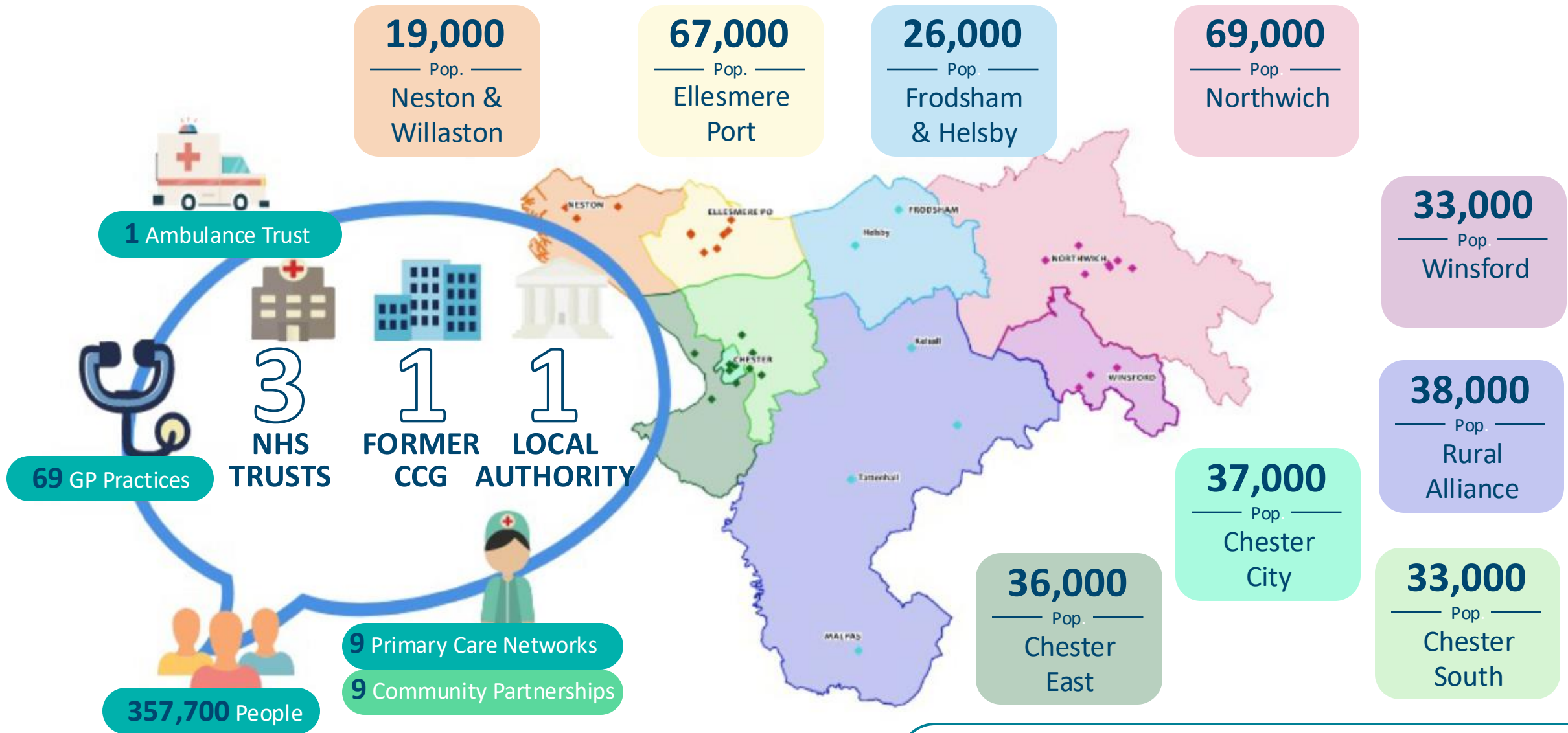


RURAL *Together*

Storyboard

July 2025

Cheshire West Place



Rural Together

- Rural Together Community Partnership includes Malpas, Tarporley, Tarvin, Tattenhall, Kelsall, Bunbury and Farndon and all the smaller communities inbetween.
- Rural has the challenge of a generally poor public and community transport service, high levels of social isolation often leading to loneliness, low levels of digital inclusion, an ageing population and lack of consistent services offered in each location.



