

# **Vital Issues**

**Community Report for Staffordshire**

# Staffordshire

Community Foundation

## Acknowledgments

We would like to sincerely thank the following for their assistance and help in research collection, data analysis and strategic management:

Grant Thornton

Place Analytics

Staffordshire Observatory

UK Community Foundation (UKCF)

Everyone in Staffordshire who helped by completing the community surveys, and all those organisations who helped to distribute the surveys

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## 1. Foreword

This report has been published by the Staffordshire Community Foundation to help inform and educate our local communities about some of the most pressing needs, as well as highlighting those factors that may be contributory, or may worsen, or indeed improve, in the future. This report has been used to create the more public friendly Vital Signs report, and we hope that by using these reports, formed from national and local statistics, as well as the opinions of the people on the ground, we can all work together to make a positive change in the county.

The Staffordshire Community Foundation will use the results of this report to help inform and expand both our grant giving, and our philanthropic efforts, to ensure that funding is delivered where it is most needed.

The Vital Signs project operates in several areas around the UK, spearheaded by Community Foundations, and will provide a current overview of the situation in various counties and cities. There are 10 subjects that are standard across all areas, helping to give a coherent form to the report. We also have three unique themes, helping to tailor the report directly to Staffordshire and Stoke on Trent.

The first Vital Signs project was completed by Community Foundations in Canada, and the UK version is based on this successful model.

With this report, alongside its accompanying Vital Signs report, we hope to;

Report on the many successes and benefits of the county and its people

Highlight the areas that represent significant or upcoming priorities

Suggest ways in which we can collectively work together to make a positive change

We hope that through the publication of this report we can start an ongoing discussion between everyone in the county, from the public, private and community sectors, to make our county and even more vibrant and successful place to live and work.

Subsequent reports will be produced, with an updated Vital Signs report issued annually, and an updated Vital Issues report issued every three years. Not only will it help to keep things in the public eye, but will also be able to show our progression, our successes or areas where more work is needed.

This report is for the people of our county and we hope that through it, you will want to become more involved in the discussion, of our strengths, our weaknesses, and the difference that we can make to people's lives every day.

Steve Adams  
Chief Executive  
Staffordshire Community Foundation  
August 2015



## 2. Executive Summary

Primary grading is generally average for Staffordshire when compared to the national picture. The county includes grades between B and D, although never reaching the extremes of the highest (A) or lowest (E) grades. However, these county level grades mask districts and local areas containing deprivation, disadvantage and poor quality of life.

Staffordshire scores below the national average for the majority of the 10 pre-set Vital Signs themes; although there are themes where the scoring is higher or lower than the public perception would indicate. However, there are wider differentials between the districts. This report identifies key local trends and concerns that need to be addressed.

Staffordshire Themes	Overall Grade
Work	B
Fairness	C
Housing	C
Safety	C
Learning	D
Arts, Culture & Heritage	D
Communities	B
Environment	B
Healthy Living	C
Local Economy	D
Older People	C
Families	C
Children & Young People	C

### 2.1 Key Priorities

The priorities for Staffordshire are targeting support to the areas of greatest need:

Learning – where educational attainment is lower than the national average

Local Economy – where job creation is slower than elsewhere, despite average earnings increasing, but decreasing in real terms

Arts, Culture & Heritage – a conflict of having substantial provision, but low engagement

### 3. Background Context

Staffordshire is an elongated county in the West Midlands, stretching from its most northerly point, bordering Cheshire in the North West and stretching down to Birmingham and the Black Country. It is one of two counties, along with Shropshire, that cover the whole northern portion of the West Midlands. It includes 4 boroughs and 4 districts, as well as the unitary authority of Stoke on Trent;

- Cannock Chase (district)
- East Staffordshire (borough)
- Lichfield (district)
- Newcastle-under-Lyme (borough)
- South Staffordshire (district)
- Stafford (borough)
- Staffordshire Moorlands (district)
- Stoke on Trent (city & unitary authority)
- Tamworth (borough)

As an area Staffordshire contains an extensive and diverse range of communities, from the more rural areas in the south of the county, to the mainly urban former industrial areas in the north. There is often perceived to be a wide difference between social classes, local environment and attitudes between people in different areas of the county.

