

Cheetham Hill Urban Living Lab: Developing an Age-friendly Cheetham Hill

A research report prepared for
Manchester City Council North Manchester Regeneration Team
Zest (North and East Manchester Healthy Living Network)
Age-friendly Manchester
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Report produced by PAUUD

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Research Questions

This study was commissioned by North Manchester Regeneration team, Age-friendly Manchester and ZEST North Manchester Healthy Living Network. The study explores the experience of participants in accessing the full range of facilities in their neighbourhood with respect to their location relative to 'Cheetham Hill Village'.

The focus of the study is made with respect to the WHO Age-friendly City (AFC) framework. This represents an attempt at providing an holistic view of the relationship between the urban environment and the well-being of citizens as they age. A key principle of the AFC guidance is that of enabling citizens to 'actively age', removing barriers to and enabling productive social participation to promote physical and mental well-being, increasing both the quality and length of life. While participants of all ages have been engaged, there has been a strong emphasis on older people, examining the role the district centre plays in the social and civic participation of residents of local neighbourhoods with respect to their ability to 'actively-age'. To specifically address these issues of well-being within the WHO AFC framework, the research will address its research questions to relate to a '5 ways to well-being' approach, incorporating the 5 holistic aspects of 'well-being' identified by the New Economics Foundation research into both focus group questions and community audit questionnaires.

The NEF 5 ways to well-being are:

Connect - social participation and contact

Take notice - civic and cultural involvement

Keep Learning - educational opportunities

Be active - physical engagement

Give - civic participation and contribution

The specific focus of this study has been identified as 'Cheetham Hill District Centre'. This is understood as a geographical location which includes territory belonging to different political boundaries (i.e. multiple Salford and Manchester wards). The District Centre is understood here as the geographical concentration of public and private city spaces and built assets which serve a range of needs including shopping, education and healthcare.

The main research questions are as follows:

- **How do older people experience Cheetham Hill as a district centre?**
- **How does Cheetham Hill provide opportunities for well-being?**
- **How do these experiences and opportunities differ in proximity to Cheetham Hill Village?**

Methodology

The research collected four types of data: (a) material on the physical environment; (b) spatial data; (c) focus group data; and (d) a community audit (including a postal questionnaire).

Inter-personal research approaches were designed in response to and analysed alongside desktop studies and analysis of the physical environment of the area using maps and census data as well as urban design observations made during site visits and through mapping analysis.

In addition, the research involved post-graduate students at the Manchester School of Architecture Projects unit who undertook a range of community engagement events focussed on the research themes and the urban environment of the neighbourhood.

Physical environment

An outline urban design analysis of the area was undertaken to prepare a base-line study for the comparison of observations from the other data sources and for the location of references. This study comprised a number of information-gathering and analytical exercises which have been based around the Lower Super Output Areas in the study area in relation to: first, area character analysis: this identified key urban features such as proximity to services, house types, key routes and related features; second, history: origin of the urban form of the area and reasons for its evolution; third, an outline cataloguing of assets in the area, such as libraries, schools, parks, shops, surgeries, religious buildings etc. (location, provision, purpose and social activity of each of the assets were assessed); fourth, legibility and movement analysis: this exercise examined the hierarchy of routes to and through the area for cars, buses and pedestrians. These studies provided a base-line for the focus groups and community audit, enabling comments and findings to be located and contextualised.

Spatial Data

Available survey data with geographical specificity was analysed with respect to the Cheetham Hill District Centre area. Data Sources included: the English Longitudinal Study of Ageing, National Office of Statistics Census, Greater Manchester Police Crime Occurrences by Area. These sources provided a variety of information on for example, the distribution of the local population according to age, social and economic status, car ownership, occurrences of crime, as well as the combined index of multiple deprivation. Each of the data sources was mapped onto the geography of Cheetham Hill and the data discussed and compared to other sources to discover if it indicated any unequal or unusual distributions in the area.

Spatial data analysis sources

Office of National Statistics - <http://www.statistics.gov.uk/hub/index.html>
English Longitudinal Study of Ageing - <http://www.ifs.org.uk/ELSA/publications>

Focus Groups

A focus group methodology was employed, first, to inform the development of the community audit; second, to provide an initial assessment of some of the issues which needed to be explored in the research; third, as a means of gathering information from different agencies and groups within the community; fourth to discuss findings from the physical and spatial data. The research used a modified version of the 'Vancouver Protocol' developed for the WHO (2007) report. This protocol was used as the basis for running the groups in the Cheetham Hill District Centre area but with a modified range of questions – following a pilot study – from that used in the WHO research. This asked questions covering six areas identified as important for the development of age-friendly communities: Outdoor Space and Buildings; Transport; Housing; Social Participation; Respect and Social Inclusion; Communication and Information. These issues were cross referenced to the five ways of well-being categories.

The research team conducted 10 focus groups with between 5 and 15 people. These groups included people of all ages but were biased towards over 55's. About 70% of the respondents were over 55 years of age and there was a similar split between women and men. The broad ethnicity of the participants was approximately 30% Asian / Asian British, 15% Black/ Black British and 45% White.

Community Audit

Our survey reached 123 people, of which 26% were male and 74% were female. We have obtained responses from a range of ethnicities, with 37.5% White, 3% Mixed , 46.7% Asian/Asian British, and 10% Black/Black British. This is broadly representative of the Cheetham Hill population, as defined in the 2011 census. Whilst our data covers a broad range of age groups, it under-represents the 45-54 and 55-64 year old age groups. For this analysis, we will describe 'younger people' as those aged under 55, and 'older people' as those aged 55 and over. 61% of respondents were drawn from the former group, compared to 39% from the latter, suggesting that our survey over represents older people. In addition, we have received more responses from owner-occupiers than the area average, with an under-representation of those in social housing.

Locality Mapping

These research methods described above were then mapped in relation to each Lower Super Output Area. We have attempted to draw out the impact of proximity on the broader findings of the focus groups and community audit through layering the data over each specific location. Each of these sections in the report consists of two pages which inter-relate the focus group comments made by residents from that area, and community audit findings which relate to the spatial data of that area, which are then extracted and summarised from the overall analysis. We have provided broad headlines attempting to characterise the key issues which might be faced by residents of each area in relation to the shopping and facilities offer of the study area. While we have gathered responses from all LSOA's in the study area limited numbers prevented further correlations between findings being made.



The junction of Cheetham Hill and Crescent Road



Cheetham Hill Village

Research Context

Demographic context

Cheetham Hill has a total population of 22,562 (2011 Census) with 1,523 people 65 and over (2010 estimate). In common with most wards in Manchester there has been a numerical decline in the older population (net change 2001-2010 minus 103) but growth in the overall population (an increase of 39 per cent over 2001-2010). The area is characterised by a high level of ethnic diversity, with the 2011 Census showing White British (29%), Pakistani (28%) and African (8%) as the most important ethnic groups. Lower Super Output Area data indicates the uneven spread of older people across the ward: the northern area of Cheetham Hill having almost three times as many people aged over 60 (20.5%) as areas closer to the city centre (7.3%). Similarly we can see that the ethnic distribution of the area changes from north to south, which appears to follow the perceived retail split along Cheetham Hill Road with more national multiple stores to the north of the district centre and South Asian-owned stores to the south.

There is a strong correlation between the location of the older population and areas that are predominantly white-British. Areas to the very north of the study area appear to have the most older people furthest from the High street and furthest also from the City Centre and Manchester Fort, which have been identified as the main sources of retail leakage in retail analysis. As a result, if (older) people in these areas are not using the district centre, the main draws could be smaller local shopping clusters with small independent stores that relate to local cultural needs such as the shops on Windsor Road or the Halal butchers on Lansdowne Road.

Existing Research Context

The Cheetham Hill Community resilience study, raises a number of questions of direct relevance to the age-friendly issue. The report noted positive views about the area although the number of residents interviewed was relatively small and no age breakdown was provided. Note was made however, of the 'loss of assets' affecting the area (e.g. library, swimming baths, hospital), precisely those local amenities most often relied on by older people. Another theme in the report concerned the absence of sharing across social sector groups (e.g. community organisations) where the lack of joined-up activity might be especially negative for older people. On the other hand, the cultural assets in the area would appear extensive and may be offering important support to particular groups of older people. Moreover, the ethnic diversity of Cheetham Hill may itself be viewed as an underlying strength: increasing cohesion and security for particular groups as well as enhancing practical and emotional support. Whether these aspects are shared by all groups is an issue and it is possible that, for example, sections within the older population may experience social change in a less positive way with implications for the management of resources such as the retail offer.

A number of the reports on Cheetham Hill (e.g. the 'Study of Independent Retailers') underline the 'vibrancy' of the main shopping area whilst noting the limitations of the shopping environment e.g. concrete 'seating blocks'; narrow range of outlets; difficulty of access for people with wheelchairs. Most of the information about the district centre is general and it is difficult to interpret from the information provided whether and to what extent there are significant gaps in respect of resources and facilities for the minority population of older people – particularly those aged 75 and over.

Physical environment

Initial site visit

Following a site visit to Cheetham Hill, a number of characteristics were identified as important in terms of how older people might utilise the district centre. The linear nature of the shopping district and the lack of landmarks or focal points make the area difficult to read as a pedestrian. It would appear that the new shopping centre next to the Tesco's supermarket was envisioned to be a focal point in the area but the focus of its urban design approach, under-occupancy and a lack of shared social space hinder its performance in this regard.

Car access has a strong influence on how the area is used. The large parking provision at Tesco's could potentially offset a lack of street parking for parts of the High Street. However, car users who shop at Tesco's probably have little reason to migrate to shops on Cheetham Hill Road because of the range of goods available at the supermarket. Alternatively there appeared (at the time of the visit) to be only a limited number of people walking to Tesco's from Cheetham Hill Road, suggesting that people without cars are unlikely to use a large supermarket and instead opt to use smaller, independent retailers. This puts the under-occupied shopping centre in a difficult position as it has been designed to link these two areas that due to differing scales and demographic focuses seem to operate in isolation.

Further investigation is required particularly in relation to public transport provision since in previous studies (of predominantly White British older people) it was found that this can dictate where older people choose to shop regardless of proximity.

The main shopping drag along Cheetham Hill Road is well used, although it does have a number of issues not uncommon with this type of district centre. Environmental conditions are variable for pedestrians. Heavy traffic along the main road is mitigated by wide pavements in some places but compromised by narrow paving in others. Common physical barriers that inhibit access for older people appear to have been minimised along Cheetham Hill Road around the precinct but there may still be issues for

people with disabilities in other places.

To the south of the district centre, Goldstone Gardens provides a good quality public area to serve customers using the shops in this area. In contrast, the limited communal space to the north of Cheetham Hill district centre has a negative influence on the district centre. The area lacks any public, non-commercial space that can play an important role in creating an attractive physical environment for older people and enabling social interactions.

The area suffers from some problems regarding disused properties, particularly the former Crumpsall Library building which is perhaps the most visible building in Cheetham Hill but is no longer in use. Under-occupancy within Cheetham Hill Shopping Centre also projects a negative view of the area.



Goldstone Gardens



Cheetham Hill Shopping Precinct



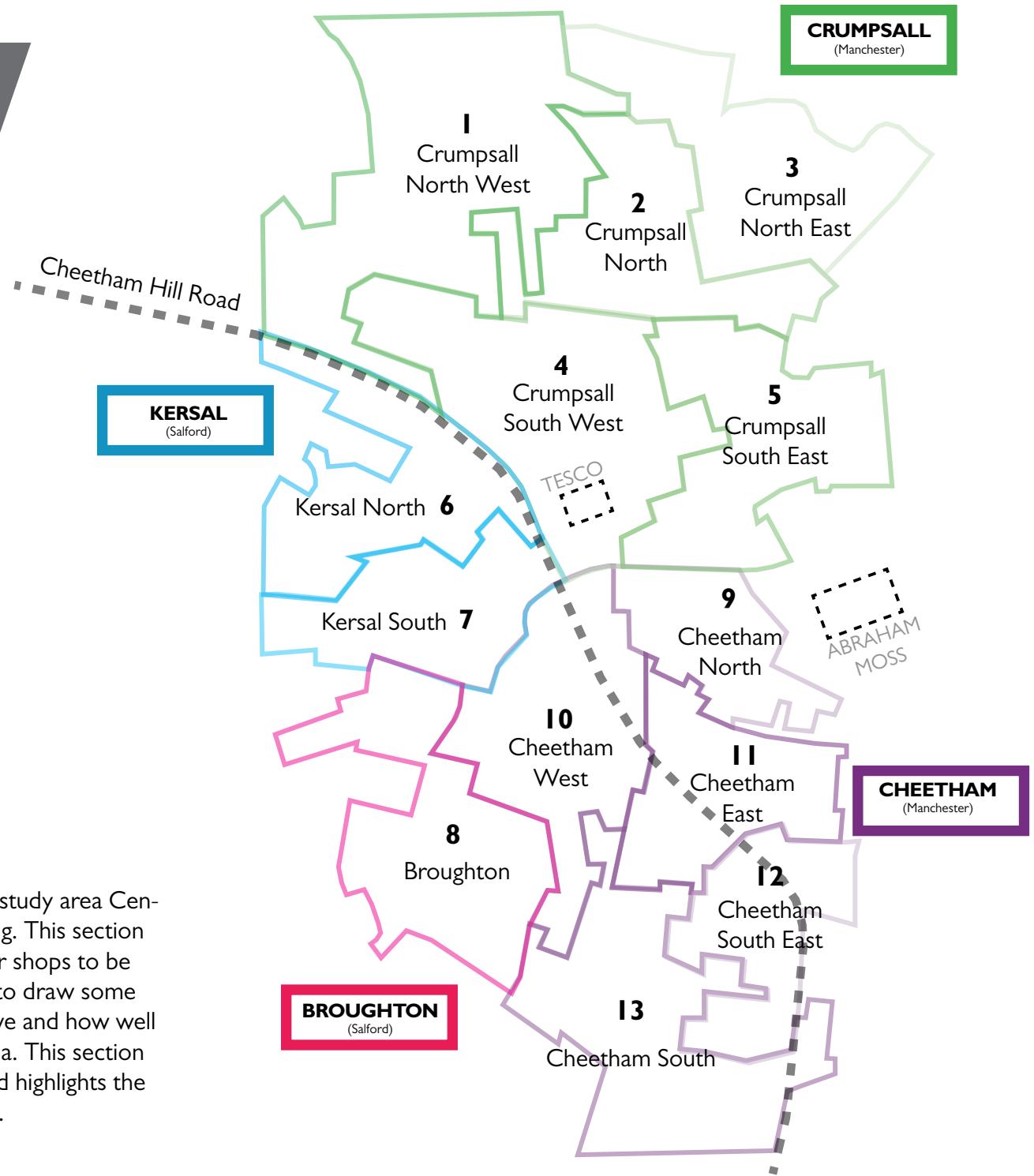
Southern end of Cheetham Hill Road

Retail Provision

Outside of Tesco, which obviously stocks a large range of goods, the area has a good retail provision for a district centre of this size. In particular, the area has a high number of smaller local food shops, which appear to be popular with local residents. Previous research suggests that older people often have a greater attachment to these types of stores because they put increased emphasis on the social side of shopping and feel they have the opportunity to get to know the staff.

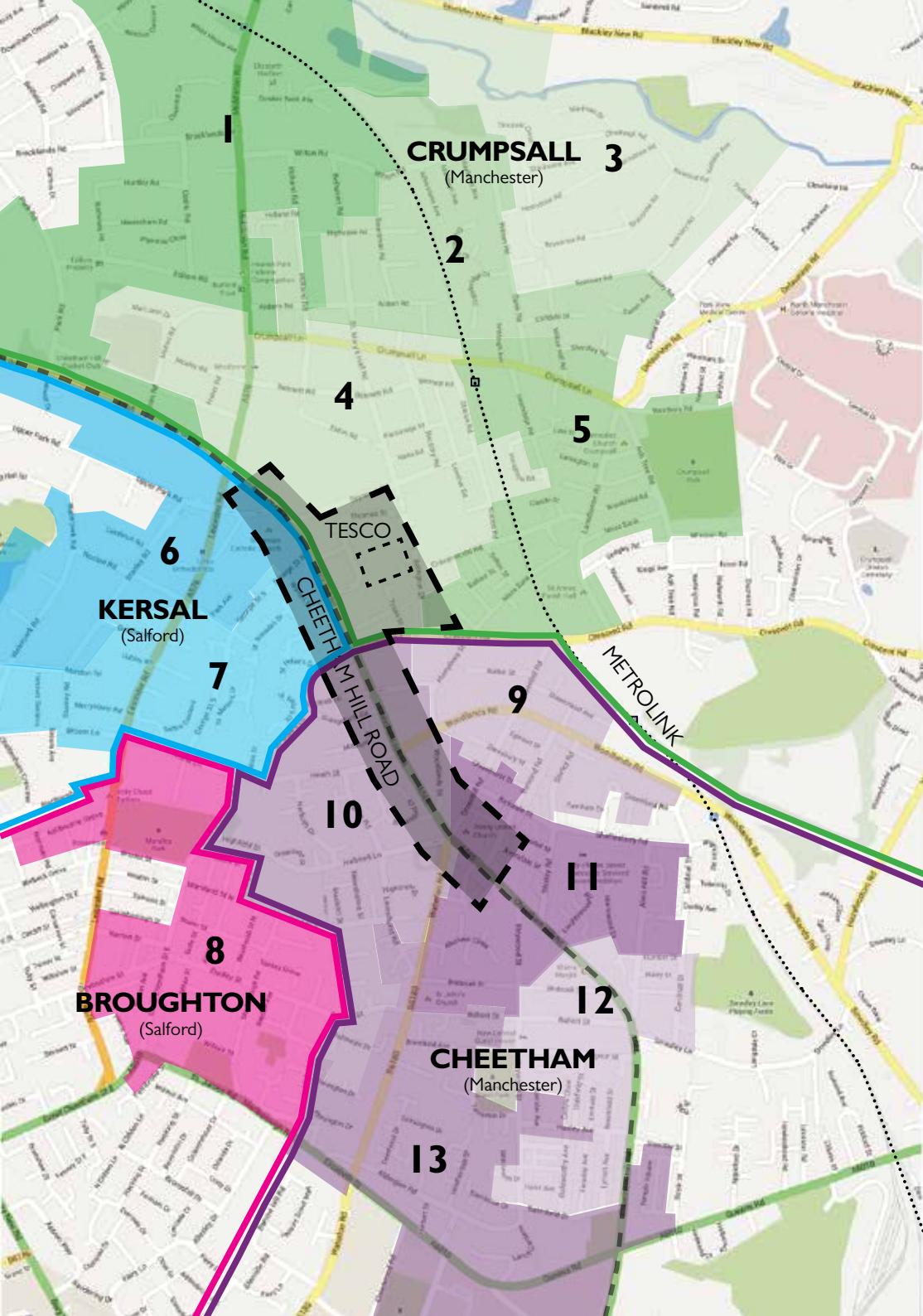
There appears to be a lack of facilities that enable social contact in Cheetham Hill. One exception we observed was a cafe to the North of the district centre that appeared to accommodate a significant number of older residents. Most other food outlets were takeaways, which can be seen as alienating by older residents and are often closed during the day that can project a negative aesthetic onto the streetscape. The lack of public services in the district centre put further emphasis on either the public realm or private businesses to provide a social anchor that makes the area attractive for consumers.

Spatial Data



Spatial data

This section explores statistical data and how it relates to our study area Census data and data from the English Longitudinal Study of Ageing. This section enables the distribution of resources such as health services or shops to be mapped against the demographics of the area. This allows us to draw some conclusions about where different types and ages of people live and how well they are served by the physical and social resources of the area. This section reports in detail on a range of different aspects of the data and highlights the conclusions we think the statistical evidence allows us to draw.



'Cheetham Hill' sits on the boundary between 4 wards; Crumpsall, Cheetham, Kersal and Broughton

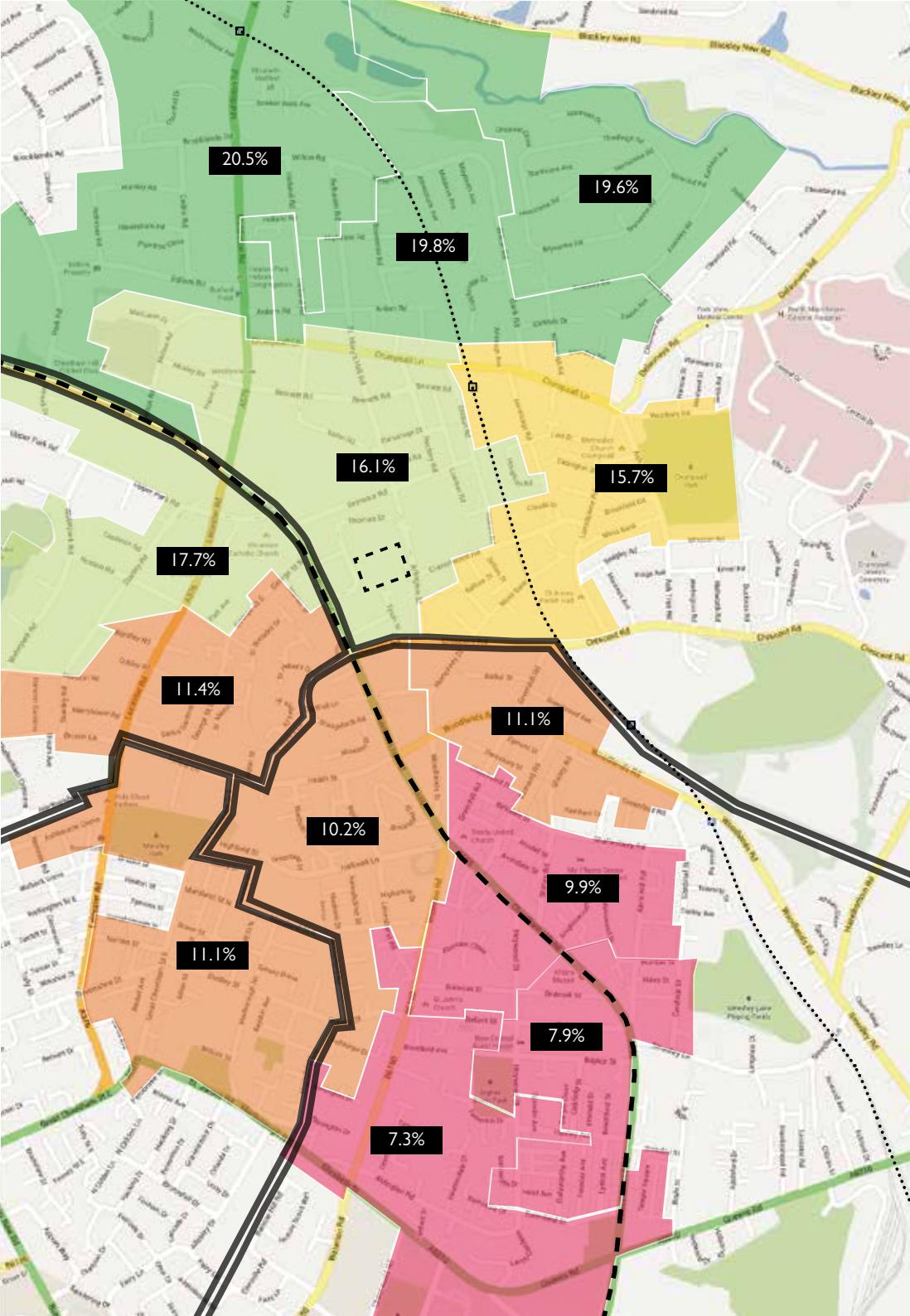
Analysis

As we can see in the map, the commercial centre which is the focus of our study sits on the boundary of four wards. Kersal and Broughton are in Salford, whilst Crumpsall and Cheetham are in Manchester.

Additional Information

Each ward is split into a number of smaller statistical areas called Lower Super Output Areas (LSOA), each with an average population of 1614. In the following analysis we will use LSOA rather than ward data to allow for a more detailed spatial representation of the available data. Due to the study focus, we have only considered the LSOAs surrounding the district centre, rather than all the LSOAs in the four wards.

Some of the LSOA data is compared across all areas of England and Wales, with the LSOA given a rank between 1-32482 (with 1 being the most deprived LSOA and 32482 being the least deprived).



There are more older people living in Crumpsall in the north than Broughton and Cheetham in the south.

Analysis

We can see a clear pattern to the distribution of older people in our study area, with LSOAs in the north having twice the number of older people than those in the south. All of the LSOAs have fewer people aged over 60 than the national average, as is expected in an urban location.

The 5 LSOAs included from the Crumpsall ward all have a higher proportion of older people than the Manchester average, whilst the 5 LSOAs we have identified in the Cheetham ward have fewer older people than the city average. All three of the LSOAs in Salford have fewer older people than the Salford average.

