

Places background paper - Helsby

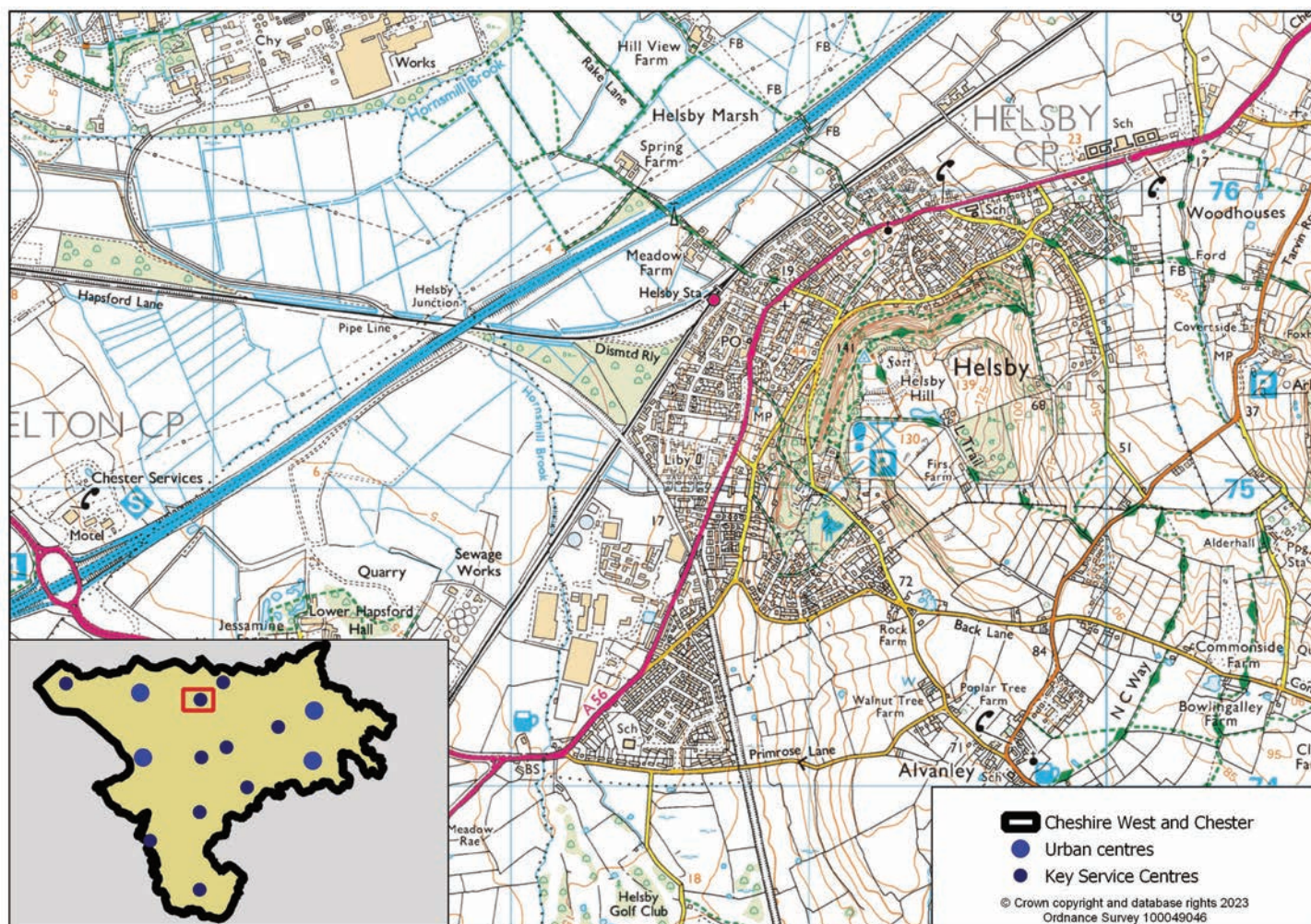
1	Helsby	2
2	Socio-economic profile	3
3	Availability of services and facilities	9
	Social and community infrastructure	10
	Green infrastructure, sport and leisure	11
	Local retail and services	12
4	Accessibility / access to public transport	13
5	Employment opportunities	15
6	Constraints - natural / built environment	16
7	Helsby profile summary	18

