



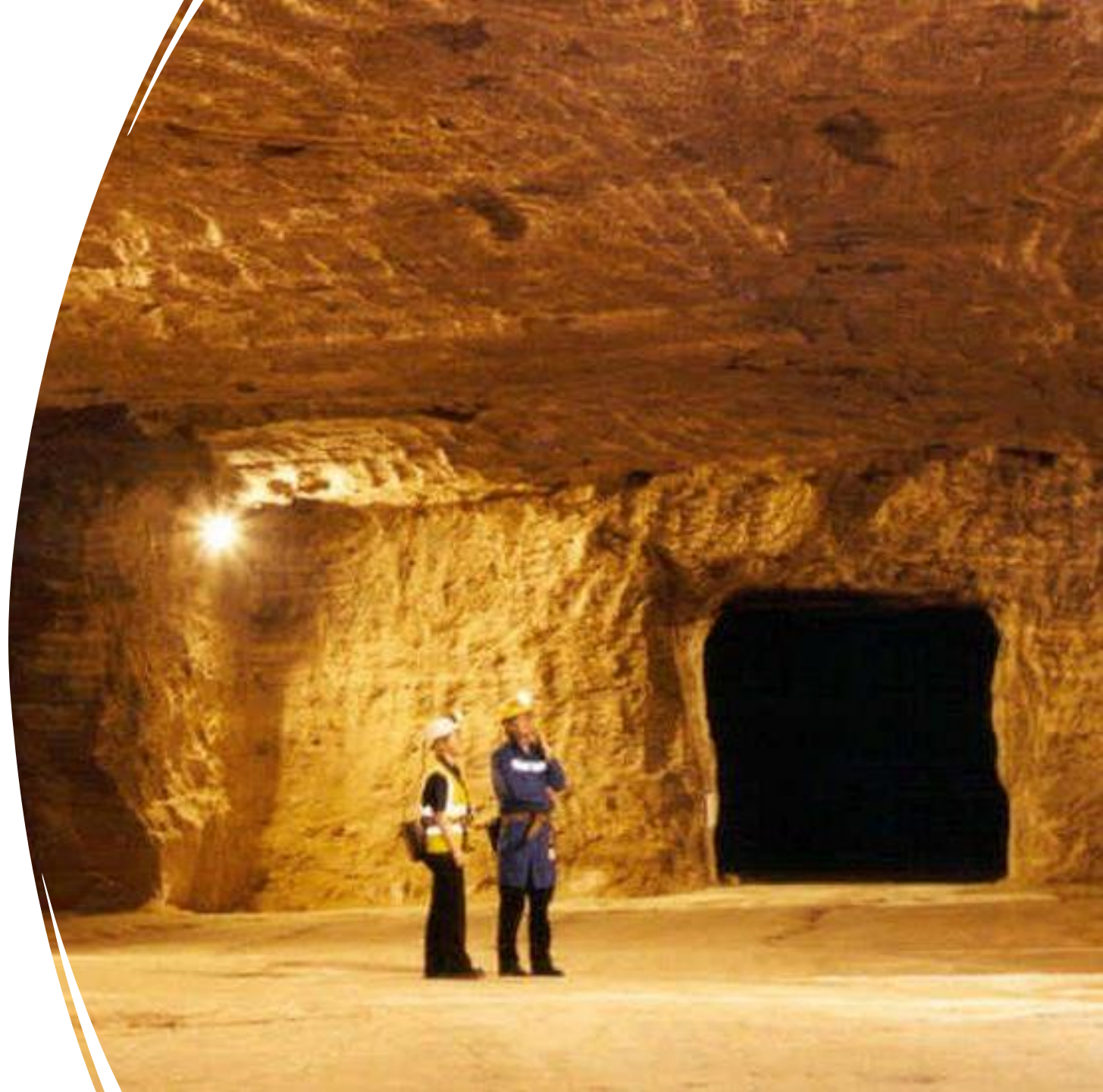
WINSFORD
COMMUNITY PARTNERSHIP

Storyboard

2025

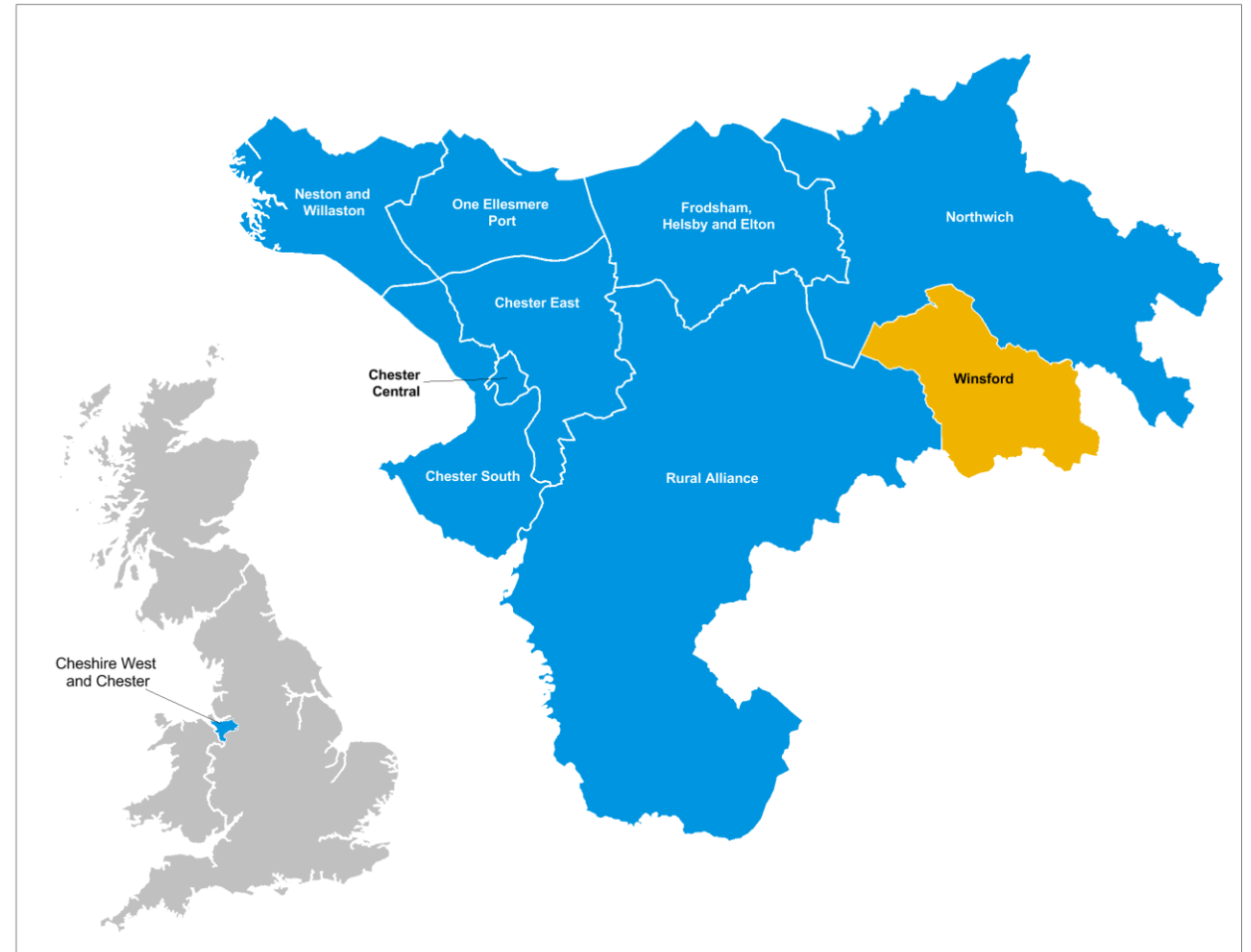
Winsford

- Winsford is a town centred in the heart of Cheshire, which sits on the River Weaver.
- Winsford is home to Britain's largest and oldest working rock salt mine which lies almost 200m under the Cheshire countryside.
- Winsford accounts for some 60% of all rock salt mined in the UK.
- Winsford is also home to the Cheshire Police HQ and the Cheshire Fire Brigade HQ.