Population – Estimate Mid-2022

Community Partnership

Rural

Age group	Population	Percentage
Aged 65+	10,499	26.9%
Aged 16-64	21,969	56.3%
Aged 0-15	6,585	16.9%
Total	39,053	100.0%

39,053

Total population (mid-2022)

5.4% (2,083)

Ethnic minority (2021 Census)

16,436

Households (2021 Census)

Enter an age group (0 to 90+)

0

90

39,053

Population in age group

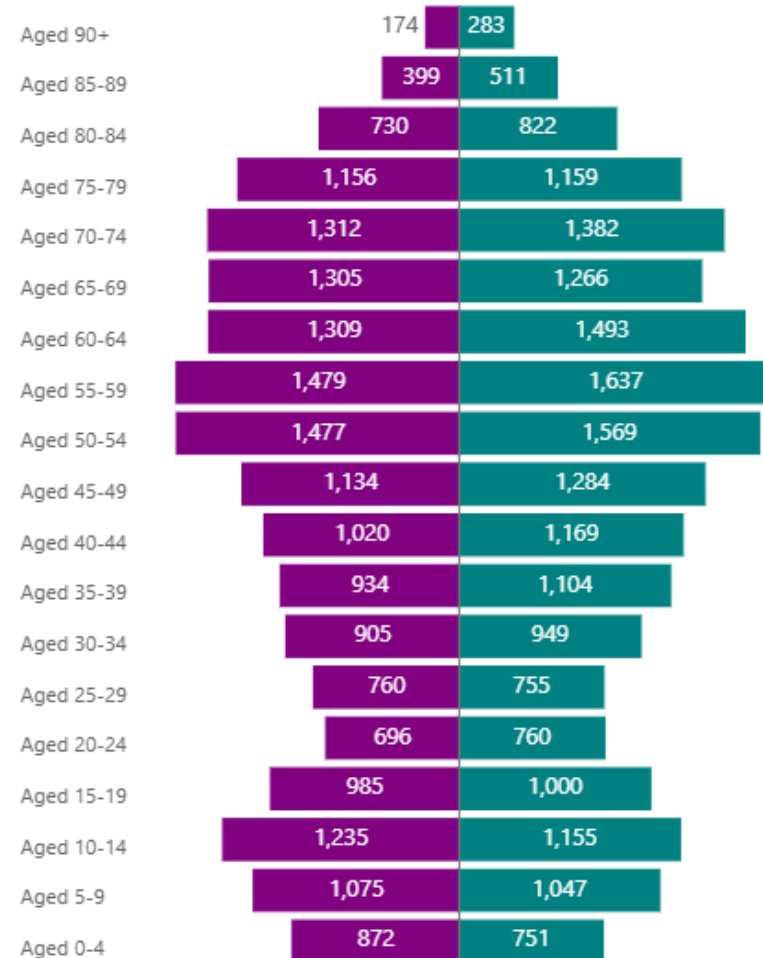
17,201

Dwellings (2021 Census)

Age group	Male	Female	Total
Aged 0-4	872	751	1,623
Aged 5-9	1,075	1,047	2,122
Aged 10-14	1,235	1,155	2,390
Aged 15-19	985	1,000	1,985
Aged 20-24	696	760	1,456
Aged 25-29	760	755	1,515
Aged 30-34	905	949	1,854
Aged 35-39	934	1,104	2,038
Aged 40-44	1,020	1,169	2,189
Aged 45-49	1,134	1,284	2,418
Aged 50-54	1,477	1,569	3,046
Aged 55-59	1,479	1,637	3,116
Aged 60-64	1,309	1,493	2,802
Aged 65-69	1,305	1,266	2,571
Aged 70-74	1,312	1,382	2,694
Aged 75-79	1,156	1,159	2,315
Aged 80-84	730	822	1,552
Aged 85-89	399	511	910
Aged 90+	174	283	457
Total	18,957	20,096	39,053

Population by age group and gender

Male Female



Source: Mid-year population estimates (built up from ward estimates) and 2021 Census, Office for National Statistics (ONS), Contains public sector information licensed under the Open Government Licence v3.1.

Note: ONS advises caution if using numbers of single years of age, as these would not be expected to have the same level of accuracy as the aggregated estimates. ONS generally recommends rounding population estimates to the nearest 100.

Definitions (2021 Census) : Dwelling = Accommodation occupied by or available for occupation by a household.

Household = One person living alone / group of people living at the same address (who share cooking facilities and a living room/ dining area).

Ethnic minority (in this report) = All ethnic groups other than White British.



If Cheshire West was a village of 100 people..

Rural Alliance PCN

what's the number of people that would..

per 100

actuals

in a year they would have..

