke & Trent Vale, with cost of facilities; lack of time, and family commitments being the most cited reasons for lack of participation. There appear to be fewer dietary issues in this area, compared to the rest of Stoke-on-Trent, although 3 out of 5 Wards show people's liking for fried food on a regular basis.

Trentham & Hanford has a predominantly older population profile (45 years+). According to Sport England's Market Segmentation data, retirement age single people dominate a large number of areas, together with almost as many areas of 18-25 year old 'Sports Team Drinkers' – particularly in the Stoke & Trent Vale Ward. Blurton also contains a high density of 'Stretched Single Mums' (approximately 1,300). Any targeted interventions will need to take these factors into consideration.

In terms of priorities for intervention, Blurton and Fenton emerge as the highest priorities, followed by Stoke & Trent Vale; Hartshill & Penkhull and then Trentham & Hanford.

Mount Pleasant Recreation Ground and Fenton Park could be potential locations for an Outdoor Gym hub or a Fitness Trail, co-located with the existing children's play areas, to allow parents / grandparents to exercise while watching their children play. Blurton Park, although quite small, is quite close to a Primary School, and could possibly represent a suitable site to engage with the 'Stretched Single Mums' on their way to and from school / nursery.

The lack of a 'District' level park in Stoke and Trent Vale poses problems with available space. The development of the Community Garden in Boothen is a possible future opportunity for interventions, particularly with the impending completion of 100 'Extra Care' flats in the West End Village development adjacent to the site.

## COMMUNITY SURVEY RESULTS

### PHYSICAL ACTIVITY

In terms of current activity, **66.7%** of those surveyed identified walking (without dogs). The City-wide average is 64.5%. Of this sample, **15.0%** 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 – **20.0%** (City-wide figure is 26.4%)
- Dog Walking – **20.0%** (City-wide figure is 20.5%)
- Visit Gym – **16.7%** (City-wide figure is 17.9%)
- Swimming – **16.7%** (City-wide figure is 16.8%)

**85.2%** 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:

- **47.8%** said that they were just too busy (City-wide figure is 50.0%)
- **30.4%** cited family commitments (City-wide figure is 16.5%)
- **30.4%** also blamed work commitments (City-wide figure is 13.9%)
- **26.1%** listed poor health as a factor (City-wide figure is 13.6%)

**47.8%** of those interviewed used the Parks, which is slightly lower than the City-wide figure of 51.2%. The most popular Park venue was Trentham Gardens (outside Stoke), although references were made by individuals to Longton (Queen's) and Fenton Parks, together with Smith's Pool (Mount Pleasant Recreation Ground). Personal safety and the fear of crime was cited as a major factor preventing greater park usage.

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

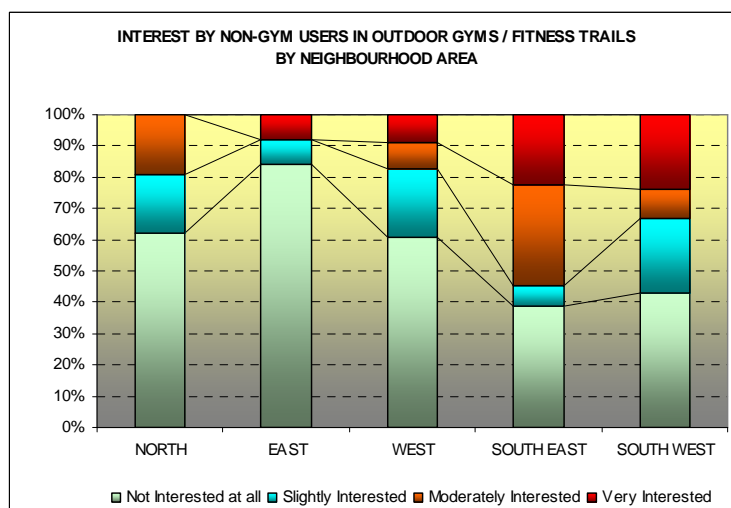
- Outdoor Gyms / Fitness Trails amongst non-Gym users – **33.3%** (City-wide figure is 25.6%)
- Outdoor Gyms / Fitness Trails amongst existing Gym users – **33.3%** (City-wide figure is 35.7%)
- Walking – **43.3%** (City-wide figure is 41.8%)
- Cycling – **30.0%** (City-wide figure is 17.6%)
- Group Activities in Parks – **30.0%** (City-wide figure is 19.8%)
- Jogging – **3.3%** (City-wide figure is 10.6%)

### EATING / GROWING

**33.3%** 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%.

Only **3.3%** claimed to eat less than 1 portion per day - significantly lower than the City-wide figure of 8.3%.

With regards to the consumption of fried food; ready meals; takeaways or fast food, **70.0%** claimed that they did this less than once per week or never on average, compared to the City-wide average of 48.3%. **6.7%** admitted that they eat this type of food every day – just about the City-wide average of 6.5%.