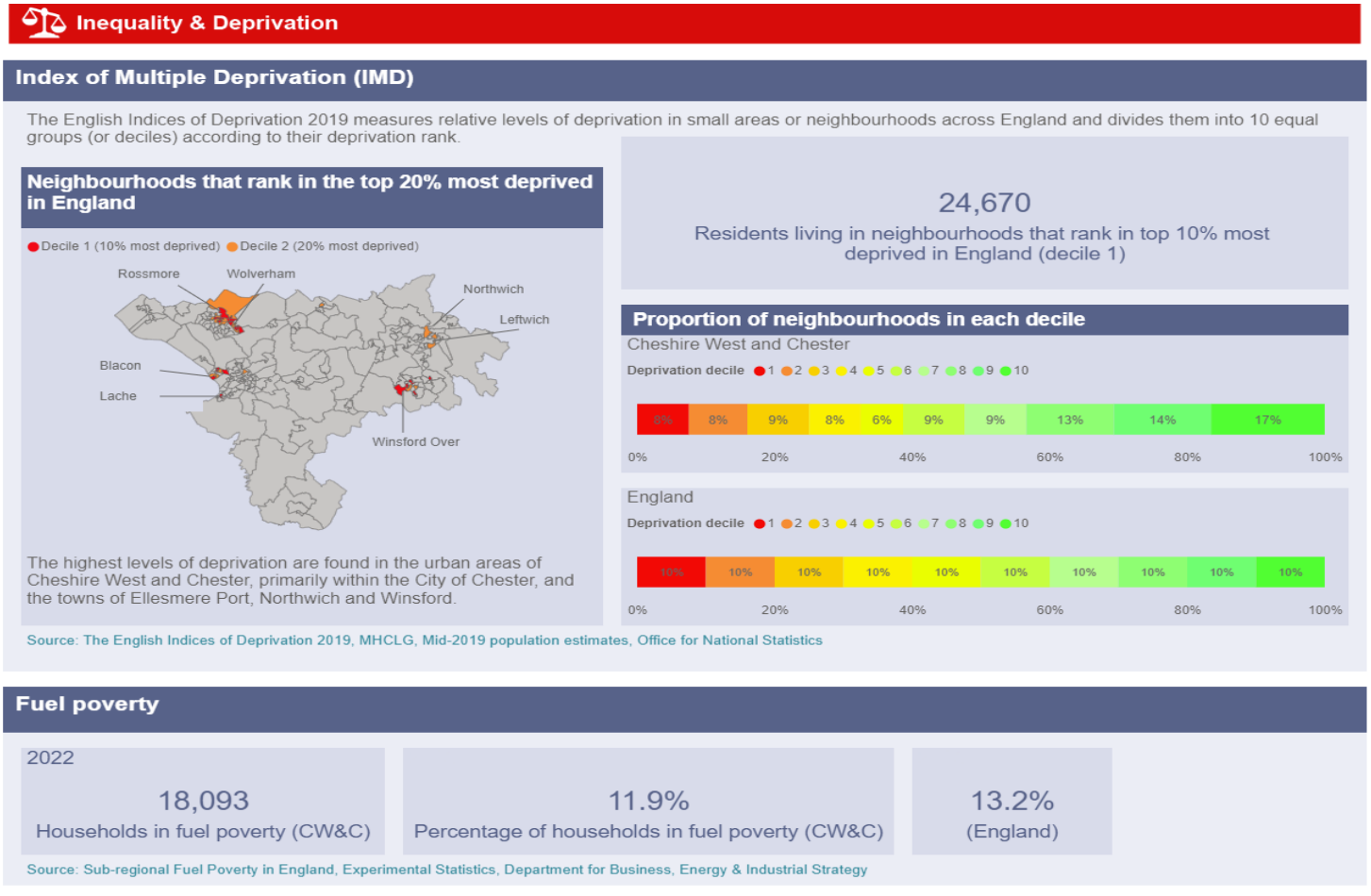
Population

- Winsford has a population of around 35,756 and is one of nine Care Communities in Cheshire West.
- The borough of Cheshire West and Chester covers approximately 350 square miles and is the fourth largest unitary authority in the North West. The area is characterised by attractive countryside, varied landscapes and diverse settlements. This includes the historic City of Chester, industrial towns, market towns and rural hamlets.
- Around 344,000 people live in the borough, and over a quarter live in rural areas. The population is expected to increase over the next twenty years, particularly in older age groups.