Filters [Clear all filters](#)

Select your area

- ☐ Cheshire & Merseyside
- ☐ Cheshire East
- ☒ Cheshire West
- ☐ Halton
- ☐ Knowsley
- ☐ Liverpool
- ☐ Sefton
- ☐ St Helens
- ☐ Warrington
- ☐ Wirral

Age band

All

PCN

Rural Alliance PCN

Neighbourhood

All

Practice Name

All

Gender

All

Have depression



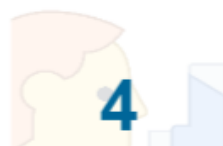
compared to C&M: -1

Have diabetes



compared to C&M: -1

Have asthma



compared to C&M: +1

Have COPD



compared to C&M: -1

Have a history of
heart failure



compared to C&M: +0

Have cancer



compared to C&M: +2

Have dementia



compared to C&M: +0

Have heart
disease



compared to C&M: +0

Have a history of
epilepsy



compared to C&M: +0

Have
hypertension



compared to C&M: +1

Be current
smokers



compared to C&M: -3

Have a history of
stroke



compared to C&M: +0

Have learning
disabilities



compared to C&M: +0

Have palliative
end of life care



compared to C&M: +0

Have Chronic
Kidney Disease



compared to C&M: -1

Have a history of
obesity (BMI 30+)



compared to C&M: -1

AE visits



compared to C&M: -29

Mental Health
appts



compared to C&M: +0

Emergency
admissions



compared to C&M: -3

First OP appts



compared to C&M: +1

Follow-up OP
appts



compared to C&M: +31

Elective
admissions



compared to C&M: +6

999 calls



compared to C&M: +0

111 calls



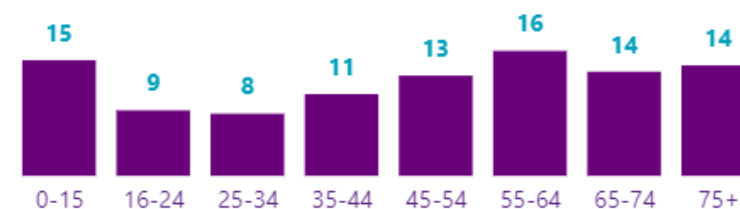
compared to C&M: -7

Length of stay
(total days)



compared to C&M: -23

They would be aged..



Rural Together GP Practices

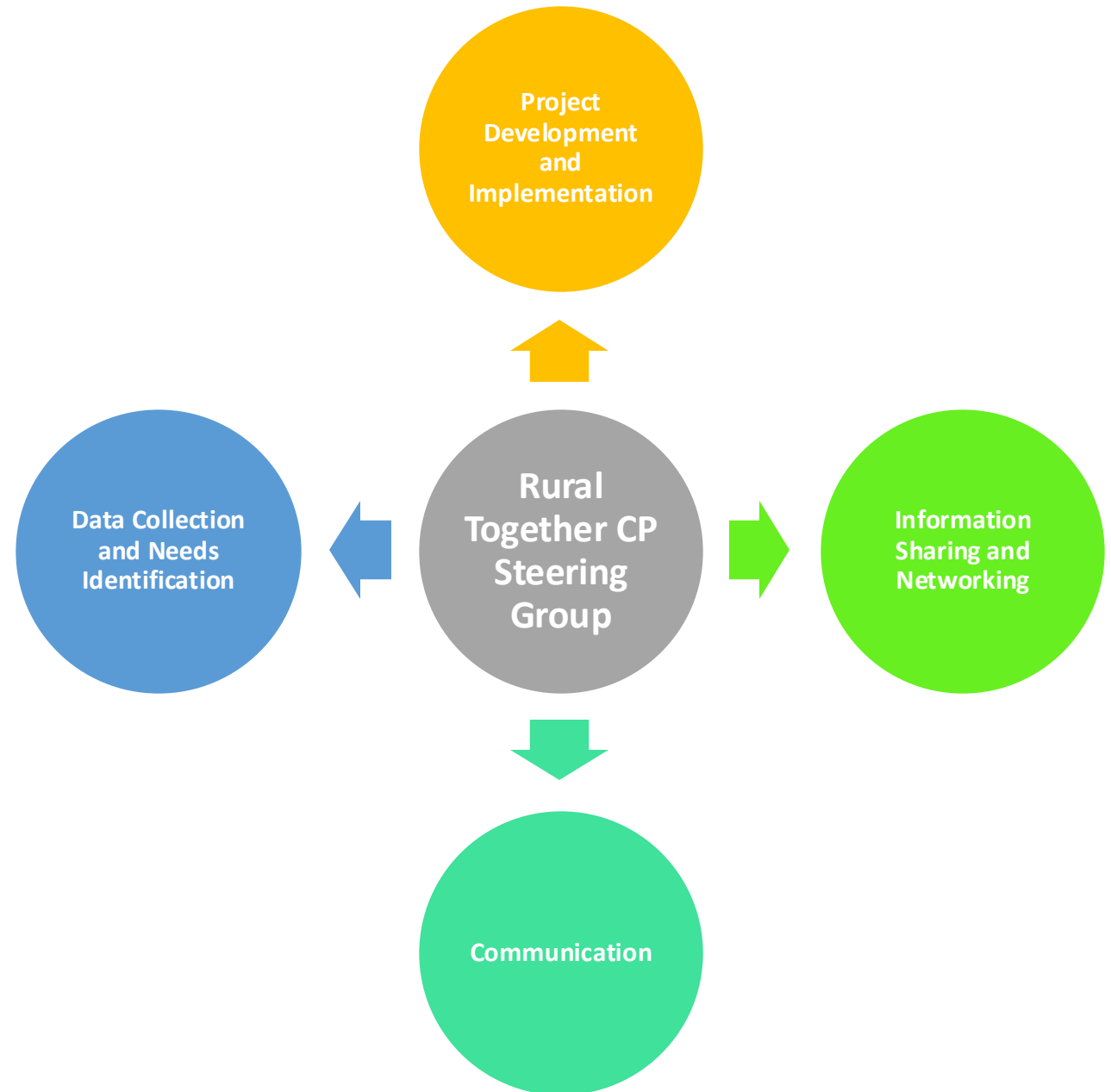
- Kelsall Medical Centre
- Tarporley Kent
- Tarporley Adey & Dancy
- Bunbury
- Laurel Bank (Malpas)
- Village Surgeries