Additional Information

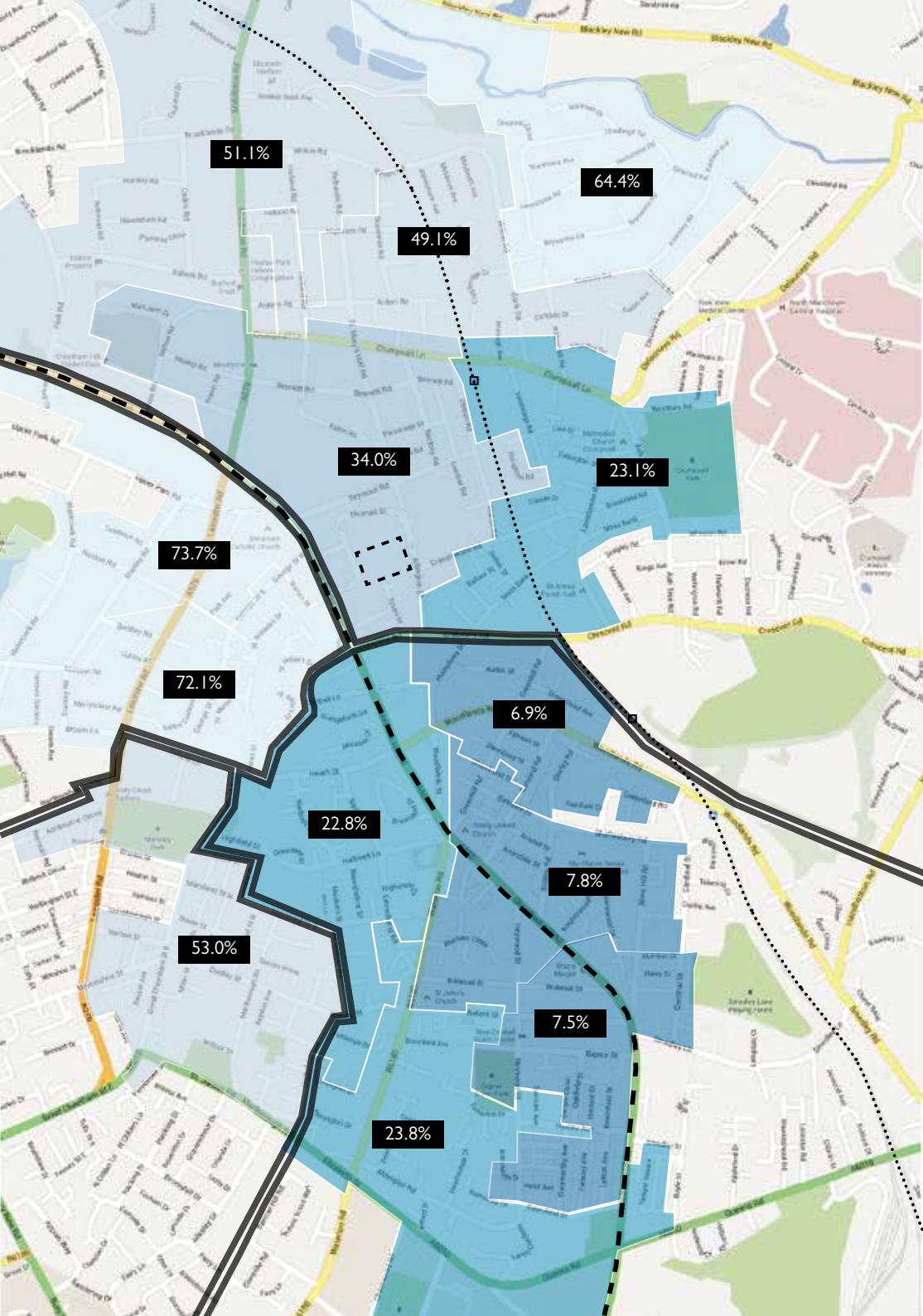
England average - 22.6%

Manchester average - 13%

Salford average - 19.5%

Source - Office of National Statistics 2011. Census data (KS102EW)





The area is very ethnically diverse but some areas have high concentrations of particular ethnic groups

Analysis

The map on the left shows the proportion of people identified as white (British/English/Welsh/Northern Irish) in the 2011 census in each LSOA. The darker the colour blue the less the proportion of white inhabitants.

The map shows that there is a clear concentration of non-white British-population in the Cheetham ward. This is in strong contrast to the average across England and Salford and still highly significant in relation to the average across Manchester.

More specifically, the ethnic population of Cheetham is significantly distinct from the Salford wards of Broughton and Kersal. The Crumpsall ward shows similarities with the Cheetham ward to the South, closest to the distinct centre precinct.

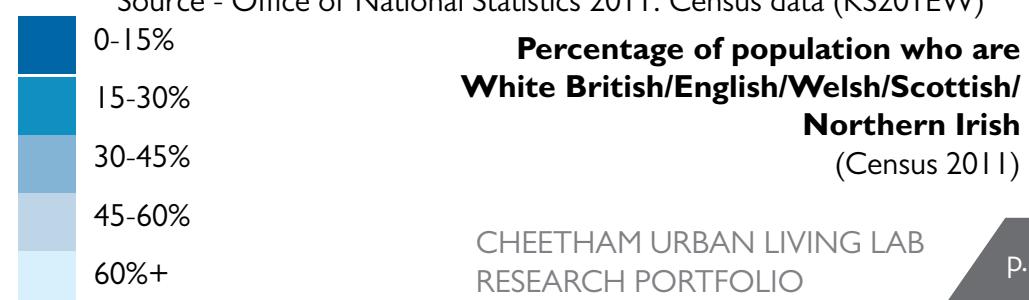
Additional Information

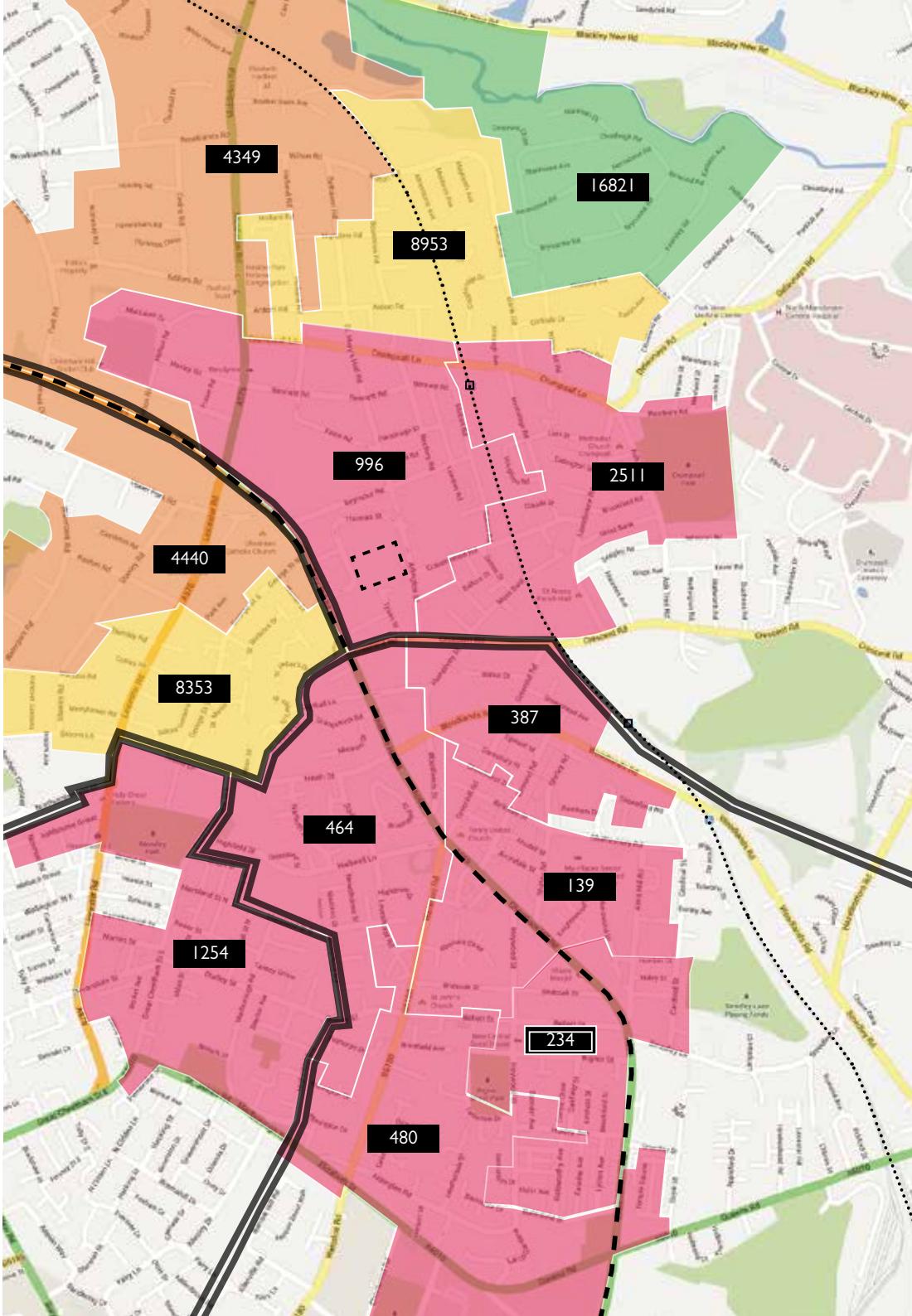
England average - 79.8%

Manchester average - 59.3%

Salford average - 84.4%

Source - Office of National Statistics 2011. Census data (KS201EW)





There are very high levels of deprivation affecting older people, particularly in Cheetham ward

Analysis

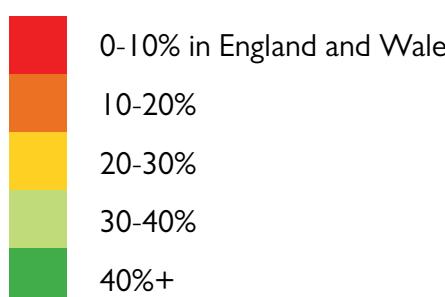
All of Cheetham is significantly below the Manchester average rank for income deprivation affecting older people. There is a significant relative difference in income deprivation of older people between the LSOA to the North of the Crumpsall ward and those to the South of the same ward and all of the LSOA in the Cheetham ward. These deprivation differences appear to correspond with the location of higher proportions of migrant population with higher deprivation found in areas with higher percentages of migrants.

Additional Information

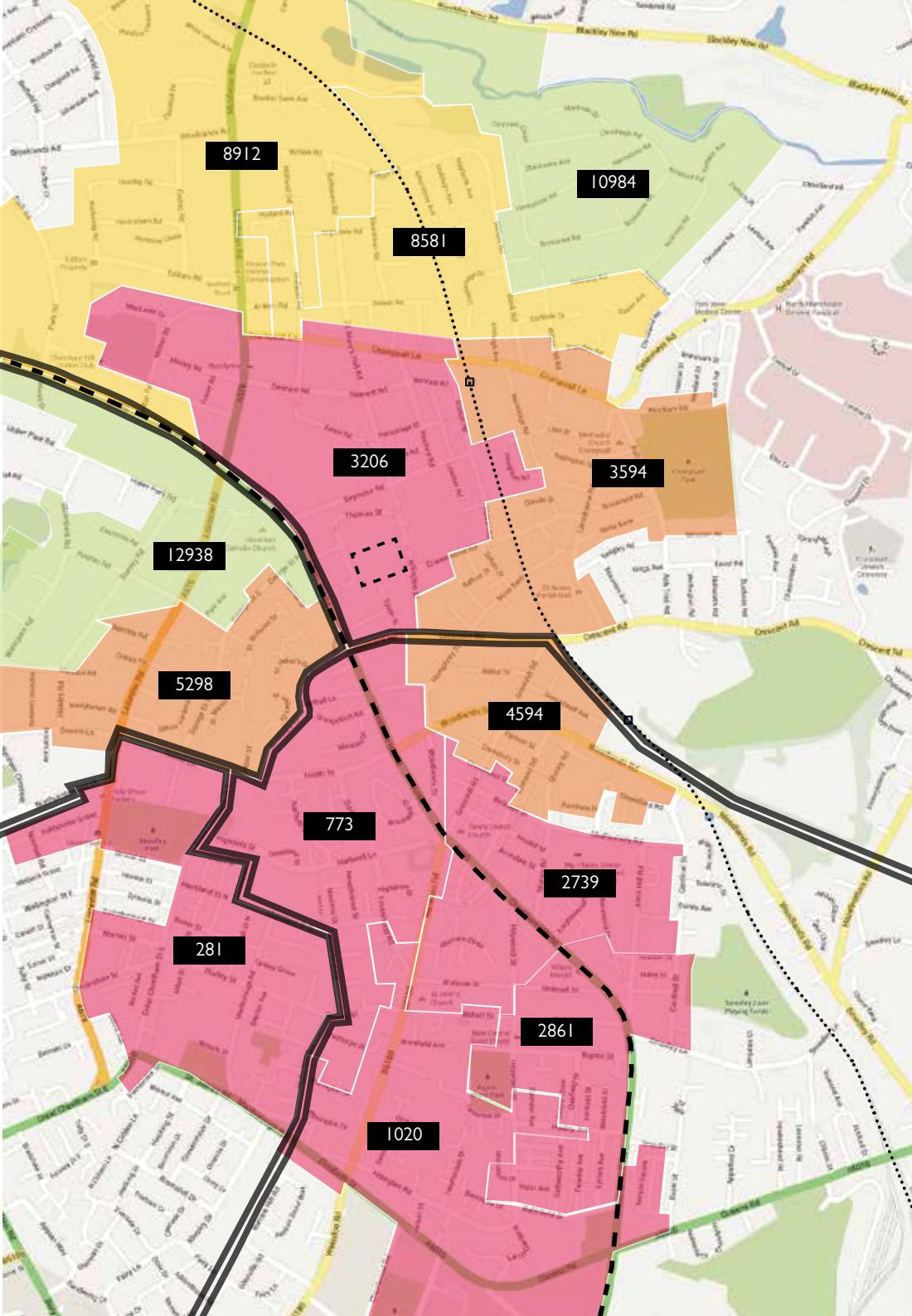
All LSOAs in England and Wales ranked from 1-32482, with a rank of 1 indicating the most deprived LSOA and a rank of 32482 indicating the least deprived LSOA.

Methodology

Income Index for Older People is calculated using data regarding Income Support, Pension Credits and income-based Jobseekers Allowance. Older people are classified as those over 60 years old.



**Rank of Income Deprivation
Affecting Old People**
(Indices of Deprivation 2010)



There are generally very high levels of deprivation which are only less severe in parts of Crumpsall and Kersal

Analysis

This map shows very high levels of multiple deprivation across the majority of the study area- shown in red and orange. Only those areas shown in green - Cumpsall north east and Kersal - have deprivation which is less severe and more inline with (although still well below) the national average.

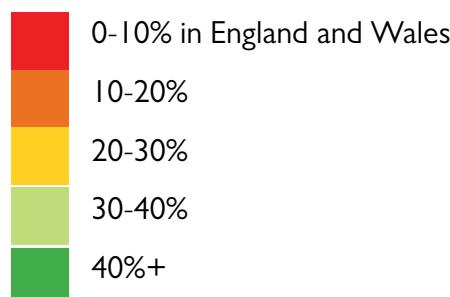
Additional Information

All LSOAs in England and Wales ranked from 1-32482, with a rank of 1 indicating the most deprived LSOA and a rank of 32482 indicating the least deprived LSOA.

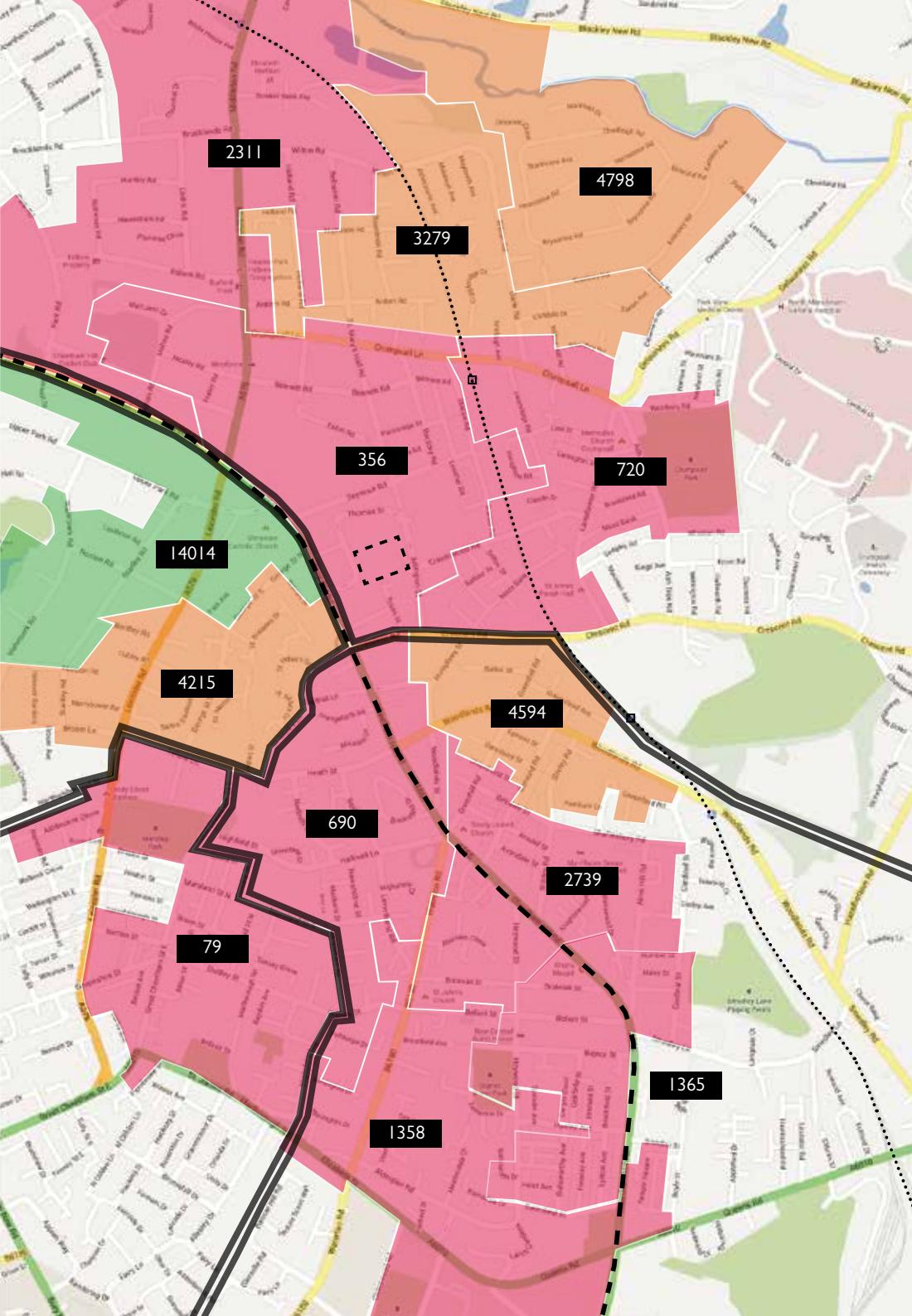
Methodology

Multiple Deprivation is calculated by combining deprivation scores from a range of indices. These include Crime, Income, Employment, Health, Living Environment, Access and Education. These are weighted, giving more importance to some factors such as Income and Employment.

Source - Office of National Statistics 2010 - Indices of Deprivation



Rank of Index of Multiple Deprivation
Indices of Deprivation 2010



There are high levels of health deprivation, even in the relatively affluent northern areas of Crumpsall.

Analysis

Areas with both severe and less severe multiple deprivation in the study area all experience severe health deprivation - apart from the only averagely deprived area of Kersal.

Additional Information

All LSOAs in England and Wales ranked from 1-32482, with a rank of 1 indicating the most deprived LSOA and a rank of 32482 indicating the least deprived LSOA.

71% of Manchester LSOAs are within the most deprived 10% in England and Wales in terms of health deprivation. The Manchester average rank is 2772.

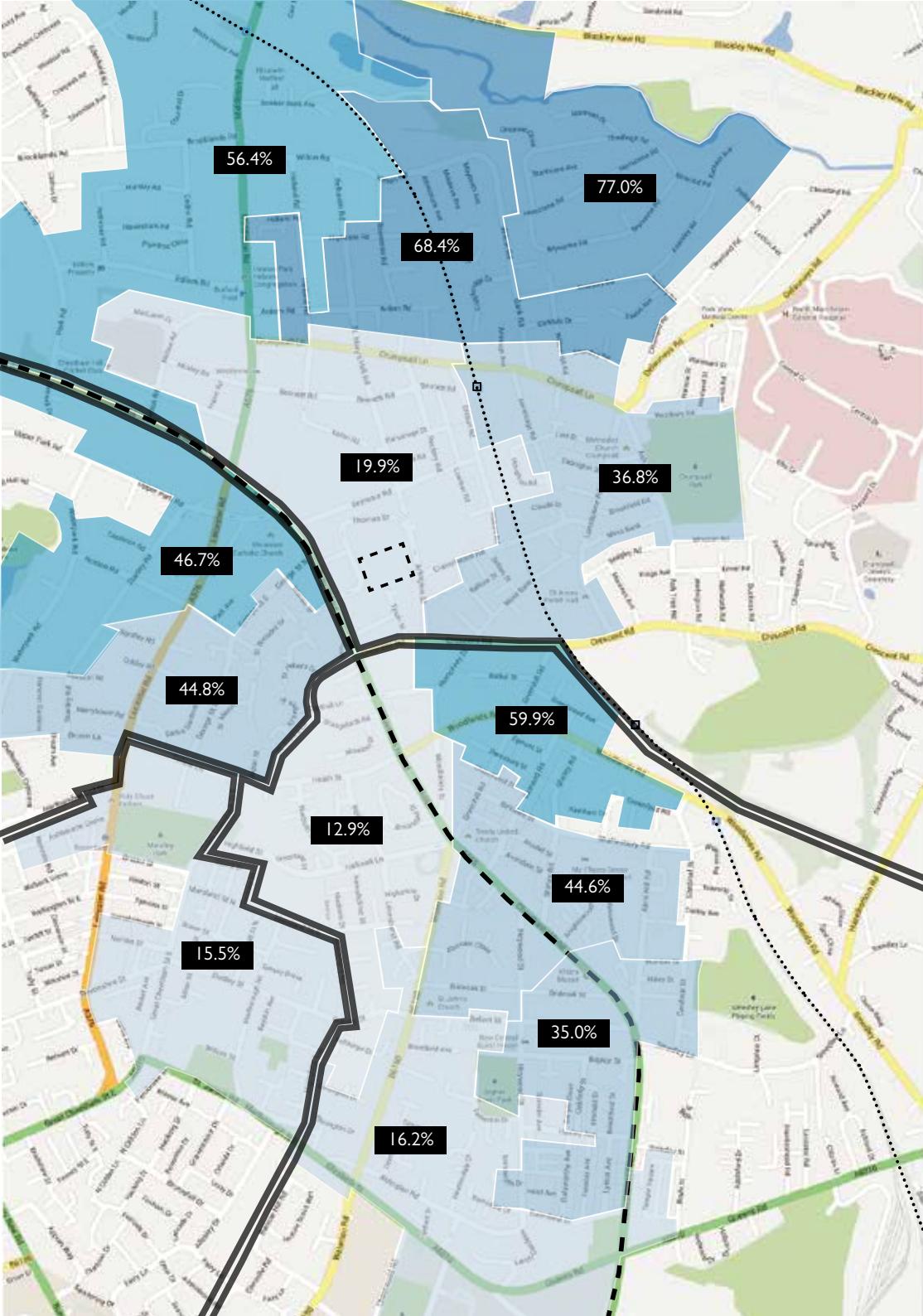
Methodology

Health and Disability Deprivation is calculated using data regarding:- years of potential lost life, comparative illness and disability ratio, acute morbidity and mood/anxiety disorders.

Source - Office of National Statistics 2010 - Indices of Deprivation



Rank of Index of Health Deprivation
Indices of Deprivation 2010



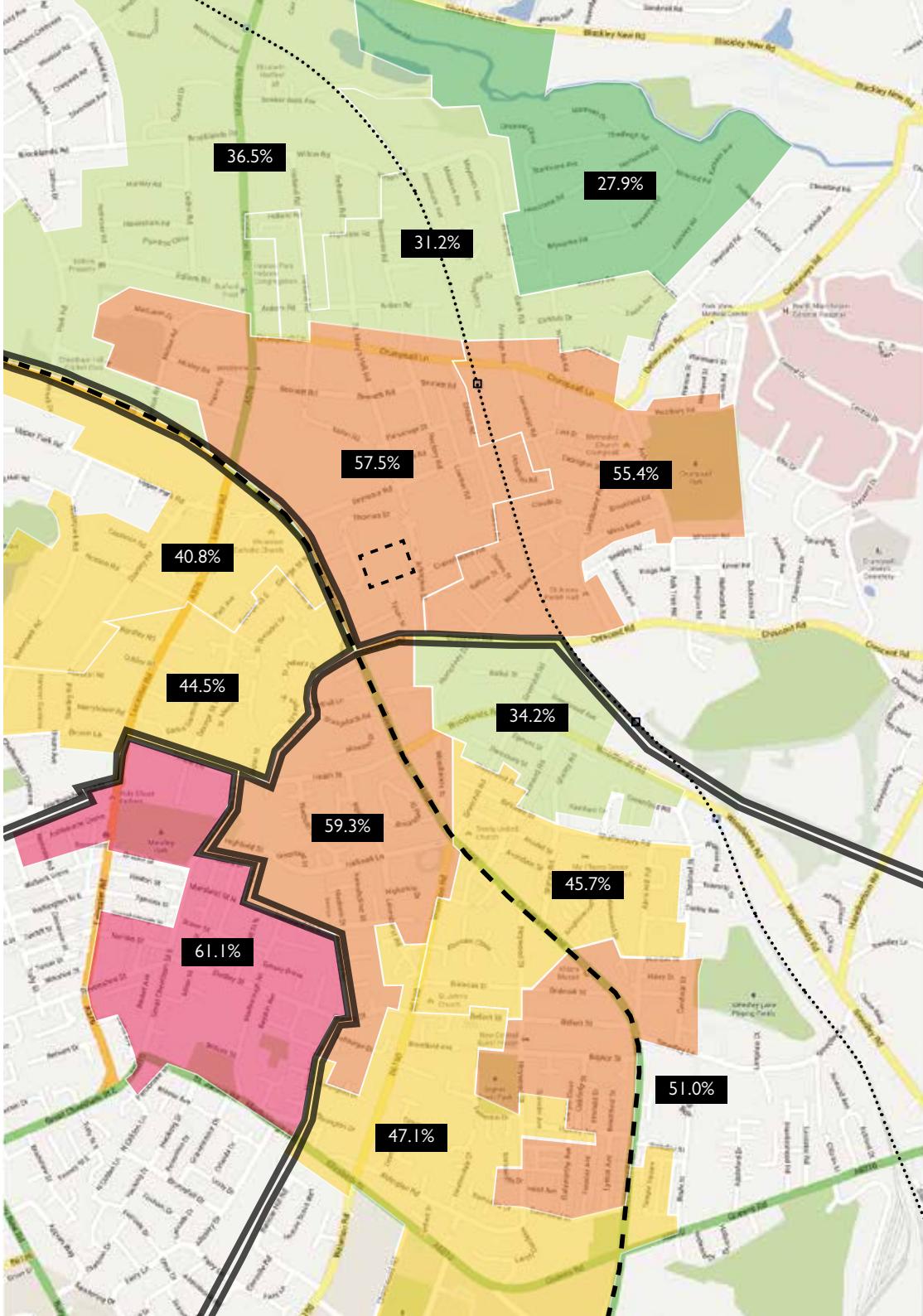
There are more homeowners in north Crumpsall and Kersal than other areas.

