

# Area Profile

## Western Parishes Community Hub



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## 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 the Western Parishes area** 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:

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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 (p12) you will also find contact information for many of the various institutions and organisations in the Western Parishes area, including schools, churches and sports clubs.**



# Western Parishes Community Hub

## Introduction

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### Western Parishes

The Western Parishes area is made up of the villages of Hutton, Longton, Much Hoole, New Longton, Walmer Bridge and Whitestake.

Although largely rural in nature, these villages have thriving communities which are supported by the Parish Councils of Hutton, Little Hoole, Much Hoole and Longton. There is also a rich network of local community groups, sports and social clubs and voluntary organisations that cater for and support people young and old. These include New Longton Cricket Club, four different bowls clubs, a number of Scouts Groups and several branches of the Women's Institute.

The area is served by one high school (Hutton C of E Grammar) and six primary schools; Longton, St Oswald's, All Saints, St Michael, Little Goole and Ashbridge Independent. It has seven churches of varying denominations, a library in Longton, and village halls in Hutton, Hoole, New Longton and Walmer Bridge.

Longton Brickcroft Nature Reserve and Longton Marsh form part of the Ribble Way and attract visitors from far and wide.

The Western Parishes area has a population of 14,624 (as of 2019) and is split into three wards; Hoole (population 4,192), Longton & Hutton West (5,863) and New Longton & Hutton East (4,569).



Ward	Population
Hoole	4,192
Longton & Hutton West	5,863
New Longton & Hutton East	4,569
<b>Western Parishes</b>	<b>14,626</b>
<b>South Ribble Borough</b>	<b>110,788</b>



### South Ribble Overview

South Ribble covers 113 square kilometres (43.6 square miles) and is divided into 23 wards. The number of people per km<sup>2</sup> 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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## 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
Western Parishes	17.6	55.7	26.7	51.3	48.7	3.2
New Longton & Hutton East	17.8	55.1	27.1	52.1	48.7	4.2
Longton & Hutton West	16.4	54.0	29.6	51.8	48.2	2.7
Hoole	19.0	58.6	22.3	49.5	50.5	2.7

The above graphic indicates the demographic proportions of Western Parishes, split into the three different wards.

Western Parishes has a **significantly higher than average population of people aged 66+**, with a **below average number of 0-17s**. The percentage of people aged 66+ is particularly high in Longton & Hutton West (29.6%) and New Longton & Hutton East (27.1%).

The area has a **small percentage of people who are Black and Minority Ethnic (BAME)** compared with national statistics, though there is a slightly higher number of people from BAME communities in New Longton & Hutton East (4.2%).



### Area of Opportunity

Ensure that the age profile of the area does not lead to inequality in access to services, e.g. digital exclusion.

Work with council services and key partners to ensure that inclusion is a priority.

# Western Parishes Community Hub

## Crime and Emergency Services

January 2021

As illustrated by the graphic to the right, the Western Parishes area has a **significantly lower crime rate than the North West average** and the lowest crime rate in the borough. This applies to all three wards, although the crime rate for New Longton & Hutton East is slightly higher. Western Parishes is also **well below the regional average for calls to the police, fire and ambulance services.**

	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
Western Parishes	17.3	115.0	4.7	17.8
New Longton & Hutton East	24.7	No data	5.0	16.7
Longton & Hutton West	11.3	104.5	5.0	20.0
Hoole	18.5	125.5	4.0	15.0

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



### Tackling crime and anti-social behaviour

Anti-social behavior is thankfully not a major issue in Western Parishes. There are diversionary activities for young people, including Scout Groups at Longton, New Longton and Hoole. When it comes to tackling anti-social behavior across South Ribble, the Lancashire-wide DIVERT programme based at Preston Custody Suite engages young people in police custody with diversionary activities.

### Area of Opportunity

Utilising Western Parishes community assets to create positive activities for young people, e.g. Much Hoole bike track as a venue for bike maintenance and repair programme.

# Western Parishes Community Hub

## Early Years and Educational Attainment

January 2021

The birth rate in the Western Parishes area is below the UK average, although there are major differences across the three wards. In Hoole, the birth rate is almost double the national average. By contrast, the birth rate in the Longton & Hutton West ward is below half the national average.

