

Area Profile

Penwortham Community Hub

Penwortham Community Hub

Area Profile

January 2021

About this document

This Area Profile is designed to be a 'living' document which will be updated when new information is received. It is intended to **provide insights into Penwortham** which build upon the local knowledge Members possess. The document explores some of the existing community assets in these areas and seeks to **outline 'Areas of Opportunity'** for development.

Also within this profile you will find **statistical data** relating to the following areas:

Demographics	p5
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It is acknowledged that **statistics and data do not tell the whole story of a community**, and it is for this reason that Members' detailed knowledge of their wards should also be factored into the overall decision-making process. **However, it is hoped that this profile goes some way to highlighting some of the issues faced locally**, and that armed with this information the Council will be even better placed to develop projects which will add real value to our communities.

Towards the end of this Area Profile (p13) you will also find contact information for many of the various institutions and organisations in Penwortham, including schools, churches and sports clubs.



Penwortham Community Hub

Introduction

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Penwortham

Penwortham is a lively community with genuine involvement from schools, churches and community groups. It has an active Town Council which has two Community Centres running a range of daily activities as well as an arts venue hosting evening entertainment.

Many residents show their pride in their area by

volunteering their time as part of one of several community groups.

These include 'Friends of' associations for a number of local attractions such as Hurst Grange Park, Marshway Pond and Penwortham War Memorial; and the Penwortham Women's Institute. Volunteers also help with big local events such as firework displays, the Summer Gala and Penwortham Live.

There are a range of activities for young people in the town, which has no fewer than five Scouts Groups. There are two cricket clubs (Penwortham CC and Vernon Carus CC) and three football clubs (Penwortham St Teresa's, Penwortham Town and AFC Penwortham) which all have youth teams.

There are seven churches in the area of varying denominations; Penwortham Methodist, Kingsfold Methodist, Penwortham United Reformed, St Mary's, St Mary-Magdalen's, St Leonard's and St Teresa's. These churches often run community activities and would likely be engaged in any projects aimed at improving their communities. They also have strong links with the town's seven primary schools and three secondary schools.

The town of Penwortham has a population of 22,766 (as of 2019). It is divided into four wards: Broad Oak (population 4,072), Charnock (4,002), Howick & Priory (7,220), and Middleforth (7,472).



Ward	Population
Broad Oak	4,072
Charnock	4,002
Howick & Priory	7,220
Middleforth	7,472
Penwortham	22,766
South Ribble Borough	110,788

South Ribble Overview

South Ribble covers 113 square kilometres (43.6 square miles) and is divided into 23 wards. The number of people per km² is more than twice the England and Wales average while the overall population of the borough has grown steadily since its inception in 1974. The 2019 mid-year estimates compiled by Lancashire County Council show the total population for the authority as being 110,788.

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Ward Profiles

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Broad Oak

Within the Broad Oak Ward sits Hurst Grange Park which offers a large play area, woodland walks and exercise equipment. The old Coach House is in the process of being restored by the Council in partnership with the 'Friends of Hurst Grange' group. Penwortham Holme Recreation Centre, situated by the River Ribble, is used for a variety of sports activities.

Two of the town's three secondary schools are also situated in Broad Oak; namely All Hallows Catholic High and Penwortham Girls' High. A large new Tesco supermarket, due to open in February 2021, is currently being built on the corner of Cop Lane on the border with Howick & Priory.

Charnock

Penwortham Community Centre sits on the border with Middleforth and is easily accessible to people in both wards. The centre hosts daily activities and is also there to offer advice to residents. A community food bank operates out of the Community Centre each Friday.

Nearby Kingsfold Park has a playground and a grass area with a football pitch.

Howick & Priory

Geographically the largest ward in Penwortham with a large amount of green space including conservation areas on Crow Hills Road and Church Avenue.

South Ribble Leisure Centre - on the grounds of Priory High School - offers sports, swimming, a gym and other community activities. Penwortham Youth & Community Centre is situated on Priory Lane and offers daily activities as well as a youth club. Galloways Society for the Blind is also based within this ward. Meanwhile, there are lots of new and exciting local businesses along Liverpool Road.

Middleforth

Middleforth is where you will find Penwortham's two cricket clubs, including Vernon Carus CC which has a large amount of land for a variety of sports and activities.

There has been a lot of development within Middleforth in recent years, including new-build properties on Hill Road South. There is also a County Council Library still operating within the ward which is a fantastic community resource.