Analysis

There are very few homeowners on the Waterloo estate at the southern end of Cheetham Hill, with a high number of social tenants. There are also few homeowners in Crumpsall South West. This is due to a large number of specialist housing schemes for older people and a high number of private rental properties in this area. Areas with high number of homeowners mostly consist of larger family homes (mostly built pre-1950) An exception to this is Crumpsall South East and West. In these areas there are a number of very large (and old) properties which have been converted into flats or replaced with specialist housing for older people. As a result homeownership is low in these areas.

Source - Office of National Statistics 2011. Census data (KS402EW)





Car ownership is generally lower than averages, except for some parts of Cheetham and Crumpsall

Analysis

LSOAs 1,2 and 3 in Crumpsall and LSOA 9 in Cheetham have significantly fewer people who cannot access a car than the Manchester average. Relative percentages of car-ownership appear to broadly correspond to areas of relatively high income deprivation. However, one of the most deprived area in the study (LSOA 12 in Cheetham), also has a relatively high level of access to vehicular transport. This may be related to older people forming part of larger households who have access to a car, as this area also have significantly lower levels of rented properties and people living alone.

Additional Information

Percentage of households with no cars or vans :

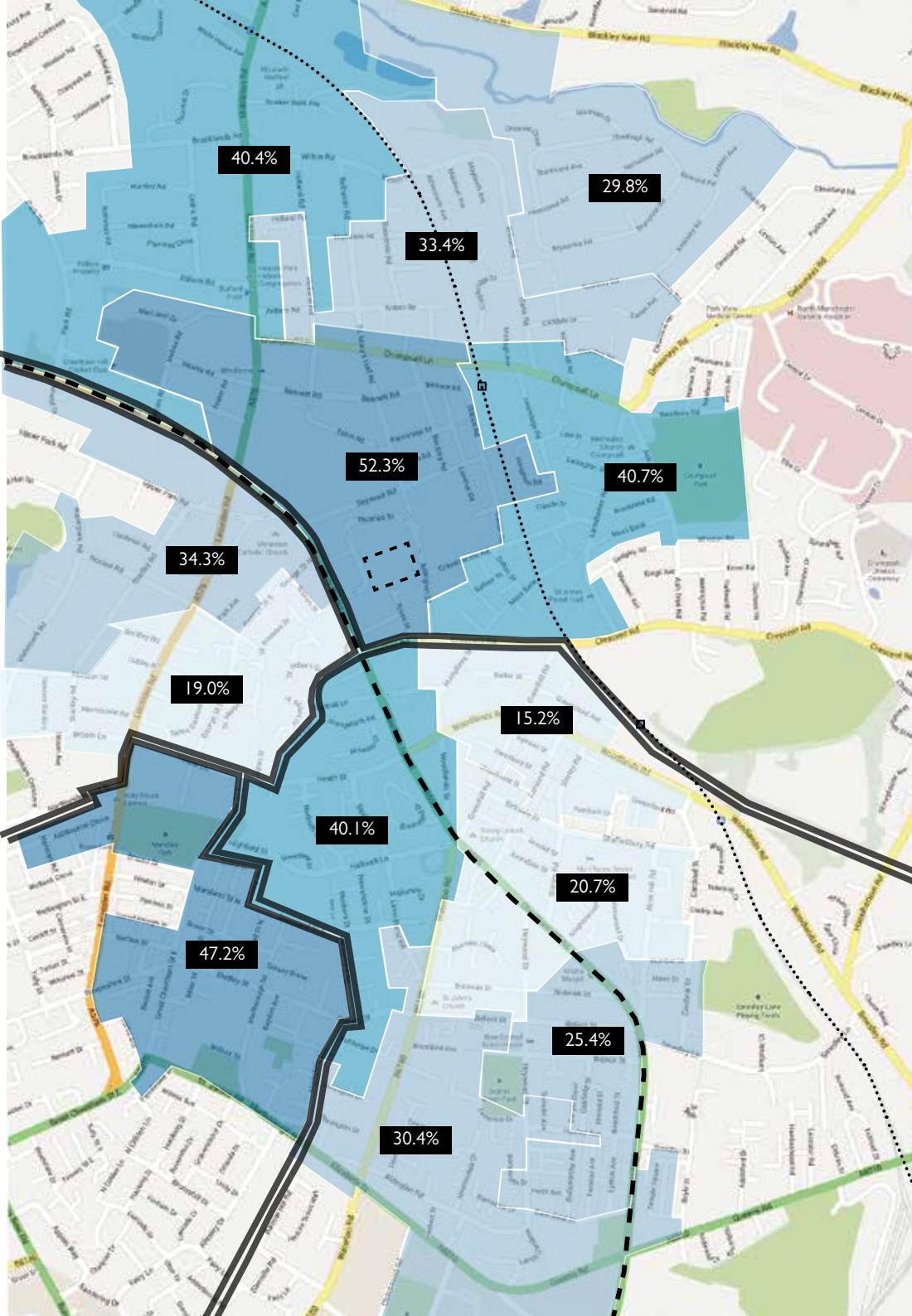
25.8% - England average

44.5% - Manchester average

36.9% - Salford average

Source - Office of National Statistics 2011. Census data (KS404EW)





Areas with the fewest homeowners also have the largest percentage of people living alone.

Analysis

Census data suggests that Cheetham Hill areas with the fewest homeowners have more people living alone. In addition, when correlated with car ownership statistics we can see that areas with high number of people living alone are also less likely to own cars. Cheetham North and East have few people living alone. These areas have high numbers of asian homeowners.

Source - Office of National Statistics 2011. Census data (QS406EW)

Percentage occupied household with one resident.
(Census 2011)

15-25%
25-35%
35-45%
45%+

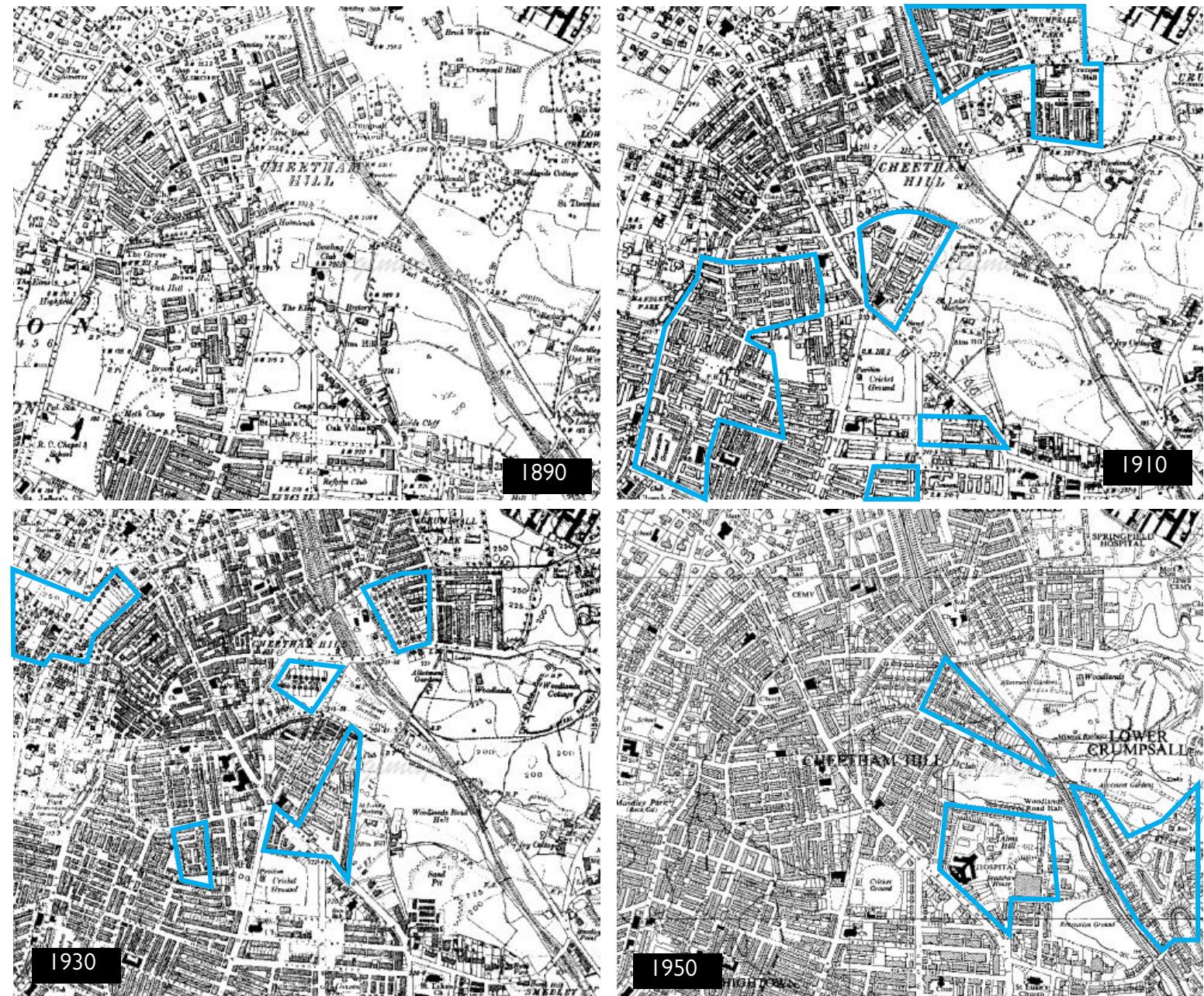
Physical Environment

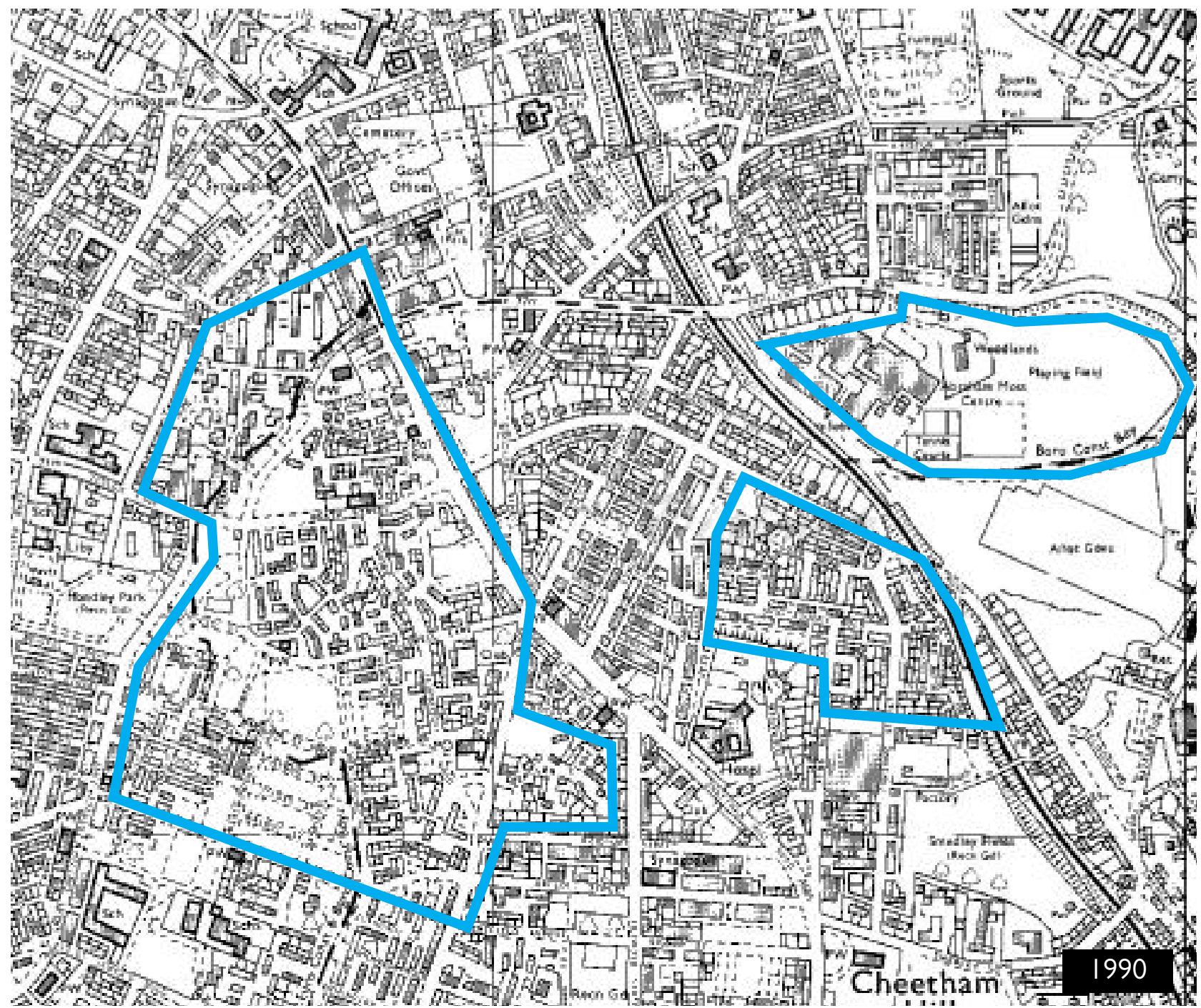
This section explores the distribution of facilities and infra structure and the types of housing.



History

The maps to the right show in blue outline what areas have been redeveloped since the previous map. This provides a background to the different types of housing provision in the area. The age of houses has a direct correlation to house price unless they are much larger properties which are often then divided into flats. This can have the effect of raising relative house prices if they are for sale and lowering them if they are for private rental.







Kersal and Crumpsall have higher house prices than Broughton and Cheetham

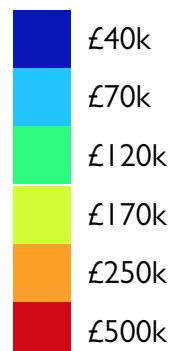
Analysis

The house values in Kersal and Crumpsall increase as they get closer to Prestwich, a neighbouring district centre. However, while this map gives an indication of relative wealth by area, the price of a house is also obviously dependant on the size and so for a broader comparison we also examined council tax bands. In this wider context almost all properties are in council tax bands A and B, indicating that the overall values remain low (we have not shown this map because everything would be the same colour).

Methodology

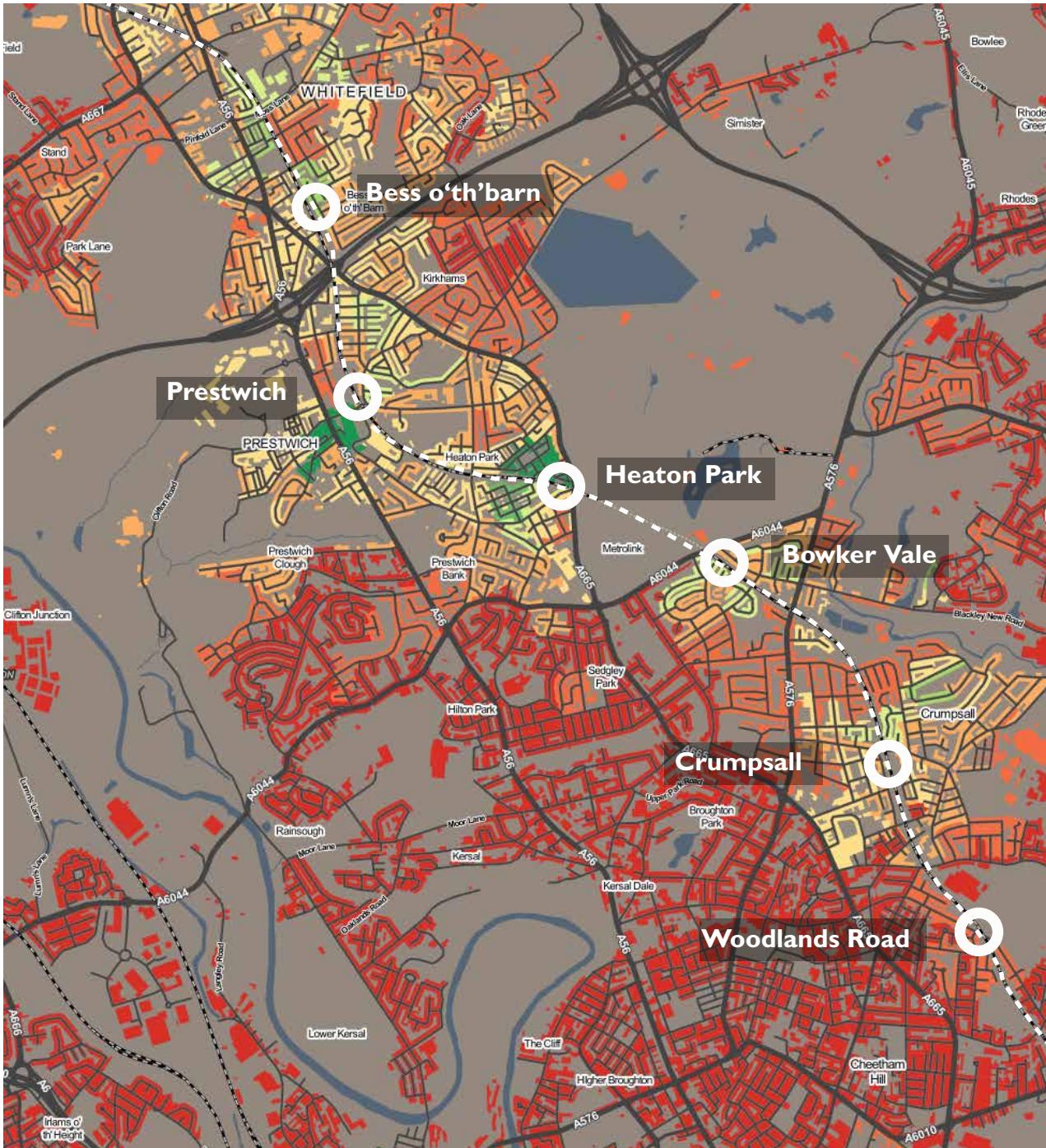
House price heat map created by mouseprice.com. These figures are based on previously recorded sale prices, adjusted to take into account market changes and the number of each housetype in the area. Prices correct as of Jan 2014.

www.mouseprice.com/area-guide/heatmap/m8



Average House Price estimates
Mouseprice.com - Jan 2014

CHEETHAM URBAN LIVING LAB
RESEARCH PORTFOLIO



People in Cheetham are less likely to benefit from the Metrolink than other neighbouring areas

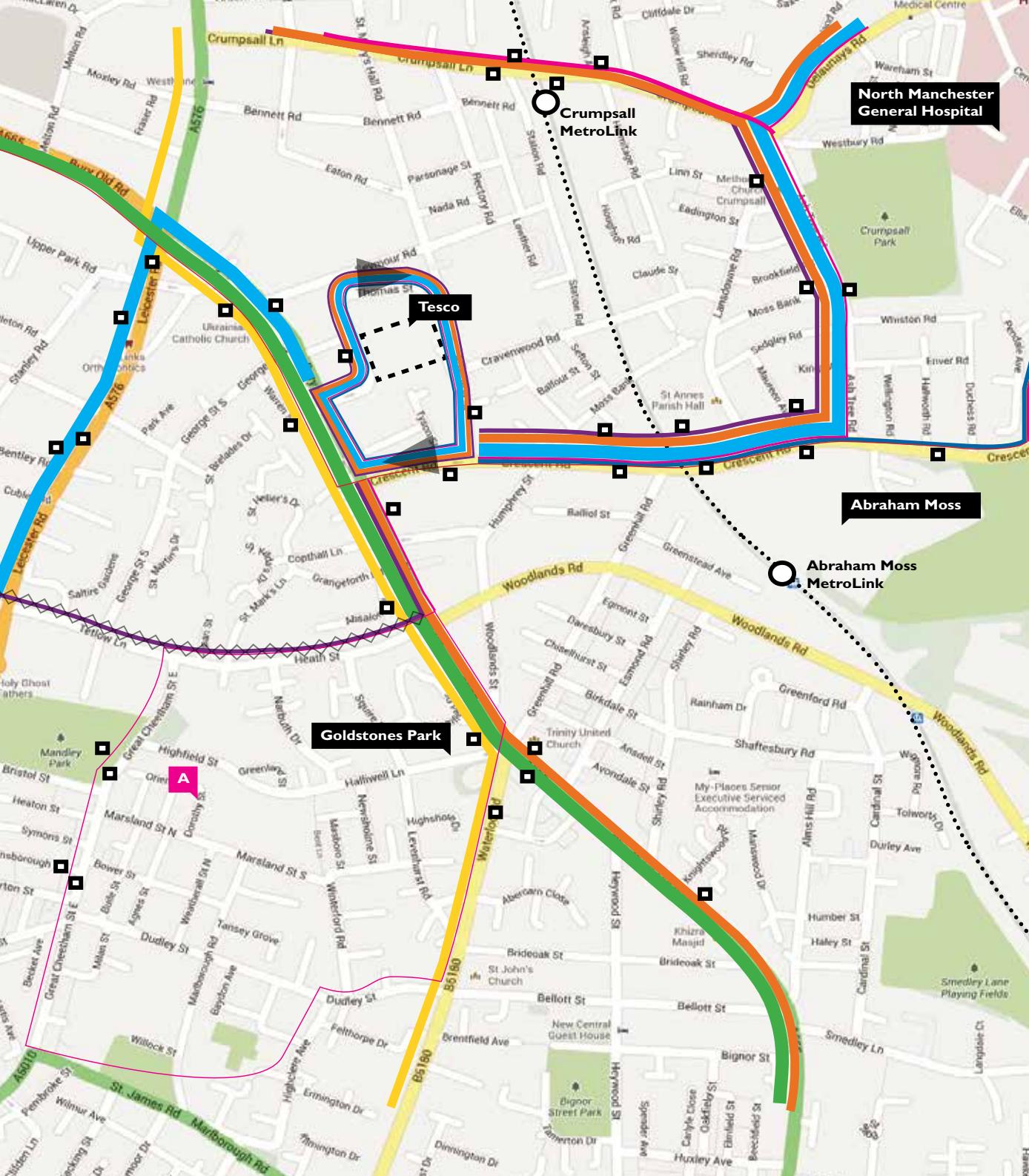
Analysis

Areas next to the Metrolink stations in Prestwich and Heaton Park have 16% of people using the Metrolink to travel to work (green areas), whereas areas near to the Woodlands Road station in Cheetham have only 4% who use the Metrolink to travel to work (orange areas).

[Note - This data is from 2011, prior to the opening of the Abraham Moss Metrolink station which opened one week after the census was delivered. The Woodlands Road Metrolink station remained open until 2013.]