1 Helsby

1 Helsby

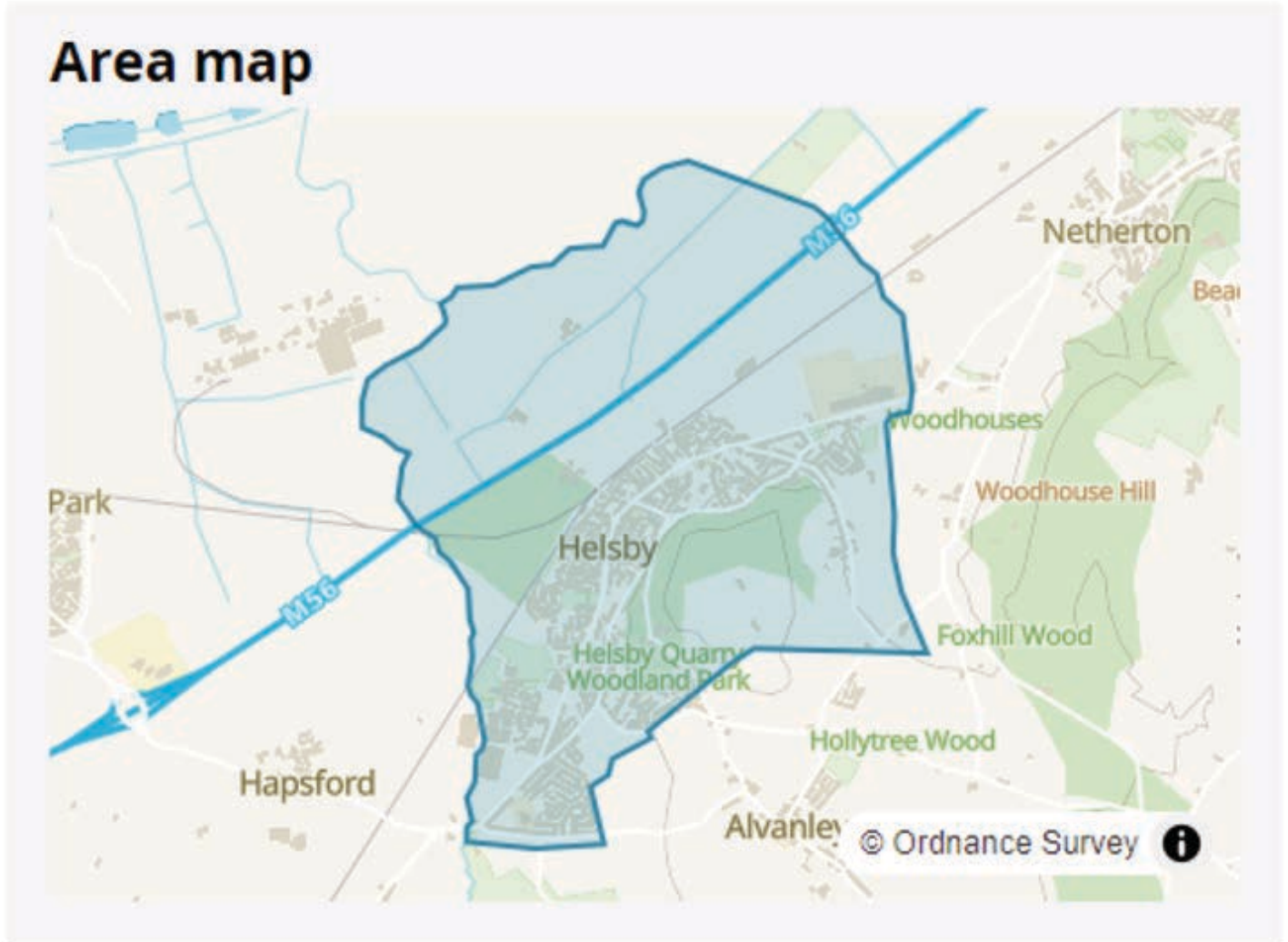
1.1 Helsby is in the north of the borough overlooking the Mersey Estuary. The M56 motorway and the railway line between Chester and Manchester are easily accessible.

Map 1.1 Helsby location



2 Socio-economic profile


Map 2.1 Helsby area map



Helsby: ONS – Built up area. The data and boundaries displayed in this profile are aggregated from small areas on a best-fit basis, and therefore may differ slightly from other sources: <https://www.ons.gov.uk/visualisations/customprofiles/build/>

2 Socio-economic profile

Table 2.1 Helsby socio-economic profile

Topic	Settlement figure		Borough figure		Settlement share of borough total
Population					
Total existing population (Census 2021, rounded to the nearest 100 people)	5,300		357,200		1.48%
<div>Age Profile</div> <div><div>Age profile</div><div><div></div><div>Helsby</div><div>(Cheshire West and Chester)</div></div><div><div>0 years85+</div><div>% of all people, 5 year age bands</div></div></div> <div>(Census 2021)</div>	Age	%	Age	%	
	0-4:	4.8	0-4:	4.9	
	5-9:	4.6	5-9:	5.6	
	10-14:	5.1	10-14:	5.7	
	15-19:	4.7	15-19:	5.2	
	20-24:	4.7	20-24:	5.5	
	25-29:	5.8	25-29:	5.9	
	30-34:	6.3	30-34:	6.3	
	35-39:	5.8	35-39:	6.3	
	40-44:	6.3	40-44:	5.8	
	45-49:	5.8	45-49:	6.4	
	50-54:	8.0	50-54:	7.3	
	55-59:	7.8	55-59:	7.4	
	60-64:	6.1	60-64:	6.4	
	65-69:	5.6	65-69:	5.6	
	70-74:	5.8	70-74:	5.8	
	75-79:	5.5	75-79:	4.2	
	80-84:	3.8	80-84:	3.0	
	85+:	3.9	85+:	2.7	
	Households				
Number of households (2021 Census, rounded to the nearest 100 households)	2,400		155,200		1.55%
Household size	1 person in household	31.8%	1 person in household	30.2%	N/A

Socio-economic profile 2

Topic	Settlement figure		Borough figure		Settlement share of borough total
(2021 Census, percentage of all households)					
	2 people in household	38.1%	2 people in household	36.4%	
	3 people in household	15.3%	3 people in household		
	4 or more people in household	14.7%	4 or more people in household	17.2%	
Household composition (2021 Census, percentage of all households)	One person household	31.8%	One person household	30.2%	N/A
	Single family household	65.7%	Single family household	65.3%	
	Other household types	2.5%	Other household types	4.4%	
Accommodation type (2021 Census, percentage of all households)	Whole house or bungalow	89.6%	Whole house or bungalow	87.4%	N/A
	Flat, maisonette or apartment	9.0%	Flat, maisonette or apartment	11.9%	
	A caravan or other mobile or temporary structure	1.4%	A caravan or other mobile or temporary structure	0.7%	
Number of bedrooms (2021 Census, percentage of all households)	1 bedroom	6.4%	1 bedroom	7.0%	N/A
	2 bedrooms	23.7%	2 bedrooms	23.1%	
	3 bedrooms	48.7%	3 bedrooms	45.7%	
	4 or more bedrooms	21.1%	4 or more bedrooms	24.3%	
Tenure of household (2021 Census, percentage of all households)	Owns outright	42.2%	Owns outright	37.1%	N/A
	Owns with a mortgage or loan or shared ownership	38.3%	Owns with a mortgage or loan or shared ownership	32.4%	
	Social rented	6.5%	Social rented	14.6%	
	Private rented or lives rent free	13.0%	Private rented or lives rent free	15.8%	
Employment					