**53.3%** wanted to eat more healthily in the future – slightly higher than the City-wide average figure of 51.8%. When asked what prevented them eating more healthily:

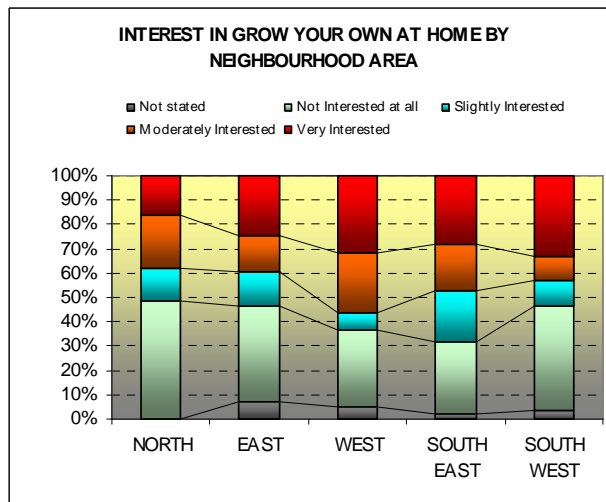
- **41.7%** thought it was too expensive to eat healthily (City-wide figure is 27.6%)
- **25.0%** responded that they were too busy / didn't have the time (City-wide figure is 42.5%)
- **25.0%** said they didn't like fruit and / or vegetables (City-wide figure is 7.5%)
- **16.7%** said fast food / ready meals are more convenient (City-wide figure is 26.9%)
- **8.3%** 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 – **43.3%** (City-wide figure is 45.4%)
- Grow Your Own in an Allotment – **10.0%** (City-wide figure is 10.6%)
- Community Food Growing – **23.4%** (City-wide figure is 22.7%)
- Community Gardens – **16.7%** (City-wide figure is 23.4%)
- Green Gym environmental clean-up projects – **16.7%** (City-wide figure is 19.8%)

## EVENTS / SHOWS / COURSES

**36.7%** 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%



The most popular proposed frequency for these events was twice a year – the most popular City-wide option was once a quarter. The most popular outdoor venue for South West residents was Longton (Queen's) Park, even though it is in the South Eastern Neighbourhood Area. Hanley Park and Trentham Gardens were also mentioned. Fenton Manor was mentioned as a possible indoor venue. Respondents identified the following factors that would encourage them to attend such events: need to be local; held at weekends; effective publicity, and a variety of activities for all the family.

## SUMMARY OF CONSULTATION FINDINGS

- **Area differs from the wider Stoke-on-Trent physical activity profile** – very high aspirations to be more physically active, but time constraints, work and family commitments and poor health preventing more activity.
- **Lower than average use of parks** – many users travelled out of Stoke to Trentham Gardens. Others used Longton (Queen's) Park.
- **Higher than average interest in the range of physical activity options** – Walking emerges as the most popular option, and there is higher than average interest in Cycling and Group Activities in parks. Interest in Outdoor Gyms / Fitness Trails is on par with Stoke overall, but very little interest in Jogging.
- **Residents appear to have a better than average diet** – higher than average percentage eating 5 or more portions of fresh fruit and vegetables per day, and lower than average consumption of fast food / ready meals, together with a slightly 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. Average levels of interest in Allotments and Community Food Growing, but slightly lower than average interest in Community Gardens and Green Gym projects.
- **Relatively low level of interest in Events / Shows / Courses**

## OPTIONS APPRAISAL MATRIX

Application of the Options Appraisal Matrix for the South Western 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	SOUTH WESTERN				
	B	F	H&P	S&TV	T&H
<b>Dig It!</b>					
Home	27	26	19	21	19
Allotment	20	19	12	14	12
Community Food Growing	23	22	15	17	15
Community Gardens	22	21	14	16	14
Green Gym	22	21	14	16	14
<b>Move It!</b>					
Walking	27	26	19	22	20
Cycling	24	23	16	19	17
Jogging	19	18	11	14	12
Group Activities	24	23	16	19	17
Outdoor Gym	25	24	17	20	18
<b>Learn It!</b>					
Event/Show/Festivals	26	24	18	21	19

KEY
GO AHEAD - HIGH PRIORITY
PROCEED, BUT WITH CAUTION
PROBABLY NOT WORTH DOING

**B = Blurton**  
**F = Fenton**  
**H&P = Hartshill & Penkhull**  
**S&TV = Stoke & Trent Vale**  
**T&H = Trentham & Hanford**

### 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.

- Mount Pleasant Recreation Ground and Fenton Park to be considered as possible locations for either a Fitness Trail or Outdoor Gym Hub, co-located with the children’s play facilities in each park.
- Boothem Community Garden to be considered as a possible site for investment in Community Food Growing and/or an extension of the Community Garden.
- To reach the large number of Stretched Single Mums in Blurton, consideration should be given to working with the 3 Primary Schools (Blurton; Newstead & Sutherland) to establish activity groups for this group.
- The Area Implementation Teams identify their priority actions in response to this Study.