

Places background paper - Winsford

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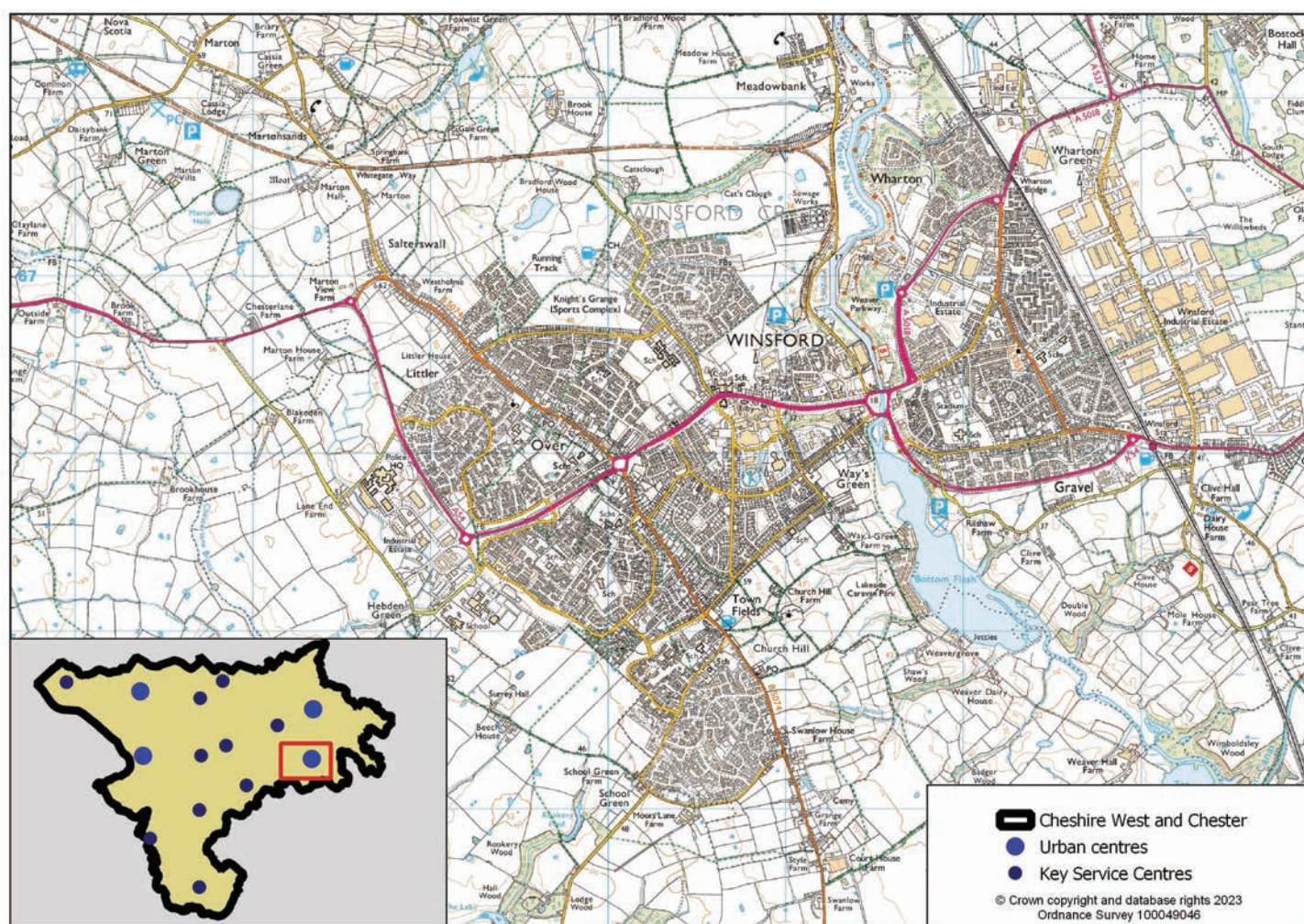
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1 Winsford

1 Winsford

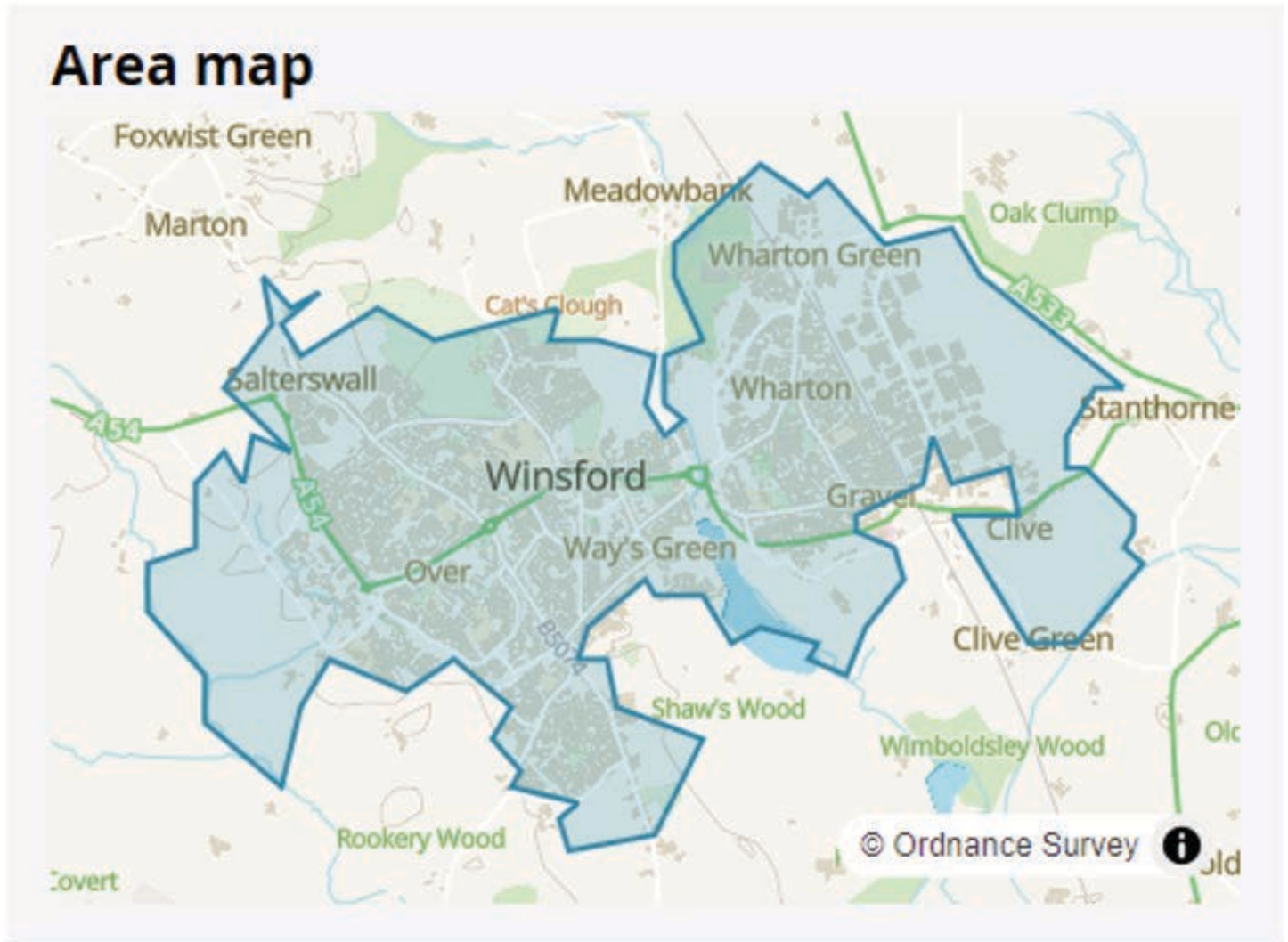
1.1 The smallest of the four key urban areas, Winsford is nationally renowned for the mining of rock salt. Winsford was expanded as an 'overspill' town in the 1960s, with new residents arriving from Manchester and Liverpool. More recently, Winsford and the surrounding area has seen new housing development and dedicated employment sites being created in the town, including Winsford Industrial Estate and Woodford Park, which have attracted new industry and business to the area.