	Birth Rate	Achieving KS2 expectation	Excess weight at reception	NEET young people	GCSE average attainment
<b>Key:</b>		%	%	%	
<b>Green = Better than average</b>	<b>UK average</b>	<b>11.5</b>	<b>22.5</b>	<b>5.4</b>	<b>46.8</b>
	<b>North West average</b>	<b>61</b>			<b>45.5</b>
	<b>Western Parishes</b>	<b>10.1</b>	<b>19.6</b>	<b>1.1</b>	<b>55.5</b>
<b>Red = Worse than average</b>	<b>New Longton &amp; Hutton East</b>	<b>8.3</b>	<b>24.1</b>	<b>0.8</b>	<b>59.7</b>
	<b>Longton &amp; Hutton West</b>	<b>4.3</b>	<b>18.7</b>	<b>2.3</b>	<b>56.8</b>
	<b>Hoole</b>	<b>20.3</b>	<b>16.0</b>	<b>0.0</b>	<b>49.7</b>



The above graphic demonstrates **Western Parishes performs very well in statistics relating to early years and education** when compared nationally and to other areas in the North West. Indeed, all of the figures shown above are better than average.

However, this does not mean there is no work to be done. For instance, **levels of attainment at Key Stage 2 and GCSE level are lower in Hoole than in the other two wards in the area** – though still higher than the North West averages.

There is also a slight issue with excess weight in children at reception age in the New Longton & Hutton East ward.

### Area of Opportunity

Excess weight at reception age is slightly above the UK average in New Longton & Hutton East. Could be an opportunity to promote healthier lifestyles through exercise. Play areas at New Longton & Hutton Village Hall could be venues, pending restrictions being lifted.

# Western Parishes Community Hub

## Employment and Inclusion

January 2021

Western Parishes does not experience major issues with long-term unemployment, with figures for the area well below both the UK and North West averages.

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

	Long-term unemployment
UK average	3.60
North West average	3.40
Western Parishes	1.20
New Longton & Hutton East	No data
Longton & Hutton West	1.20
Hoole	No data

### Areas of Opportunity

While employment figures in Western Parishes are very good compared with national and regional averages, more work can always be done to further improve the prospects of residents. While there are organisations working in neighbouring wards to support people into education, training and employment, there are currently no such programmes operating in Western Parishes.

The Christians Against Poverty Job Club could be engaged for a small monthly fee. More work around engaging young people in these schemes may 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 even more young people to thrive in education and beyond.

### Digital inclusion

No specific data for Western Parishes 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%.

Becoming digitally active can also help to tackle social isolation, especially among older people. Being internet savvy can assist residents in getting more competitive prices on utilities, which in turn helps tackle fuel poverty, as a customer saves an average of 13% per online transaction when purchasing such services.



# Western Parishes Community Hub

## Older people, Isolation and Fuel Poverty

January 2021

Western Parishes has a higher proportion of older people than average. As outlined by the graphic to the right, however, it has a **lower percentage of pensioners living alone than the UK and North West averages**.

There is a slight issue, however, with regard to the number of older people living without central heating - particularly in the Longton & Hutton West ward, where the percentage (4.3%) is above the national and regional averages and more than double the other two wards.

There are local services which aim to tackle some of the issues faced by older residents. 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.

**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.

	Pensioners living alone	Without Central Heating
	%	%
UK average	30.3	2.7
North West average	31.5	3.1
Western Parishes	26.0	3.1
New Longton & Hutton East	23.1	2
Longton & Hutton West	27.4	4.3
Hoole	27.4	1.8

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



### Areas of Opportunity

Community groups and activities can reduce social isolation and improve local health.

Empowering older people with skills can benefit their confidence, reduce social isolation, and means that they can contribute to the local economy in paid employment or volunteering.

Being digitally active can help tackle fuel poverty.



# Western Parishes Community Hub

## Health and Social Issues

January 2021

Residents of Western Parishes have a **Life Expectancy above the UK average**. The figure is highest in the New Longton & Hutton East ward, where the average Life Expectancy is 83.7 years.

	Life Expectancy	Alcohol related hospital stay	Self-harm hospital stay	Obesity at Year 6 %
UK average	80.95	100	100	20.1
Western Parishes	82.5	84.8	60.3	16.1
New Longton & Hutton E.	83.7	85.0	52.0	18.1
Longton & Hutton W.	81.4	84.7	62.3	15.7
Hoole	82.4	84.7	66.5	14.4

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

Western Parishes also performs **better than average in statistics relating to obesity in the young and hospital stays related to alcohol or self-harm**.

Nevertheless, issues such as alcohol use and mental health do require constant observation, especially during the ongoing COVID-19 crisis.

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 Western Parishes 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.

### Area of Opportunity

Mental health is an area which requires collaborative working with schools, 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, and this is something which should be built upon.



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## Living Environment

January 2021



### Longton Brickcroft

Designated as a Local Nature Reserve in 1998, Longton Brickcroft has three large ponds and a number of smaller dipping ponds around the site. The whole area forms an oasis in the middle of housing and intensively cultivated land and a wide range of wildlife can be observed from the pathways including a changing population of birds that enjoy the habitat of the south lake.

The visitor centre and displays around the paths contain informative displays on the site's history and the wildlife you can find there. The site has retained the Green Flag award since 1998. There are few remaining areas of such diverse habitats in the North West, and the swamp habitat is especially valuable with many similar habitats, once common in the local area, having been lost through the drainage of land for agriculture.