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Demographics

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	Age 0-17	Age 18-65	Age 66+	Female	Male	BAME
	%	%	%	%	%	%
UK average	21.1	61.6	17.3	50.6	49.4	20.2
North West average	21.1	61.4	17.5	50.6	49.4	12.9
Penwortham	19.9	59.1	21	51.3	48.7	6.5
Broad Oak	16.3	60.4	23.2	50.8	49.2	6.4
Charnock	21.3	59.6	19.1	51.6	48.4	7.4
Howick & Priory	19.7	57.1	23.2	51.5	48.5	5.8
Middleforth	21.2	60	18.8	51.3	48.7	6.7

The above graphic indicates the demographic proportions of Penwortham, split into the four wards.

Penwortham has a **higher than average population of people aged 66+**, with the higher proportion of older residents being in Broad Oak and Howick & Priory.

Although overall Penwortham has a **below average number of 0-17s**, Charnock and Middleforth both have a higher number of people within this age range, being about level with the national average.

Penwortham has a **small percentage of people who are Black and Minority Ethnic (BAME)** compared with national statistics, but it does have the highest proportion in the borough of South Ribble with 6.5% of the population from the BAME community.

Area of Opportunity

Ensuring all groups of 'hard to reach' residents are considered in the future when looking at developing community links and projects.



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Crime and Emergency Services

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Penwortham Ward	Risk of being a victim of crime (2019)
Broad Oak	6 - 57.83%
Charnock	5 - 47.64%
Howick & Priory	7 - 61.45%
Middleforth	3 - 23.2%

	Crime Rate	Calls to Police	Calls to Fire Service	Ambulance call outs
	Per 1k	Per 1k	Per 1k	Per 1k
North West average	60.3	357.3	9.6	24
Penwortham	31.8	184.9	5.4	16.8
Broad Oak	33.8	149	4.3	13.3
Charnock	31	172	3	15.5
Howick & Priory	21.3	128	2.8	16.8
Middleforth	37.8	251	9.8	19.5

NB: The above graphic is measured on national percentile. The lower the index number and percentage, the worse the problem is in that individual area.

Key: **Green** = Better than North West Average. **Red** = Worse than North West Average.

The above graphics illustrate that **all parts of Penwortham have a better than average crime rate** compared to the wider North West region. **Figures relating to emergency service call-outs are also favourable.** Nevertheless, there are still certain issues in Penwortham which need to be acknowledged in this section. One aspect of the above crime statistics which requires further exploration is the number of fire service call-outs in Middleforth, which is above the regional average.

Tackling crime and anti-social behaviour

There are some issues with anti-social behavior in Penwortham (there were a total of 155 incidences in September 2020 alone) and so **consideration should perhaps be given to diversionary activities**, examples of which are already in place. The Lancashire-wide DIVERT programme based at Preston Custody Suite engages young people in police custody with diversionary activities. The Project Manager reports a low level of cases in Penwortham, however this is a service worth being aware of.

Penwortham also has **other community initiatives which could serve the function of diverting young people away from crime and anti-social behavior.** The town has five Scouts Groups and there are youth groups operating out of Priory Lane Community Centre and Penwortham Community Centre. There is also a boxing club based at Vernon Carus Cricket Club which aims to give young people a sense of identity and purpose away from criminal gangs, drugs and anti-social behavior. Penwortham also has **two dedicated neighborhood police officers;** PC Nihill and PCSO Denham.

It is also worth noting that **Penwortham has a Town Council** with its own Councillors, some of whom are shared with South Ribble, and they are involved in the youth groups highlighted above.

Area of Opportunity

Utilising and supporting Penwortham Community Assets to create diversionary activities for young people, and creating new opportunities for people to reduce ASB and crime.

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Early Years and Educational Attainment

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Penwortham has three high schools: All Hallows, Penwortham Girls and Priory; and seven primary schools: Penwortham County Primary, Whitefield, Middleforth, Kingsfold, St Teresa's, Broad Oak and St Mary Magdalen's. The birth rate in the town is lower than the UK average at just 8.2%.