Deprivation

- Whilst Cheshire West is an affluent borough, Winsford has one of the highest levels of deprivation and is one of 16 Cheshire West neighbourhoods which rank in the 10% most deprived in England.

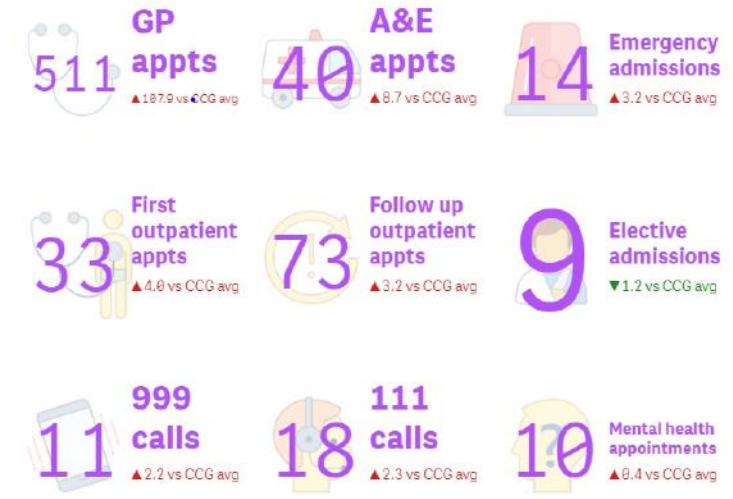


If Winsford was a village of 100 people...

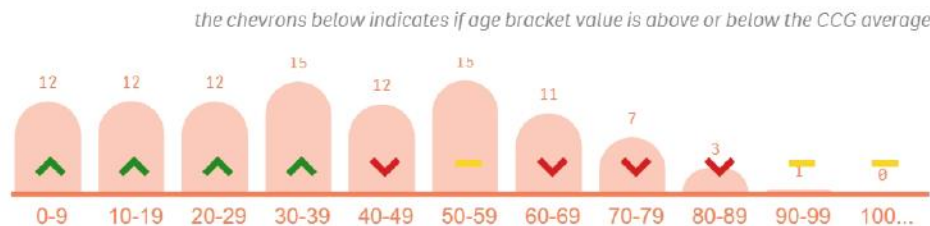
≈ they would...



□ in a year they would have...



□ they would be aged...



» in a year they would



Winsford GP Practices

- There are 5 GP Practices in Winsford; Willow Wood, High Street, Weaver Vale, Swanlow and Launceston Close. These are located in 3 sites.