Map 1.1 Winsford location



2 Socio-economic profile

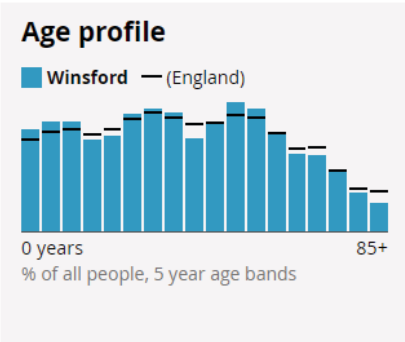
Map 2.1 Winsford area map



Winsford: 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 Winsford 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)	32,500		357,200		9.10%
<div>Age profile</div> <div><p>Age profile</p><p>Winsford — (England)</p><p>0 years % of all people, 5 year age bands</p><p>85+</p></div> <div>(Census 2021)</div>	Age	%	Age	%	
	0-4:	6.0	0-4:	4.9	
	5-9:	6.5	5-9:	5.6	
	10-14:	6.5	10-14:	5.7	
	15-19:	5.4	15-19:	5.2	
	20-24:	5.6	20-24:	5.5	
	25-29:	6.9	25-29:	5.9	
	30-34:	7.2	30-34:	6.3	
	35-39:	7.0	35-39:	6.3	
	40-44:	5.5	40-44:	5.8	
	45-49:	6.3	45-49:	6.4	
	50-54:	7.6	50-54:	7.3	
	55-59:	7.2	55-59:	7.4	
	60-64:	5.8	60-64:	6.4	
	65-69:	4.6	65-69:	5.6	
	70-74:	4.5	70-74:	5.8	
	75-79:	3.5	75-79:	4.2	
	80-84:	2.3	80-84:	3.0	
	85+:	1.7	85+:	2.7	
	Households				
Number of households	13,600		155,200		8.76%

Socio-economic profile 2

Topic	Settlement figure		Borough figure		Settlement share of borough total
(2021 Census, rounded to the nearest 100 households)					
Household size (2021 Census, percentage of all households)	1 person in household	28.0%	1 person in household	30.2%	N/A
	2 people in household	34.9%	2 people in household	36.4%	
	3 people in household	18.5%	3 people in household	16.1%	
	4 or more people in household	18.7%	4 or more people in household	17.2%	
Household composition (2021 Census, percentage of all households)	One person household	28.0%	One person household	30.2%	N/A
	Single family household	66.9%	Single family household	65.3%	
	Other household types	5.2%	Other household types	4.4%	
Accommodation type (2021 Census, percentage of all households)	Whole house or bungalow	91.5%	Whole house or bungalow	87.4%	N/A
	Flat, maisonette or apartment	8.3%	Flat, maisonette or apartment	11.9%	
	A caravan or other mobile or temporary structure	0.2%	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	24.8%	2 bedrooms	23.1%	
	3 bedrooms	49.4%	3 bedrooms	45.7%	
	4 or more bedrooms	19.4%	4 or more bedrooms	24.3%	
Tenure of household (2021 Census, percentage of all households)	Owns outright	29.1%	Owns outright	37.1%	N/A
	Owns with a mortgage or loan or shared ownership	32.2%	Owns with a mortgage or loan or shared ownership	32.4%	

2 Socio-economic profile

Topic	Settlement figure		Borough figure		Settlement share of borough total
	Social rented	23.1%	Social rented	14.6%	
	Private rented or lives rent free	15.5%	Private rented or lives rent free	15.8%	
Employment					
Economic activity status (2021 Census, % of people aged 16 years and over)	Economically active: In employment	59.0%	Economically active: In employment	57.2%	N/A
	Economically active: Unemployed	3.0%	Economically active: Unemployed	2.8%	
	Economically inactive	38.0%	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	11.9%	Not in employment: Worked in the last 12 months	12.3%	
	Not in employment: Not worked in the last 12 months	61.0%	Not in employment: Not worked in the last 12 months	67.3%	
	Not in employment: Never worked	27.1%	Not in employment: Never worked	20.5%	
Occupation (2021 Census, % of people aged 16 years and over in employment)	Managers, directors and senior officials	10.0%	Managers, directors and senior officials	14.0%	
	Professional occupations	12.1%	Professional occupations	20.5%	
	Associate professional and technical occupations	12.1%	Associate professional and technical occupations	13.2%	
	Administrative and secretarial occupations	9.3%	Administrative and secretarial occupations	8.9%	

Socio-economic profile 2

Topic	Settlement figure		Borough figure		Settlement share of borough total
	Skilled trades occupations	10.8%	Skilled trades occupations	9.3%	
	Caring, leisure and other service occupations	11.3%	Caring, leisure and other service occupations	8.8%	
	Sales and customer service occupations	9.3%	Sales and customer service occupations	8.2%	
	Process, plant and machine operatives	11.3%	Process, plant and machine operatives	6.9%	
	Elementary occupations	13.8%	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	19.5%	No cars or vans in household	16.7%	N/A
	1 car or van in household	42.6%	1 car or van in household	40.8%	
	2 cars or vans in household	28.6%	2 cars or vans in household	32.0%	
	3 or more cars or vans in household	9.4%	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	42.0%	Less than 10km	32.7%	N/A
	10km to less than 30km	16.9%	10km to less than 30km	18.6%	
	30km and over	5.0%	30km and over	5.2%	
	Works mainly from home	22.1%	Works mainly from home	31.5%	
	Other	14.0%	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	22.1%	Work mainly at or from home	31.5%	N/A
	Underground, metro, light rail, tram	0.0%	Underground, metro, light rail, tram	0.1%	

2 Socio-economic profile

Topic	Settlement figure		Borough figure		Settlement share of borough total
	Train	0.3%	Train	0.8%	
	Bus, minibus or coach	1.2%	Bus, minibus or coach	1.7%	
	Taxi	0.6%	Taxi	0.6%	
	Motorcycle, scooter or moped	0.5%	Motorcycle, scooter or moped	0.4%	
	Driving a car or van	58.0%	Driving a car or van	50.8%	
	Passenger in a car or van	5.4%	Passenger in a car or van	3.9%	
	Bicycle	2.1%	Bicycle	2.0%	
	On foot	8.9%	On foot	7.4%	
	Other method of travel to work	0.9%	Other method of travel to work	0.9%	