2 Socio-economic profile

Topic	Settlement figure		Borough figure		Settlement share of borough total
Economic activity status (2021 Census, % of people aged 16 years and over)	Economically active: In employment	59.6%	Economically active: In employment	57.2%	N/A
	Economically active: Unemployed	2.2%	Economically active: Unemployed	2.8%	
	Economically inactive	38.3%	Economically inactive	40.0%	
Employment history (2021 Census, % of people aged 16 years and over not in employment)	Not in employment: Worked in the last 12 months	9.9%	Not in employment: Worked in the last 12 months	12.3%	
	Not in employment: Not worked in the last 12 months	72.8%	Not in employment: Not worked in the last 12 months	67.3%	
	Not in employment: Never worked	17.3%	Not in employment: Never worked	20.5%	
Occupation (2021 Census, % of people aged 16 years and over in employment)	Managers, directors and senior officials	14.8%	Managers, directors and senior officials	14.0%	
	Professional occupations	25.4%	Professional occupations	20.5%	
	Associate professional and technical occupations	15.4%	Associate professional and technical occupations	13.2%	
	Administrative and secretarial occupations	8.4%	Administrative and secretarial occupations	8.9%	
	Skilled trades occupations	8.0%	Skilled trades occupations	9.3%	
	Caring, leisure and other service occupations	7.6%	Caring, leisure and other service occupations	8.8%	
	Sales and customer service occupations	7.5%	Sales and customer service occupations	8.2%	

Socio-economic profile 2

Topic	Settlement figure		Borough figure		Settlement share of borough total
	Process, plant and machine operatives	6.0%	Process, plant and machine operatives	6.9%	
	Elementary occupations	6.8%	Elementary occupations	10.2%	
Travel to work and transport					
Number of cars or vans (2021 Census, % of all households)	No cars or vans in household	11.6%	No cars or vans in household	16.7%	N/A
	1 car or van in household	41.2%	1 car or van in household	40.8%	
	2 cars or vans in household	36.9%	2 cars or vans in household	32.0%	
	3 or more cars or vans in household	10.3%	3 or more cars or vans in household	10.5%	
Distance travelled to work (2021 Census, % of people aged 16 years and over in employment)	Less than 10km	20.4%	Less than 10km	32.7%	N/A
	10km to less than 30km	29.2%	10km to less than 30km	18.6%	
	30km and over	4.8%	30km and over	5.2%	
	Works mainly from home	34.9%	Works mainly from home	31.5%	
	Other	10.7%	Other	12.1%	
Method of travel to workplace (2021 Census, % of people aged 16 years and over in employment)	Work mainly at or from home	34.9%	Work mainly at or from home	31.5%	N/A
	Underground, metro, light rail, tram	0.0%	Underground, metro, light rail, tram	0.1%	
	Train	1.2%	Train	0.8%	
	Bus, minibus or coach	1.2%	Bus, minibus or coach	1.7%	
	Taxi	0.1%	Taxi	0.6%	
	Motorcycle, scooter or moped	0.3%	Motorcycle, scooter or moped	0.4%	

2 Socio-economic profile

Topic	Settlement figure		Borough figure		Settlement share of borough total
	Driving a car or van	53.8%	Driving a car or van	50.8%	
	Passenger in a car or van	2.6%	Passenger in a car or van	3.9%	
	Bicycle	0.7%	Bicycle	2.0%	
	On foot	4.4%	On foot	7.4%	
	Other method of travel to work	0.9%	Other method of travel to work	0.9%	