### 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.**

Although there are no Air Quality Management Areas that fall specifically within the Western Parishes, the issue of improving air quality across the area is still an important one, especially with regard to looking to reduce the pollution caused by cars idling outside schools and at busy junctions.

### Areas of Opportunity

In line with Council policy we should also be looking, where possible, to reduce the usage of Single Use Plastics. Beyond the COVID-19 pandemic, the Council will be looking to install as many as 50 water fountains in public places across the borough. Therefore, we may want to consider possible locations when considering new projects.

The Council has set a target of planting 110,000 trees, therefore we might want to identify possible sites when bringing forward new projects.

### Longton Marshes

A large area of marshland to the west of Longton, lying at the confluence of the Rivers Douglas and Ribble, which is now part of the Ribble Link. It is the natural home for a large variety of visiting and indigenous wildfowl including godwits. The 70-mile Ribble Way footpath starts at the Dolphin Inn which is sited on the edge of the marsh and follows its edge before joining the Ribble.

# Western Parishes Community Hub

## Community Contacts

January 2021

Centres and Groups	Address	Telephone
Longton WI Hall	19 School Lane, Longton, Preston, PR4 5YA	01772 933042
St Andrews Church Hall	Liverpool Road, Longton, Preston, PR4 5AA	01772 612179
Longton Brickcroft Visitor Centre	Liverpool Road, Longton, Preston, PR4 5YY	01772 611497
Longton Library	Liverpool Old Road, Longton, Preston, PR4 5HA	0300 123 6703
Longton Scout Hut	Liverpool Road, Longton, Preston, PR4 5PB	0779 6133935
Hoole Village Hall	Liverpool Old Road, Much Hoole, Preston, PR4 4GA	01772 616593
Walmer Bridge Village Hall	Gill Lane, Walmer Bridge, Preston, PR4 5GN	01772 612113
Hutton Village Hall	Moor Lane, Hutton, Preston, PR4 5SE	01772 617483
New Longton Village Hall	Boundary Close, New Longton, Preston, PR4 4BD	01772 612298
Friends of Longton Brickcroft	Visitors Centre, Liverpool Rd, Longton, Preston, PR4 5YY	01772 611497
Hoole WI	Hoole Village Hall, Hoole, Preston, PR4 4QA	01772 459020
Longton WI	WI Hall, School Lane, Longton, Preston, PR4 5YA	01772 459020
Hutton & Howick WI	Methodist Hall, Chapel Lane, New Longton, PR4 4AA	0779 6133935
2nd Longton (St Andrew's) Scouts	Scout Hut, Liverpool Road, Longton, Preston, PR4 5PB	0779 6133935
1st Hoole Scouts	Village Hall, Liverpool Old Road, Much Hoole, PR4 4GA	01772 617761
1st New Longton Scouts	Chapel Lane, New Longton, Preston	

Schools	Address	Telephone
Longton Primary	School Lane, Longton, Preston, PR4 5YA	01772 612495
St. Oswald's Catholic Primary	Chapel Lane, Longton, Preston, PR4 5EB	01772 613402
All Saints' Church of England Primary	Hugh Barn Lane, New Longton, Preston, PR4 4XA	01772 613470
St. Michael Church of England Primary	Liverpool Old Road, Much Hoole, Preston, PR4 5JQ	01772 613219
Little Hoole Primary	Dob Lane, Walmer Bridge, Preston, PR4 5QL	01772 613026
Ashbridge Independent	Lindle Lane, Hutton, Preston. PR4 4AQ	01772 619900
Hutton Church of England Grammar	Liverpool Road, Hutton, Preston, PR4 5SN	01772 613112

Church	Address	Telephone
St. Oswald's Church	76 Chapel Lane, Longton, Preston, PR4 5EB	01772 612136
Longton Methodist Church	11 Marsh Lane, Longton, Preston, PR4 5ZJ	01772 612191
St. Andrew's Church	Liverpool Road, Longton, Preston, PR4 5PB	01772 612179
St. Michael's Church	Liverpool Old Road, Much Hoole, Preston, PR4 5JQ	07877 659156
New Longton Methodist Church	Chapel Lane, New Longton, Preston, PR4 4AA	01772 611885
All Saints Church	Station Road, New Longton, Preston, PR4 4LN	01772 613347

# Western Parishes Community Hub

## Members

January 2021

### Hoole



**Cllr John Rainsbury**  
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**Cllr David Suthers**  
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### New Longton & Hutton East



**Cllr Margaret Smith**  
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**Cllr Phil Smith**  
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# Western Parishes Community Hub

## Members

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### Longton & Hutton West



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**Cllr Jon Hesketh**  
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