	Birth Rate	Achieving KS2 expectation %	Excess weight at reception %	NEET young people %	GCSE average attainment
UK average	11.5		22.5		46.8
North West average		61		5.4	45.5
Penwortham	8.2	67.3	22.2	2.5	51.5
Broad Oak	6.9	73.9	21.7	1.1	58.4
Charnock	9.5	68.6	23.8	1.3	44.8
Howick & Priory	6.8	74	19.9	1.3	56.9
Middleforth	9.6	57.9	23.6	4.7	47.2

Key:
Green = Better than average
Red = Worse than average

The above graphic demonstrates Penwortham performs well when compared nationally and to other areas in the North West when it comes to early years and education. However, even where figures are better than average, this does not mean there is no work to be done. For instance, the number of young people in Middleforth who are not in education, employment or training (NEET) is arguably higher than most would like.

The table to the right indicates the **Income Deprivation affecting children index**. The initial number indicates which tier nationally each area is in. For example, the index score for Middleforth is 3, meaning it is in the top 30% most deprived areas nationally. This table highlights the **disparity between Penwortham's four wards in terms of deprivation**. This is the beginnings of an explanation for the red boxes in the above graphic. Deprivation is linked to both nutrition and educational attainment. Poor nutrition is also linked to lower educational attainment.

Penwortham Ward	Income Deprivation affecting children index (2019)
Broad Oak	9 - 88.4%
Charnock	7 - 62.39%
Howick & Priory	10 - 93.3%
Middleforth	3 - 27.67%

NB: The above graphic is measured on national percentile. The lower the index number and percentage, the worse the problem is in that individual area.



Area of Opportunity

Work with LCC, schools and partner agencies to pinpoint issues; develop joined up approaches to support provision in narrowing the gap and improving life chances.

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Employment and Inclusion

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Penwortham Ward	Deprivation due to low income (2019)
Broad Oak	9 - 87.63%
Charnock	6 - 52.83%
Howick & Priory	10 - 95.11%
Middleforth	3 - 25.97%

NB: The above and below graphics are measured on their national percentile. The lower the index number and percentage, the worse the problem is in that individual area.

Penwortham Ward	Employment working age population excluded from labour market (2019)
Broad Oak	9 - 80.1%
Charnock	5 - 45.83%
Howick & Priory	9 - 87.39%
Middleforth	3 - 26.07%

Areas of Opportunity

Working with local businesses to encourage them to become living wage employers could reduce deprivation in our communities.

Empowering people with digital and employability skills will improve people's lives and benefit the local economy.

Local job clubs could benefit individuals, businesses, and keep funds in the local economy.

Encouraging use of the local economy to source goods and services can boost civic pride, enhance employment opportunities and also works to reduce our carbon footprint.

Key: **Green**

= Better than average.

Red = Worse than average.

	Long-term unemployment
UK average	3.60
North West average	3.40
Penwortham	1.33
Broad Oak	0.17
Charnock	1.91
Howick & Priory	1.16
Middleforth	1.83

As indicated by the above graphic, it is **positive that employment rates are so good in Penwortham** compared with national averages. However, the previous page highlighted **some issues with young people not in education, training or employment**.

There are organisations working to support people into education, training and employment, such as the Christians Against Poverty Job Club which is held at the Community Centre each Thursday. More work around engaging young people in these schemes would be beneficial, as well as exploring any gaps in provision. Similarly, it will be important to work with local schools to understand where there are gaps in provision and to begin to support more young people to thrive in education and beyond.

Digital inclusion

No specific data for Penwortham is available with regard to digital inclusion, however across the North West **10.8% of the adult population are 'internet non-users'**. For young people, this is a disadvantage in their education. Nationally, 68% of young people without access to the internet state that this dis-enables them to do their school work, setting them behind their classmates.

Lack of internet access can also prevent people from attaining employment and, on average, acquiring digital skills will increase an individual's income by between 3-10%.

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Older people, Isolation and Fuel Poverty

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Penwortham has a higher proportion of older people than average. As outlined by the graphic to the right, **two of the most prominent issues for older people in our communities are social isolation and heating poverty.** Although it is worth noting that living alone does not necessarily equal social isolation, it is an indicator and may require further exploration.

There are also **concerning figures with regard to houses without central heating.** As illustrated by the graphic below, this correlates with the level of deprivation experienced by older people in each ward.

Penwortham Ward	Income Deprivation affecting older people index (2019)
Broad Oak	9
Charnock	5
Howick & Priory	10
Middleforth	3

NB: The above graphic is measured by national percentile. The lower the index number, the worse the problem is in that individual area. e.g. the index number for Charnock is 5, which means it is in the top 50% most deprived areas nationally for this category.