3 Availability of services and facilities

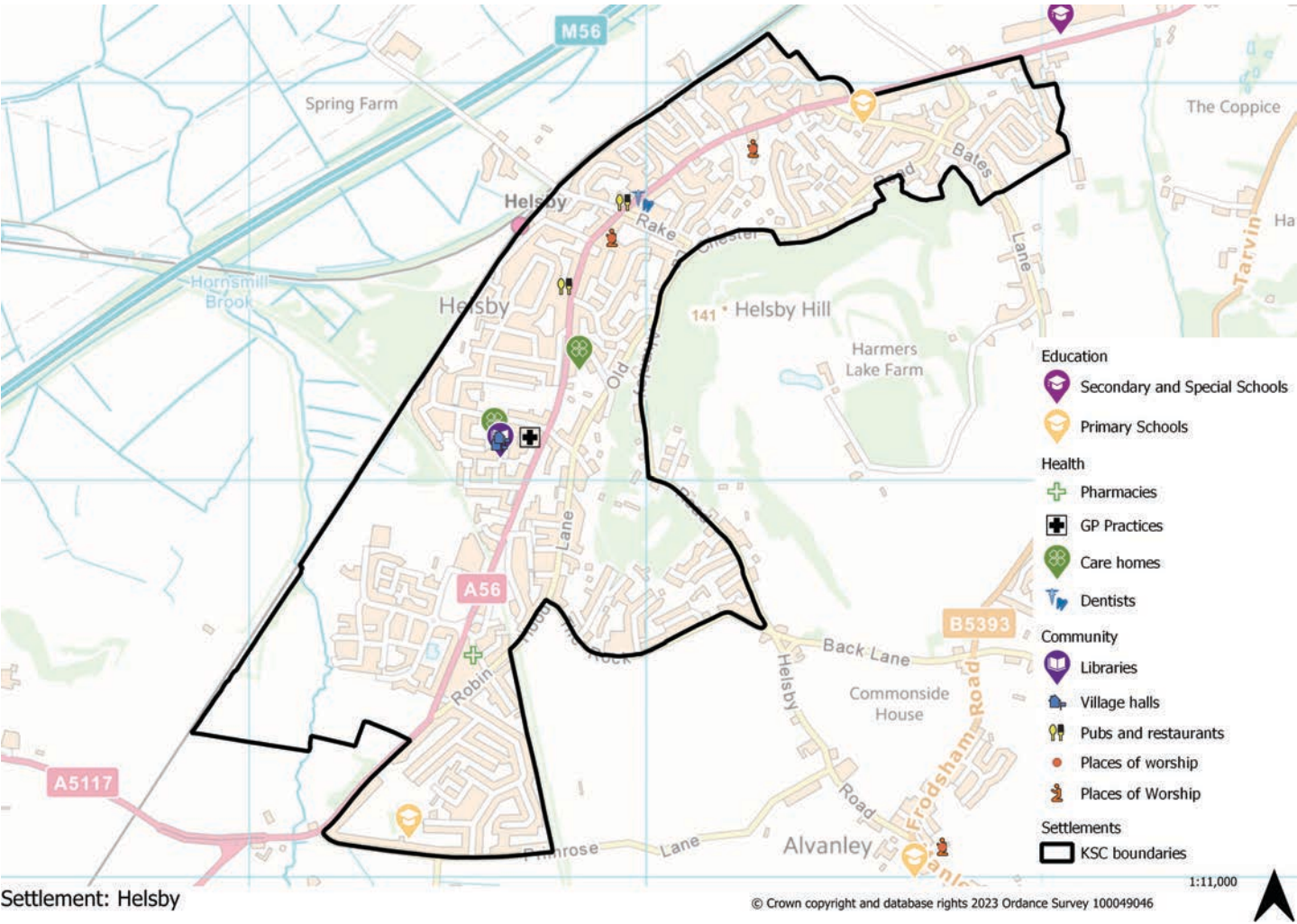
Helsby Local Retail Centre (May 2023)

3.1 Chester Road - this Local Retail Centre is located on the A56, Chester Road, which leads to Chester in the south and Frodsham to the east. Helsby and Frodsham both have easy access to the M56 motorway. The geography of Helsby means that houses that might look accessible to the centre are located up steep roads near Helsby Hill, resulting in the centre being inaccessible to some residents other than by car. The Local Retail Centre is close to Helsby train station, with regular links between Manchester and Chester. There is on road parking at the centre and parking available for the station nearby. The A56 is a wide road and can accommodate parked cars on the street. The pavement is wide in some areas, which helps encourage link trips and footfall. There are two convenience stores along with a Post Office. There is a good diversity of uses including food and drink services. There are other facilities within Helsby village such as a Tesco supermarket and another parade of shops. The Local Retail Centre is also close to Frodsham Town Centre, just over 4km away, however this doesn't seem to impact the viability of this centre, with low vacancy rates and high footfall. Helsby also has other facilities such as a community centre, Community Sports Club, places of worship, primary school and high school located away from the centre.