Availability of services and facilities 3

3 Availability of services and facilities

Winsford Local Retail Centre (April 2023)

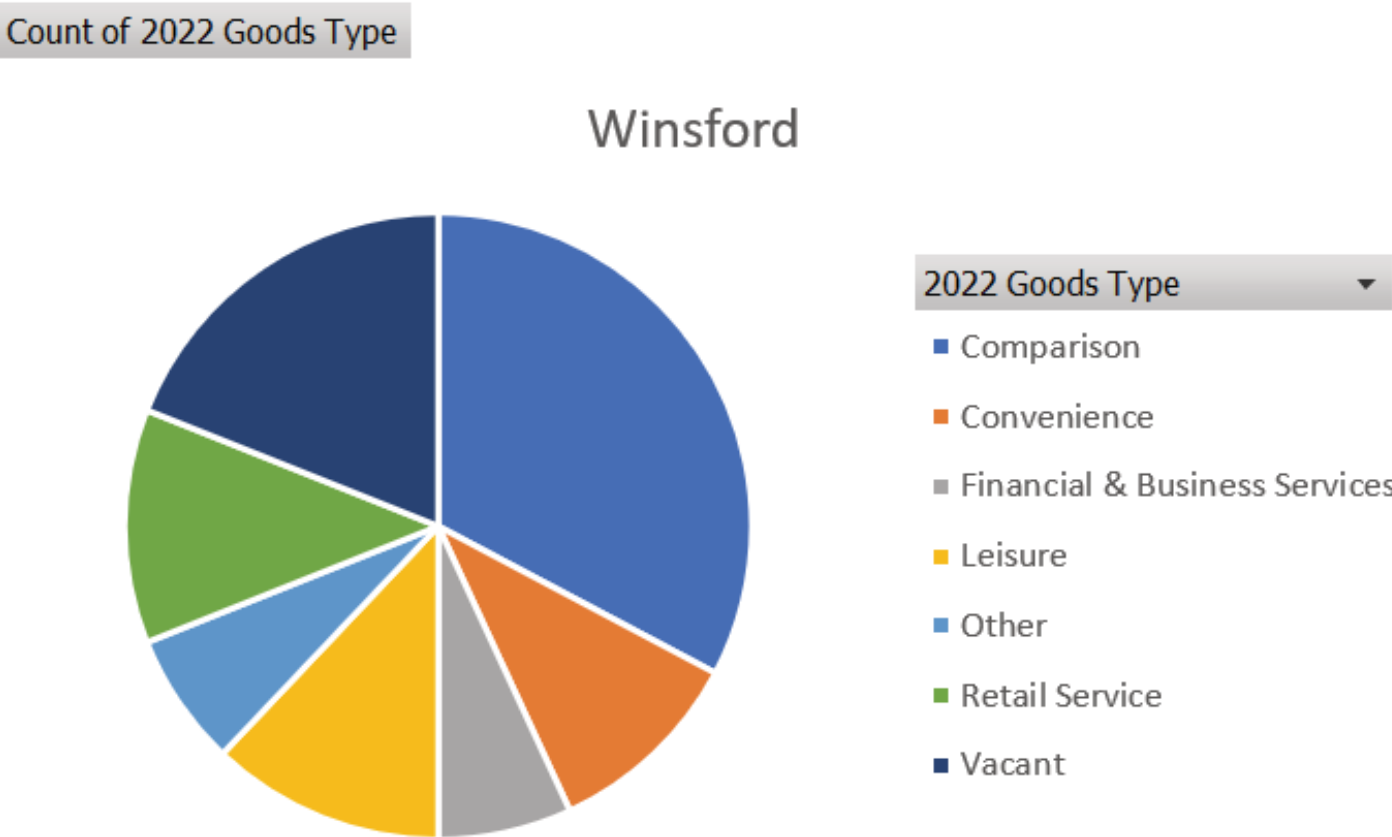
3.1 High Street - this centre is 0.5km from Winsford Town Centre and is separated by the A54, therefore linked trips between the two centres is unlikely. There is a high number of hot food takeaways compared with other centres. The centre does feel quiet in the day, with little footfall. There are some other uses such as offices or clinics that don't have active frontages that can lead to the centre feeling quiet. The centre is well screened from the A54, which may result in by-passers being unaware of the units within the centre. There are regular buses along the A54, although this is outside the centre. There is also a college opposite the centre, although not many uses in the centre are likely to attract students and staff and it would involve crossing the A54. Although there is some residential surrounding the centre, it is most likely people visiting the centre in their car. Considering there is a lack of diversity, there is a low amount of vacant units.

3.2 Delamere Street - this is a busy centre on the B5074 and is 2.5km from Winsford town centre. The units are dispersed along the street, mainly to the south, but some uses such as a Tesco Express are located to the north. There are other uses that could attract people to the area such as a nursery and primary school. The centre mainly contains food and drink uses, some services such as beauty and some convenience. To the south of the centre, the uses are more clustered together and more likely to promote linked trips. Although many are food and drink and don't always lend themselves to linked trips. There is a bus stop in the centre, with a limited service. Parking is on street with some car parks at the Tesco, petrol station and George and Dragon pub. Vacancies within the centre are low. Although there are some residential properties and residents could access the centre on foot, it is likely that most people drive to the centre to visit one or two units given the busy road and petrol station.

3.3 Local Retail Centres in the borough have been surveyed (Spring/Summer 2023) to ascertain the 'health' of the centres in terms of vacancy rates compared to the previous year. The retail offer in each settlement and a breakdown of the commercial goods type (2022) is provided in the graph below (e.g. comparison, convenience, leisure uses).