Source - Office of National Statistics 2011. Map obtained from datashine.com

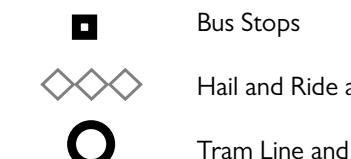
Percentage of working age residents who use Trams/Light Rail to travel to work
(Census 2011)



Bus Route Layout and Frequency

- 52** Pendleton to Failsworth (via Cheetham Hill, Harpurhey, Moston and Newton Heath)
- 53** Cheetham Hill to Pendleton (Clockwise circular via Blackley, Harpurhey, Miles Platting, Gorton, Rusholme, Salford Quays)
- 59** Rochdale to City Centre (via Oldham, Chadderton, Crumpsall and Cheetham Hill)
- 88/89** Moston to City Centre (Northern Ring via Cheetham Hill, Crumpsall, Higher Blackley)
- 135** Bury to City Centre (via Heaton Park, Cheetham Hill)
- 149** Alt to City Centre (via Oldham, Moston, Crumpsall, Cheetham Hill and Broughton)
- 151** Cheetham Hill to Hollinwood (via Harpurhey, Moston and Newton Heath)
- 154** Cheetham Hill to Bury (via Broughton Park, Prestwich)

Thicker Line=Higher Frequency Services





Note: This is a partial list of local facilities based on assets identified by local residents

Local Assets

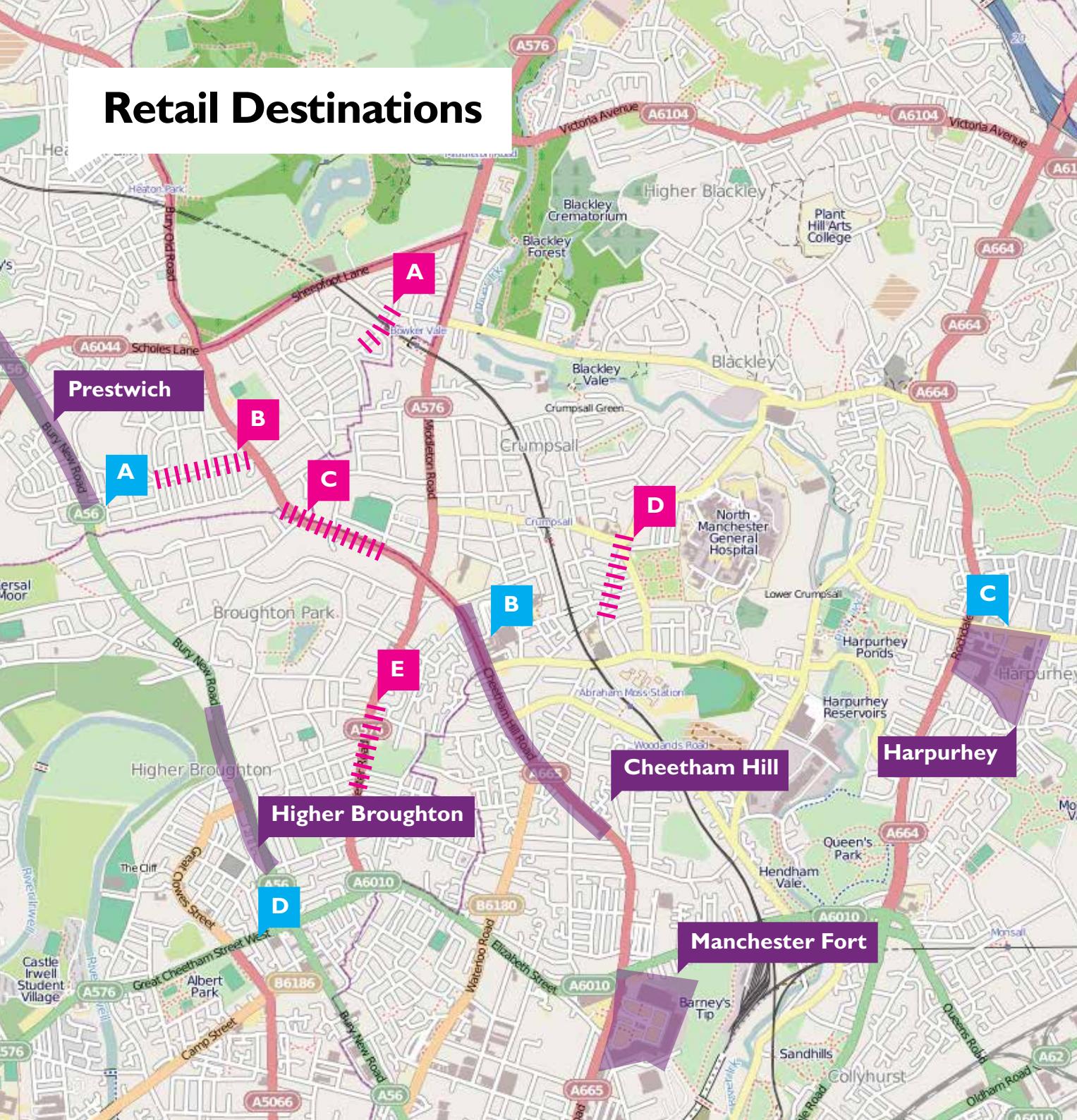
- 1. Abraham Moss Centre
- 2. St. Matthews Church
- 3. Crumpsall Methodist Church
- 4. St. Annes Church
- 5. Dasmesh Sikh Temple
- 6. North Manchester Jamia Mosque
- 7. Khizra Masjid Mosque
- 8. New Testament Church of God

- 9. Nicky Alliance Jewish Community Centre
- 10. Crumpsall SureStart Centre
- 11. Awaaz Learning Centre
- 12. Trinity Church Wellcome Centre
- 13. Woodville SureStart Centre
- 14. Cheetham Hill Advice Centre

- 15. Ukrainian Social Club
- 16. Museum of Transport
- 17. Irish World Heritage Centre
- 18. Manchester Jewish Museum (off map)

- 19. Cheetham Hill Cricket Club
- 20. Crumpsall Park Visitors Centre
- 21. Cheetham and Crumpsall Community Allotment
- 22. Mandley Park
- 23. Goldstone Gardens
- 24. Smedley Fields
- 25. Cheetwood Centre
- 26. Cheetham Park

Retail Destinations



A Sainsburys Prestwich

B Tesco Cheetham Hill

C ASDA Harpurhey

D ASDA Higher Broughton

Local Shopping Clusters

A Windsor Road

[Vidal's Kosher Meats, Boyko's Deli]

B King Road

[Getzels Fruit and Veg]

C Bury Old Road

[David's Fruits, Formans Chemist]

D Lansdowne Road

[Junction Superstore, Irfans food, UK Halal, Al-Rahman Meat and Poultry]

E Leicester Road

[MH Meats, Bruckmans Bakery]



Pedestrian Traffic (1hr)

1: Precinct Entrance

- Along Cheetham Hill Road:
574 people/hour*
65% 0-49 years / 35% 50+ years
- In/Out of Precinct
280 people/hour
57% 0-49 years / 43% 50+ years



2: Crescent Road junction

- Along Cheetham Hill Road:
630 people/hour*
67% 0-49 years / 33% 50+ years
- Along Crescent Road
279 people/hour
72% 0-49 years / 28% 50+ years



3: Greenhill Road junction

- Along Cheetham Hill Road:
300 people/hour*
71% 0-49 years / 29% 50+ years
- Along Greenhill Road
139 people/hour
73% 0-49 years / 27% 50+ years
- Into Goldstone Gardens
8 people/hour

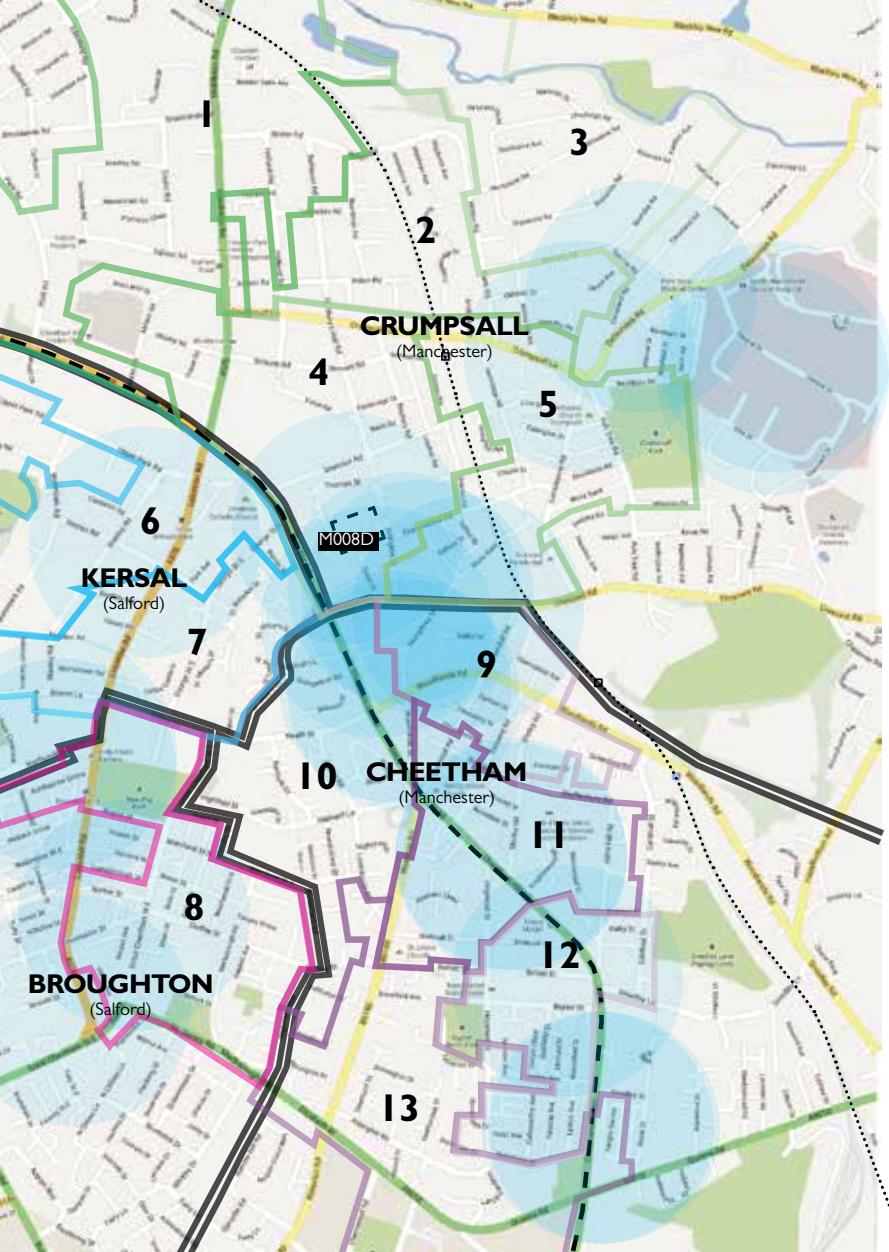
Non-Participant Observation

We conducted a pedestrian traffic survey along Cheetham Hill Road during a weekday in April 2014. We had identified 3 key junctions; the entrance to the Cheetham Hill Precinct (access to Tesco); the entrance to Crescent Road (access to Worldwide and Abraham Moss); and the junction of Greenhill Road outside the Trinity Church (access to Abraham Moss). At each location, we counted pedestrians on one side of the Cheetham Hill Road (east side).

Findings:

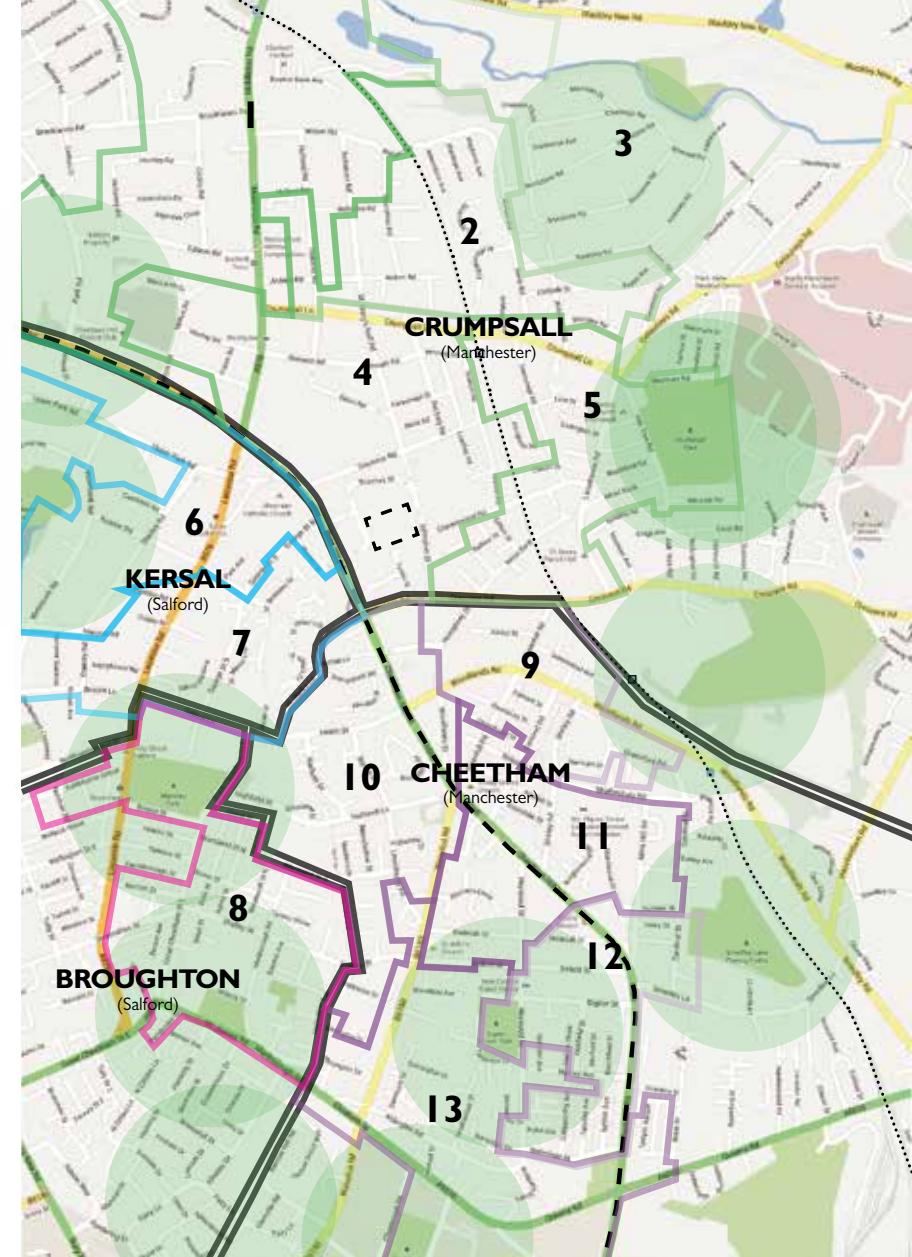
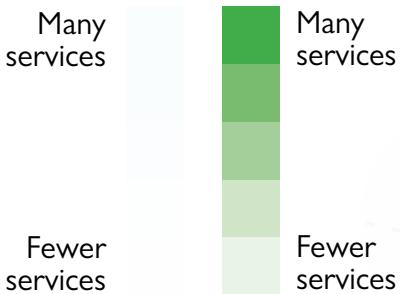
- Less than half the people using Cheetham Hill Road enter or exit the precinct.
- Footfall at the southern end of Cheetham Hill Road (Manchester Superstore, Trinity Wellcome Centre) is half that of the northern end.
- Older people appear less likely to use the southern end of Cheetham Hill Road, although there are fewer older people who live in this area.

* We noted that there was roughly an equal number of pedestrians using the opposite side of the road in each location, and as a result we have doubled the number of pedestrians travelling along Cheetham Hill Road in all three locations



Health Heat Map
Walking Distance: 300m

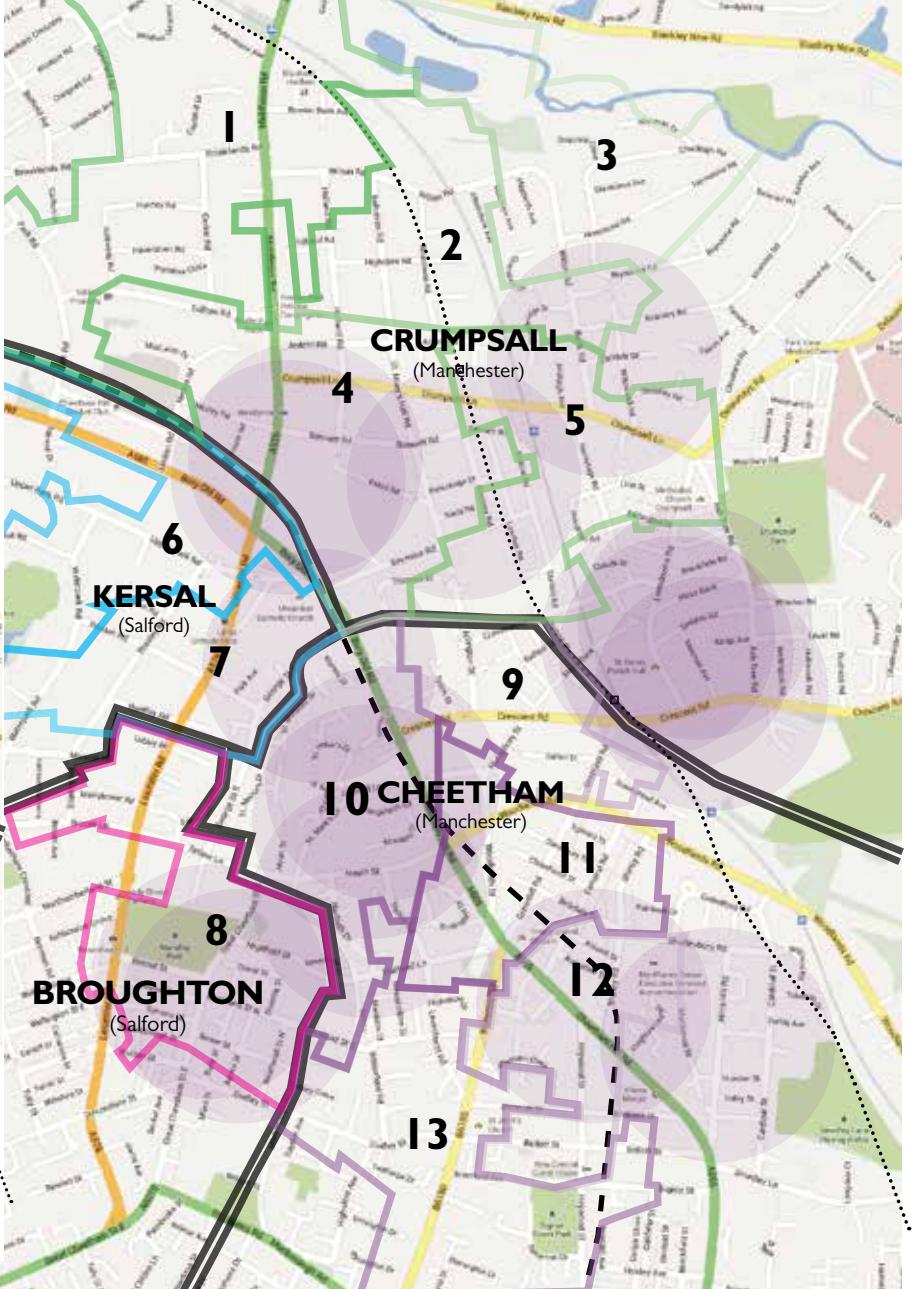
Healthcare (Pharmacies, GP surgeries, Dentists, Hospitals)



Leisure Heat Map
Walking Distance: 300m

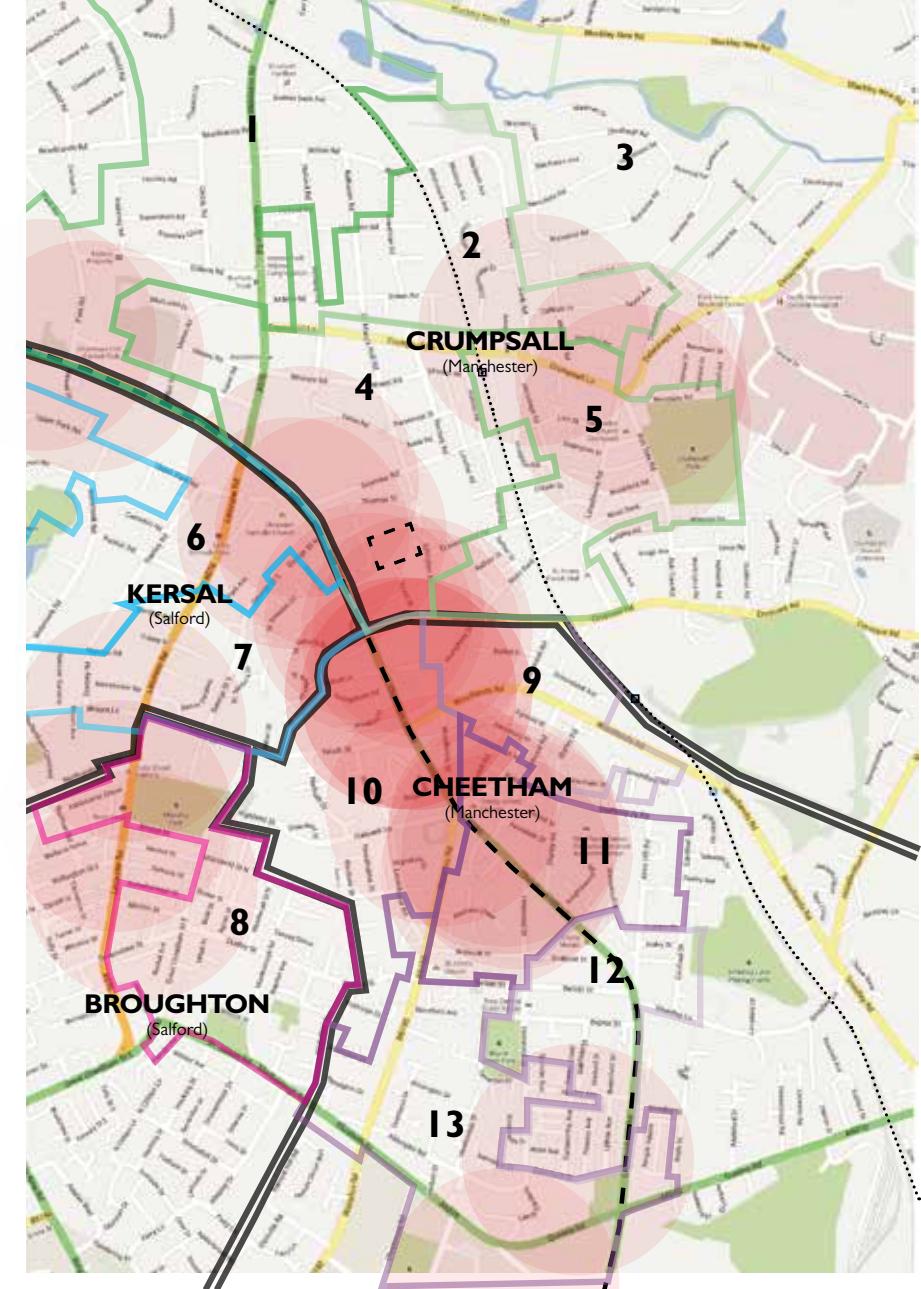
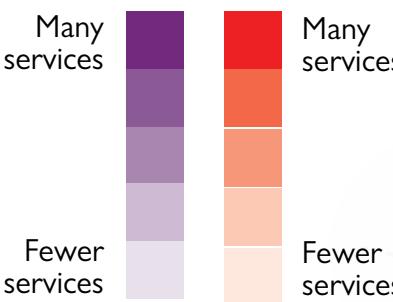
Leisure (Parks, Leisure Centres, Sport Facilities)

CHEETHAM URBAN LIVING LAB
RESEARCH PORTFOLIO



Education Heat Map
Walking Distance: 300m

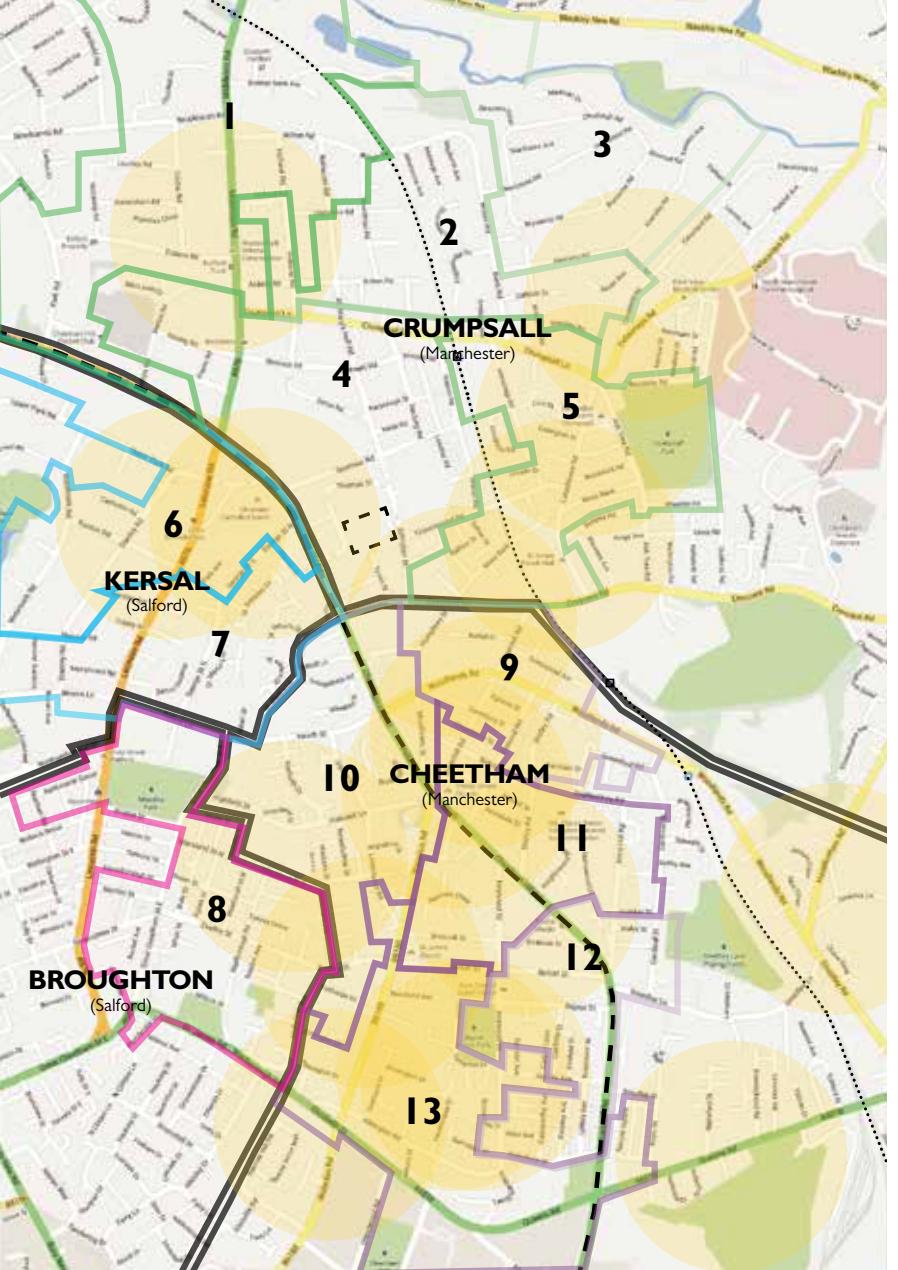
Education (Libraries, Schools, Adult Learning Centres, Advice Centres)



Food Retail Heat Map
Walking Distance: 300m

Food (supermarkets, convenience stores etc.
Not including takeaways)