3 Availability of services and facilities

Social and community infrastructure

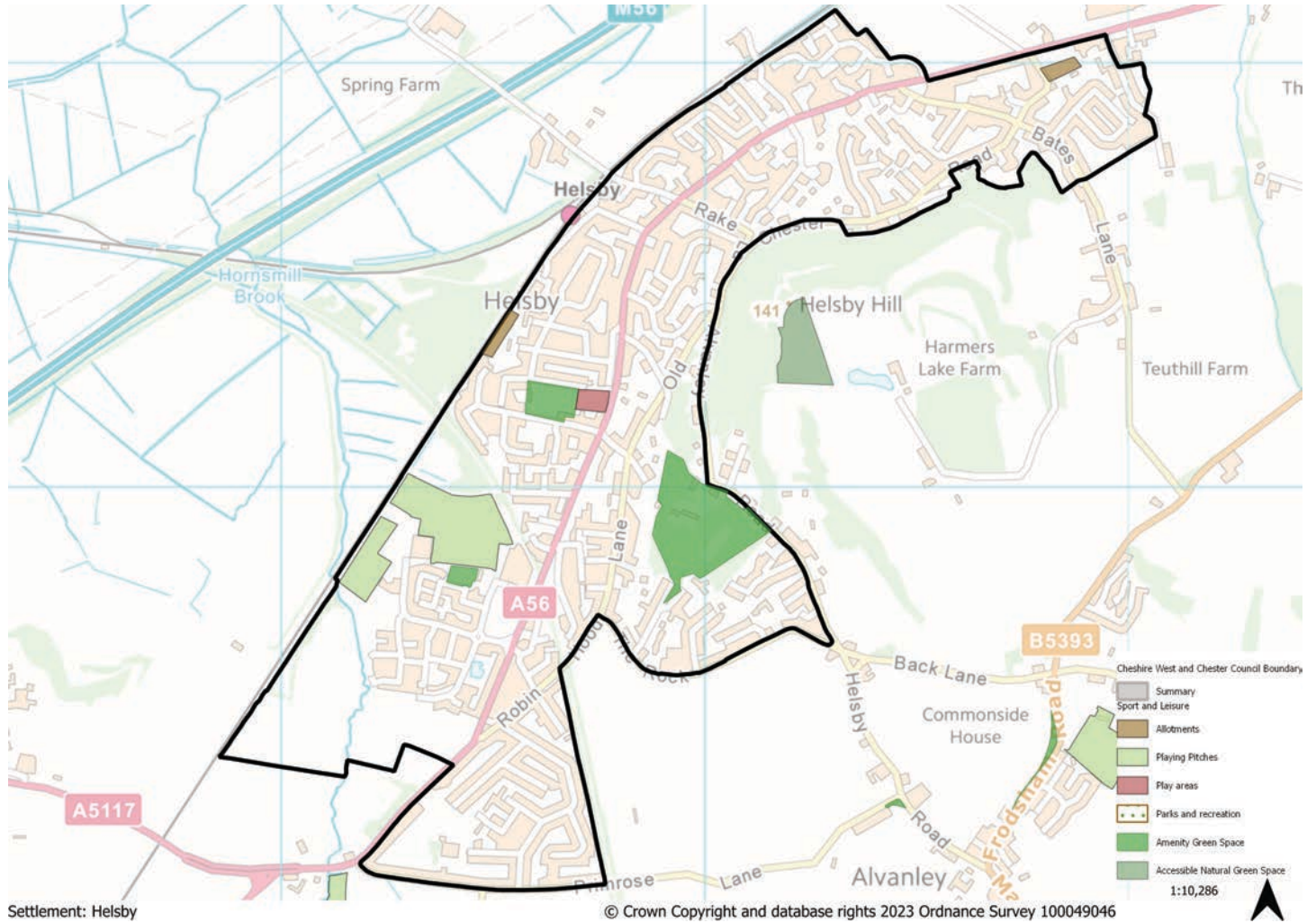
Picture 3.1



Availability of services and facilities 3

Green infrastructure, sport and leisure

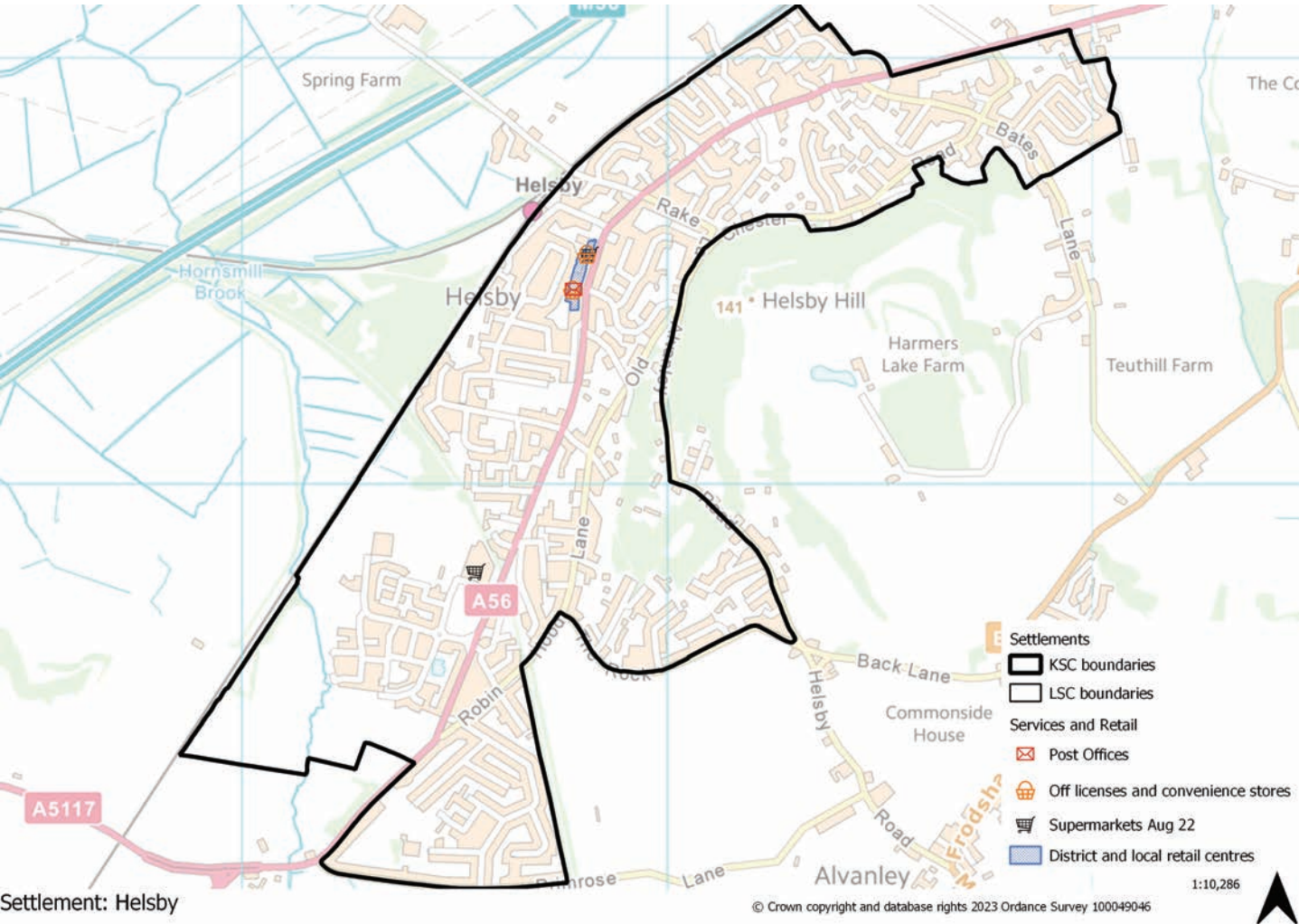
Picture 3.2



3 Availability of services and facilities

Local retail and services

Map 3.1 Helsby retail and services



Accessibility / access to public transport 4

4 Accessibility / access to public transport

Map 4.1 Helsby accessibility

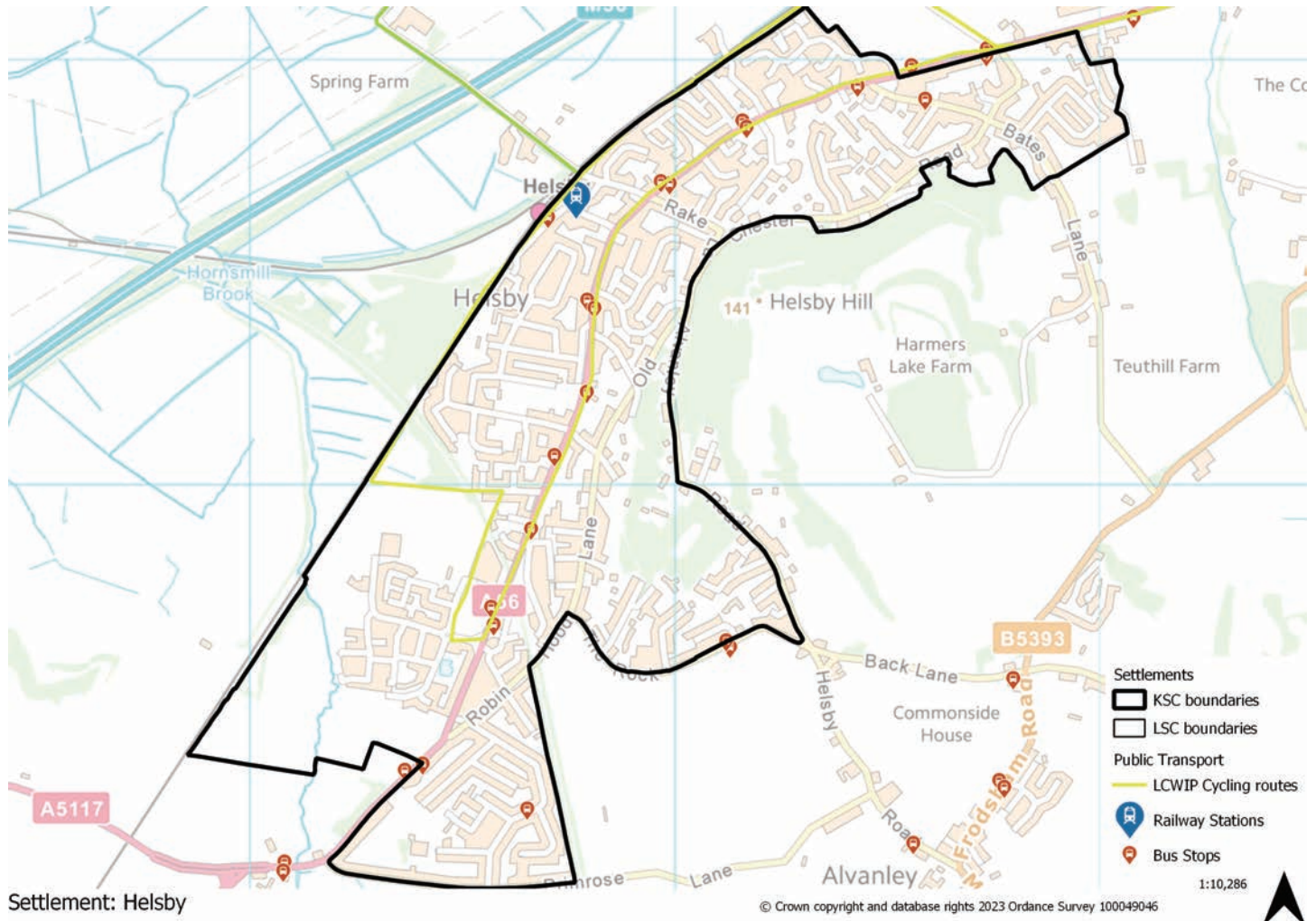


Table 4.1 Distance to other towns/higher order service centres

From Helsby to:	Distance (approximate miles)	Approximate travel time by bus	Approximate travel time by train	Approximate travel time by bicycle	Approximate travel time by car
Chester	8.5	24 minutes	16 minutes	47 minutes	19 minutes
Ellesmere Port	8.5	36 minutes	1 hour 10 minutes (no direct service)	40 minutes	13 minutes
Northwich	13	1 hour 8 minutes (no direct service)	1 hour 18 minutes (no direct service)	1 hour 6 minutes	28 minutes
Winsford	15	2 hours 13 minutes (bus and train)	1 hour 46 minutes (train and bus)	1 hour 34 minutes	30 minutes
Runcorn	9	45 minutes (no direct service)	33 minutes	45 minutes	18 minutes

4 Accessibility / access to public transport

From Helsby to:	Distance (approximate miles)	Approximate travel time by bus	Approximate travel time by train	Approximate travel time by bicycle	Approximate travel time by car
Warrington	16	1 hour 17 minutes	37 minutes	1 hour 8 minutes	25 minutes

Table 4.2 Frequency of train services from Helsby

Main train routes from Helsby	Days	Frequency
Manchester	Daily	1/1 hour
Chester	Daily	1/1 hour
Liverpool	Daily	1/1 hour