- There are 6 GP Practices in Rural Together. These are located across different areas.



Rural Together Steering Group

- Rural Together Community Steering Group meet every six weeks.
- The group consists of individuals, community groups and health and care professionals that support the people of Rural communities.
- The Community Partnership has 4 subgroups (see image to right).



What does the data say about our area?

This information is taken from the Older people's loneliness dashboard and represents people aged 65 and over in Rural Together

Ward	Age	Age UK - loneliness prevalence - people at highest risk of loneliness (Age UK, 2015)	Attendance Allowance	Car availability - no car or van in household	Disabled	Divorced or civil partnership dissolved	General health - very bad or bad	IMD - living in top 20% deprived neighbourhoods in England	IMD - living in top 20% deprived (income - older people) neighbourhoods	Lives alone	Pension credit	Poorer pensioners (Acorn) (% of postcodes)	Unpaid care (provides 20+ hours of unpaid care a week)	Widowed or surviving civil partnership partner
Farndon	23.9%	0.0%	9.1%	8.3%	27.5%	11.8%	5.9%	0.0%	0.0%	26.8%	6.8%	1.5%	5.9%	19.7%
Gowry Rural	24.4%	0.0%	10.0%	9.6%	30.5%	9.6%	9.2%	0.0%	0.0%	24.1%	7.0%	1.9%	7.4%	18.1%
Malpas	25.2%	5.6%	9.4%	8.8%	28.8%	10.0%	10.1%	0.0%	0.0%	26.0%	6.8%	2.6%	5.5%	21.1%
Tarporley	27.6%	0.0%	8.4%	9.7%	26.6%	7.4%	8.2%	0.0%	0.0%	26.5%	4.6%	0.9%	5.9%	22.0%
Tarvin & Kelsall	27.6%	0.0%	9.9%	9.6%	31.4%	7.7%	8.7%	0.0%	0.0%	23.3%	4.9%	1.3%	6.1%	21.0%
Tattenhall	28.3%	0.0%	9.0%	11.1%	27.7%	10.0%	8.3%	0.0%	0.0%	25.0%	4.1%	2.1%	5.7%	20.7%
UK												5.8%		