3 Availability of services and facilities

Figure 3.1 Winsford retail goods by type

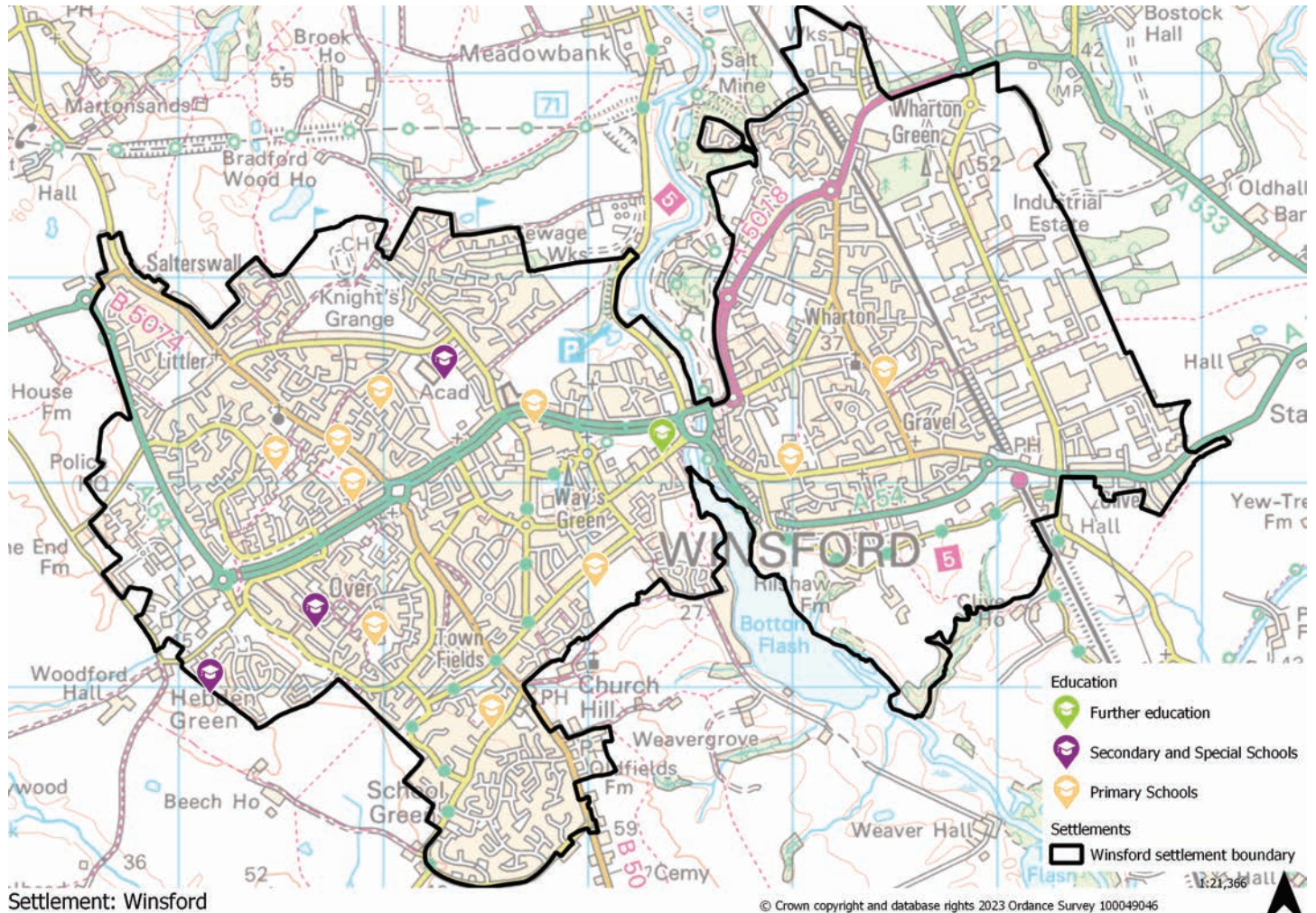


Availability of services and facilities 3

Social and community infrastructure

Education

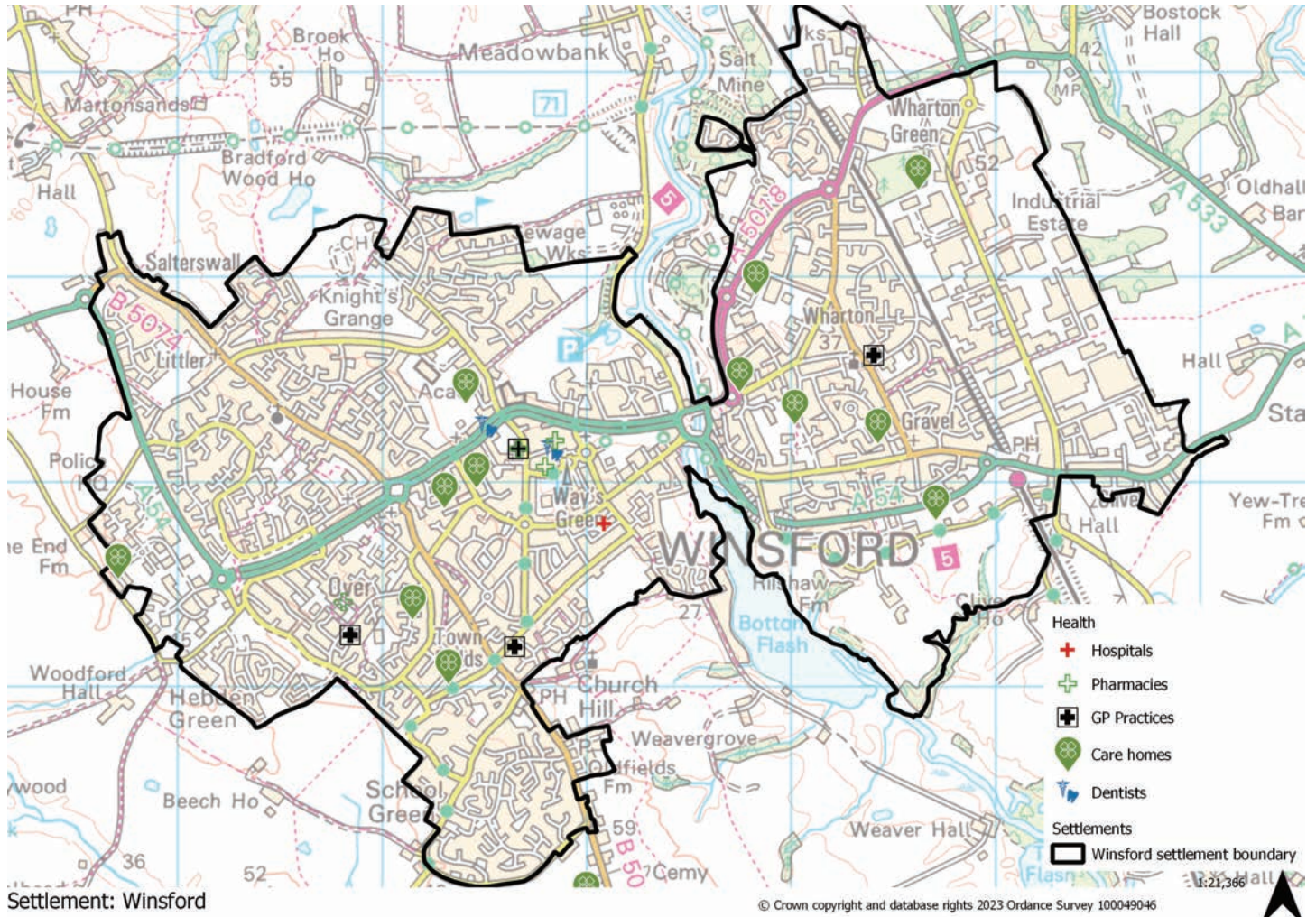
Map 3.1 Winsford education facilities



3 Availability of services and facilities

Health

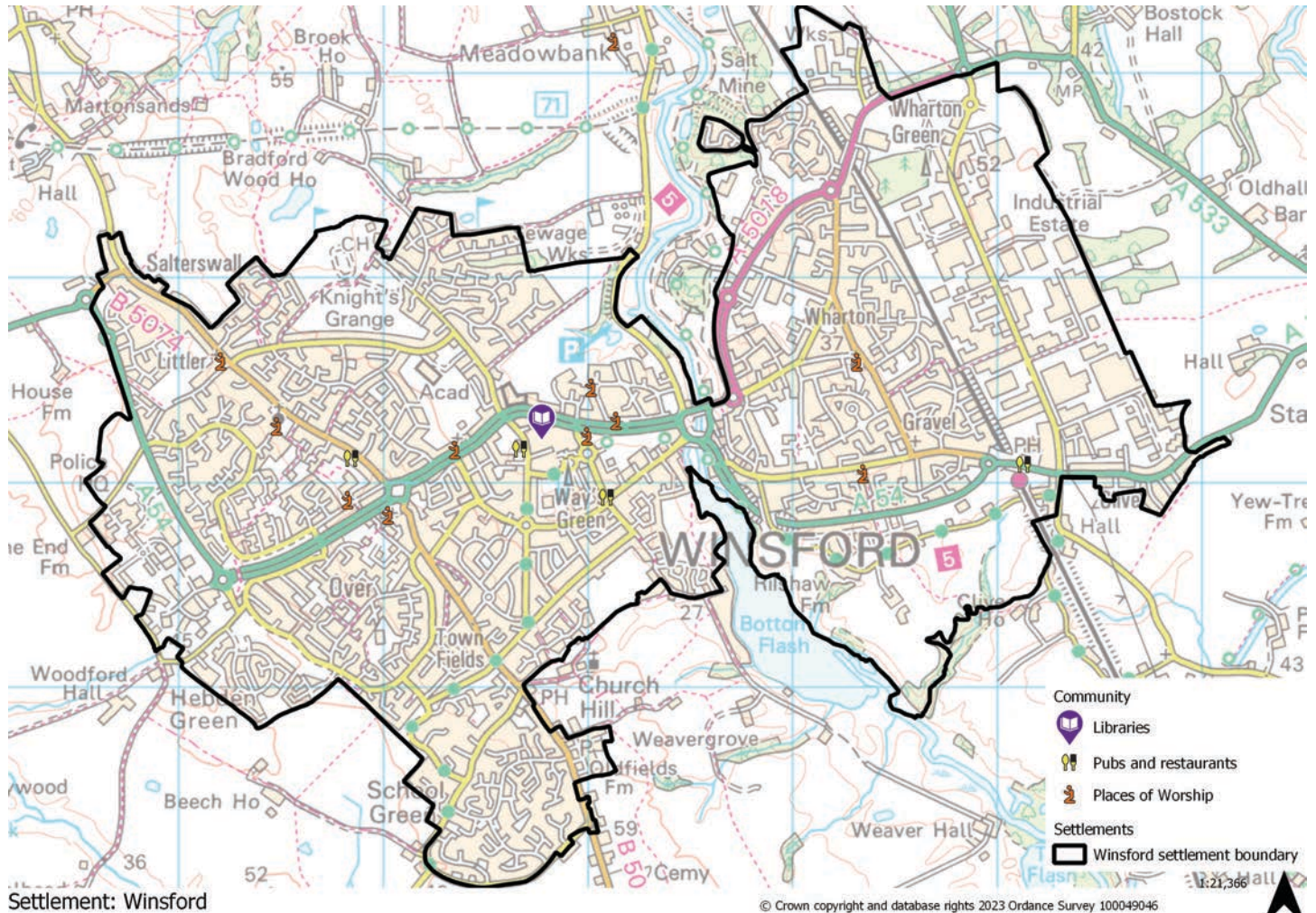
Map 3.2 Winsford health facilities



Availability of services and facilities 3