Willow Wood Surgery



**Dene Drive (High Street,
Weaver Vale and Swanlow
Surgeries)**



**Launceston Close
Surgery**

Clinical Services

Central Cheshire Integrated Care Partnership (CCICP) was formed in 2016 and is a unique partnership between Mid Cheshire Hospitals NHS Foundation Trust (MCHFT), South Cheshire and Vale Royal GP Alliance and Cheshire and Wirral Partnership NHS Foundation Trust to deliver physical community health services for people in Central Cheshire. These include:

- Community nursing
- Community rehabilitation and intermediate care
- Community therapies – e.g. Physiotherapy, Podiatry, Occupational Therapy and SaLT
- Macmillan Nursing and Therapies
- Paediatric services
- A range of Specialist Nursing services including Bladder and Bowel, Diabetes, Respiratory, Long Covid, Tissue Viability, IV at Home.

Primary Care Home Model

- In 2015, Winsford was one of 15 locations chosen to test the Primary Care Home Model which promoted collaboration of practices and wider partners and stakeholders to improve population health and wellbeing.
- The 5 GP Practices adopted a 'town-based' approach to focus on improving population health and clinical outcomes. At the beginning of the pilot, Winsford had the worst one-year survival rates for cancer in the country.
- This model later developed into the PCN and Community Partnership we have today where a collaborative approach from GPs, community staff and local voluntary organisations came together to provide advice and signpost to services in a bid to improve cancer outcomes. Winsford no longer has the lowest one-year cancer survival rate in the country.



Community Partnership Steering Group

- Winsford Community Partnership Steering Group meet bi-monthly.
- The group consists of individuals, community groups and health and care professionals that support the people of Winsford to stay healthy and well closer to home.
- Prevention and early intervention is at the core of what we do, designing tailor made services to help improve the health and well being of the residents of Winsford.





Let's Talk

- Winsford Care Community has been happy to work with our partners in Winsford to set up a face-to-face drop-in session called Let's Talk, where local people can come to access information and advice.

- Location

- **Winsford Community Hub, High Street, Winsford, CW7 2AS**

- Opening times

- **Every Friday, 9:30am until 11:30am.**

- At our Let's Talk site residents can expect a range of people available to talk providing them with information and advice about things available in their local areas. From their health and housing to local social opportunities and support with care, we want residents to come and have a different conversation.

- Access community activities
- Mental Health support
- Cost of Living advice and support
- Support with Social Isolation
- Carer support

Social Media

- Our Facebook page was launched in 2022. This allows us to promote the range of services and support available for our community.


<https://www.facebook.com/winsfordcommunitypartnership>

Page overview


[See more insights](#)

Followers: 251


Last 28 days

 Post reach ⓘ

5,458

 Post engagement ⓘ

2,186

 New Page likes ⓘ

6

In April 2024 Cheshire West Voluntary Action was appointed to support the work carried out in each community and a new Community Partnership was formed to help realise the Cheshire West Place Plan vision.

Our Vision

**Promote healthy
ageing for all in
Winsford**

Enable local people
to live healthier,
happier lives,
supported by the
community

Priorities 2024/2025

1. Navigating & Communicating all information available
2. Promote Welcome Hubs and venues
3. Falls Prevention

Projects:

Subgroups to be formulated to focus on:

1. Promoting the dissemination of information and use of directories, ensuring it is accessible to all
2. Undertake mapping and promoting of existing community initiatives to increase social interaction and support
3. Raise awareness of self-care to prevent falls



Outcomes / Measures

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

Communication



Objective: Improve information dissemination and community engagement by utilising a variety of communication methods to reach a wider audience.

Overview of Key Achievements:

- Strengthened collaboration with PCN and PPG.
- Utilised digital screens in GP practices to promote new initiatives.
- Launched a town-wide approach to sharing information.
- Expanded outreach via social media platforms – the Winsford Community Partnership Facebook page had **5,335** views in April 2025!



Communication



Objective: Improve information dissemination and community engagement by utilising a variety of communication methods to reach a wider audience.