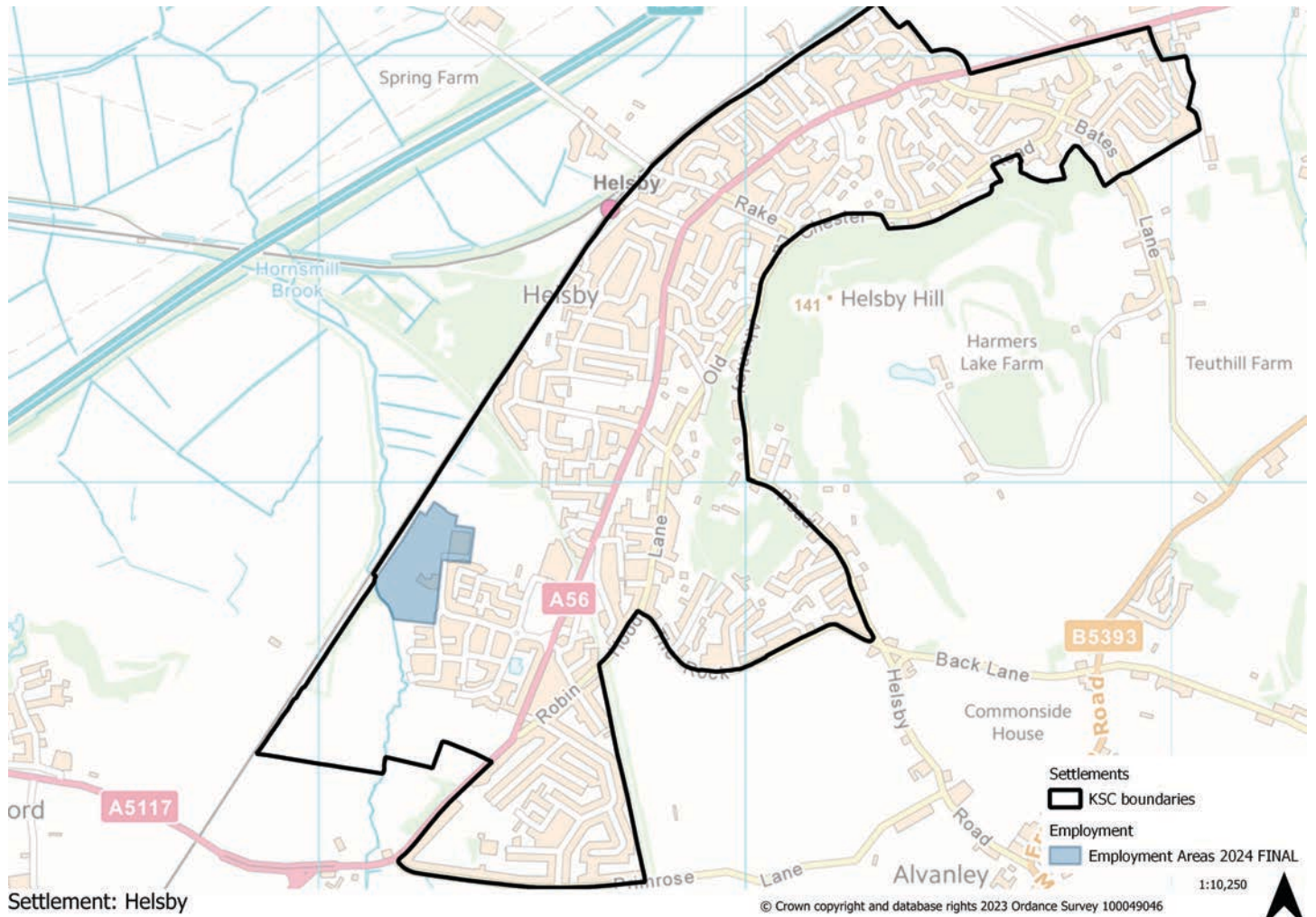
Table 4.3 Frequency of bus services from Helsby

Bus routes from Helsby	Days	Frequency
Chester	Daily	1/1 hour
Runcorn	Mon-Sat	1/1 hour
Warrington	Mon-Sat	1/1 hour