Community, culture and entertainment

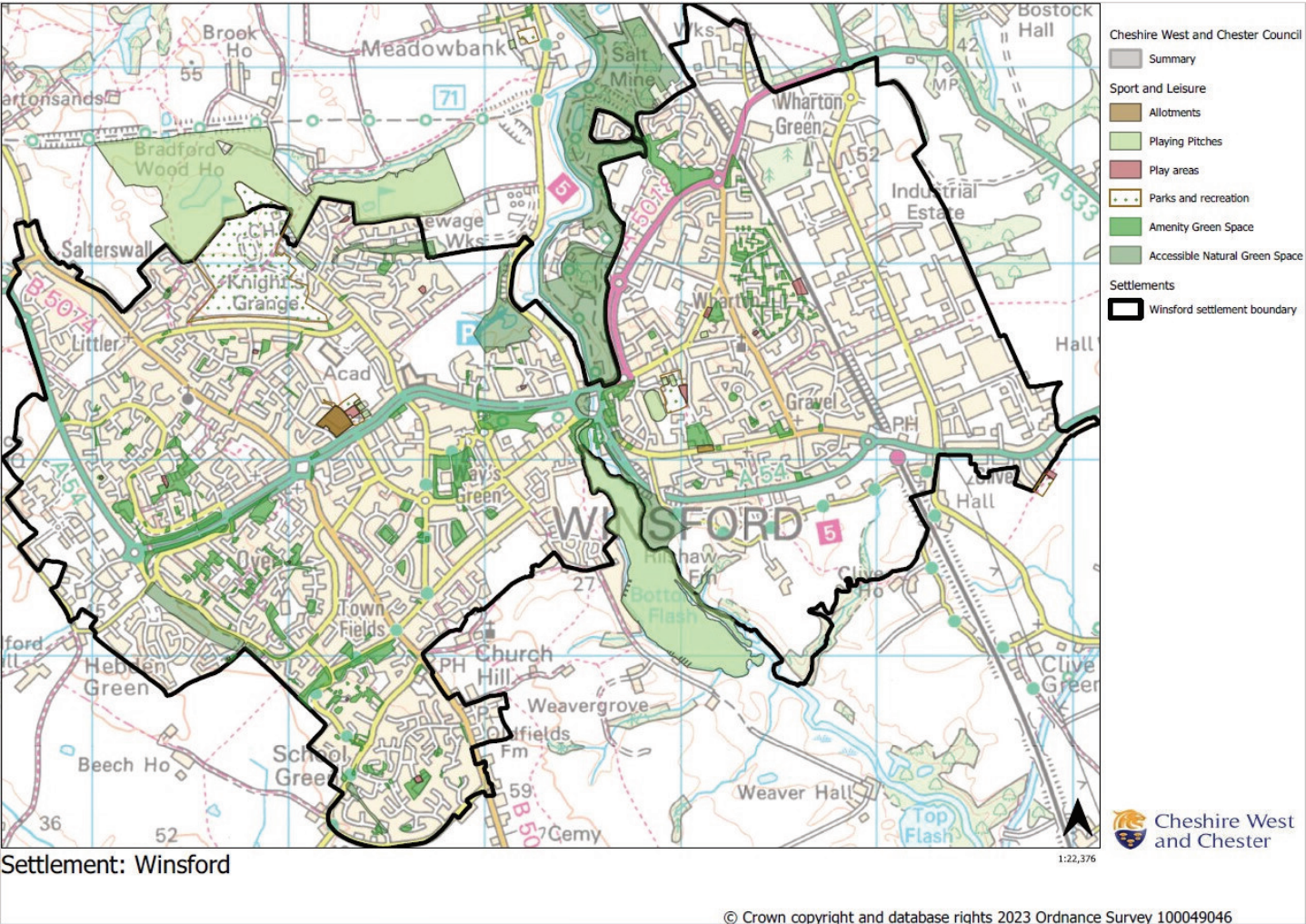
Map 3.3 Winsford community facilities



3 Availability of services and facilities

Green infrastructure, sport and leisure

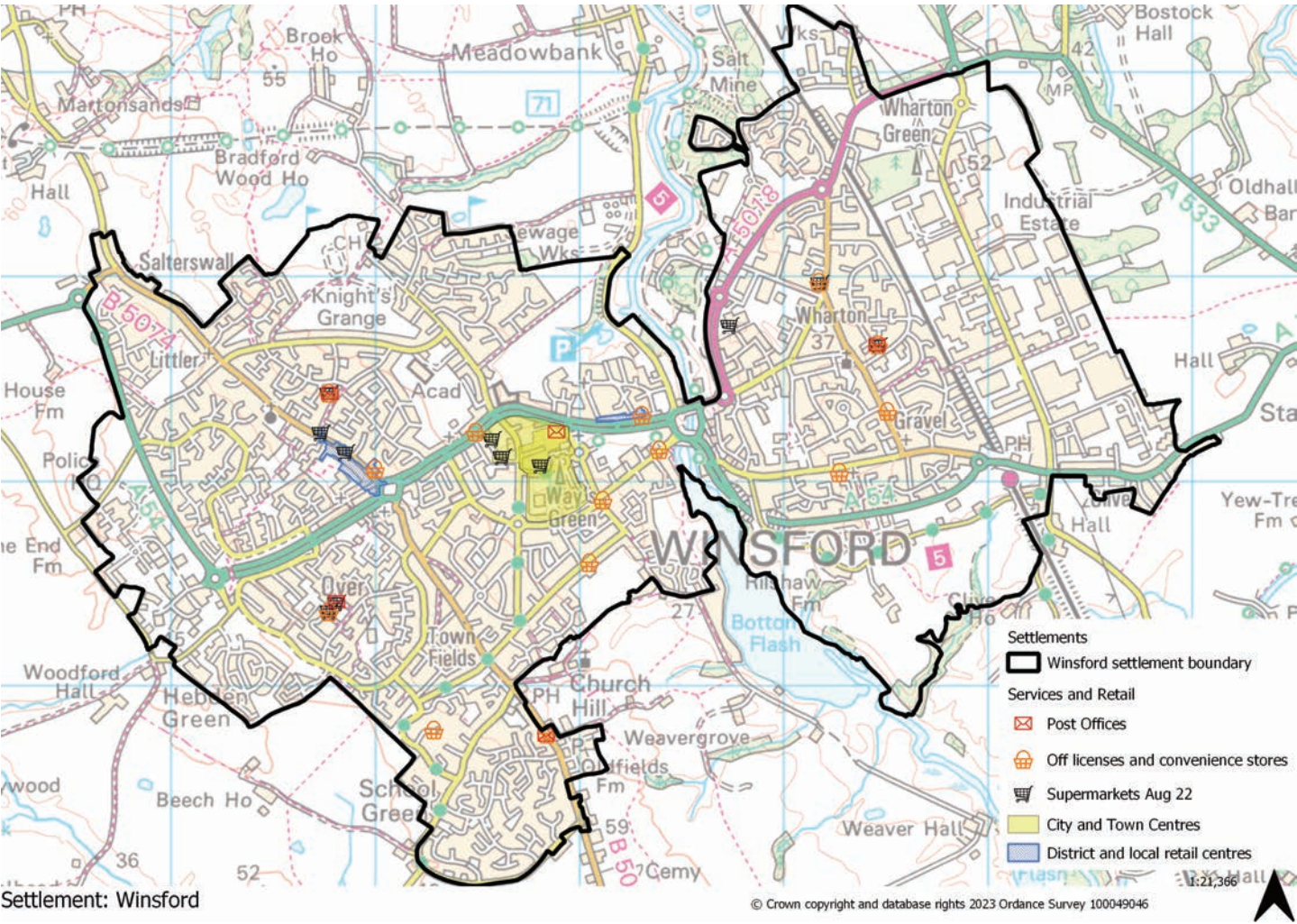
Map 3.4 Winsford green infrastructure



Availability of services and facilities 3

Local retail and services

Map 3.5 Winsford retail and services



4 Accessibility / access to public transport

4 Accessibility / access to public transport