CHEETHAM URBAN LIVING LAB
RESEARCH PORTFOLIO



Community Heat Map
Walking Distance: 300m

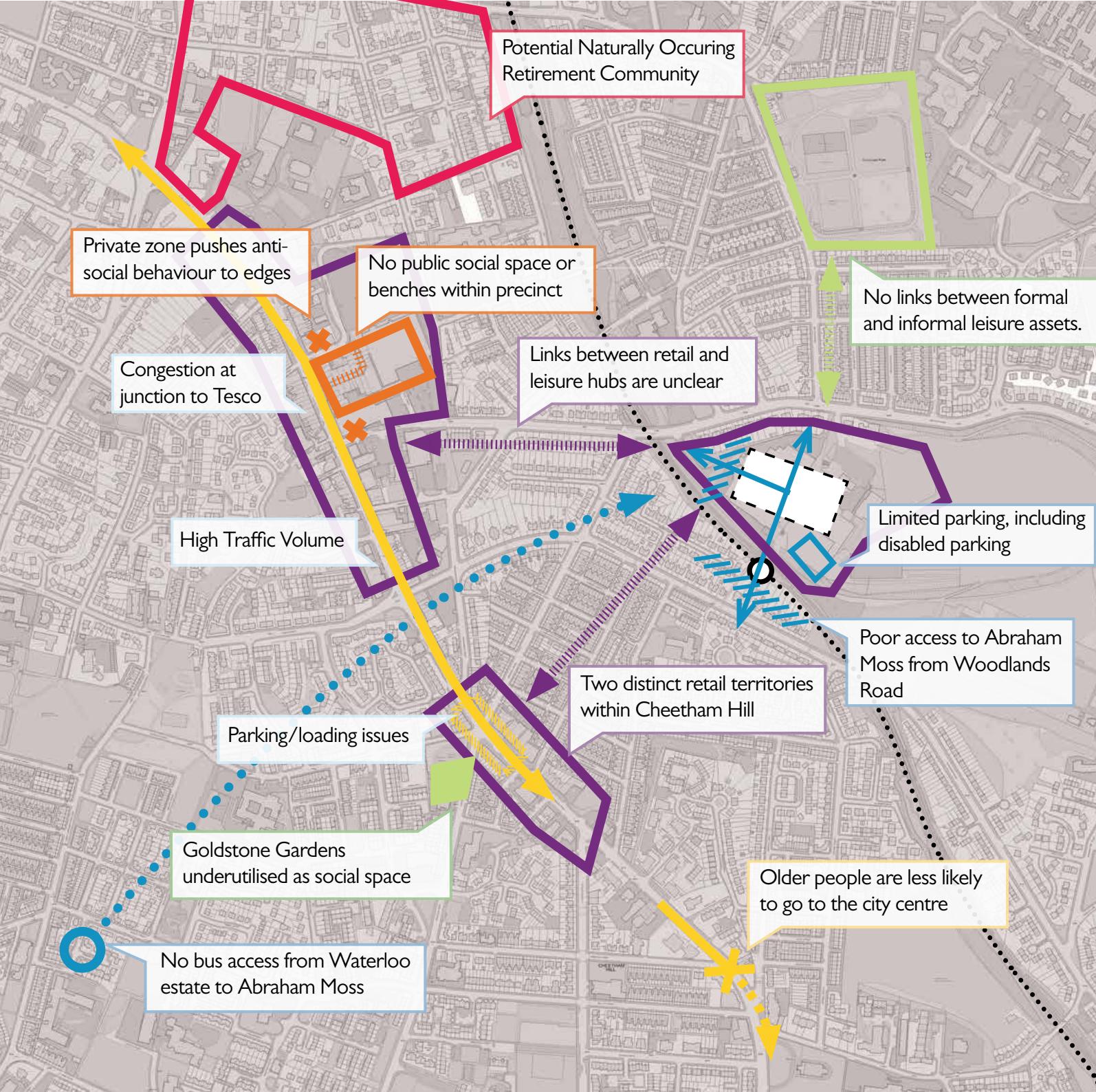
Community (Religious buildings, community centres, cultural centres)

Many services
Fewer services



Photograph of entrance signage to Abraham Moss

The centre can be perceived as having a confusing identity and navigation to different elements can also be difficult (note: This sign has been removed)



Inter-personal research

Cheetham Hill area has a very high diversity of lifestyles related to age, religious affiliation, ethnicity, gender, mobility, language and tenure. E.g [1.2 (F,A,35) : *Language can be a barrier. Sometimes easy to deal with, other times hard.*] This diversity appears to produce particular advantages and disadvantages to different groups and with respect to specific locations, but is noted in itself as a feature of the area by the residents. For example, some respondents commented that there is a general negative perception of the area and this was linked by a number of individuals to the continuing diversification of the area. [1.3 (F,A,35): *New people lead to insecurity. More rental houses means more strangers. Not as relaxed as it was before. [The issue is] Not new communities coming into the area, just new people*]. Respondants mentioned these issues with respect to age, language, ethnicity, and tenancy but often in the context of acceptance that this was the character of the area. [3.11(F,W,70): *Too many tenants living in Cheetham Hill now*]. [10.1 (F,W,71): *More ethnic diversity now. Used to be jews, irish, Jamaican, African. Now we have Asian as most dominant in Cheetham Hill. [Plus] a very young city...*]. The focus group analysis has concentrated on exploring how the diversity of Cheetham Hill relates to the shopping and facilities offer. We examine here relationships between diversity and use of shops and facilities and explore the impact of proximity using the data gathered in the community audit and spatially located census data.

A key point in relation to diversity of population lifestyle is the possibility of it having a negative impact on older people, and those with limited mobility. If the needs of these groups are not being met locally, requiring them to leave the area, it can create considerable difficulties and feelings of exclusion. Additionally, the diversity of needs can present difficulty for service providers and locality volunteer groups with respect to targeting satisfactory provision. Many comments have been received questioning the appropriateness of facilities for particular groups and the need to be more responsive to particular circumstances. [4.4 - *Groups based on individual communities, needs to be more*

together. International festival needed]. Such comments taken together can appear to produce a list of conflicting requirements. This section of the report begins a process of outlining the use of facilities in relation to the residential location of key groups.

Shopping and diversity

Older people in the focus groups (+55) showed a distinct division of opinions related to ethnic group with respect to shopping provisions. Ethnically white older people frequently commented on a negative perception of change over time, explaining that there had been a loss of facilities linked with the construction of the precinct with a reduction in 'independent shops' catering for a wide variety of needs. The difficulties this produced was felt in some cases to be made worse by suffering a lack of choice because of mobility problems which created difficulties taking up other shopping/ facility offers. [8.5 (M,W,66) – *You have to go to Tesco, or you cant go anywhere. They don't care for people who shop by themselves. Special offers are aimed at group shopping*]. However, other ethnic groups did not appear to have this negative perception of change and were less likely to report a loss of independent shops or lack of choice. There currently appears to be a range of shopping offers such as 'butchers' which are felt to be specifically related to the Asian community and do not fit the requirement of older white people who in some cases specified the need for a good 'English' butcher (rather than just an independent butcher). Differences in language and culture were identified as an issue for these respondents [5.4 (M,B,82): *It's all Asian and Polish shops... Can't understand them when they speak*]. [5.11 (M,B,67): *Doesn't feel 'in Britain' on Cheetham Hill Road anymore. I can't understand people when they speak. You can't even say hello. I feel like a stranger in the village.*]. Other respondents saw Cheetham Hill has having two clear foci. [4.1 - *Two hubs – one around*

trinity church and the Asian shops, another around the Tescos. Some people think Cheetham Hill is all the way from Tesco to the Fort].

Similarly, the community audit found that a vast majority of people shop at Tesco. This spanned ethnicities, with 89% of white respondents using Tescos compared to 95% of Asian/Asian British. Ethnicity accounts for large variations in shop use in Cheetham Hill village. White and Asian/Asian British respondents used the national multiple shops (Tesco and Iceland) at similar levels, but white respondents were much less likely to use local independent food retailers (the majority of white respondents were older). Asian/Asian British respondents were over 4 times more likely to use Manchester Superstore and Worldwide than white populations, and three times more likely to use Kashmir Mart. For Asian/Asian British respondents to our survey, these stores are used by a similar number of people to Tesco. Worldwide is used by 90% of Asian/Asian British respondents and Manchester Superstore 93% of those questioned. In addition to the high use of these shops identified as serving the Asian community, 19% of Asian/Asian British people reported using Krakow, a Polish deli/store. This means that they were three times more likely to use Krakow than white respondents, despite the shop being located some distance from the majority of Asian residents. This perhaps suggests more willingness from Asian/Asian British people in Cheetham Hill to use independent shops, regardless of the cultural identities of these shops.



Requirements for specific shopping facilities were often raised in the context of wider issues of a loss of social space in Cheetham Hill Village, relating closely to discussions of café provision, benches and problems with the physical condition of pavements as well as the presence of anti-social behavior such as begging. [3.4 (M,W,65): *I don't feel safe, there are beggars at the top of Cheetham Hill. I have to hide my bag inside my coat.*] Younger people were less likely to have a negative perception of the precinct in this way, although both younger and older people mentioned the lack of public houses and locations for socializing. Younger people were twice as likely to say that Cheetham Hill village meets the needs of their age group, with 48.4% rating it good or very good, compared to 23.6% of older people. Our audit results suggest that people had positive opinions of the range and quality of the shopping provision, but many who noted that the range of shops were good also identified a lack of shop diversity suggesting that the question had been interpreted in relation only to food shopping. The conditions of the streets and shop fronts was perceived to be below average, with many noting that street litter was an issue in the area. There was evidence from the focus groups that issues such as this are perceived to be serious indicators for a more general breakdown of community relations, which is associated with related issues of diversity by some. [9.1 (F,B,65): *Cannot blame the council, but education about cleaning needed for people. We used to clean the front of our house, but now people throws all their things around.*]. However, focus group responses also indicated that Cheetham offers shopping and socializing provisions which draw Asian visitors from outside the area (Prestwich was one area cited by many). [1.1 (F,A,72): *People come from Prestwich to shop in Cheetham Hill*].

Gender was most often raised by Asian women with respect to the provision of services. A frequently mentioned issue concerned women-only sessions at swimming pools which required female lifeguards. Those who did use the swimming pool at Abraham Moss (and were concerned with gender segregation) reported dissatisfaction with the shared changing facilities. A key specific issue raised by a number of Asian women in focus groups concerned problems in relation to limited English language abilities and the role this had in restricting opportunities. Problems with proficiency in both reading and writing

meant that some participants required intensive assistance to get around the city due to being unable to read signage for example. Many of the women reported that this meant that they were really only able to interface and engage with civic society outside of their religious community through an intermediary (e.g. voluntary organizations). [1.0 (F,A 35-80): *Activities in Cheetham Hill need interpreters. A few projects take this into account. Example: Tram consultation and rubbish collection changes (which MCC did through NEESA)*]. Secular provision to engage these groups would either need to satisfy specific requirements or work from within these affiliations to reach these groups. These issues should be seen in the context of low literacy amongst older people generally (and very low in the study area) which are often found to be worse amongst ethnically diverse communities. A number of older white and Asian people reported wishing to pursue computer skills, with Asian women again raising the issue that language skills were a prerequisite, while older white respondents were either unaware of or unwilling/unable to travel to classes provided at Abraham Moss by the College of the Third Age. There were mentions of how voluntary sector provision was needed to meet the needs of male groups which were otherwise not addressed. [6.4 (F,W,60): *Zest doesn't work for everyone – guys are excluded – cause dancing doesn't appeal to the men*].

Religious affiliation was rarely raised as an issue in itself, but was raised in relation to the provision of services, whereby religious communities found some secular services inappropriate (e.g on the basis of gender) and local



provision made through religious communities was either specifically not, or not perceived to be, for general use. An exception to this appeared to be the Irish Centre. In addition, it was reported that at times there were conflicting views (between communities associated with particular mosques) regarding how willing members of the Muslim community should be to be involved in secular activities – for example in relation to activities involving children and festivals. [2.1 F,A,35): *All of our events are for everyone, we always get lots of people from different communities there. Muslims, Jews and Christians were all there ... It breaks up that fear of mixing with other groups or not feeling part of it.*]

Active

In an area of very poor general health amongst all ethnic groups and ages, there are a number of take-away establishments and this was a feature seen as highly negative by participants of all ages. Poor health can be an especially important issue for minority ethnic asian populations (first generation in particular) who would be expected to have a higher than average proportion of disabilities from 50 onwards. Respondents expressed concern about so many take-away restaurants and pawnbrokers being concentrated in one place. Some focus group respondents commented directly on the use of daily shopping expeditions as part of their health regime.

43% of those questioned reported never or rarely using any leisure facilities, even though this definition includes outdoor spaces such as parks. Over 25% of respondents use parks for leisure activities, with a wide range of small local parks and large parks such as Heaton Park identified. Leisure centres are the second most used leisure facility. The most popular, as expected, is Abraham Moss Leisure Centre, which was used by a 15% of those questioned. Over 30% of people who use leisure centres choose to travel further afield to facilities such as North City Leisure Centre and the Broughton Hub. Many of the facilities which were identified early in our study were not used by any of the audit respondents. The Cheetwood Centre, which we had initially considered an important leisure facility, was only used by less than 1% of respondents.

Many respondents 55+ with limited mobility reported desiring more social contact and proximate facilities for exercise etc. [9.3 (F,A,65+): *Want more*

*social contact/activities – based around exercise]. [9.1 (F,A,65+): *Ti Chi, Yoga, but they stopped it. Need more gentle exercise classes for older people. Also helps the head. (others agree).*].* Parking was mentioned as a reason for not attending Abraham Moss. The concentration of the provision of specialist housing in LSOAs 4 and 5 might partially explain high health deprivation in these slightly wealthier areas – but more importantly raises the issue of the relatively severe nature of high health deprivation in areas with a low older population and no specialist provision. There is a concentration of older person housing in Crumpsall spread across several different providers. Focus group evidence suggests there may be benefits from cooperation and awareness of the shared concerns in the area. Some focus group attendees who were attempting to facilitate activities in individual care / retirement settings reported frustration at attendance. [3.11(F,W,70): *It used to be very active here, but now there is less participation.*] [3.9 (F,W,58): *We arrange trips together, try to go about once a month. Chester, Skipton Market, Tatton Park. We can't go far because its difficult to organise the transport.*]. It further suggests that the older population in highly health deprived areas with little or no specialist housing are likely to be living alone in socially rented family housing in areas with little other specialist provision for them (C.W Waterloo road estate with Old Moat).

In response to a general impression that there was a lack of provision for younger people, some respondents noted the success of the Harpurhey Factory Youth Zone but suggested that young adults and older children in Cheetham were unlikely to travel to Harpurhey to make use of this facility as it was perceived to be in a different territory, and similar but more local provision was thought to be necessary. [10.8 (F,W,35): *Factory Youth Zone is very good. They need something like that here.* 10.7 (F,W,70): *There's enough young people here to warrant it.*].

Social participation

41% of people surveyed reported being sometimes or often isolated. Both age and time living in Cheetham Hill had a large influence on this figure. Our survey suggest that 33% of younger people report being often or sometimes isolated, compared to 55% of older people. In addition, feelings of isolation were more acute for people who had recently moved to the area (63% of people who had lived there 3 years or less, 49% of people who had lived there 10 years

or less). In addition, four times more socially rented tenants reported being often isolated than other types of tenancy (21% vs 5% (owner) and 4% (private rental)). This data suggests that older people who have recently moved to Cheetham Hill are of an especially high risk of feeling socially isolated. It should be noted that our survey under-represented people who live alone when compared to census data, so feelings of isolation are likely to be more severe than our data suggests.

Older people are almost three times more likely to report having poor or fair wellbeing than younger people, with 23% of younger people reporting having poor or fair wellbeing, compared to 62% of older people. Just 1% of over 55's reported having excellent wellbeing, compared to 26% of those aged under 55. Safety concerns were also a common concern, with 70% of all respondents feeling unsafe or very unsafe going outside at night.

There was a perception that single people are disadvantaged by Tesco on one hand (with the shopping offer better suited to the needs of families) and the decline of independent shops on the other (who might be more likely to address low wages and small quantities). Many respondents raised the issue of high non-owner occupier rates as an issue for the perception of care of Cheetham Hill in general, although our studies show these affects must be more prevalent in particular LSOAs. The percentage of private rented tenants varies between 3 and 4 in LSOA's across the study area (with an average 25%) against the UK average of 15%. The LSOAs with markedly higher rates of private tenancy are LSOAs 4 and 5 which are in Crumpsall adjacent to the district centre. This has larger, older properties divided into houses for multiple occupation. These two areas also have the highest proportion of people living alone (greater than 40%).

Using community facilities

Community and Educational facilities were used regularly by a minority of respondents. Community spaces and communication were mentioned in relation to diversity in terms of a desire for shared community spaces. Discussions suggested that many community spaces, which might at first be

considered part of the wider area offer are perceived/felt and sometimes in fact restricted to particular user groups, often based on religious affiliation or ethnicity. [6.4 – *there are cultural barriers for people taking part – like Asian specific events – need a buddy like if I go with 6.2 (Asian) but I'm fine with the waterloo centre or open events like Crumpsall and Elizabeth park – but I've got an understanding - my neighbour up the road would find it difficult to even think about ...*]. Community spaces appear fairly well distributed across the area and this offers potential for serving the whole community. On the other hand, their locality and affiliation can be a barrier for particular groups. This appeared to also be linked directly to age in some cases. [1.7: *I Love to do exercise, but cant find anywhere to do it. I was told I couldn't do exercise at al hilal because it was for younger people.*].

Communication of activities and facilities across the area as a whole was criticised explicitly and implicitly with respondents sometimes expressing desire for activities, which are in fact available. [8.5 (M,W,66): *Nobody knows anything about anything.*]. Only 40% of Audit respondents reported use of any community facility (non-leisure) at any time. This use was almost evenly divided between mosques and Sure Start centers. There were a range of views expressed about specific facilities, with participants often finding them inadequate for particular needs or too expensive. There were repeated references to the prohibitive cost of activities. [2.1 (F,A,35): *Wanted to run activites for all children, make sure it was free, because even if its £1 it will put people off.*] [6.4 (M,W,40): *All the activities have a price attached. All these leads to poor mental health – but it needs to be free! Or very cheap.*]

Comments regarding Abraham Moss produced a complex picture with issues of political location (seen by some as a Crumpsall resource not a Cheetham facility) as well as physical accessibility (the connecting alley way to the south from the metro stop seen as particularly problematic in terms of feeling secure) as well as in terms of very mixed views of the facilities and activities provided within. The new library facility received mixed reviews, with a feeling that the space was more accessible but the facilities may have been reduced. However, the Audit suggests a context of low use generally for these type of facilities with only 36% of people reporting any use of educational facilities across the study area, although a relatively high proportion by comparison

reported using Abraham Moss library 25%. Some respondents associated with space and activity provision found the Abraham Moss generally underused with great potential especially in relation to the facilities used by the school. On the other hand some respondents may see it as an advantage in having facilities collected together. [4.1 (F,A,35): *Abraham Moss has been a positive improvement – Its good to have everything all in one place.*].

Sure Start centres and the activities provided were generally seen positively, but negative comments regarding the awareness of activities and the reduction of funding for particular activities (such as luncheon clubs) were common. A number of older respondents were not aware that activities appropriate to their age group might be staged at Sure Start centres. The Trinity welcome centre was mentioned positively by participants across a range of ethnic groups and ages. The comments suggested that this was in part due to a location appropriate to serving the southern part of Cheetham as well as being seen as unaffiliated despite being located within a church building. The Welecome centre is due to relocate and is considering both church buildings and mosques as potential sites, both of which are away from its current central location on the high street. Voluntary service provision offered by such facilities was targeted towards language skills and employment [Wellcome centre and the Woodville centre were noted]. Comments suggested that there was much more that could be provided in relation to employment and elsewhere language was repeatedly raised as a key barrier. [6.1 – *Need to work more joined up...We need to be able to offer things like Health and Safety badges. Need customer service training and hospitality training – for entry level jobs etc...*] [6.4 – *education opportunities - a big waiting list for people in basic skills.No-one else is offereing much else apart from pre-employment course. Eg online health certificate for food hygine – can do one online for £15 but the job centre not doing it...A course would cost £200 plus*]

The Cheetwood centre was rarely used and not considered as attractive or accessible by all who commented upon it including those few who did use it regularly (less than 1% of audit respondents reported using this facility compared with 5% of people who would use leisure facilities outside the area in North City and Broughton). By comparison 13% of audit respondents reported using Abraham Moss for leisure. Issues of isolated land position, lack

of use and integration with the surrounding leisure park land as well as lack of success by the management organisation in promoting and arranging activities. Most agreed that it was a resource with wasted potential. Parks in general appeared well used by all ages and especially with respect to a free leisure resource with dog walking and children's play frequently mentioned activities. However audit data suggests that the overall frequency or use is relatively low (21%). Respondents used a wide range of parks, and while they were generally satisfied there were a number of comments about the appropriateness of the park facilities and especially the number of activities available for children.

Shopping as social space

Responses suggest that there is a need for the provision of social space as a shopping attractor within the precinct environment, which also enables the construction of a social territory shared by people with diverse affiliations. Focus group comments and audit data also suggest that many visitors to Cheetham precinct who use Tesco are unlikely to migrate to other shops. Non-participant observation of footfall corroborated the impression that the precinct offers little pull for shoppers to enter from Cheetham Hill road as only about a third of people using Cheetham Hill entered or existed the precinct during times of observation.

The value of shopping as a social activity or a prompt for other social engagements was raised in relation to the loss of a broader sense of community as well as in terms of spaces of social engagement in the precinct itself. Most respondents reported using Tesco and Iceland as a frequent or main shopping destination with less frequent use of other supermarkets slightly further afield. Many respondents however also reported using other shops in the area on a frequent basis. With some Asian women in particular discussing a daily shopping routine as an important social activity. [8.4 (M,W,70): *There needs to be a place for people to meet up. It doesn't affect me because I can travel around, I can go all over the place.*] [2.3.(F,A,52): *I think the older generation miss the Cheetham Parade. There used to be things like a habadasher shop.* 2.1. (F,A,72): *And a nice café, it was a nice meeting area. You got to meet people, I think that's missing now.*]. While independent shops were noted as missing from the offer, public space was also reported as missing – with no places for older people to 'sit with a flask'. This should be seen in the context of the precinct

being managed by a private security company (which chases researchers away making them stand on the pavement edge!). One might expect that this would enable the precinct to provide informal seating (there is none within it) and manage any fears of anti-social behaviour, which are the reported reason for removal of benches elsewhere. [8.7 (M,W,40): *Used to be a couple of pubs, benches, but there might have been problems with drunks and they got removed.*] [8.5 (M,W,66): *As soon as you build the benches, the wine-os will show up. If you build one, they will move there.*].

Discussions of the public spaces of Cheetham also raised issues of poor pavements, crossing points and intimidating traffic conditions for older people. A more broadly held concern was with begging, drug dealing and other forms of criminality and anti-social behaviour in and around the vicinity of the precinct. Non-participant observation further indicated that these issues were concentrated to either side of the private security zone kept around the precinct leading to a focus either side of this zone - near the Robin hood Public house and the British Heart Foundation shop. Anti-social behaviour was mentioned as the reason for the removal of benches near the Iceland at the corner of Crescent Road, and there was a frequent mention of the fear of crime or perception of Cheetham suffering high crime. Older people were especially concerned by these issues in relation to use of the district centre, but some respondents reported chronic issues with hate crime in residential areas. [2.1 – *I had to move away because of racial attacks (Elizabeth Road). Its so bad the housing officer wouldn't come and see me.*]

There were multiple unprompted positive mentions of the 'Unit 25' community shop initiative. [8.1 (F,W,62): *Unit 25, it was good.*] [8.8 (F,W,70): *The pop up shops are good. They give you a bit of a taste...*]. With people suggesting that such initiatives could be beneficial over a longer term. [8.8 – *People start things, but they fizzle.*] [8.4(M,W,71): *I think something like that open all the time. That's a good idea.*] Unit 25 was discussed as an example of a space, which overcame barriers to volunteer and community participation in terms of providing affordable space focused on Cheetham as an area rather than on a particular issue or affiliation. [8.5 (M,W,62): *That shop on Cheetham Hill was*

[open for that sort of thing, but that seems to have closed.] Barriers to volunteer participation were further reported to be with respect to funding provision for activities which had no specific issue or affiliation ‘legacy’ but which ‘just’ provided engagement activities (across diverse groups). [2.1 (F,A,35): It hard to get funding for these kinds of thing. People always want something which will last, rather than just an event. But the events are important, or else we wouldn’t get so many people coming to them. It really brings the community together, and gives us something to celebrate.].

Physical mobility

Other than repeated negative mention of parking provision and dangerous driving, transport infrastructure was broadly positively reviewed. Several participants identified benefits in relation to parking with the development of the precinct, but many agreed that parking and traffic congestion had become a significant problem on the high street. Lack of bus provision to the south west of the study area was however highlighted by a number of respondents of different ages. Audit data supports the expectation that use of the metro appears to be biased towards journeys to and from district centres and Manchester City rather than a common method of visiting the study area, with buses much more likely to be used as an access method. Walking was common, but the large supermarket shopping provision seems to attract even those within daily walking distance to also use the car at frequent intervals. [1.5/1.6 (F,A,50/57): Prefer Tesco and Worldwide because they are easier to park there. Do the main shop in the car, and walk to do daily shops. Its difficult to carry a lot of food.] A majority of younger people used Tesco on a daily basis (63% of those with no car, 56% of those with a car), but for older people car access had a stronger influence on shopping habits. Our survey suggests that a majority of older people with no car use Tesco daily (55%), but those with car access use it much less frequently, with half as many (26%) doing a daily shop there. These older car users were not using other shops more often, but rather use Tescos on a weekly basis rather than a daily basis. Manchester Worldwide, which also has a dedicated car park, was much more popular with older people who could drive. 27% of older people without a car went to Worldwide, compared to 66% of those who did have access to a car.

The retail habits of older people were in marked contrast with those of

younger people. Older people were almost half as likely to go into the city centre than younger people, with 92.7% of younger people shopping and/or using facilities in the centre. People with no car access are three times more likely to use the city centre regularly than those with cars, this group often using other shopping areas such as Manchester Fort. Younger people are also much more likely to visit other shopping areas, such as Harpurhey and Manchester Fort. The only district where the older and younger shopping habits were similar was Cheetham Hill village, which 91.5% of older people and 88.4% of younger people reported using. People with no car access are more likely to engage in daily visits to Cheetham village, regardless of age. People with car access still visit Cheetham Hill village, but less frequently than those without. This suggests that people with cars are able to do weekly shops or travel further afield to shop.