Overview of Key Achievements:

- Provided Morrisons Manufacturing Winsford with translated cancer screening leaflets for employees.
- Sent targeted text messages to patients via GP surgeries.
- Engaged with clinical services to raise awareness of community support available.
- Collaborated with clinical teams to promote pulmonary rehab classes, diabetes support group, MSK self-help leaflets.

Success Stories - Communication



- **The Living Well Bus**
- The Living Well Bus scheme was first launched in 2022. Data showed that in April 2024, 9 people accessed the service.
- A town-wide approach was adopted to promote the service, including GP practices sending texts and partners promoting the service on social media, helping raise awareness and drive participation.
- In the period of November - December 2024, the bus recorded **90** interventions.
- Due to higher levels of deprivation and health challenges in the Wharton area, we've identified a new venue for May 2025 to improve access to health services.
- Discussions have taken place with new town centre manager to utilise the service in future town events.



Success Stories - Communication



Winsford Directory Magazine

- Winsford Community Partnerships has secured a page to feature in the Winsford Directory Magazine, which is delivered to 11,500 homes across Winsford.
- This provides an excellent opportunity to showcase our initiatives and reach a wider audience via print media.
- The magazine is published monthly and can also be shared digitally.



Welcome Hubs & Venues



Objective: Establish new community hubs, venues and opportunities in Winsford.

Overview of Key Achievements:

- New weekly 'Coffee & Chat' at Barton Stadium for Wharton residents.
- Secured a new venue for Winsford Men's Group.
- Launched a new Befriending Group at Changing Lives Together.
- Promoted 'Let's Talk' to encourage new organisations to attend.
- Identified a venue for the new Diabetes Support Group.
- Delivered 'Boogie Bingo' events for teens.
- Started 'Bee-ing Together' Coffee Mornings to combat isolation.
- Established neuro-diversity workshops in Winsford with ND Directed.
- Introduced 'Singing for the Brain' with Alzheimer's UK for dementia support.



BEE-ING TOGETHER

The Gate Coffee Morning

Every Wednesday
11am - 1pm



The Warm Welcome Group

Now in Winsford

This is a group for people who are lonely, isolated or simply just want to make friends!

We offer you a warm welcome in a friendly space where we enjoy a lovely lunch along with fun, laughter and chatter.

Where?

Winsford Community Hub
High St, Winsford CW7 2AS

When?

Thursday's between
11.30am - 1.30pm
£2 per session

Contact us

07597 586650

befriending@changing-lives-together.org.uk



TOP OF THE HILL FUNCTIONS
IN CONJUNCTION WITH WARM WELCOME SPACES INVITE YOU TO...

COFFEE & Chat

AT THE BARTON STADIUM, WINSFORD

WHY NOT JOIN US FOR A GOOD CHAT OVER COFFEE, TEA AND CAKE! - OH, DID WE MENTION... ITS FREE!

EVERY WEDNESDAY
12.30PM UNTIL 2.45PM
IT'S FREE!

TOP OF THE HILL FUNCTIONS WINSFORD UNITED FC

Diabetes support group for people in Cheshire living with Diabetes

Our meetings are open to any one over 18 years of age, living with diabetes and in the Central Cheshire area. We are the CCICP Diabetes UK Support Group, and we are here to support you. Our venues offer free parking. We look forward to welcoming you.

Why Come along to our meetings ?

- Meet people living with diabetes in your local area, and learn from each other.
- Talk with diabetes health care professionals such as consultants, dietitians, podiatrists and other guest speakers.
- Free, friendly and informal with complimentary refreshments

COME ALONG TO OUR MEETINGS AND FOR MORE INFORMATION PLEASE EMAIL US AT :
CCCP.COMMUNITYDSN@MCHT.NHS.UK

Meeting Date, Time and Venues

Tuesday 25th March 2025 from 5:30-7:30pm in the Hospitality Suite, Sandbach United FC, Sandbach Community Football Centre, Hind Heath Road, Sandbach CW11 3LZ