There are **local services which aim to tackle some of these issues.** Age UK and Age Concern Central Lancashire provide services for older people to reduce social isolation, while Citizens Advice do work concerning fuel poverty and can provide support and advice regarding benefit payments etc. However, Penwortham **statistics indicate that further work in this area may be needed.**

Areas of Opportunity

Community groups and activities can reduce social isolation & improve overall health & wellbeing.

Empowering older people with digital skills can benefit their confidence, reduce social isolation, & open up volunteering / employment opportunities.

	Pensioners living alone %	Without Central Heating %
UK average	30.3	2.7
North West average	31.5	3.1
Penwortham	31.3	3.5
Broad Oak	30.3	2.5
Charnock	30.7	3.4
Howick & Priory	29.2	1.8
Middleforth	34.8	5.8

Key: **Green** = Better than North West average.

Red = Worse than North West average.



Being digitally active can help to tackle social isolation, especially during the ongoing COVID-19 pandemic. **It can also help people get better prices on utilities** and therefore assist in reducing fuel poverty. A customer saves an average of 13% per online transaction, as opposed to traditional methods of acquiring goods and services.

Digital exclusion is linked to individuals' economic situations, with digitally excluded people being more likely to reside in social housing. Housing Associations, such as Progress Housing, do implement their own projects to try and digitally em-

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Health and Social Issues

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The graphic to the right indicates some of the health issues facing Penwortham. **Life expectancy is relatively similar to national average** with none of the figures being so low as to be too much of concern - especially as there are so many factors which could alter these statistics.

The figures with regard to obesity at Year 6 replicate some of the issues highlighted earlier in the Early Years section of this profile, and although all figures are below national average **there is a disparity between Broad Oak and Howick & Priory, and Middleforth and Charnock** which can be linked back to differing levels deprivation across the different wards.

Two areas of concern are the number of hospital stays in relation to alcohol misuse and self-harm. This suggests there are deeper issues within Middleforth and Charnock relating to mental health and alcohol misuse. These areas are also linked to deprivation levels.

Currently, **there is no specialist support in the area to tackle alcohol misuse** and there are **no peer support groups** such as Alcoholics Anonymous (AA), or any recovery projects. Instead, people are forced to travel into Preston to access treatment and/or support. This may be because Penwortham is viewed as an area that does not have these issues. Support is therefore limited to those who can afford to travel and are able to do so.

	Life Expectancy	Alcohol related hospital stay	Self-harm hospital stay	Obesity at Year 6 %
UK average	80.95	100	100	20.1
Penwortham	80.4	97.3	78.4	15.4
Broad Oak	82.5	76.3	67.7	12.4
Charnock	80.3	117	108.8	17.2
Howick & Priory	79.9	76.5	37.3	12.9
Middleforth	78.9	118.4	107.7	19.1

Key: **Green** = Better than UK average. **Red** = Worse than UK average.

Area of Opportunity

Mental health support is an area which would require collaborative working with partners, as would the issues regarding alcohol and even substance misuse. There has been an increase in mental health campaigns and awareness in recent times which is positive; this is something which needs to be built upon.

Food banks and health

The ongoing COVID-19 crisis has exacerbated a pre-existing issue with regard to poverty, and communities have stepped in to provide help with food banks etc. It could be useful to consider how these programmes can better incorporate fresh food to improve the health of our communities.



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Living Environment

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South Ribble has previously been recognized as the best place to live in the UK and Penwortham is no exception, being a really popular place for people to live, work and have a family. However, **figures from Lancashire County Council recorded in 2019 demonstrate there are some issues with regard to the quality of the living environment** for the residents of Penwortham.

Penwortham Ward	Quality of Living Environment (2019)
Broad Oak	6 - 53.09%
Charnock	4 - 33.64%
Howick & Priory	5 - 44.83%
Middleforth	4 - 31.78%

NB: The above and below graphics are measured on their national percentile. The lower the index number and percentage, the

Penwortham Ward	Premature death or impairment on quality of
Broad Oak	6 - 53.33%
Charnock	4 - 33.5%
Howick & Priory	6 - 52.81%
Middleforth	3 - 20.25%

Area of Opportunity

Working to improve the natural environment in our communities can lead to residents leading longer, healthier lives.

Addressing air quality is also an essential part of our duty to combat climate change. Encouraging residents to become involved with this can increase awareness.

Linking with more local businesses to encourage workable carbon reducing policies could reduce the area's emissions.