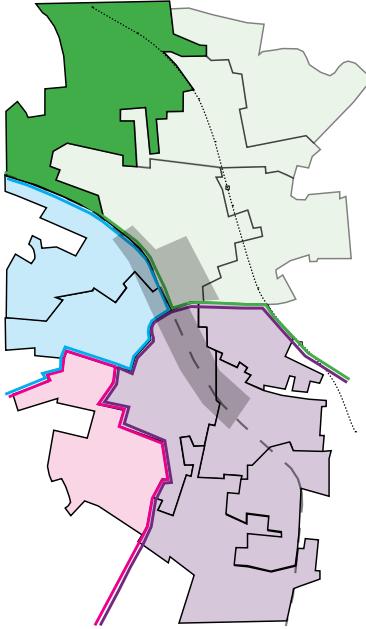
Local shopping areas were either not used by most respondents or only infrequently by those who did use them. Respondents aged under 55 were almost twice as likely to use smaller local shopping areas such as Leicester Road or Lansdowne Road, with 25.2% of people reporting using them, compared to 13.2% of those aged over 55. Manchester Fort is frequently used by a large proportion of the population. Access to vehicles affects how often people use Manchester Fort. Regardless of age, people with car access are almost twice as likely to use Manchester Fort, but amongst car users younger people are twice as likely to use Manchester Fort than older people. The most common form of transport into Cheetham Hill village is by car. Nearly half of those questioned use a car to travel to Cheetham Hill village, compared to 25% stating that they rarely or never travel to Cheetham Hill village by car. The second most common way of getting into Cheetham Hill village is walking; 74% of people who use a car to access Cheetham also walk on occasions. The use of public transport to access Cheetham Hill village is much lower than the use of cars or walking. The tram was rarely or never used by 59% of those questioned. Whilst buses are used slightly more regularly than trams, just 15% use them daily, compared to 33% who walk daily and 48% who drive daily. Despite the high number of pedestrians who walk to Cheetham Hill village, 32.5% of all respondents to our audit report at least some difficulty in walking $\frac{1}{2}$ mile, with older people more likely to have difficulties (56.5%).

Local Area Profiles

This section explores the distribution of facilities and infrastructure and the types of housing with respect to interpersonal research findings



Crumpsall North West



KEY FINDINGS

Generally older, wealthier population with increased social and physical mobility.

Limited service provision, but good transport links and high car ownership.

More specialist older peoples housing.

Less likely to find Cheetham independent offer desirable.

SUMMARY

This area has the highest proportion of older people in our study area at 20.5%, which is much higher than the Manchester average, but slightly lower than the national average. Compared to the other areas in our study, there are signs of higher levels of affluence such as high car ownership and home ownership, yet levels of health and income deprivation for older people remains high. There are relatively high numbers of white British residents in this area compared to Cheetham, but these are still lower than the Manchester and national averages. 40% of households only have 1 resident, which is higher than most areas in our study zone.

SERVICE DISTRIBUTION

Health : None

Leisure : Few services

Education : None

Food Retail : Few services

Community : Few services

Distance (from centre of area)

Tesco 0.8 miles

Abraham Moss: 1.1 miles

Trinity Wellcome Centre: 1.1 miles

Cheetwood Centre: 1.8m

LSOA: Manchester 004D

SHOPPING

3.1 - I use Cheetham Village every day. Its only a short walk.

3.4 – I go to Tesco everyday to get tea and toast from the café.

3.4 – Shops have gone down hill. The Greggs closed because people were stealing too much.

3.3 – No butchers. You have to go to Tesco.

3.3+3.4+3.10 – Costa is too expensive.

3.1 – You wouldn't go to the Robin Hood. Its dodgy. We used to go to The Crumpsall, but it closed too.

3.4 - The new shopping centre is empty. It used to have nice cafes.

3.10 – I only go as far as Iceland.

RESPECT

3.1 + 3.4 – I don't feel safe, there are beggars at the top of Cheetham Hill. I have to hide my bag inside my coat.

3.11 – The police were going to come and talk to us every month, but they came once and never came back again.

3.1+3.6 – Don't have a problem going out at night.

FACILITIES

3.5 – Irish Centre – I get the ring and ride there.

3.11 – We do an art class here, and a tea club.

3.10 – I tried to organise bingo, but only 4 people turned up.

3.1 – I prefer Prestwich Library to Abraham Moss

3.11 – The used to run a lunch club at Abraham Moss, but they had to close it down.

TRANSPORT

3.9 – I travel further afield – Aldi/Morrisons in Prestwich, or Bury

3.5 – My daughter takes me to Bury and Southport. I don't drive or like to get the bus.

3.9 - We arrange trips together. Chester, Skipton Market, Tatton Park. We cant go far because its difficult to organise the transport.

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 20.5% [1st out of 13]

Ethnicities: White:British 51.1%, Asian/British:Pakistani 18.8%

Multiple Deprivation: 27.4/100 [11th out of 13]

Income Deprivation (Older People): 13.4/100 [5th out of 13]

Living Alone: 40.4% [4th out of 13]

Predominant Housetypes: Semi-Detached (45.1%) Flats (38.2%)

Tenancy: Owner 56% Private Rent 22% Social Rent 18%



Tenancy: Owner 59% Private Rent 8% Social Rent 29%

(60+) 

No Access to Car: 36.5% [10th out of 13]

Health Deprivation: 7.1/100 [7th out of 13]



Audit Findings



SHOPPING

- Use Cheetham Hill village, but less likely to use Cheetham daily (car ownership)
- As likely to use Tesco and Iceland
- More likely to use Manchester Fort, but less likely to use Manchester City Centre(car ownership).
- More likely to shop on Bury Old Road (proximity)
- Less likely to use independent food shops (ethnicity)

WELLBEING

- Younger and older people are both relatively wealthier, more likely to be homeowners.
- Fewer people without access to a car.
- Health deprivation is very high, but still better than the extremely high levels in Cheetham.
- White, older population more likely to be well established. However, large number of flats and private rented accommodation in the area suggest a significant population of younger, less static population.

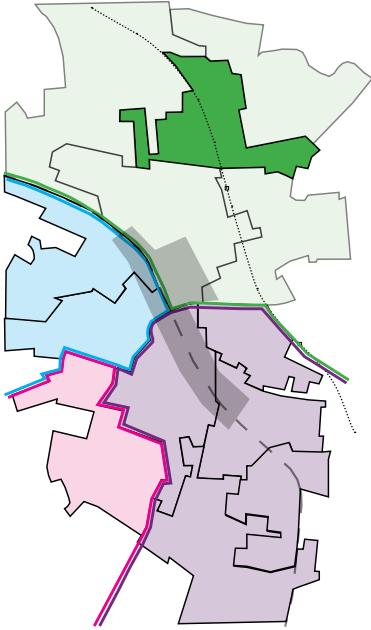


TRANSPORT

Good transport links with bus routes through center of area (Middleton Road) to variety of locations. Low density housing means that walking distances to these services vary considerably.

FACILITIES

Nicky Alliance Centre and Cheetham Hill Cricket Club are in this area.



Crumpsall North

KEY FINDINGS

Generally older, wealthier population with increased social and physical mobility. Stable community of long term residents.

Limited service provision, but good transport links and high car ownership.

More specialist older peoples housing.

Less likely to find Cheetham independent offer desirable.

SUMMARY

This area has almost twice the number of homeowners than the Manchester average and few people without access to a vehicle. There are high numbers of older people, but these older people have higher income deprivation than that of the general population in this area. Whilst below the city average, this area has more white British residents than others in our study area. As with the two other relatively affluent areas in Crumpsall (M004C/D), health deprivation is very high, but still better than the extremely high levels found in Cheetham.

SERVICE DISTRIBUTION

Health : Few services

Leisure : None

Education : Few services

Food Retail : Few services

Community : None

Distance (from centre of area)

Tesco 0.6 miles

Abraham Moss: 0.6 miles

Trinity Wellcome Centre: 1 mile

Cheetwood Centre: 1.6 miles

LSOA: Manchester 004E

DIVERSITY

1.2: Language can be a barrier. Sometimes easy to deal with, other times hard. Book in all languages at Abraham Moss library.

SHOPPING

7.1: New precincts, no shops. We expected more new shops.

7.6: Unlikely to go to Cheetham, not any proper shops.

7.6: Used to work in an office above the shopping precinct. Used to be lots of shops: Butchers, clothes, carpet shop, shoe shop hairdressers. Council put the rents up so they had to move to the main road.

RESPECT

7.4: I'm too frightened to walk there (Boggart Hole) by my own.

7.1: Its never a couple of kids, there's always a big group.

7.1: Being a teenager you don't want to go to a location, you just want to stand around here.

FACILITIES

1.2: Problems with Smedly Park. Not clean, but a grass field (no paths, equipment in the park. Cheetham Park is too far to travel, goes to Crumpsall Park instead.

7.6: Abraham Moss is in Crumpsall, not Cheetham Hill.

7.5/7.6: SureStart is for children? Didn't know it offered other things.

7.1: I used Abraham Moss. Swimming for the kids. Not very family orientated. Not very comfortable with gender separation. Open showers. It puts you off from going. In town everything was separated.

7.6: Exercise from walking. I'm in the ZEST walking group.

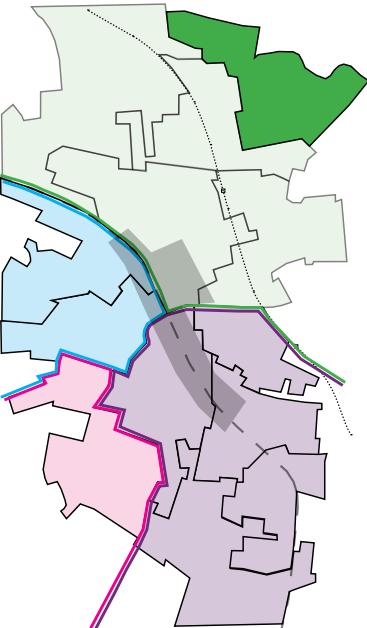
7.6: Use the library a lot. New room is attractive. Too open plan.

TRANSPORT

1.2: Goes to Trafford Centre for the Cinema

1.2: Walk to the shops, which aren't far from her house

SAMPLE OF LOCAL VOICES



Crumpsall North East

KEY FINDINGS

Limited service provision and relatively poor transport links but high car ownership.

Least deprived older population.

More specialist older peoples housing.

Large shopping territory, including Manchester Fort, Harpurhey and Cheetham Hill.

SUMMARY

This is one of the most affluent areas within our study zone, with the highest number of home and car owners and relatively low levels of income deprivation. There are proportionally more white British residents than the city average, and a high number of older residents, as with the other areas in the northern part of Crumpsall.

SERVICE DISTRIBUTION

Health : Few services
Leisure : Some services
Education : None
Food Retail : Few services
Community : None

Distance (from centre of area)

Tesco 0.8 miles

Abraham Moss: 0.6 miles

Trinity Wellcome Centre: 1 mile

Cheetwood Centre: 1.7 miles

LSOA: Manchester 004C

SHOPPING

I.3: Goes shopping everyday. Fresh meat and vegetables. It's good to get the exercise too.

I.3+I.4: There are no shops here for clothes

I.1+I.3: Good – Tesco and the new Morrisons (near crumpsall metrolink) Bad – too many takeaways, Precinct is empty and unused. No clothes shops

RESPECT

I.3: Level of security has gone down. New people lead to insecurity. More rental houses means more strangers. Not as relaxed as it was before. Not new communities coming into the area, just new people

TRANSPORT

I.3: Taxis are too expensive

FACILITIES

I.3/ I.4: Uses Abraham Moss

I.3: Use to do exercise classes at Irk Valley, but now doesn't go. Became bored, wanted to do something fun like Zumba.

EDUCATION

I.2/ I.3: Problems helping their children with their homework.

I.0: Life would be easier if they could read, write and speak English.

I.0 - Agreement that computer skills are a must, but their barrier isn't just using the technology, but also learning English to allow them to use computers.

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 19.6% [3rd out of 13]

Ethnicities: White:British 64.4%, Asian/British:Pakistani 14.2%

Multiple Deprivation: 33.9/100 [12th out of 13]

Income Deprivation (Older People): 51.8/100 [13th out of 13]

Living Alone: 29.8% [9th out of 13]

Predominant Housetypes: Terraces (55.3%) Semi-Detached (39.8%)

Tenancy: Owner 77% Private Rent 3% Social Rent 2%



Tenancy: Owner 94% Private Rent 3% Social Rent 2%



No Access to Car: 27.9% [13th out of 13]

Health Deprivation: 14.8/100 [12th out of 13]



Audit Findings



SHOPPING

- Use Cheetham Hill village, but less likely to use Cheetham daily (more car ownership)
- As likely to use Tesco and Iceland
- More likely to use Manchester Fort, but less likely to use Manchester City Centre (more car ownership)
- More likely to shop at Harpurhey (location)
- Less likely to use independent shops (ethnicity).

WELLBEING

- Low levels of private or social rent, along with a larger number of older people, suggest the community is well established.
- Whilst health deprivation is still high compared to national levels, it is one of the lowest in our study area. This area has low levels of income deprivation, high levels of home ownership and car ownership. The vast majority of people own their own home.

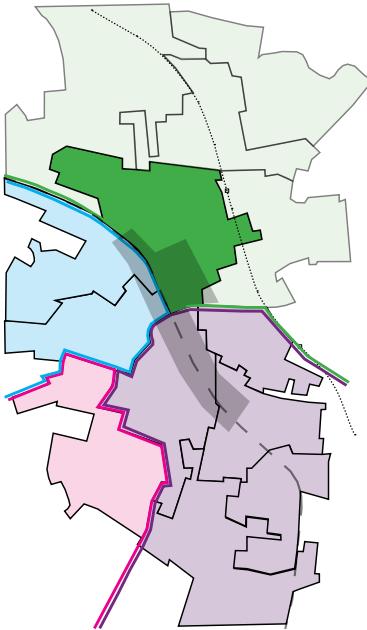


TRANSPORT

There are no bus routes which run through this area, although Crumpsall Road to the south is served by many regular bus routes. The barrier of the River Irk to the north, road layout and low density of housing limits ease of pedestrian access to services and facilities.

FACILITIES

Herristone Park is located in this area.



Crumpsall South West

KEY FINDINGS

Large private rental sector and specialist older peoples accomodation.

Many people living alone.

Likely to use national multiple food stores - Tesco, Morrisons and Iceland

Low levels of car ownership, but good public transport links.

SUMMARY

This area, which includes the northern end of Cheetham Hill Village, has marginally higher numbers of older people than the Manchester average. These older people are, however, very income deprived. This area has fewer white British inhabitants than the other parts of Crumpsall to the north, but more so than areas in Cheetham to the South. It has very low levels of home ownership, with over 40% of households privately renting, as well as a majority of residents without access to a vehicle. Over half the households in this area have only one resident, more than any other areas in this study. This area also has the highest level of health deprivation of all the areas in our study.

SERVICE DISTRIBUTION

Health : Some services

Leisure : None

Education : Some services

Food Retail : Many services

Community : Few services

Distance (from centre of area)

Tesco 0.1 miles

Abraham Moss: 0.5 miles

Trinity Wellcome Centre: 0.6 miles

Cheetwood Centre: 1.3 miles

LSOA: Manchester 008D

RESPECT

8.7 – Used to be a couple of pubs, benches, but there might have been problems with drunks and they got removed.

8.5 – As soon as you build the benches, the wineos will show up.

8.1 – I don't like crossing the car park at worldwide when someone tried to mug me. Problem with beggars on this road.

SHOPPING

8.1 + 8.4 – The small shops have gone, the atmosphere is not the same.

8.5 – You have to go to Tesco. They don't care for single people.

8.1 – If you want proper meat you need to go to Arndale or Bury.

8.2 + 8.7 - I would go to the Fort. Nice clothes shops there.

8.4 – I just go to Manchester city centre for a pint. Social.

8.1 – I go to Harpurhey. Its got the little café, you can go on the 52 bus.

8.7 – Only clothes shops are charity shop.

TRANSPORT

8.2: Lots of problems getting out because of blindness. Wants to go to the Irish Centre sometime, but doesn't know how.

8.5 – When they did the precinct they should have widened the road.

8.3 – Go out with her son. Difficulties using shops because of mobility.

8.6 – Local ring and ride – expensive £3.68. to Hospital.

FACILITIES

8.5 – The area isn't fantastic, but you are near everything.

8.4 – There needs to be a place for people to meet up.

8.5 – Nobody knows anything about anything.

8.9 – 3 church halls around here, but nothing goes on in them.

8.1+8.5+8.8 – That shop (unit 25) on Cheetham Hill seems to have closed. It was good, they give you a bit of a taste.

8.4 – I think something like that open all the time. That's a good idea.

8.5 – I run the bingo here, afternoon tea. Breakfast on Friday, Roast Dinner. Organise things at the Johnnie Johnson Clifford Hillditch.

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 16.1% [5th out of 13]

Ethnicities: White:British 34%, Asian/British:Pakistani 23.7%

Multiple Deprivation: 9.9/100 [6th out of 13]

Income Deprivation (Older People): 3.1/100 [6th out of 13]

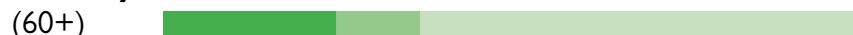
Living Alone: 52.3% [1st out of 13]

Predominant Housetypes: Flats (48.5%) Semi-Detached (16.2%)

Tenancy: Owner 20% Private Rent 41% Social Rent 35%



Tenancy: Owner 23% Private Rent 11% Social Rent 58%



No Access to Car: 57.5% [3rd out of 13]

Health Deprivation: 1.1/100 [2nd out of 13]



Audit Findings



SHOPPING

Uses Cheetham Hill, and are likely to use it on a daily basis.
As likely to shop in Tesco, more likely to shop in Iceland and Morrisons (proximity)
More likely to shop in City Centre, but less likely to shop at Manchester Fort (less car ownership more bus/metro use)
Less likely to use independent shops (ethnicity).

WELLBEING

Over half the households are one person living alone. There are high numbers of private rental properties in the area, mostly flats, and few younger people are social tenants, suggesting the community is generally mobile. There are high numbers of older residents in social renting (this is due to specialist housing provision in the area). This suggests older tenants who are new to the area, are more likely to be socially isolated. This area has extremely high levels of health deprivation. Most people have no access to a car.



TRANSPORT

There are a number of transport services along the edges of this area, including buses from Cheetham Hill Road and the Metrolink from Crumpsall Lane. Whilst many bus services use the Tesco bus stop, access to this stop from within this area is poor, with pedestrians needing to ascend and descend flights of stairs and cross a car park to reach the stop.

FACILITIES

Retail services include Tesco and Cheetham Hill Shopping Precinct.

King David High School is also in this area.

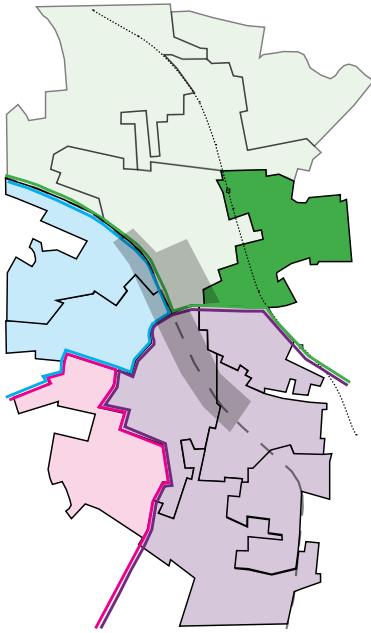
Older people specialist housing:

Anchor Court: Retirement/sheltered, 55 units

Iseral Shieff Court: Care home, 34 units

Alder Court: Age exclusive, 26 units

George Halstead: Retirement/sheltered , 35 units



Crumpsall South West

KEY FINDINGS

- High number of people living alone.**
- Excellent transport links but low car ownership.**
- Proximate to many services.**
- More specialist older peoples housing.**
- Likely to use Cheetham Hill village daily.**

SUMMARY

23.1% of residents in this area are white British, far lower than the Manchester and national average, but still higher than other parts of Cheetham to the south. The area contains a relatively high number of people living alone and more people without a car than the Manchester average. Over 40% of households rent their home, with a similar number owner occupiers. There are high levels of health deprivation.

SERVICE DISTRIBUTION

Health : Some services
Leisure : Some services
Education : Some services
Food Retail : Many services
Community : Many services

Distance (from centre of area)

Tesco 0.4 miles

Abraham Moss: 0.2 miles

Trinity Wellcome Centre: 0.6 miles

Cheetwood Centre: 1.3 miles

LSOA: Manchester 008E

RESPECT

4.1 - Problem drinkers near Iceland. They need to install a camera there.

SHOPPING

1.3/1.4: There are no shops here for clothes

4.1 - Two hubs – one around trinity church and the Asian shops, another around the tescos. Some people think Cheetham Hill is all the way from Tesco to the Fort.

4.1 - Go to the fort a lot – Good parking, variety of shops.

4.1 - Lived here for 27 years, and we needed a supermarket. The area had a drug problem, but now there are people socialising around there. I've stopped using the smaller shops now, Everyone thinks the Tesco has been a welcome addition

4.1 - Unit 25 was good. We need a one-stop shop.

FACILITIES

1.4: Wants cooking classes at the school.

1.4/: No proper venue where people can start up (clubs, organisations) what they want. Find out about things through other organisations, such as NESSA.

1.4: Wants to start a chair based exercise class for older people. Did a course to teach her how to do it., but venues are hard to find.

4.1 - Abraham Moss has been a positive improvement – It's good to have everything all in one place.

4.1 - Use empty retail units for nurseries etc. There aren't enough places anywhere.

4.1 - All the centres need noticeboards. Outreach workers need to know about things and inform people face to face.

4.1 - Residents Association founder – set up 7 years ago, but work became too much – other people not stepping up to help. We planted lots of trees on Wellington Road – Good improvement.

9.9 – Swimming twice a month at Abraham Moss. Runs self help group

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 15.7% [6th out of 13]

Ethnicities: Asian/British:Pakistani 38.8%, White:British 23.1%

Multiple Deprivation: 11.1/100 [7th out of 13]

Income Deprivation (Older People): 7.7/100 [8th out of 13]

Living Alone: 40.7% [3rd out of 13]

Predominant Housetypes: Terraces (27.3%) Flats (26.6%)

Tenancy: Owner 39% Private Rent 41% Social Rent 18%



Tenancy: Owner 38% Private Rent 15% Social Rent 42%
(60+)



No Access to Car: 54.4% [4th out of 13]

Health Deprivation: 2.2/100 [4th out of 13]



Audit Findings

SHOPPING

- As likely to use Tesco and Iceland
- More likely to use Cheetham Hill, on a daily basis
- More likely to go to Lansdowne Road (location)
- More likely to shop in City Centre, but less likely to shop at Manchester Fort (less car ownership)

WELLBEING

- Over two fifths of the households are one person living alone. In addition, there are high numbers of private rental properties in the area, mostly flats, but relatively few younger people are social tenants, suggesting the community is generally mobile. There are high numbers of older residents in social renting (this is due to specialist housing provision in the area, which may also explain the extremely high levels of health deprivation). A majority of people have no access to a car.

TRANSPORT

This area is well served by bus services on Crescent Road, Crumpsall Lane and Ash Tree Road. The Crumpsall Metrolink station is in the north of this area, and the Abraham Moss station is located just to the south of this area. Access to the Abraham Moss station is difficult because of the need to walk up/down a long, steep gradient and walk through the leisure centre car park to reach it.

FACILITIES

Crumpsall Metrolink Station, Crumpsall Primary School, St. Anne's Primary School, Crumpsall Park, Crumpsall Methodist Church and St. Anne's Church and Hall are located in this area.

Older people specialist housing:

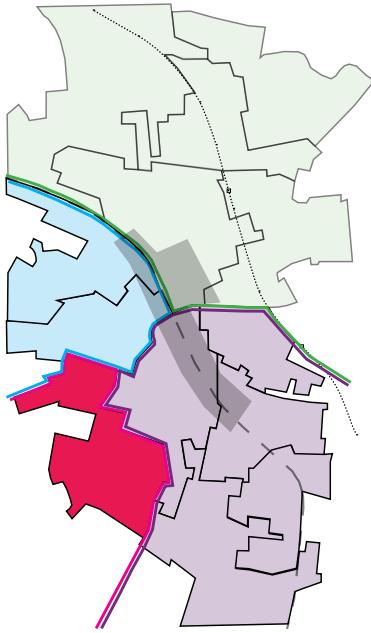
Clifford Hilditch Court: Retirement/sheltered, 29 units

Hillcroft Close: Age exclusive housing, 26 units

Chestnut House: Care home, 19 units

Sherdley Court: Retirement sheltered, 31 units

Palmer Court: Age exclusive, 21 units



Broughton

KEY FINDINGS

Most deprived area in Cheetham Hill.

Limited transport links and very low car ownership. Limited pedestrian access to services.

Many older people in general needs socially rented properties.

More likely to use national multiple food stores, even though they are a further distance than other options.

SUMMARY

This area has the highest level of multiple deprivation in our study area, ranking in the worst 1% nationally. This is particularly acute in terms of health deprivation, which is in the **worst 0.25%** nationally. Only 15.5% of the population are owner occupiers, compared to 57.7% who are social tenants. Over 60% of residents have no access to a car in this area, considerably more than the Salford and national average. Whilst a majority of residents are white British, with 53% in this ethnicity it is much lower than the average for Salford. The area has a young population, with just 11.1% of the population are older people compared to the Salford average of 19.5%.

SERVICE DISTRIBUTION

Health : Some services

Leisure : Some services

Education : Few services

Food Retail : Few services

Community : Few services

Distance (from centre of area)

Tesco 0.9 miles

Abraham Moss: 0.8 miles

Trinity Wellcome Centre: 0.4 miles

Cheetwood Centre: 0.7 miles

LSOA: Salford 016D

RESPECT

5.2 – I've been stabbed

SHOPPING / SOCIALISING

5.5 - We don't shop in one place – ASDA, Tesco, Iceland

5.5 - There are no pubs in this area.

5.5 - We don't go out in the evenings

5.5 - Cheetham Hill village – Too many takeaways and pawn brokers.

5.2 - The rents are too dear for normal shops to survive.

5.5 - I use the fort, there is more choice there.

TRANSPORT

5.5/5.12 - Some problems with the pavement

5.2 - More problems with discourteous drivers

Shops not serving of needs – “All Asian and Polish shops... Cant understand them when they speak”

5.5 - Parking is a problem – shop at worldwide.