*Fig 3.1 Demographic breakdown by Age in areas of Staffordshire <sup>1</sup>*

Area Name	Age Bracket								
	0 - 14	15 - 19	20 - 29	30 - 39	40 - 49	50 - 59	60 - 69	70 - 79	80 +
Cannock Chase	17.1	6	12.5	11.9	15.4	13.5	11.6	7.7	4.4
East Staffordshire	18	5.9	11.8	12.3	14.6	13.7	11.3	7.8	4.7
Lichfield	15.9	5.7	10.2	10.8	14.8	13.8	13.7	10	5.4
Newcastle-under-Lyme	15.5	6.3	14.5	11.3	13.7	13.3	12.2	8.3	5.2
South Staffordshire	14.5	5.9	10.9	9.9	14.6	14.7	13.7	10.1	5.7
Stafford	15.6	5.5	12	11	14.6	13.9	12.9	9.2	5.4
Staffordshire Moorlands	15.1	5.6	9.6	9.8	14.9	14.5	14.7	10.1	5.7
Stoke on Trent	18.8	5.9	14.9	12.7	13.5	12.3	10.7	7.1	4.2
Tamworth	18.4	6.1	12.3	12.6	14.9	12.8	11.8	7.1	3.8

Whilst there is much knowledge around the prospect of an aging population, two areas of Staffordshire buck this trend. The figures above show that the population of both Stoke on Trent and Tamworth are getting younger overall, with Cannock Chase narrowly behind.

Fig 3.2 Demographic Breakdown by Ethnicity in Staffordshire <sup>2</sup>

Area Name	Ethnicity											
	African	Mid-Eastern	Asian	Bangla-deshi	Carib-bean	Chinese	Indian	Mixed Race	Pakistani	White	Other Black	Other Asian
Cannock Chase	0.1	0	0.8	0.1	0.2	0.2	0.4	0.9	0.1	97.7	0.3	0.3
East Staffordshire	0.3	0.1	6.6	0.1	0.4	0.3	0.8	1.4	4.9	90	0.9	0.6
Lichfield	0.1	0	1.4	0.1	0.3	0.2	0.9	1	0.2	97	0.5	0.3
Newcastle-under-Lyme	0.4	0.1	2.1	0.1	0.2	0.8	0.8	1.2	0.4	95	0.7	1.1
South Staffordshire	0.1	0	1.8	0	0.3	0.2	1.4	1.4	0.2	95.9	0.5	0.4
Stafford	0.3	0.2	2.1	0.1	0.4	0.4	1	1.3	0.3	95	0.9	0.8
Staffordshire Moorlands	0.1	0	0.4	0	0.1	0.1	0.1	0.6	0.1	98.7	0.1	0.2
Stoke on Trent	1	0.2	6.9	0.4	0.3	0.5	0.9	1.8	4.2	88.6	1.5	1.1
Tamworth	0.1	0	0.8	0.1	0.3	0.2	0.5	1.1	0.1	97.3	0.5	0.3

The overwhelming majority of the population of Staffordshire class themselves as ‘white’. The terms used for ethnicity are determined by asking people to identify their own ethnicity, which can give rise to some non-standard terms.

Fig 3.3 Demographic Breakdown by Sex <sup>3</sup>

Area Name	Female	Male
Cannock Chase	50.6	49.4
East Staffordshire	50.4	49.6
Lichfield	50.4	49.6
Newcastle-under-Lyme	50.6	49.4
South Staffordshire	50.8	49.2
Stafford	49.9	50.1
Staffordshire Moorlands	50.8	49.2
Stoke on Trent	50.2	49.8
Tamworth	50.9	49.1

As is the case elsewhere in the region, and the country, the population for Staffordshire as a whole, and the individual districts, is slightly weighted in favour of women. Stafford is the exception, where the male population narrowly outweighs the female population.