Map 4.1 Winsford accessibility

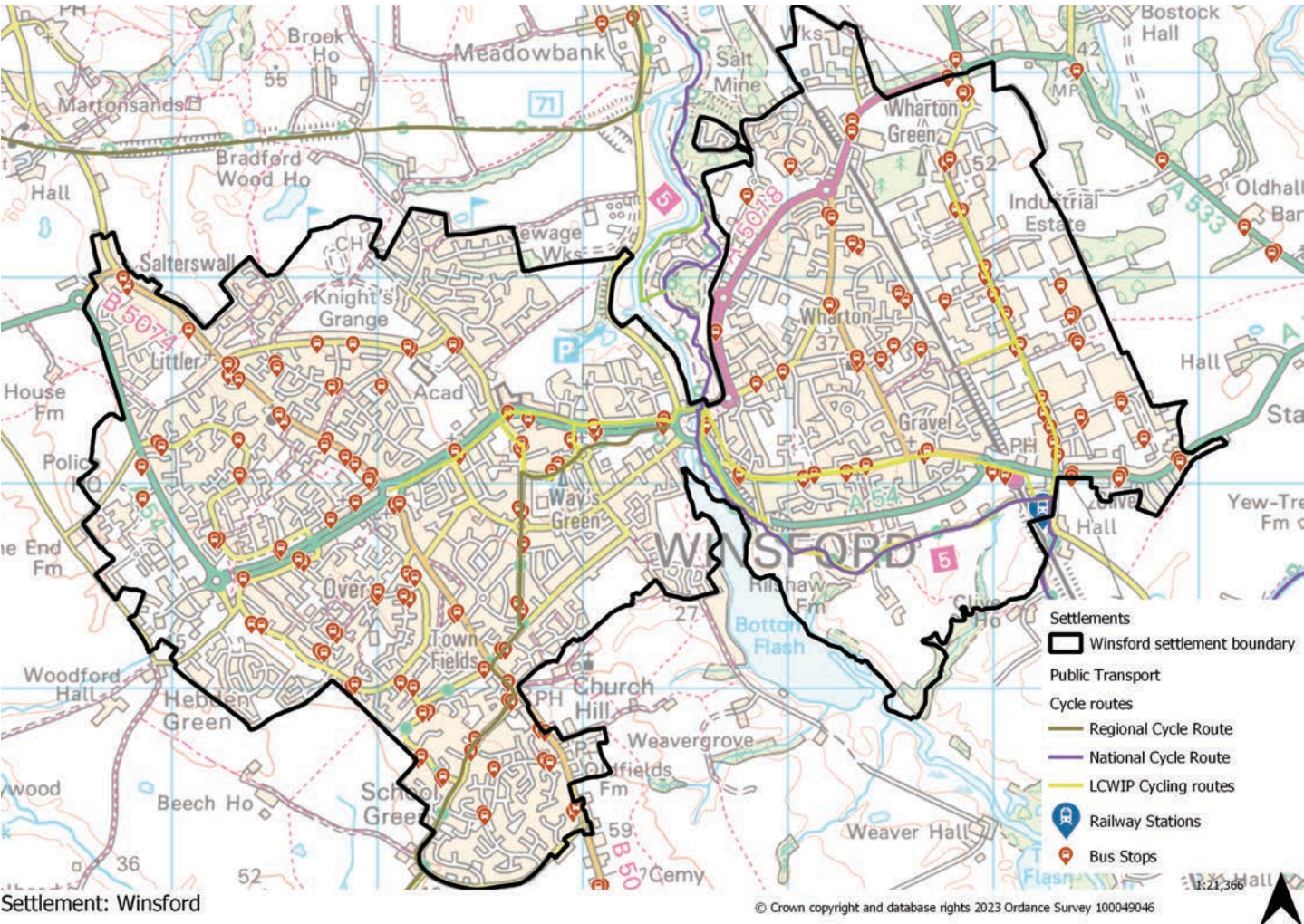


Table 4.1 Distance to other towns/higher order service centres

From Winsford 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	18	1 hour 25 minutes (no direct service)	2 hours 14 minutes (bus and train)	1 hour 49 minutes	39 minutes
Ellesmere Port	23	2 hours 50 minutes (no direct service)	2 hours 53 (bus and train)	1 hour 56 minutes	38 minutes
Northwich	6	25 minutes	N/A	33 minutes	14 minutes