FACILITIES

5.5 - I go to St. Thomas. Sometimes do line dancing there.

5.1/5.2 - Waterloo estate – nothing there for kids

Took the slide away. Nothing for any age group

5.2 - I go to library of Bury New Road. The hub. Its part of Salford.

5.5 - I go swimming in Salford.

5.1/5.2 - The parks are not cared for.

5.5 - Was supposed to be for younger people, but only older people came.

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 11.1% [=9th out of 13]

Ethnicities: White:British 53%, Black/British:African 10.8%

Multiple Deprivation: 0.8/100 [1st out of 13]

Income Deprivation (Older People): 3.9/100 [7th out of 13]

Living Alone: 47.2% [2nd out of 13]

Predominant Housetypes: Terraces (32.7%) Flats (31.2%)

Tenancy: Owner 16% Private Rent 23% Social Rent 57%



Tenancy: Owner 34% Private Rent 3% Social Rent 59%

(60+)



No Access to Car: 61.1% [1st out of 13]

Health Deprivation: 0.2/100 [1st out of 13]



Audit Findings

SHOPPING

- Use Cheetham Hill, and are likely to use it on a daily basis (Low car ownership).
- Likely to use Tesco and Iceland
- Less likely to use independent shops such as Worldwide and Manchester Superstore (ethnicity).
- More likely to use Manchester City Centre, but less likely to use Manchester Fort (Low car ownership).

WELLBEING

- This is the most deprived area in our study. This area has the highest health deprivation on our study, and is ranked in the bottom 0.2% nationally.
- Nearly half the households are one person living alone. There are low levels of homeownership in this area, although older people are twice as likely to be homeowners than other groups. Most people live in social housing.
- This area has the lowest level of car ownership in our study.

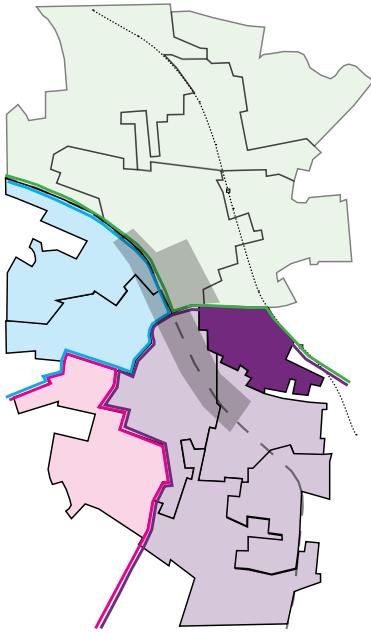
TRANSPORT

This area is relatively poorly served by transport links, with bus services operating on the road which bound the area (Leicester and Waterloo Road) rather than within the area itself.

FACILITIES

Mandley Park, St. Thomas Canterbury School and Marlborough Road Primary School are located in this area.

Older people specialist housing:
Cherrytrees: Care home (nursing), 28 units



Cheetham North

KEY FINDINGS

Many older homeowners and few people living alone.

Relatively wealthy area, but data suggests that this wealth is held by younger people.

Excellent access to both retail and public services

Good public transport links and high levels of car ownership.

SUMMARY

This area has a high number of homeowners and car owners, but also very high levels of income deprivation. In the older population, which is smaller than the city average, income deprivation is in the **lowest 2%** nationally. Fewer people live alone in the area than any other in our study, with one resident households making up just 15% of the total. Just 6.9% of the population is white British, one of the **lowest** levels **nationally**.

SERVICE DISTRIBUTION

Health : Many services

Leisure : Many services

Education : Many services

Food Retail : Many services

Community : Many services

Distance (from centre of area)

Tesco 0.5 miles

Abraham Moss: 0.2 miles

Trinity Wellcome Centre: 0.2 miles

Cheetwood Centre: 0.9 miles

LSOA: Manchester 008C

RESPECT

1.1: We live our own life. My neighbours are English, but we get on.
4.2 - Had one break in, so I don't feel safe anymore. At home or on the street. Unsafe areas are between Goldstones Park and Cheetham Community School, the Waterloo estate and around the Robin Hood pub.

SHOPPING

1.1: Life is easy where because we have access to amenities.
1.1: People come from Prestwich to shop in Cheetham Hill
1.1: I shop on Cheetham Hill and Manchester Fort 3 times a week
1.1: I go to Tesco (related to mobility issues)
1.1-1.3: Good – Tesco and the new Morrisons (near crumpsall metrolink) Bad – too many takeaways, Precinct is empty and unused.
4 -All of group shop at Tesco, some shopping at Iceland and Asian supermarkets. They suggest that Tesco is better quality
4.2 - Also go to ASDA eastlands – much bigger shop.

FACILITIES /ACTIVITES

1.1: Uses the library

1.1: Al Hilal used to run an exercise class, but doesn't anymore. Used to be popular.

4.3/4.4 - There needs to be more for the community in Cheetham Hill – A playground for the kids. There isn't a library in the centre of the village anymore. I know there is one in Abraham Moss but lots of people dont know about it. It needs signing better.

4.4 - Woodville – its bit dated. There aren't any new things of the kids to play with. Compared to London (where she moved from 1 year ago), the seems a bit dated. Like mixture of groups in Woodville. For all the community, which is good.

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 11.1% [=9th out of 13]

Ethnicities: Asian/British:Pakistani 62.8%, Asian:Other 9.4%

Multiple Deprivation: 14.1/100 [8th out of 13]

Income Deprivation (Older People): 1.2/100 [3rd out of 13]

Living Alone: 15.2% [13th out of 13]

Predominant Housetypes: Semi-detached (44.9%) Terraces (38.7%)

Tenancy: Owner 60% Private Rent 29% Social Rent 8%



Tenancy: Owner 84% Private Rent 11% Social Rent 5%



No Access to Car: 34.2% [11th out of 13]

Health Deprivation: 14.1/100 [11th out of 13]



Audit Findings

SHOPPING

- Use Cheetham Hill, and are likely to use it on a daily basis (low car ownership).
- As likely to shop at Tesco and more likely to shop at Iceland (proximity)
- More likely to visit Harpurhey (proximity)
- More likely to use independent shops such as Worldwide and Manchester Superstore (ethnicity).
- More likely to use Manchester Fort, but less likely to use Manchester City Centre (high car ownership).

WELLBEING

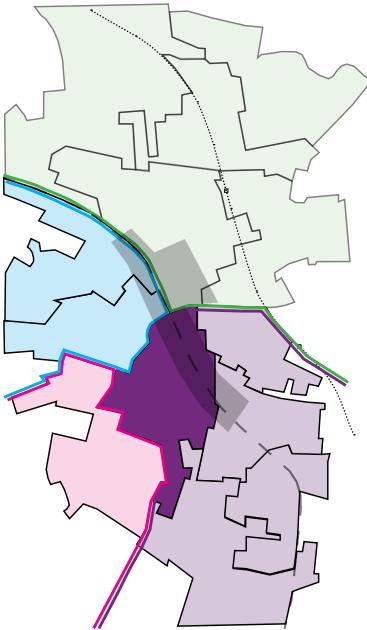
- Health deprivation is high, but lower than most of the other areas in our study.
- The area mostly consists of larger family homes, with high levels of home ownership. There is no specialist older peoples housing noted in the area. The number of privately rented properties is also relatively high, and focused mostly on younger groups. This area has the lowest number of people living alone.
- A large number of people have access to a car in this area.

TRANSPORT

Whilst there are good transport links from Cheetham Hill Road and Crescent Road on the edges of this area, there are no buses within the area itself. Access to the tram at Abraham Moss metro station is only available through an alleyway off Woodville Road, which is intimidating, in state of disrepair and poorly signposted.

FACILITIES

Woodville SureStart Centre is located in this area. Directly to the east is the Abraham Moss Centre, with two schools, leisure centre, library, adult learning centre and a tram station.



Cheetham West

KEY FINDINGS

- High proportion of social housing, with older residents living in general needs properties.**
- Low car ownership, and public transport access vary across area.**
- More likely to use independent shops, and more likely to use Cheetham Hill daily.**
- Limited access to leisure facilities.**

SUMMARY

This area has the second highest level of multiple deprivation in our study, ranking in the worst 2% nationally. Just 12.9% of people are owner occupiers, and over three-quarters living in social housing. In addition, the area has the lowest levels of home and car ownership in the study. There are fewer older residents than the Manchester average but, like the other parts of Cheetham we are studying, extremely high levels of income deprivation amongst older people. Just over one-fifth of the population is of white British ethnicity, much lower than the city average.

SERVICE DISTRIBUTION

Health : Few services
Leisure : None
Education : Some services
Food Retail : Many services
Community : Many services

Distance (from centre of area)
Tesco: 0.5 miles
Abraham Moss: 0.4 miles
Trinity Wellcome Centre: 0.2 miles
Cheetwood Centre: 0.8 miles
LSOA: Manchester 058A

RESPECT

- 10.7 – Problems everywhere, not just Cheetham Hill.
- 10.7 – I've always felt safe in Cheetham Hill, but I worry about packs of dogs on the street.
- 10 - Grandson is a rugby player, but someone of a bike stole his phone.

SHOPPING

- 9.7 – Go to City Centre with children
- 10.7 – Does planning still happen? Before they had to argue why they needed another chippy? Also loading and unloading for the shops, how can people get past them.
- 10.7 – Change to the shops. The parade was lovely. Every shop that closed was replaced by a takeaway. The culture is gone. I nearly cried when the Woolworths went. The pubs closed too. I walk up to the village everyday, there is always something dodgy going on.
- 10.7 – I go to Worldwide, I think its cheaper than Tesco.

FACILITIES

- 10.8 – Factory Youth Zone is very good. They need something like that built around here.
- 10.7 – There is enough young people here to warrant it.

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 10.2% [10th out of 13]

Ethnicities: Asian/British: Pakistani 26.5% White:British 22.8%,

Multiple Deprivation: 2.4/100 [2nd out of 13]

Income Deprivation (Older People): 1.4/100 [=4th out of 13]

Living Alone: 40.1% [5th out of 13]

Predominant Housetypes: Terraces (36.8%) Flats (28.4%)

Tenancy: Owner 13% Private Rent 7% Social Rent 76%



Tenancy: Owner 17% Private Rent 3% Social Rent 74%

(60+)



No Access to Car: 59.3% [2nd out of 13]

Health Deprivation: 2.1/100 [3rd out of 13]



Audit Findings

SHOPPING

Use Cheetham Hill, and are likely to use it on a daily basis (low car ownership).
Likely to shop at Tesco and Iceland
More likely to shop in City Centre, but less likely to shop at Manchester Fort (low car ownership)
More likely to use independent shops such as Worldwide and Manchester Superstore (ethnicity).

WELLBEING

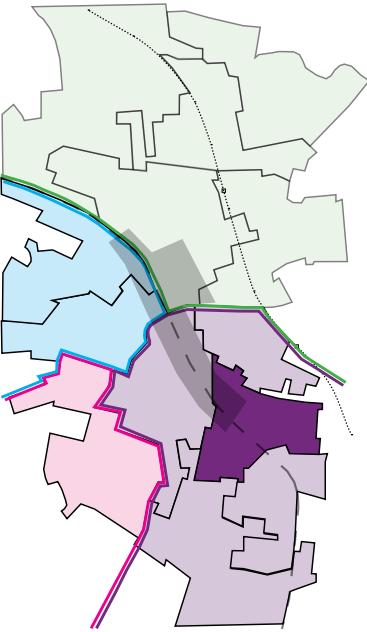
This area is the second most deprived in our study, and has the highest number of social tenants, with over 75% of people in social housing. There is no specialist older peoples housing noted in the area. Over 40% of households are residents living alone.
Most residents do not have access to a car.
Health deprivation is extremely high in this area.

TRANSPORT

Whilst the edges of this area are well served by bus routes along Cheetham Hill Road, some parts of this area are long distances from these routes. In addition, residents to the east of this area are within easy walking distance of the tram, whilst those to the south and west would find it difficult to access these services. This area is also served by a smaller bus service (151) to Harpurhey and Hollinwood.

FACILITIES

The Waterloo Centre, Jamia Mosque, Cheetham Primary School and Goldstone Park are located in this area.



Cheetham East

KEY FINDINGS

Fewer older people and few people living alone.

Established community of older homeowners, with more mobile younger population of renters.

More likely to use independent shops, and more likely to use Cheetham Hill daily.

Limited access to leisure facilities.

SUMMARY

Average levels of homeownership and access to vehicles can be found in this area, but also high levels of deprivation. This is particularly acute among the relatively small older population, which is the most income deprived in our study (and in the **worst 0.5% nationally**). Just one in five households have only one resident, with a minority of 7.8% coming from white British backgrounds.

SERVICE DISTRIBUTION

Health : Some services

Leisure : None

Education : Some services

Food Retail : Many services

Community : Many services

Distance (from centre of area)

Tesco 0.7 miles

Abraham Moss: 0.3 miles

Trinity Wellcome Centre: 0.1 miles

Cheetwood Centre: 0.8 miles

LSOA: Manchester 008A

SHOPPING

6.3 - local shops and tescos – Manchester superstore - buy food we eat that kind of food.

6.3 – weekly shop tesco / clothes – charity shops around here.

FACILITIES

6.3 Need more free events – people have no money.

6.3 – Gym + get experience – to become a community champion in the area.

Get experience mentoring people with financial difficulties sign posting information.

6.3 - Used library a few times.

6.3 - £18 a month for gym and swimming pool and all sorts going on down there – but they cant get the numbers of people in.

9.1 – Grandchildren go to Smedley, Crumpsall and Heaton park occasionally. They are alright. The children enjoy it.

9.1 – Go to city centre one or two times a week – just fresh air, go on the bus.

9.8-9.10: Go to city with husband. About once a month

9.1 – Want to join over 50s at Abraham Moss, doesn't know if its still on. Abraham Moss Leisure Centre, the library isn't as good, so don't go anymore.

RESPECT

9.10 – Quite isolated, family doesn't live locally. Worse after break in.

9.1 – I wants to go out, day trip, to the pictures. Wants to go see 12 Years A Slave, but if I have to go alone I don't want to see it.

9.10 – Quite isolated, family doesn't live around here. Worse after house was broken into.

10 – Had burglary, so doesn't want to go out too much. Too scared.

9.1 Cannot blame the council, but education about cleaning needed for people. We used to clean the front of our house, but now people throws all their things around. Awareness.

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 9.9% [11th out of 13]

Ethnicities: Asian/British: Pakistani 48.4% Asian:Other 8.9%,

Multiple Deprivation: 8.4/100 [4th out of 13]

Income Deprivation (Older People): 0.4/100 [1st out of 13]

Living Alone: 20.7% [11th out of 13]

Predominant Housetypes: Terraces (40.6%) Semi-detached (29%)

Tenancy: Owner 45% Private Rent 40% Social Rent 10%



Tenancy: Owner 79% Private Rent 10% Social Rent 7%



No Access to Car: 45.7% [7th out of 13]

Health Deprivation: 8.4/100 [8th out of 13]



Audit Findings

SHOPPING

- Use Cheetham Hill Village frequently
- As likely to use Tesco and Iceland
- More likely to use Manchester Fort (younger)
- More likely to use independent shops such as Worldwide and Manchester Superstore (ethnicity).

WELLBEING

- Whilst deprivation in this area is relatively high, older people are much more deprived than the population as a whole. This area has the highest levels of income deprivation amongst older people in our study, ranking in the worst 0.5% nationally.
- There are high numbers of privately rented houses in this area, but very few older people live in rented properties. This suggests that older residents are well established in the area, but younger populations are more fluid. Few people live alone in this area.
- Health deprivation is high in national context, but average for our study area.

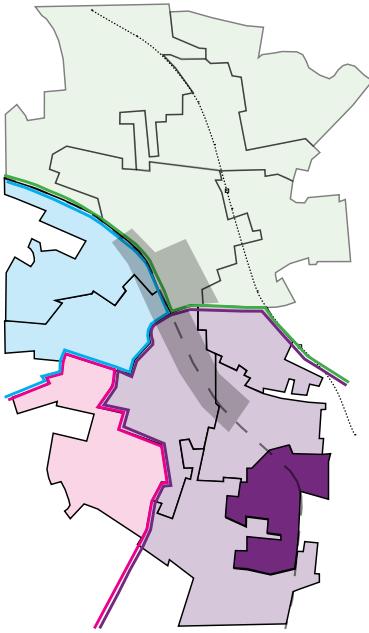
TRANSPORT

Transport links in this area are good, with several bus routes cut through this area along Cheetham Hill Road. Whilst the area is well within walking distance of the Cheetham Hill Metrolink station, it can only be available through an alleyway off Woodville Road which is intimidating, in state of disrepair and poorly signposted.

FACILITIES

Trinity Church and Trinity Wellcome Centre are located in this area, as well as a number of shops such as Manchester SuperStore.

Older people specialist housing:
Wellington Lodge: Care home, 32 rooms
NADA: Care Home (Nursing), 32 rooms



Cheetham South East

KEY FINDINGS

Fewer older people and few older homeowners.

Older people are much more deprived than the wider population in this area.

More specialist older peoples housing.

Limited pedestrian access to food stores, but relatively good transport links.

SUMMARY

As with other areas in Cheetham, this area has a very low number of white British residents, making up 7.5% of the population. Whilst it has far fewer older people than the city and national average, those older people who do live in the area have very high levels of income deprivation, ranking in the **worst 1% nationally**. A third of households belong to owner occupiers, which is marginally less than the Manchester average.

SERVICE DISTRIBUTION

Health : Some services

Leisure : Some services

Education : Few services

Food Retail : None

Community : Many services

Distance (from centre of area)

Tesco 0.9 miles

Abraham Moss: 0.7 miles

Trinity Wellcome Centre: 0.4 miles

Cheetwood Centre: 0.6 miles

LSOA: Manchester 056A

SHOPPING

10.1/10.2 – Tesco in Cheetham. Good range. Or ASDA is broughton. But we are pretty mobile. Go in the car.

TRANSPORT

6.2 – parking and road difficult – hit me

6.2 - dangerous gangster driving

6.2 -Get out of area – go to Rusholme Bolton etc. all by bus

6.2 – Feels excluded by money - £10-15 a week just on bus getting around.

10.1 – Difficulties getting on the ring and ride for people who

FACILITIES

10.1 – Wants more seating for people in the city centre.

10.1 – Lack of facilities for the young.

10.1/10.2 – We go to the allotment.

10.1 – The good thing about Irish Centre, people do things for themselves.

6.2 – Would like to play football at Abraham Moss

9.4 – Go to city centre sometimes with kids

9.4 – had stroke, doesn't do anything else (other than black health forum)

RESPECT

10.1- Police allocations are strange, one person cant cross the road for us, because its his boundary.

10.1 – More intergenerational mixing with young people needed.

10.1 – The police tried to organize something at Waterloo Road cabin used to do activities, but then vandals burned it down.

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 7.9% [12th out of 13]

Ethnicities: Asian/British:Pakistani 54.1%, Asian:Other 7.9%

Multiple Deprivation: 8.8/100 [5th out of 13]

Income Deprivation (Older People): 0.7/100 [2nd out of 13]

Living Alone: 25.4% [10th out of 13]

Predominant Housetypes: Terraces (55.6%) Flats (19.5%)

Tenancy: Owner 35% Private Rent 31% Social Rent 30%



Tenancy: Owner 53% Private Rent 13% Social Rent 32%

(60+)

A horizontal bar chart showing the percentage distribution of tenancy types for the 60+ age group. The bars are colored purple, blue, and light blue respectively.

Tenancy Type	Percentage
Owner	53%
Private Rent	13%
Social Rent	32%

No Access to Car: 51% [5th out of 13]

Health Deprivation: 4.2/100 [6th out of 13]



Audit Findings

SHOPPING

Use Cheetham Hill, and are likely to use it on a daily basis (low car ownership).
As likely to shop at Tesco and Iceland
More likely to shop in City Centre, but less likely to shop at Manchester Fort (low car ownership)
More likely to use independent shops such as Worldwide and Manchester Superstore (ethnicity).

WELLBEING

This area has a diverse tenancy profile, with relatively low levels of home ownership.
Fewer people in this area live alone.
Car ownership is relatively low.
Health deprivation is high in national context, but average for our study area.

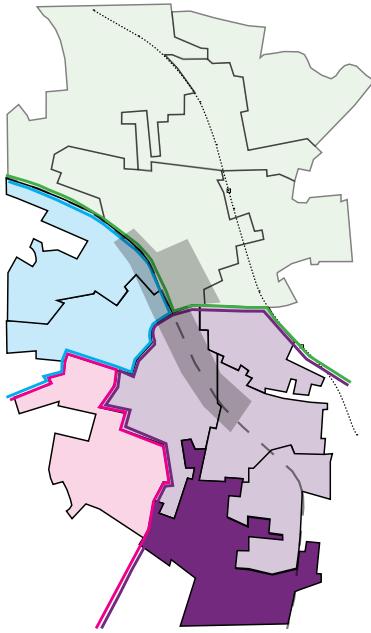
TRANSPORT

A number of bus routes cut through this area along Cheetham Hill Road, although it is more than 500m walking distance to the tram stations at both Abraham Moss and the new stop on Queens Road.

FACILITIES

Al Hilal Community Project, UKIM Khizra Masjid and Bignor Street Park are located in this area. Smedley park is just outside the north-east boundary of this area.

Older people specialist housing:
Huxley Court: Age exclusive, 30 units



Cheetham South

KEY FINDINGS

Few older people. Majority of older people live in general needs social housing.

Most diverse ethnic makeup in Cheetham Hill

Limited pedestrian access to food stores and poor transport links (to Cheetham Hill facilities)

SUMMARY

Just 7.3% of the population are aged 60+, nearly half that of the Manchester average and one-third of the national average. In addition, the income deprivation of older people is in the worst 2% nationally. The area has low levels of home ownership, with two-thirds of the households occupied by social tenants. 23.8% of residents are white British, which whilst low compared to the Manchester average, is higher than other areas in Cheetham.

SERVICE DISTRIBUTION

Health : Few services
 Leisure : Some services
 Education : Few services
 Food Retail : None
 Community : Many services

Distance (from centre of area)

Tesco: 1.1 miles

Abraham Moss: 0.9 miles

Trinity Wellcome Centre: 0.6 miles

Cheetwood Centre: 0.2 miles

LSOA: Manchester 058B

SHOPPING

1.6: Goes to Manchester Fort

1.5/1.6: Prefer Tesco and Worldwide because they are easier to park there. Do the main shop in the car, and walk to do daily shops.

RESPECT

5.8 - People aren't respectful anymore, and that not to do with the new people and cultures, its just how society is now.

FACILITIES

1.5: Goes walking around Manchester Fort for exercise.

5.8 - We need a youth centre. Kids stand outside because they are bored. I did when I was young.

4.3 - NHS drop-in centre needed.

5.8- Can we do something here at Cheetwood? Can we do something at the parks? They are empty and wasted. Nothing for the kids – they got rid of the swings.

9.14 – Go to city every day. I like it better than Cheetham Hill. Big Mosque (MYF) every day. Free bus pass.

9.14 – Everyone has family in this country, but everyone is so busy. We need some social friends. I think we need more opportunities for this.

9.14 – Twice a week exercise class at Irish Centre. Come here too.

DIVERSITY

1.5: Doesn't venture out of Cheetham Hill very much because she has trouble reading signs. When she does go, she goes with a neighbour.

4.4 - Loneliness is a problem – No family support in Manchester.

Groups based on individual communities, needs to be more together. International festival needed.

4.4 - Need for Advice Bureau somewhere in the middle of Cheetham Hill. Overcome problems with languages this way. Could have more contact with wardens.

SAMPLE OF LOCAL VOICES

STATISTICS

Residents aged over 60: 7.3% [13th out of 13]

Ethnicities: White:British 23.8%, Asian/British: Pakistani 18.9%

Multiple Deprivation: 3.1/100 [3rd out of 13]

Income Deprivation (Older People): 1.4/100 [=4th out of 13]

Living Alone: 30.4% [6th out of 13]

Predominant Housetypes: Terraces (35.8%) Flats (31.2%)

Tenancy: Owner 16% Private Rent 17% Social Rent 62%



Tenancy: Owner 13% Private Rent 2% Social Rent 79%



No Access to Car: 47.1% [6th out of 13]

Health Deprivation: 4.2/100 [5th out of 13]



Audit Findings

SHOPPING

- Uses Cheetham Hill, and are likely to use it on a daily basis.
- As likely to shop at Tesco and Iceland
- More likely to use independent shops such as Worldwide and Manchester Superstore (ethnicity).

WELLBEING

- This is one of the most deprived areas within our study.
- Homeownership and private rental are very low in this area, with the majority of residents socially renting. This area has the highest percentage of older people in social housing.
- There are average levels of car ownership in this area compared to the city and study area averages.
- Health deprivation is high in national context, but average for our study area.

TRANSPORT

The area is poorly served by public transport, with the 59 bus from Rochdale to Manchester City Centre the only regular service. Access to the tram is difficult because the 59 bus service does not go to Abraham Moss and it is a considerable distance to walk. The main road which runs through this area, Queens Road, does not have any bus services currently operating.

FACILITIES

Cheetwood Park, Cheetwood SureStart Centre and St. Chads Primary School are located within this area. Bignor Street Park is also located on the boundary of this area. The Cheetwood Centre is positioned to the west of this area.