## 4. Vital Signs Staffordshire

**‘Vital Signs’** is the name of our wider project, which combines secondary social data and research statistics from both national and local sources, as well as our own research and needs evident in our grant giving. The intention is to use this report, focusing on 10 pre-set themes and 3 locally determined themes, (based on feedback received from the people of the county as to where they think the issues lie), to inform and guide the work of the Staffordshire Community Foundation, as well as start a wider discussion by making official data available to a wider population and attempting to simplify that data, so that it becomes something everyone can understand.

Staffordshire Community Foundation used the ‘Place Analytics’ database to create the basis of the report, which allows us to take an overview of the county, presenting findings from the source, without any bias to one particular cause; we then supplemented these findings with other data-sets, including data taken from all local authorities, the Staffordshire Observatory, the Office for National Statistics, and the opinions of people around the county via self-commissioned and independent surveys.

### 4.1 What can you do to help?

We hope that you find this report useful, and that it can help to draw attention to some of the needs of our county, to help alleviate the negative and to accentuate the positive. If you would like to become more widely involved in a discussion about the findings of the Vital Signs reports, please get in touch with us at the Staffordshire Community Foundation. We hope to use this report to drive change across the county, and to highlight areas of need, both real and perceived.

## 5. Aims of the Vital Issues Report

The aim of this report is not to present an opinion, or to direct people to think certain things. It aims to draw attention to the results of various statistics and analysis, to allow people to make their own, informed decision, about the needs of the county, both now and in the future. It is hoped that people will become involved in a wider discussion, allowing them to help steer the direction that the county and its people take in the future.

We want to create a lasting impact, and to create a positive change on community groups, individuals and charities across the county.

## 6. Methodology

The initial data came from Grant Thornton's Place Analytics database, to provide access to substantial and extensive data-sets, giving further details of statistics at city, borough and district level. It allows the combination of data to form county results, results for the region, (West Midlands), as well as access to national rankings. The data covers many topics, including economic, social and environmental issues.

These results were then combined with other data-sets, including data from the Office of National Statistics, various government departments, data gathered from Local Authorities around the county, the Staffordshire Observatory, along with data from health providers and voluntary sector organisations.

The third layer of data was gathered from an extensive online survey that was made available through the Staffordshire Community Foundation, and any of our partners who chose to promote and publicise it. The questions were focussed on the ten core Vital Signs themes, as well as the three specific themes for Staffordshire.

We supplemented the online survey with an in-person survey that was conducted at various events around the county.

We considered it important to take the views of the people of the county on some issues, whether they were aware of the local, regional or national picture, and asked for their perceptions and opinions rather than what they knew of 'official' statistics.

We hope that by using wide ranging data-sets, it will present a more coherent picture of the county, and give a clearer indication of actual and perceived strengths and areas for improvement.

In comparison with the total population of Staffordshire, the responses to the community surveys come from a relatively small cohort. Further, due to the nature of the survey, it is more heavily weighted towards people who are already active in their community. They may be more aware of opportunities available to people, whereas the ordinary 'man in the street' may not carry such knowledge of local community opportunities.

Despite this, the responses do represent a significant section of our community, and add a valuable sub-set of data, and so have been included in this report.

## 7. Data Limitations

Information provided in this report is based on many sub-sets of data. Due to the breakdowns provided, it does not necessarily mean that combining all data will equate to 100% in any given theme. For example, with relation to work, simply adding the figures for the employment rate and the unemployment rate will not equate to 100% of the working age population. There are many reasons for this, such as people being unemployed and not looking for work, a significant student population who are unable to work full time, but who cannot be classed as unemployed, people who may not be working but are not claiming any benefits as they do not need to do so.