Comparator area	Age	Age UK - loneliness prevalence - people at highest risk of loneliness (Age UK, 2015)	Attendance Allowance	Car availability - no car or van in household	Disabled	Divorced or civil partnership dissolved	General health - very bad or bad	IMD - living in top 20% deprived neighbourhoods in England	IMD - living in top 20% deprived (income - older people) neighbourhoods	Lives alone	Pension credit	Poorer pensioners (Acorn) (% of postcodes)	Unpaid care (provides 20+ hours of unpaid care a week)	Widowed or surviving civil partnership partner
CW&C	21.2%	11.1%	11.4%	17.8%	34.4%	11.2%	11.7%	10.1%	8.3%	30.0%	8.7%	4.5%	6.9%	23.1%
National	18.6%		11.8%	22.6%	35.5%	12.2%	12.8%	20.0%	20.0%	30.9%	11.2%	5.8%	6.6%	23.1%

Note: All indicators are shown for aged 65+ (including Poorer pensioners (Acorn) which shows % of all postcodes classed as 'Poorer Pensioners'). If age group other than 65+ is selected only the available indicators are shown.

Sources: See indicator page or sources and notes page for more info.

Place Rural Together Priorities 24/25



DEVELOPMENT OF
COMMUNITY HUBS



DIGITAL EXCLUSION
AND LONE PENSIONER
HOUSEHOLDS



FUEL POVERTY



ROAD SAFETY AND
CLIMATE CHANGE



Rural Together

Projects

CWICP innovation funding has allowed them to fund new projects to promote social engagement and tackle these issues. To refresh and refocus our priorities and aims as a group. Since the funding for innovation ceased then the bimonthly meetings have largely focused on info exchange

Couch to 5K

- 5 groups including Tarporley, Kelsall, Malpas, 2 groups in Fattenhall
- 95 registered participants
- 100% happy they have seen an improvement in health

Kelsall wellbeing hub and sensory garden

- Opened in April 2023
- Volunteers in place
- Safe space for befriending
- New groups using the space

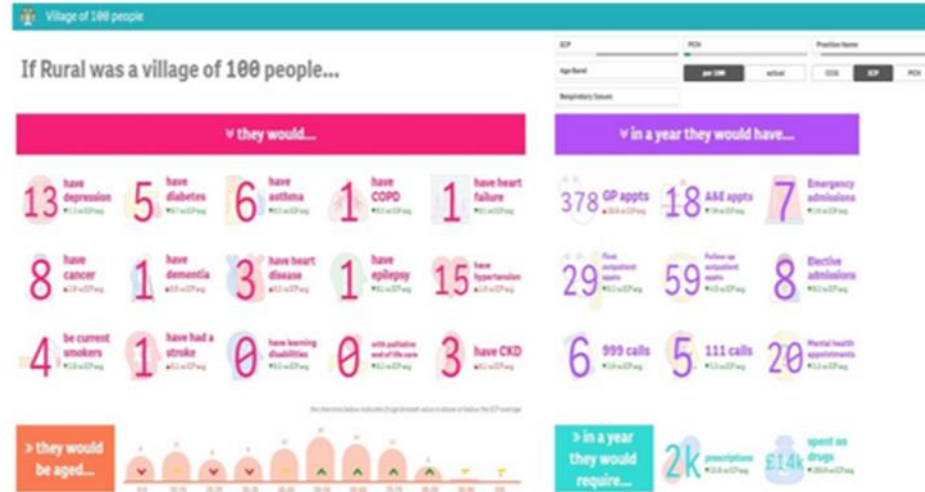
Malpas befriending project

- Has created other groups such as community kitchen
- Friday friends
- Great connections with local businesses offer food donations

Community transport

- Community mini bus service used by the befriending service
- Supports Friday friends

Population health data



Future priorities

- Continue with existing projects
- Community response hubs
- Transport
- Falls prevention

Rural has the challenge of transport, ageing population and lack of consistent services offered in each location

Spotlight projects

Couch to 5K of the 5 groups across the rural community. 95 participants who completed the feedback form, 100% of people felt their health had improved, 100% of people would recommend the group to their friends and family, most people aim to continue running with the groups.



Opened in April 2023. The money so far has been used on training the manager and volunteers. Community connector volunteers (CCV) have been trained in safeguarding, health and safety, GDPR and how to use the LiveWell website. DBS checks have been funded for the CCVs. They will be present in the Hub every weekday morning,