Older people specialist housing:

Barnsdale Drive: Retirement/sheltered housing, 26 units

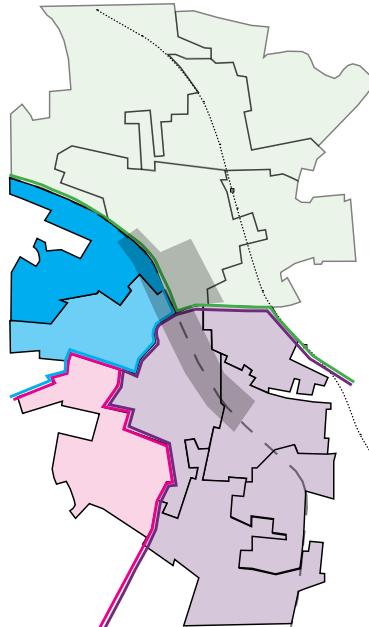
Kersal North

KEY FINDINGS

- Highest proportion of white British residents in our study area.
- Least deprived area in our study.
- Many older people
- Mix of home owners and specialist housing
- Proximate to many services and good transport links

Kersal North

Kersal South



Kersal South

KEY FINDINGS

- Second highest proportion of white British residents in our study area.
- Average older population,
- Mix of home owners and specialist housing
- Few people living alone
- Proximate to many services and good transport links

SUMMARY

17.7% of the population in this area are aged over 60. Whilst this is higher than the Manchester average and most other areas in our study, it is lower than both the Salford and national average. This area has the lowest level of multiple deprivation in our study area, although it has comparatively high levels of income deprivation amongst older people. The area is almost 75% white British, the highest in our study area, although still below the Salford average. Home ownership is slightly below that of the Salford average, and access to a car is similar to the Salford average.

SERVICE DISTRIBUTION

Health : Some services
Leisure : Some services
Education : Few services
Food Retail : Many services
Community : Some services

Distance (from centre of area)

Tesco: 0.4 miles
Abraham Moss: 0.7 miles
Trinity Wellcome Centre: 0.6 miles
Cheetwood Centre: 1.3 miles
LSOA: Salford 010A

SUMMARY

23.1% of residents in this area are white British, far lower than the Manchester and national average, but still higher than other parts of Cheetham to the south. The area contains a relatively high number of people living alone and more people without a car than the Manchester average. Over 40% of households rent their home, with a similar number owner occupiers. There are high levels of health deprivation.

SERVICE DISTRIBUTION

Health : Some services
Leisure : Few services
Education : Few services
Food Retail : Many services
Community : Few services

Distance (from centre of area)

Tesco: 0.5 miles
Abraham Moss: 0.7 miles
Trinity Wellcome Centre: 0.5 miles
Cheetwood Centre: 1.1 miles
LSOA: Salford 010D

KERSAL NORTH - STATISTICS

Residents aged over 60: 17.7% [4th out of 13]

Ethnicities: White:British 73.7%, White:Other 16.1%

Multiple Deprivation: 39.8/100 [13th out of 13]

Income Deprivation (Older People): 13.7/100 [10th out of 13]

Living Alone: 34.4% [8th out of 13]

Predominant Housetypes: Flats (52.5%) Semi-detached (26.3%)

Tenancy: Owner 50% Private Rent 31% Social Rent 18%



Tenancy: Owner 52% Private Rent 6% Social Rent 40%



No Access to Car: 40.8% [9th out of 13]

Health Deprivation: 25.7/100 [13th out of 13]



Audit Findings

SHOPPING

- As likely to use Cheetham Hill Village.
- As likely to use Tesco and Iceland.
- More likely to shop on Leicester Road (proximity).
- Less likely to visit independent shops (ethnicity).
- Less likely to visit the city centre (age).

WELLBEING

- This area is the least health-deprived area in our study, but is still in the most deprived 30% nationally and older people are more deprived than the wider population.
- A much higher proportion of older residents are in social housing than younger ones, with a significant minority of younger residents in private rented properties.

TRANSPORT

The 52 and 149 bus services along Leicester Road serve this area, linking it to the Cheetham Hill Precinct and the Abraham Moss Centre. Access to southern end of Cheetham Hill Road is not possible on these routes.

FACILITIES

The Ukrainian Catholic Church and North Manchester synagogue are located in this area, whilst Broughton Park is located on the western boundary of the area.

Older people specialist housing:
Gan Eden: Retirement/sheltered housing, 63 units

KERSAL SOUTH - STATISTICS

Residents aged over 60: 11.4% [7th out of 13]

Ethnicities: White:British 71.2%, White:Other 12.9%

Multiple Deprivation: 16.3/100 [9th out of 13]

Income Deprivation (Older People): 25.7/100 [11th out of 13]

Living Alone: 19% [12th out of 13]

Predominant Housetypes: Semi-detached (62%) Terraces (14.2%)

Tenancy: Owner 45% Private Rent 20% Social Rent 31%



Tenancy: Owner 60% Private Rent 5% Social Rent 33%
(60+)



No Access to Car: 44.5% [8th out of 13]

Health Deprivation: 2.2/100 [4th out of 13]



Audit Findings

- **SHOPPING**
 - As likely to use Cheetham Hill Village
 - As likely to use Tesco and Iceland.
 - Less likely to use independent shops such as Worldwide and Manchester Superstore (ethnicity).
- **WELLBEING**
 - Very few people live alone in this area.
 - There are relatively few privately rented properties in this area, which is predominantly family homes.
 - Older people are less deprived than most other areas in our study.
 - Health deprivation is high, but this area is one of the most healthy in our study area.

TRANSPORT

The 52 and 149 bus services along Leicester Road serve this area, linking it to the Cheetham Hill Precinct and the Abraham Moss Centre. Access to southern end of Cheetham Hill Road is not possible on these routes. This area is also served by a smaller bus service (151) to Harpurhey and Hollinwood.

FACILITIES

There are no assets noted in this area, although Mandley Park is located on its southern border.

Older people specialist housing:
Newland Care: home (nursing), 28 rooms

City Centre

The city centre is used more often by people without access to a car, suggesting the use of public transport by these groups

Harpurhey

LSOA 3 and LSOA 9 appear to have more people using Harpurhey regularly.

Manchester Fort

A majority of people across all LSOA's report sometimes using the Fort.

Local centres

These appear generally little used apart from situation of very close proximity. Bury Old Road relates to LSOA 1; Lansdowne Road relates to LSOA 4 and 5; Leicester Road relates to LSOA 6

Tesco's

The vast majority of respondents frequently use Tesco's and those in close proximity (LSOA 1, 4, 9) appear to use it with even more frequency.

Iceland

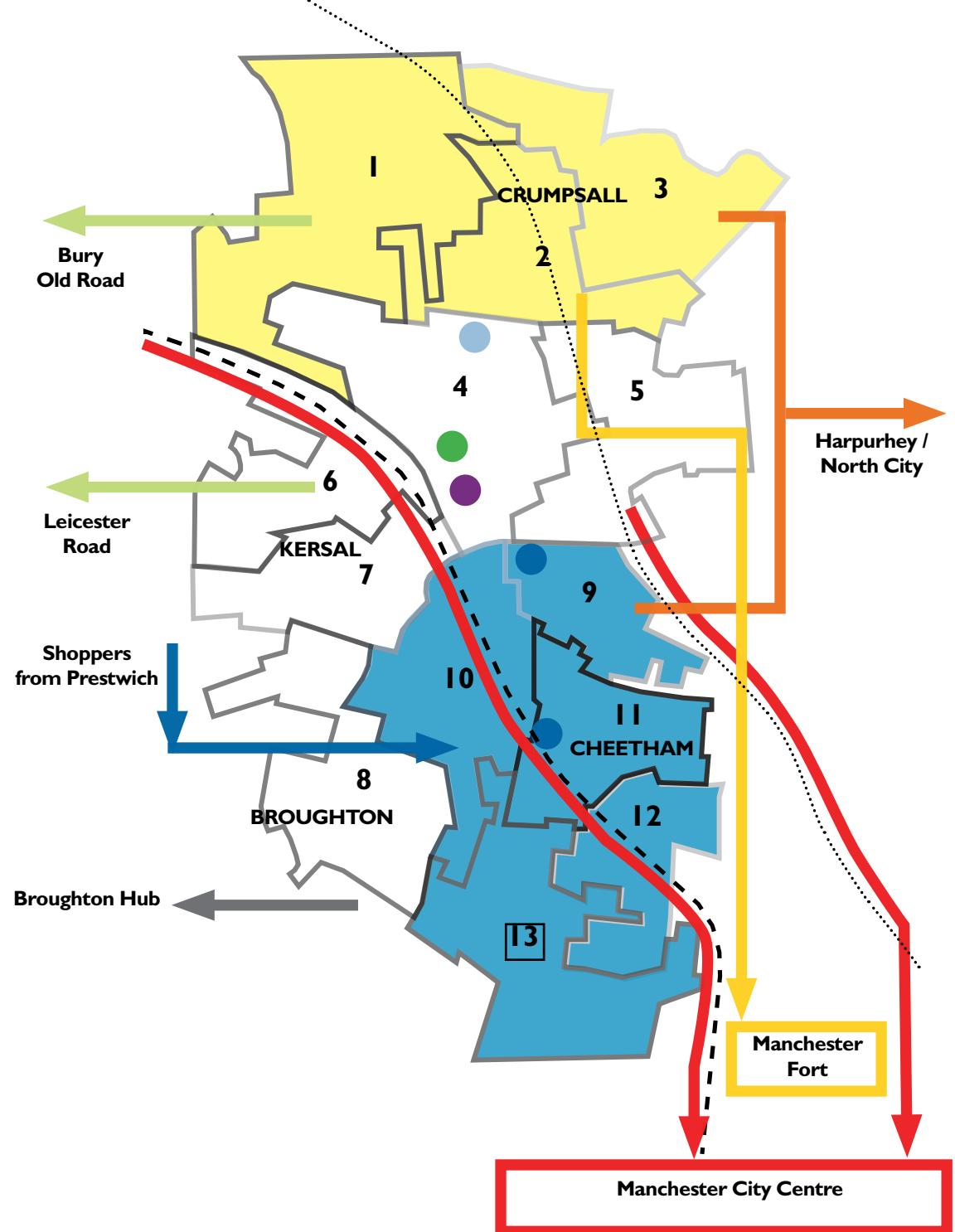
Is used frequently by some people in all areas, LSOA 4 and 9 appear to use it more frequently than average.

Manchester Superstore and Worldwide

Is used frequently by those in the 5 Cheetham LSOA's and less frequently by those in Salford and Crumpsall

Morrisons

Is used infrequently by those in all areas apart from LSOA 4 who are in close proximity and use it frequently.



Shopping and Leisure Mobility

Q: How do older people experience Cheetham Hill as a district centre?

A: Cheetham Hill Village is a key facility for older people, but the local offer can exclude people because of age, mobility, access and ethnicity

Findings:

- Reports of anti-social behaviour and vagrancy in the northern parts of Cheetham Hill Road.
- Perceived lack of independent shops amongst white older people.
- Feelings of exclusion because of language and cultural differences.
- Lack of public social space in Cheetham Hill Village, with no benches in the Cheetham Hill Shopping Precinct.
- Lack of suitable semi-public social spaces such as pubs and cafés.
- Litter and untidy streets are perceived a lack of local pride and feelings of ownership in Cheetham Hill.
- Shopping offer perceived to be unsuitable for single person households.
- Perceived lack of facilities for younger people, which is seen as a driver for anti-social behaviour.
- Widely expressed support for non-denominational community spaces, such as the Unit 25 pop-up shop.
- Widely noted parking, congestion and traffic issues near shopping areas.
- Takeaway food offer contradicts health agenda in the area.
- Shopping is part of a daily health and exercise routine for many residents.
- Links between the retail and leisure hubs in Cheetham Hill are under developed.
- Cheetham Hill Village identity could be strengthened by improved link between retail areas and leisure/service hub at Abraham Moss.

Actions:

- 1** Feedback to traders the importance and potential benefits of promoting the social aspects of shopping.
- 1a** Feedback to traders the cultural barriers of retail in Cheetham Hill, and work with them to develop ways of expanding their customer base.
- 2** Develop seating projects, both to socialise and to rest.
- 2a** Collaborate with landlord to provide public space facilities in Cheetham Hill Shopping Precinct, which would improve vibrancy of the precinct and create a secure social provision.
- 3** Develop new social spaces in partnership with local stakeholders.
 - 3a** Explore possibilities for a community hub space similar to Levenshulme Inspire or the Broughton Community Hub.
- 3b** Explore whether Goldstone Gardens can become a true community space with local resident ownership.
- 3c** Explore opportunities for informal social spaces at Abraham Moss such as a community cafe, developed through neighbourhood engagement.
- 3d** Develop existing spaces to offer “pop up shop” activities, stress their non-denominational offer, and better publicise their presence and activities.
- 4** Link the service and leisure hub offer the retail areas in Cheetham Hill Village.
 - 4a** Connect Abraham Moss to Cheetham Hill Village through publicity, wayfinding, transport links and environmental improvements.
 - 4b** Target advertising for leisure activities (or host outreach leisure activities) in the main retail areas.
- 5** Explore options for disused or underused facilities on Cheetham Hill Road, such as the Library.
- 6** Consider campaigns to involve residents in ‘owning’ Cheetham Hill Village
- 6a** Make litter and local pride a campaigning issue in Cheetham Hill
- 6b** Consider the needs of young people as part of the development of an age-friendly strategy.
- 6c** Consider planning constraints upon future fast food takeaways in the area, and explore limitations on further pawnbrokers and betting shops.
- 7** Continue to develop Urban Living Lab research and reporting methodology to better understand changing retail needs and opportunities.

Q: How does Cheetham Hill provide opportunities for well-being?

A: The diversity of Cheetham Hill offers service providers (leisure, health, social organisations) the opportunity to respond to and engage with a wide range of distinct groups

Findings:

- Civic offer from the diverse existing community groups and institutions is strong, but currently fragmented and does not reach the wider community.
- Perception that there are not enough physical activity classes aimed at certain groups, particular older people, women and those with mobility issues.
- Broad use of parks by residents from all backgrounds, although some issues with parks in Cheetham were noted (Smedley Field, Goldstone Gardens)
- Disconnect between existing specialist older peoples facilities (North of Cheetham Village).
- Non-denominational third sector provision viewed very positively. Strong evidence of dedicated, active local residents working to improve the social and cultural offer in Cheetham Hill.

- Local groups report a range of barriers to success, such as space, finance, communication and perceived legal constraints.
- Community and educational facilities are used by fewer than 40% of people , with some facilities being used by only 1% of people in the area.
- 40% of people report being socially isolated.
- Some people reported travelling to neighbouring leisure facilities (North City, Broughton Hub) for a variety of reasons such as easier parking and a specific older peoples offer
- ‘Cheetham Hill’ branded cultural offer, such as festivals, are well received.
- Some adult education services don’t advertise some events because they are over-subscribed.

- Working in partnership with intermediary groups is an important engagement method for those harder to reach.
 - Older people are less likely to use the city centre, and thus are excluded from much of Manchester’s cultural offer.
- **Abraham Moss:** Lack of gender segregation prevents some from using Leisure Centre.
- Accessing Abraham Moss from Cheetham is difficult with limited parking and poor pedestrian entry points.
- Many do not perceive Abraham Moss to be a ‘Cheetham’ resource (eg. “Crumpsall” Library)
- Lack of information about activities at Abraham Moss.
- Abraham Moss has a confusing layout and poor legibility both inside and outside of facilities

Actions:

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- I** Seek to remove of a range of barriers facing local groups.
 - Ia** Explore opportunities to charge community rates at Abraham Moss to make it more affordable for community activity.
 - Ib** Improve communication of activities and facilities across the community and across ward boundaries.
 - Ic** Produce guidance with information and contacts to help new groups get started.
 - Id** Continue to support and connect the individuals and groups motivated to improving the area through community networks/ forums.
 - Ie** Investigate opportunities to address lack of childcare / creche provision preventing mothers participating in activities.
 - 2** Build on the broad use of park spaces across the area - friends of parks scheme.
 - 2a** Explore radical changes to the Cheetwood Centre through a fundamental review.
 - 3** Investigate the demand for further adult learning courses and communicate this expanded offer to wider community who report to be unaware of local provision
 - 4** Create a recognisable 'Cheetham Hill' cultural space/offer.
 - 4a** Build on the occasional 'Cheetham Hill wide' festivals and events. Link Festivals and events organised by particular local communities into a broader community theme.
 - 5** Attempt to link up specialist housing providers offers to create an informal 'NORC' (Naturally Occuring Retirement Community)
 - 6** Create a community social space at Abraham Moss and develop activities to develop a social hub with a community focus.
 - 6a** Support bus operators in providing service to the entrance door.
 - 6b** Link communication and publicity of Library and Adult Learning Facilities at Abraham Moss and specialist outreach services for language and employment skills
 - 6c** Target local offer for particular user groups informed by consultation, such as developing a more culturally sensitive service and leisure offer at Abraham Moss.
 - 6d** Enable more informal educational classes linked to formal facilities such as libraries.
 - 6e** Develop legibility/accessibility strategy for Abraham Moss site and facilities.
 - 7** Work with Abraham Moss School to develop community offer.
 - 7a** Develop arts based community development project in the alleyways around the Abraham Moss Metrolink station.
 - 7b** Promote use of school sports facilities to wider community.
 - 8** Continue to develop Urban Living Lab research and reporting methodology to be used by stakeholders when planning services

Q: How do these experiences and opportunities differ in proximity to Cheetham Hill Village?

Findings:

- ‘Cheetham Hill’ sits on the boundary between 4 wards; Crumpsall, Cheetham, Kersal and Broughton
- There are more older people living in Crumpsall in the north than Broughton and Cheetham in the south
- The area is very ethnically diverse but some areas have high concentrations of particular ethnic groups
- There are very high levels of deprivation affecting older people, particularly in Cheetham ward
- There are generally very high levels of deprivation which are only less severe in parts of Crumpsall and Kersal

A: The experience of and opportunities for taking the Cheetham Hill shopping and community offer are greatly influenced by location

- There are high levels of health deprivation, even in the relatively affluent northern areas of Crumpsall
- There are more homeowners in north Crumpsall and Kersal than other areas
- Car ownership is generally lower than averages, except for some parts of Cheetham and Crumpsall
- Areas with the fewest homeowners also have the largest percentage of people living alone.
- People in Cheetham are less likely to benefit from the Metrolink than other neighbouring areas

Actions:

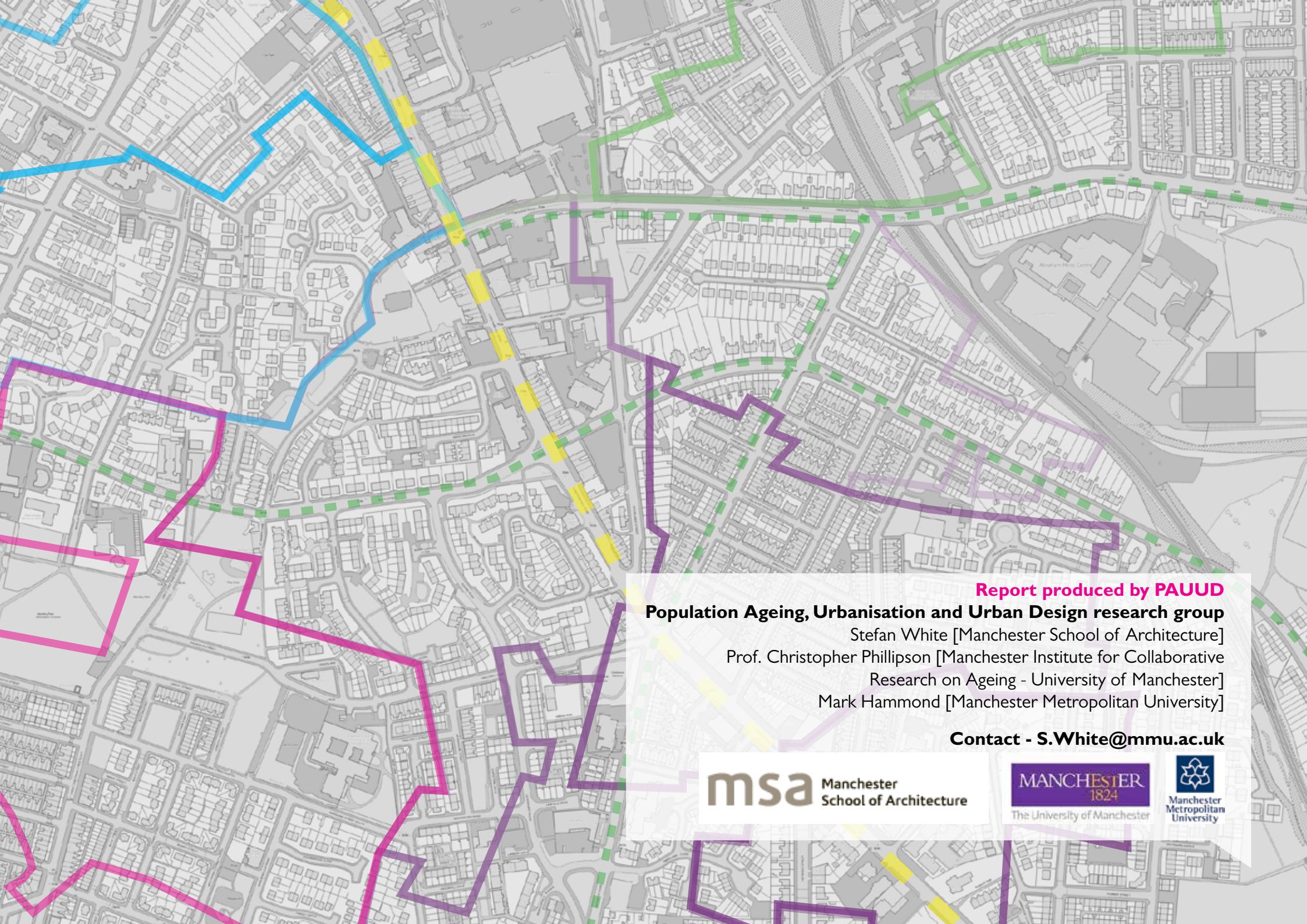
- 1** Recognise how the diversity (ethnic, economic, mobility, age, territorial) within Cheetham Hill affects how people access and use leisure and retail assets, and respond to this diversity in all actions undertaken in the area.
- 2** Continue to develop Urban Living Lab research and reporting methodology understand the spatial implications of decisions made in the area.

Sources for Age-Friendly findings

- Many focus group participants noted crime problems outside Iceland and the Robin Hood pub to the south and outside the shops to the north of the precinct.
- Community audit data showed that Asian/Asian British residents were 4 times more likely to use independent supermarkets than other ethnic groups. Whilst some focus group respondents suggest that there is no independent retail provision in the area, our research suggest this is due to barriers of infamiliarity and perceived ethnic territories.
- Focus group comments suggest that Tesco has resulted in the loss of some independent retail in the old precinct, but ethnically targeted provision (halal butchers etc.) have remained in the area.
- Language problems were noted by some Asian focus group participants as barriers to shopping, which kept them using shops and routes which they were familiar with.
- Urban analysis identified the lack of social space within Cheetham Hill as a significant problem. Local examples such as Harpurhey show the importance of having informal social spaces to sit and socialise as drivers for both commercial vibrancy and community cohesion.
- The only semi-public space in Cheetham Hill Precinct (Costa Coffee) is well used, but focus group respondents lamented the lack of other facilities such as cafe's and suitable pubs.
- Many focus group participants noted problems with litter and a general lack of pride in maintaining the physical appearance of the area.
- Focus groups with older people often noted that Tesco aims their offers at families, and therefore doesn't represent good value for money for them.
- Focus group participants suggested that some anti-social behaviour issues were related to a lack of provision and opportunities for younger people. The Harpurhey Youth Zone was noted as a good example of what could be offered, but noted that local youths don't use it because of access and territorial barriers.
- A number of participants spoke positively about the Unit 25 pop-up shop.
- Focus group participants suggested that double parking and traffic issues are prevalent in Cheetham Hill, particularly in the south near Trinity Church/Manchester Superstore.
- Ease of parking was seen as a key determinant of retail use, with Tesco and Worldwide benefiting from dedicated parking.
- Reported confusion and misinformation regarding who is allowed to use the Tesco car park and for how long.
- Multiple focus group respondents noted the number of takeaways as a problem, and asked how the council had allowed this to occur.
- Some focus group participants suggested that a daily walk to the shops was part of their regular exercise habits.
- Urban design analysis notes that there are no explicit infrastructural links between the retail areas and the leisure/service hub at Abraham Moss.
- Site visits identified the passageway from Woodlands Road and Abraham Moss (the main link between Cheetham and these facilities) to be of poor quality. Issues include litter, graffiti, barbwire fences and blind corners make this area feel unsafe.
- On average, over half of the older population (around 8% of total population) rely on the district centre. Younger people are twice as likely to see Cheetham Hill Village as meeting their needs.

Sources for Healthy Living findings

- Focus groups comments are conversations with service providers suggest that whilst religious organisations and informal civic groups provide an important role in the area, communication of activities is usually within these networks and doesn't reach the wider community.
- A number of focus group participants request more activities based on physical exercise, including chair based exercises. Some older residents stated that they had been excluded from some services because of their age.
- Focus group participants suggested that Smedley Fields is not a very good park space, and that there were problems with pigeons at Goldstone Gardens. Non-participant observations suggested that few people use Goldstone Park despite its central location.
- We observed a concentration of specialist older peoples housing to the north of Cheetham Hill Village, each appearing to organise social programmes in relative isolation.
- Focus groups with local volunteers identified problems with finding suitable, affordable community spaces, difficulty in obtaining funding, the lack of unified advertising methods and worries about the legality of take people on trips.
- Community and educational facilities are used by fewer than 40% of people , with some facilities being used by only 1% of people in the area.
- 40% of people report being socially isolated.
- 28% of Leisure Centre users travelled out of the area to neighbouring leisure facilities (North City, Broughton Hub). In focus groups people suggested that easier parking and a specific older peoples offer were drivers towards these locations
- A number of residents noted that events which bring the community together, such as festivals and non-denominational events were a positive experience.
- Focus groups suggest that some adult education services don't advertise event because they are already over-subscribed.
- The majority of the research engagement activities were arranged through a series of intermediary groups, usually based on ethnic groupings (NEESA, Irish Heritage Centre)
- The community audit found that older people are half as likely to go to the city centre than younger people.
- In focus groups, a number of Asian participants noted problems with male lifeguards and unisex changing facilities.
- Some focus group participants suggested that Abraham Moss is a Crumpsall resource. This was reinforced in site observations, with signage indicating "Crumpsall Library" and the entrance to Abraham Moss from the Cheetham side being in a poor state of repair.
- Many people suggested that they did not know about activities which were run at Abraham Moss.



Report produced by PAUUD

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