In addition, in order to simplify data to a necessary degree, rounding often takes place. This can again affect the ability of the actual figures to equate to 100%.

There are many official definitions of measures, such as relative poverty, child poverty etc., that may change over time. Lots of statistics can be presented in opposing ways to say different things.

Therefore, wherever possible, we have used comparative statistics, for example by comparing income in a particular area to a national or regional marker, rather than using a pre-determined definition or above or below a certain level.

Some of the data used is based on information provided by statutory organisations or agencies. In these instances, the data is based on 'reports' received by them. If an event or incident occurs that may affect these figures, but is not reported to them, then it would not be included in the data provided. For example, the section of the report focussing on crime figures is based on reported crimes. If a crime is not reported it will not be included in the report, although it will still have taken place.

In many cases, there is a need to include the provided data to give an overview of a particular topic or subject. It is not always accurate due to the aforementioned reasons, but must be included, as although it is not perfect, it is the *most up-to-date* information available at the time of writing.

In comparison with the total population of Staffordshire, the responses to the community surveys come from a relatively small cohort. Further, due to the nature of the survey, it is more heavily weighted towards people who are already active in their community. They may be more aware of opportunities available to people, whereas the ordinary 'man in the street' may not carry such knowledge of local community opportunities.

Despite this, the responses do represent a significant section of our community, and add a valuable sub-set of data, and so have been included in this report.

## 8. Themes, Grading and Priorities

The Vital Signs project, including its 2 constituent reports, Vital Issues and Vital Signs Staffordshire, is based around 13 separate themes. Within each of these themes are at least 5 ‘key indicators’, which have been chosen according to local priorities. The first 10 themes are the same for any area of the country completing the project, although the indicators that sit beneath the themes may differ by area. The remaining three themes have been chosen for Staffordshire alone, based on feedback received as to what people in our county believe the main areas of need to be.

The grading comparison used is based on an A to E range, A representing ‘Very Good’ and E representing ‘Very Bad’.

*Fig. 8.1 Vital Signs grading:*

Grade	What the grade means
A	Everything is great. Let’s keep things that way!
B	Things are going well, but we can make them better
C	The situation is OK
D	Things aren’t going very well. We should take action as soon as possible
E	Things are going very badly. We must act now!

The report findings are presented through national grading for the ten pre-set themes and three locally chosen themes.

*Fig. 8.2 Breakdown of National and Local themes*

Vital Sign Themes	Includes	National or Local Theme
Work	Employment, unemployment, job creation and apprenticeships	National
Fairness	Fairness & equality, social and financial deprivation, rural and urban comparisons	National
Housing & Homelessness	Provision and availability of housing, waiting list times for social housing	National



Safety	Community safety, real or perceived, crime rates, crime related fatalities, managing offenders	National
Learning	Pre-school and nursery attendance, university take-up, non-formal qualifications, university take up, adult education	National
Arts, Culture & Heritage	Arts provision and participation, industrial heritage, employment related to the arts, the contribution to the attractiveness to visitors	National
Strong Communities	Community cohesion and integration, community involvement, electoral turnout, volunteering take up	National
Environment	Availability of, and access to, green space, natural environment, tranquillity, carbon emissions and pollution	National
Healthy Living	Health provision and access, long term illnesses, mental health, substance misuse, obesity, participation in community health initiatives	National
Local Economy	Business start-up and closure, self-employment, disposable income, local spending, productivity	National
Older People	Number of people needing care, dementia, loneliness and isolation, access to services, employment and volunteering	Local

Families	Poverty & income, school attendance and involvement, age of people within the county, family make up	Local
Children and Young People	Children's health, child poverty, aspiration and attainment, teenage pregnancy	Local

By using the national grading system we can rank each of these areas in relation to other counties across the UK. The report itself will go into further detail but the overview is useful as a headline.