Middlewich	4	15 minutes	N/A	28 minutes	9 minutes
Crewe	10	1 hour 3 minutes	9 minutes	51 minutes	23 minutes

Accessibility / access to public transport 4

Table 4.2 Frequency of train services from Winsford

Main train routes from Winsford	Days	Frequency
Liverpool	Daily	1/1 hour
Birmingham	Daily	1/1 hour and 1/2 hour Sunday

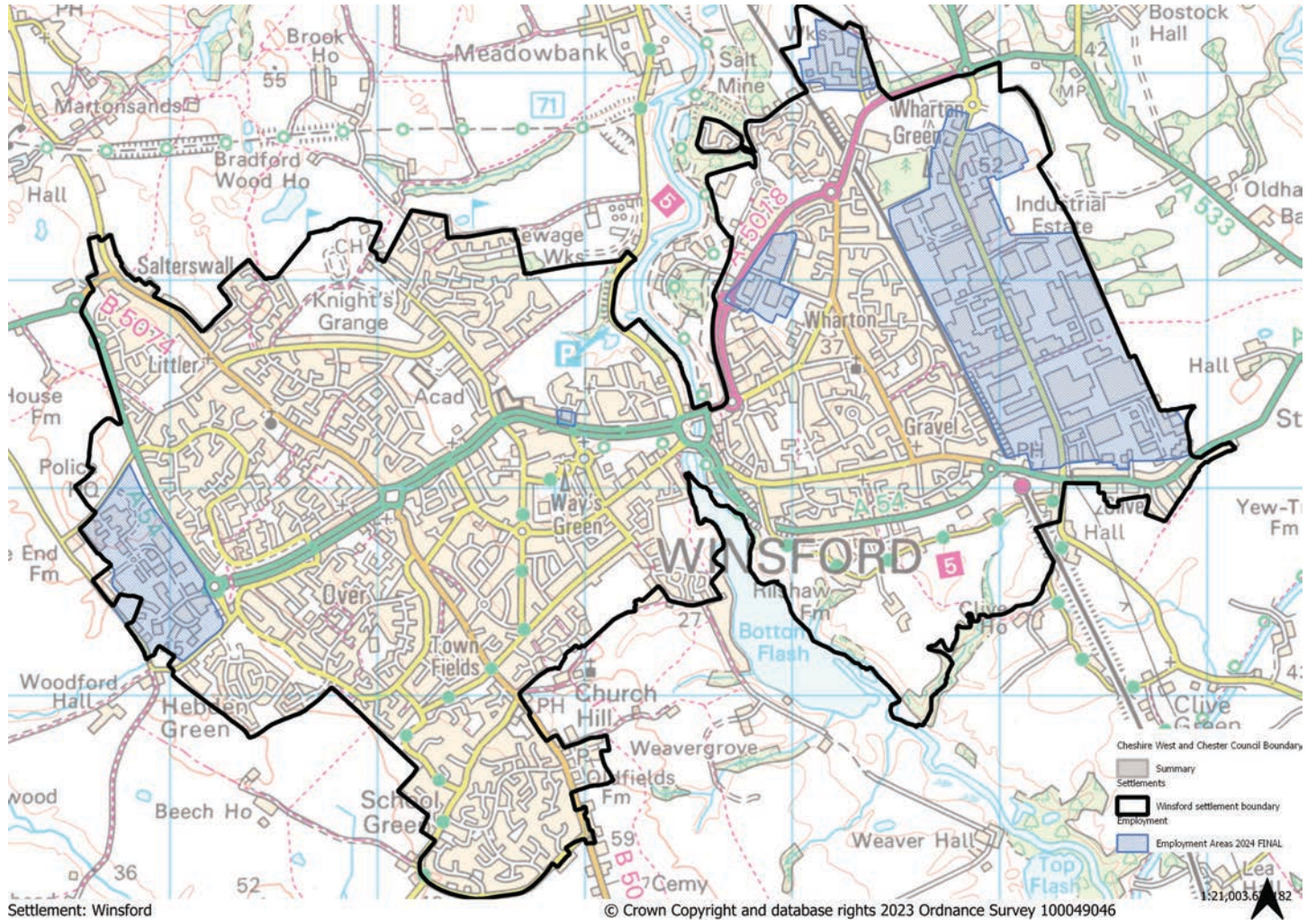
Table 4.3 Frequency of bus services from Winsford

Bus routes from Winsford	Days	Frequency
Crewe	Mon-Sat	1/1 hour
Northwich	Mon-Sat	1/1 hour