Air quality

Quality of Living Environment covers a broad range of factors, but **particularly pertinent across South Ribble at the moment is the measuring of air quality.**

The Cop Lane junction is currently under the Council's Air Quality Management, and air quality as a whole is an issue in Penwortham.

As illustrated in the graphics to the left, three of Penwortham's four wards rank in the top 45% nationally when it comes to issues relating to Quality of Living Environment. Similarly, **there is plenty of room for improvement** with regard to statistics regarding premature death or impairment on quality of life due to health.

Greener Projects

Planting Trees

Using local resources

Reducing cars 'idling' outside schools and at busy junctions

Reduction in usage of Single Use Plastics

Water fountain installation to encourage reusing bottles

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Communities and Community Engagement

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Existing groups in Penwortham which demonstrate Community Engagement include:

- ◆ Priory Lane Community Library
- ◆ Priory Lane Community Centre
- ◆ Penwortham Arts Centre
- ◆ Kingsfold Community Centre
- ◆ Community Foodbank



Successful Community Development depends upon engaging the public in the projects which have been designed to support the community.

Community Development relies heavily upon people being together, and **COVID-19 has presented an obvious barrier** to this. However, it has also served to demonstrate new ways of engagement; **using online platforms to encourage and enable people to become involved.**

It is important to use a blend of methods of community engagement in order to reach all groups within communities. Social media will work for some, while newsletters and snail mail may work for others. However, **face-to-face meetings or 'drop-in sessions' cannot be beaten in terms of community engagement** and Penwortham benefits from a number of facilities.



Area of Opportunity

Successfully engaging the public leads to projects which get to the heart of individual communities. When COVID restrictions allow, Member/ Officers drop-in sessions can help the public feel that the council is accessible to the community.

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Community Contacts

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Sports Clubs	Address	Telephone
Vernon Carus Sports Club	Factory Lane	01772 744006
Penwortham Cricket Club	Greenbank Road	01772 752983
Penwortham Town FC	Factory Lane	07898985588
Penwortham St Teresa's FC		07791723265
AFC Penwortham	Cop Lane	

Primary Schools	Head Count	Address	Telephone
Whitefield Primary	392	Oaklands Drive	01772 744449
Penwortham Primary	203	Crookings Lane	01772 743321
Broad Oak Primary	191	Pope Lane	01772 749511
Middleforth Primary	221	Hill Road South	01772 746024
St Mary Magdalen's Primary	209	Buller Avenue	01772 742351
Kingsfold Primary	118	Martin Field Road	01772 743531
St Teresa's Primary	278	Stanley Grove	01772 742331
Howick Primary	102	Liverpool Road	01772 612487
Cop Lane Primary	211	Cop Lane	01772 743131

Secondary Schools	Head Count	Address	Telephone
All Hallows High School	902	Crabtree Avenue	01772 746121
Penwortham Girls High School	775	Cop Lane	01772 743399
Priory High School	737	Crow Hills Road	01772 720250

Church	Address	Telephone
Penwortham Methodist	Leyland Road	01772 745252
St Mary's	Church Avenue	01772 746245
Kingsfold Methodist	Padway	01772 745252
United Reformed	Liverpool Road	07716129719
St Mary Magdalen's	Leyland Road	01772 743337
St Leonard's	Marshall's Brow	01772 742367
St Teresa's	Queensway	01772 743337

Penwortham Community Hub

Members

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Broad Oak



Cllr Harry Hancock
Cllr.HHancock@southribble.gov.uk
01772 752467



Cllr Ange Turner
Cllr.ATurner@southribble.gov.uk
01772 469995

Charnock



Cllr Ian Watkinson
Cllr.IWatkinson@southribble.gov.uk
07970 688 290



Cllr Carol Wooldridge
Cllr.CWooldridge@southribble.gov.uk
07971 748 796

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Howick & Priory



Cllr Renee Blow
Cllr.RBlow@southribble.gov.uk
01772 747103



Cllr David Howarth
Cllr.DHowarth@southribble.gov.uk
01772 469995



Cllr David Shaw
Cllr.DShaw@southribble.gov.uk
01772 741897

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Middleforth



Cllr Will Adams
Cllr.WAdams@southribble.gov.uk
07583 096 868



Cllr James Flannery
Cllr.JFlannery@southribble.gov.uk



Cllr Keith Martin
Cllr.KMartin@southribble.gov.uk
07742 954 113