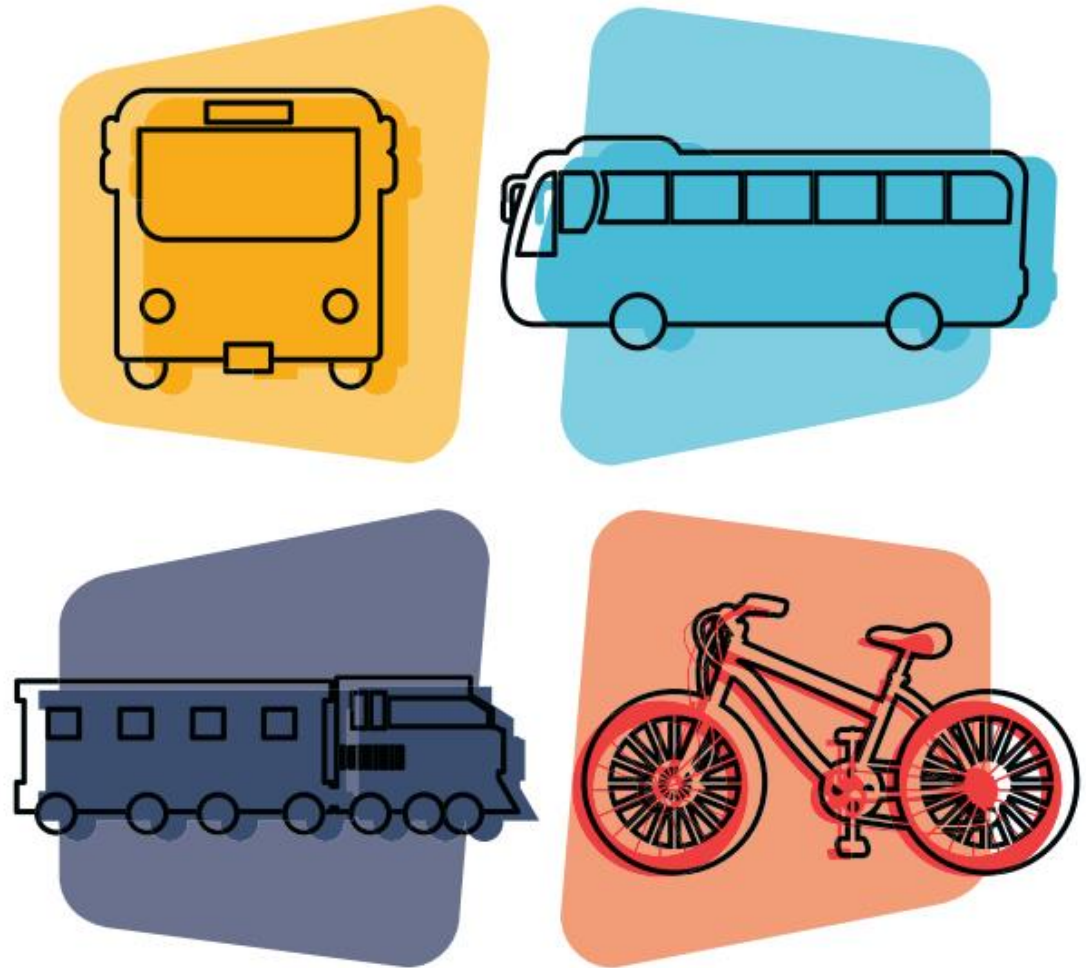
Rural Network Event

- In January a Rural Together Network event was held in Tarvin. This was a trial event on which we will base others in key locations.
- The event is intended for local residents to have access to various organisations all under one roof
- Due to the success of the Roadshow in Tarvin, it has been decided to hold these in all of our rural locations:
 - Malpas 19th March
 - Tattenhall 14th May
 - Tarporley 16th September
 - Farndon TBC



Community Transport

- A working group is collecting information from service commissioners, providers and local residents to provide a comprehensive picture of the current state of play, their issues and the plans
- A recent transport survey was completed covering rural areas. Over 2200 responses were received
- Public and community transport continues to be one of our priorities
- CWaC are currently holding transport consultations





Our Partners ..





**Rural Together –Helping Local people to live healthier happier lives,
supported by the community**

Priorities 2025/2026

1. Social Isolation and loneliness
2. Transport
3. CVD
4. Spring COVID vaccination programme

Outcomes / Measures

1. Use of platforms and methods to share information
2. Utilisation of services and resources
3. Community feedback

Projects:

1. Two Healthy Heart programmes have been commissioned. Healthbox will deliver these sessions recording the outcomes
2. A transport survey has been sent out to rural communities with over 2200 responses
3. The Spring COVID vaccination programme was promoted through The Living Well bus which attended our Rural Together Roadshows
4. Rural Together Roadshows are taking place throughout 2025; January in Tarvin, March in Malpas, May in Tattenhall, September in Tarporley and Farndon in November. Various organizations attend and members of the local community are invited. To date these have been successful