5 Employment opportunities

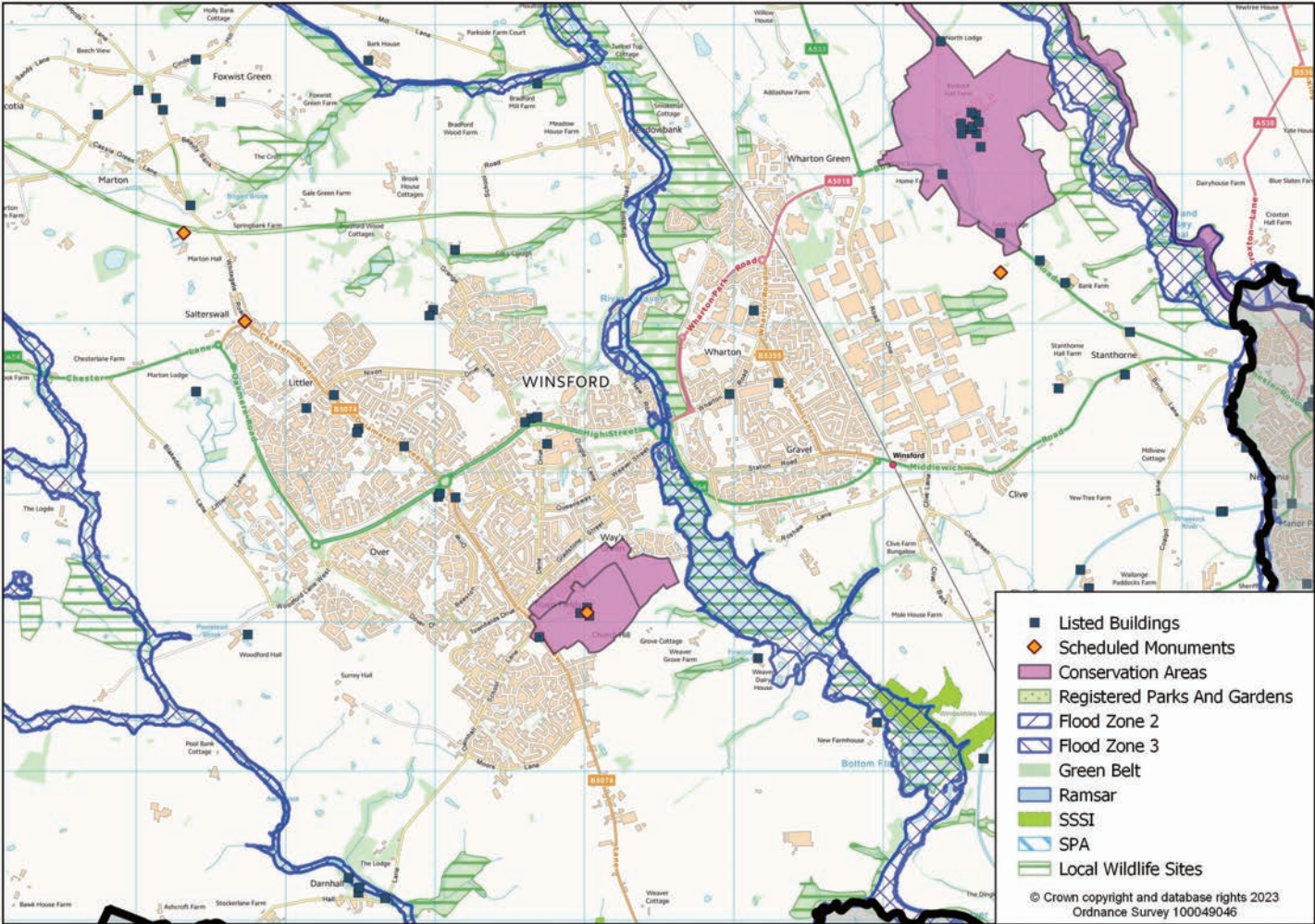
5 Employment opportunities

Picture 5.1



6 Constraints - natural / built environment

Map 6.1 Winsford constraints



Landscape character

Table 6.1 Landscape character assessment

Landscape Character Type	General Description
Undulating enclosed farmland (East Winsford and Eaton, Marton and Over) - to north	The East Winsford Undulating Enclosed Farmland represents a finger of gently undulating farmland sandwiched between the valleys of the River Weaver and the River Dane which lie to the west and east respectively. The Kingsmead and Leftwich estates in south Northwich lie immediately to the north, with the industrial estates of Winsford to the west. To the south the landscape gradually forms a transition to the flat lowland of the Wimboldesley & Sproston Plain. The Eaton, Marton & Over Undulating Enclosed Farmland is a transitional area of gently undulating farmland lying between the elevated areas of Delamere and the Eddisbury Sandstone Ridge to the west, and the flat lowland of the Cheshire plain to the south and west. It extends from

6 Constraints - natural / built environment

Landscape Character Type	General Description
	Tiverton and Tarporley in the west to wrap around the north western and southern edges of Winsford to the east, where it abuts the Weaver Valley.
River Valley (Upper and Mid Weaver Valley) - to the north and south	The Upper Weaver Valley is a relatively shallow valley containing the upper reaches of the River Weaver. It includes the River Weaver from where it enters the borough (at Boundary Wood) to Winsford. The boundaries of the valley are defined predominantly by landform with the top of the slopes meeting the adjacent landscapes types of the Undulating Enclosed Farmland and Cheshire Plain East. The Mid Weaver Valley has fairly low, but steep valley sides. It flows between Winsford and Northwich and contains the course of the Weaver Navigation as well as the Winsford Salt Works. The floodplain is narrow, the valley sides rising steeply to the East Winsford Undulating Enclosed Farmland to the east, and to the Eaton, Marton & Over Undulating Enclosed Farmland to the west.
Cheshire Plain East (Darnhall and Wimboldsley and Sproston Plain) - to the south	The Darnhall Plain is an open, flat plain lying on the southern borders of the borough. To the north the landscape makes a gradual transition to the more undulating landscape of the Eaton, Marton & Over Undulating Enclosed Farmland. The character area continues to the south beyond the Ash Brook River Valley and further south beyond the administrative boundary of Cheshire West and Chester Borough. The Wimboldsley & Sproston Plain is located on the southern borders of the borough surrounding Middlewich. It is divided into two separate areas by the administrative boundary of the borough – in reality the plain is one continuous area and extends well beyond the borough boundary. To the north the plain meets the East Winsford Undulating Enclosed Farmland and the Dane Valley.

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7 Winsford profile summary

Socio-economic profile

- Winsford is the smallest of the four main urban areas located in the east of the borough which has a 9.10% share of the borough's population.
- The age profile shows that the highest percentage of residents are between 50 and 54.
- 59.0% of residents are in employment, which is higher than the borough figure. The primary occupation of working residents are elementary occupations.
- 42.6% of the households have 1 cars or van which is higher than the borough average.
- 22.1% of residents work from home which is lower than the borough figure and where they do travel to work the main method is by driving a car or van.
- There are 13,600 households in the settlement, mostly 3 bedroom houses or bungalows, with the majority being 2 person households owned with a mortgage or loan or shared ownership.

Availability of services and facilities

- As well as the retail offer in Winsford Town Centre and Wharton, there are two designated Local Retail Centres namely Delamere Street and High Street which offer a 'local' supermarket, convenience stores and other local services and facilities.

Social and community infrastructure

- Education – Primary schools, secondary and special schools, further education facilities.
- Health – GP practices, pharmacies, dentists and care homes.
- Community, culture and entertainment – Places of Worship, libraries, leisure centre, pubs and restaurants.

Accessibility/access to public transport

- Winsford is accessed via the A533 which links the town to Davenham and Northwich to the north and Middlewich to the south. The A54 provides links to Chester to the west. Winsford is served by an hourly train service to Liverpool and Birmingham. An hourly bus services is available from Winsford to Northwich, Crewe and Middlewich via Sandbach.

Employment opportunities

Table 7.1 Winsford employment opportunities

Number of jobs (2021)	Economically active (excluding full-time students)	Economically inactive	Jobs less economically active population	Job density
20,270	16,240	10,179	4,030	1.25

Constraints natural/built environment

- The built-up area of Winsford is relatively unconstrained. There is a large Conservation Area at Ways Green to the south of the settlement. Flood risk areas are associated with the Bottom Flash and the route of the River Weaver which dissects the town to the east where a number of Local Wildlife sites are also located.