Employment opportunities 5

5 Employment opportunities

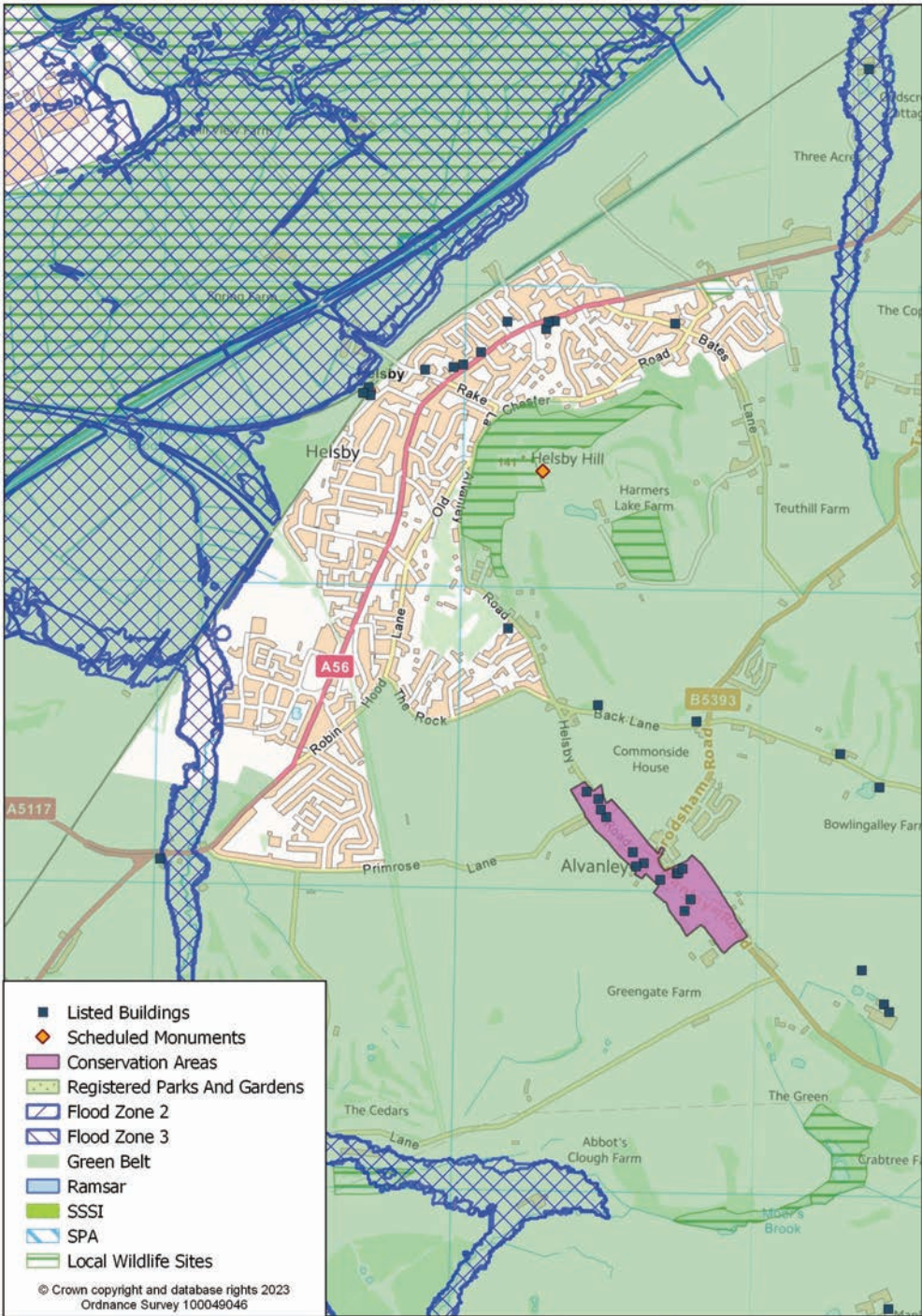
Picture 5.1



6 Constraints - natural / built environment

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Map 6.1 Helsby constraints



Constraints - natural / built environment 6

Landscape Character

Table 6.1 Landscape character assessment

Landscape Character Type	General Description
Drained marsh - to the north	The northern boundary of this landscape character area is formed by an artificial bank which separates it from the Manchester Ship Canal and open Estuary of the Mersey Estuary beyond. The southern boundary is marked by the railway and urban edges of Frodsham and Helsby. The River Weaver lies to the east and industrial development to the west.
Sandstone Ridge - to the south	The Sandstone Ridge stands prominently above the surrounding Plain and is visually one of the most distinctive landmarks in the Cheshire West and Chester landscape. Helsby Hill is a prominent isolated outcrop of sandstone located above Helsby, forming an outlier to the west of the Frodsham Sandstone Ridge. The boundaries are defined primarily by geology and topography.
Sandstone fringe - to the south	The Helsby to Tarporley Sandstone Fringe wraps around the western edge of the Sandstone Ridge from Helsby in the north to Tarporley in the south, forming a transitional landscape between the Sandstone Ridge and the Cheshire Plain West. This Sandstone Fringe landscape is defined by its sandstone geology and intermediate topography and continues to the south.
Undulating enclosed farmland - to the east	The Helsby to Frodsham Undulating Enclosed Farmland is a small transitional character area lying between the steeply rising Frodsham Sandstone Ridge to the south and the steeply rising Helsby Hill to the west, and the flat, low lying Frodsham, Helsby and Lordship Marches and Mersey Estuary to the north. A railway line forms the northern boundary of the character area. Helsby lies immediately to the west and Frodsham to the east.
Cheshire Plain west - to the west	This character type dominates a large proportion of CWaC, and as such it has been broken down into four character areas which reflect the subtle variations that exist in the landscape. This landscape type is defined by its flat or very gentle topography enclosed by hedgerows and standard trees in small-medium enclosures that follow an irregular and semi-regular field pattern. It is differentiated from the Cheshire Plain East by the physical barrier of the Sandstone Ridge.

7 Helsby profile summary

7 Helsby profile summary

Socio-economic profile

- Helsby has 1.48% of the borough’s population and whilst it is a key service centre is smaller than neighbouring Frodsham in terms of its population.
- The age profile shows that the highest percentage of residents are between 50 and 54.
- There are 2,400 households in the settlement, mostly 3 or more bedroom houses or bungalows, with the majority being 2 person households owned outright.
- 59.6% of residents are in employment, slightly above the borough figure. The primary occupation of working residents is professional.
- 41.2% of the households have 1 car or van which is slightly higher than the borough average.
- 34.9% of residents work from home which is higher than the borough figure and where they do travel to work the main method is by driving a car or van.

Availability of services and facilities

- The Local Retail Centre is close to Helsby train station, with regular links between Manchester and Chester. There are two convenience stores along with a Post Office and the centre has a good diversity of uses including food and drink services. There are other facilities within Helsby village such as a Tesco supermarket and another parade of shops.

Social and community infrastructure

- Education – 2 primary schools, a secondary school
- Health – GP practice, dentist, pharmacies and care homes
- Community, culture and entertainment – Library, village hall, places of worship and pubs and restaurants.

Accessibility / access to public transport

- Helsby has excellent transport links to the A56 and M56 to Manchester and Chester and has a railway station which is served by an hourly service from Chester to Manchester via Warrington and between Chester and Liverpool.
- There is an hourly bus service to Ellesmere Port and the Countess Hospital/Chester and an hourly service to Warrington via Runcorn and Halton (hospital).

Employment opportunities

Table 7.1 Helsby employment opportunities

Number of jobs (2021)	Economically active (excluding full-time students)	Economically inactive	Jobs less economically active population	Job density
1,395	2,696	1,704	-1,301	0.52

Constraints - natural / built environment

- Helsby is bounded by the North Cheshire Green Belt, which covers the surrounding area.

Helsby profile summary 7

- Within the settlement and the wider area there are a number of designated built and environment features. These include a number of Listed Buildings and a Scheduled Monument.
- There is a Local Nature Reserve and Local Wildlife Site and the Mersey Estuary is a designated RAMSAR site.
- Areas north west and east of Helsby are located within Flood Risk Zones 2 and 3a (medium and high probability of flooding).