Tuesday 29th April 2025 from 5:30-7:30pm in the Function Room, Barton Stadium (Home of Winsford United FC), Wharton Road, Kingsway, Winsford, CW7 3AE

Tuesday 27th May 2025 from 5:30-7:30pm in the Hospitality Suite, Sandbach United FC, Sandbach Community Football Centre, Hind Heath Road, Sandbach CW11 3LZ

Tuesday 24th June 2025 from 5:30-7:30pm in the Function Room, Barton Stadium (Home of Winsford United FC), Wharton Road, Kingsway, Winsford, CW7 3AE

NHS
Central Cheshire
Integrated Care Partnership

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

Let's TALK

A range of people available to talk to you about your **wellbeing** and **provide** you with information and advice about things available in your local area.

From your **health and housing** to **local social opportunities** and **support with care**.

Come and have a **different conversation**.

We'll be in
Winsford Community Hub
Every Friday 9.30am-11.30am
Please pop by and we'll do what we can to help.

Winsford
Visit:
cheshirewestandchester.gov.uk
/letstalkhealth

ND >>>>
Directed

Location
New Images Youth Centre
Nixon Drive
Winsford
CW7 2HG
Course Start date: 3/5/24
10am-12am Fridays

Free Adult ADHD Self Support Course

Delivered by a Qualified and Experienced ADHD and Executive Function Coach

LOCAL FREE TO ACCESS

Learn



- Learn about the science and history of ADHD
- Understand the Neurology (Brain stuff) and how to work with it
- Discuss strategies and solutions for the challenges ADHD can cause us or those we care for



- Build a support network in your local area
- Have a space for venting, questions or sharing your own experiences
- Come and talk with others experiencing similar challenges and experiences



Thrive

Understanding ADHD and how to manage its challenges can help in reducing the risk of the following:

- Offending Behaviour
- Substance Misuse
- Family conflict/breakdown
- Job Loss
- Mental Health
- Physical Health
- Long-term unemployment

Interested? Contact us at

07507653066
nddirected@gmail.com
This session is for adults only. We are actively working to provide family friendly spaces very soon. Contact us for more info

BOOKING REQUIRED/8 WEEK ROLLING PROGRAMME

Singing for the Brain Winsford

1st and 3rd Wednesday of the month 11 am till 12.30pm - Dates 2024

Wednesday October 16
Wednesday, November 6
Wednesday, November 20
Wednesday, December 4
Wednesday, December 18

Trinity Methodist Church Hall Trinity Fields Winsford CW7 3GP

Please contact us for more information:
0300 369 0570 or cheshire@alzheimers.org.uk

Alzheimer's Society
Together we can help & hope for everyone living with dementia

Registered charity no. 266666. Alzheimer's Society operates in England, Wales and Northern Ireland.

Calling all 11-16 year olds!!

Boogie Bingo

Grab your mates and come down to New Images for a night of FREE fun, dancing, fab prizes...& of course, BINGO!!

Reserve your FREE place on Eventbrite now;
search "Boogie Bingo 25"

Monday 14th April 2025
7.00-9.00pm
New Images Youth & Community Centre,
Nixon Drive, Winsford, CW7 2HG

WIN our Star Prize: a PS!!!

Winsford Men's Group



Every Thursday

7pm-9pm

GGO Community Bungalow
15 Finsbury Walk
CW7 2YA

Email: WinsfordMensGroup@outlook.com
Facebook: Winsford Men's Group
TikTok: @winsford.mens.gro

Success Stories – Welcome Hubs & Venues

Singing for the Brain

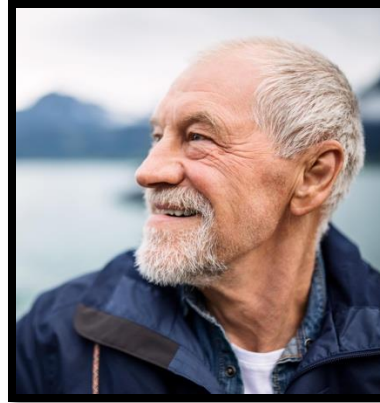
- Winsford Community Partnership proudly collaborated with the Alzheimer's Society to enhance dementia support for local residents.
- In October 2024, we hosted our inaugural "Singing for the Brain" session in Winsford. These sessions offer a valuable opportunity for individuals with dementia and their carers to meet, socialise, sing, and receive advice and support from the Alzheimer's Society.
- With 24 attendees at the most recent session, this initiative is gaining popularity and proving to be a great success.



Singing for the Brain -Ted's Story

Meet Ted

- Ted had lived abroad for many years but recently moved back to the UK with his wife .
- Recent tests revealed a dementia diagnosis.
- Since the recent death of his dog had been feeling isolated and withdrawn.
- Lost interest in his usual activities.
- Reluctant to leave the house.
- Feeling frustrated and anxious.
- Wife and son feel isolated, stressed and anxious.
- Frequent calls to GP



Patient Outcome

- ❖ Improved wellbeing and mood
- ❖ Reduced anxiety and stress
- ❖ Reduced social isolation, feels at ease within the group
- ❖ Family feel more supported

- Ted is now a regular attendee at the twice-monthly Singing for the Brain meetings.
- He looks forward to the sessions, feels part of the group and has something positive to anticipate.
- Attending the group lifts his mood and he feels positive for the rest of the day.
- Ted is familiar with many of the songs and enjoys reminiscing about past times.
- The atmosphere in the group is extremely relaxed, and Ted finds it very enjoyable to chat and have a cup of tea with the friendly members.
- He appreciates the good company of people with similar experiences, and he finds the group leader to be great fun and very welcoming
- Ted's wife now joins him at the Singing for the Brain group, enjoying the social aspect, especially the opportunity to speak with other carers and the Dementia Adviser.
- Their son occasionally takes them to the group and enjoys seeing his dad enjoying the company of others.

- Ted's general practitioner (GP) referred him to a Social Prescriber.
- After their initial meeting, the Social Prescriber suggested the new Singing for the Brain group.
- Ted was reluctant to join the group, feeling it would be too daunting to meet a room full of strangers, and was concerned he would struggle.
- The Social Prescriber offered to join him at the group to introduce him to the organiser and other members, and Ted eventually agreed to try it the following week.
- Wife referred to the Carer's Trust

Ted attended the group



WINSFORD
COMMUNITY PARTNERSHIP



Alzheimer's
Society

Falls Prevention



Objective: Reduce falls and improve safety through awareness and community engagement.

Overview of Key Achievements:

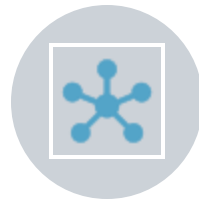
- Raised awareness of the 'Steady on Your Feet' platform with Community Partnership members.
- Supported **35** residents in assisted living facilities with accessing the website.
- Delivered awareness and support sessions to local community groups.
- Distributed posters and leaflets across the locality.
- Engaged with PPG members to deliver information to local residents.
- Ran a social media campaign and featured in the Winsford Directory Magazine.
- Held discussions with Cheshire Dance to develop a falls prevention initiative.
- Supported an increase in completed Falls Assessments (from 186 to **643**) and page views (from 16,708 to **33,700**).



Future



Continue to expand group membership, developing new relationships and partnerships



Link in with clinical teams to identify gaps and new opportunities i.e. support Home First approach, Drug and alcohol services



Big Lunch event in June is an opportunity to collaborate with churches and new organisations



Effectively use data to underpin our priorities and identify actionable insights to focus on local needs i.e. CVD, Diabetes



Host a networking event later in the year to raise awareness, share resources and promote community collaboration



Partnership approach to delivering Summer activities for local children and potential local Parkrun