## 9. Overall Grading for Staffordshire

*Fig. 9.1 Overall grading for Staffordshire based on Vital Signs Themes*

Theme	Grade
Work	B
Fairness	C
Housing and Homelessness	C
Safety	C
Learning	D
Arts, Culture & Heritage	D
Strong Communities	B
Environment	B
Healthy Living	C
Local Economy	D
Older People	C
Families	C
Children & Young People	C

## 10. Work

Employment is one of the main themes of the Vital Signs project, and is a good example of how one issue can affect many others. Within 'Work' we have chosen the following 5 key indicators;

1. Long Term v Short Term Unemployment
2. People receiving working age benefits
3. Young People Not in Education, Employment or Training
4. Apprenticeships
5. Job Creation

Each section will present the data relevant to each key indicator. As a broad overview the following table will be used for overall scoring purposes.

Employment rate	B
Unemployment rate	B
Economically active	B
<b>Overall</b>	<b>B</b>

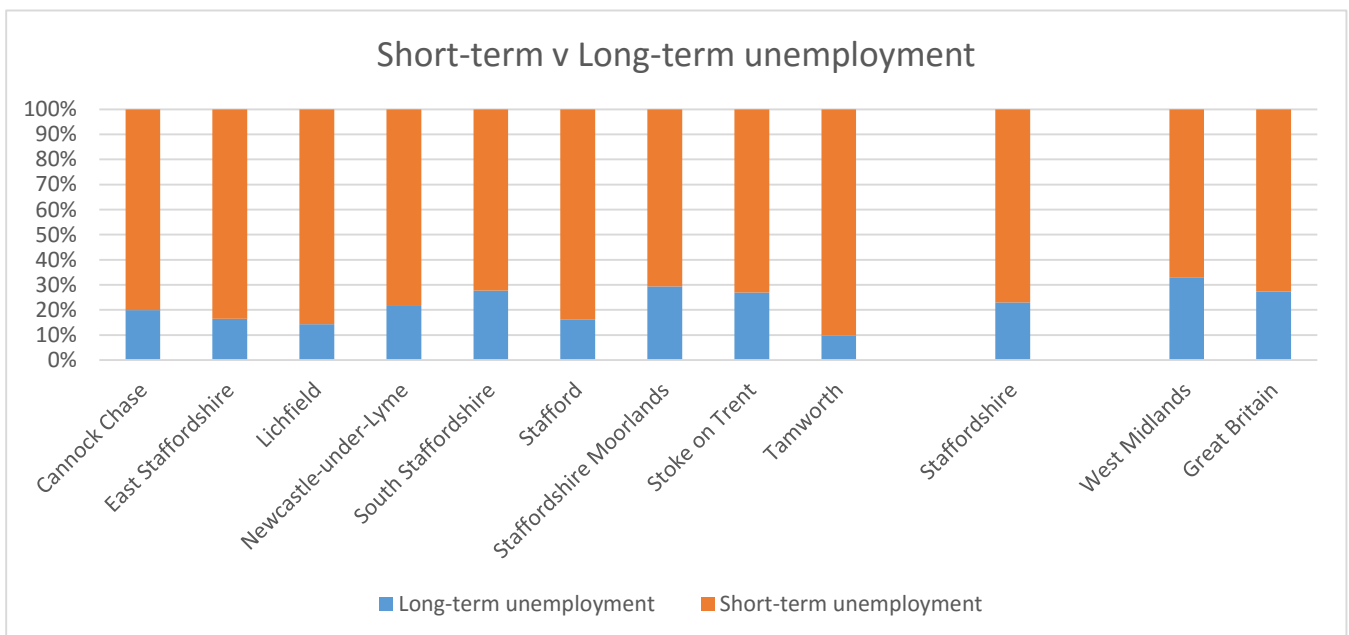
## 10.1 Unemployment Rates

Since 2011 the unemployment rate in Staffordshire has been steadily falling. Based on figures up to April 2015 the average unemployment rate across Great Britain was 1.9%. The West Midlands fared slightly worse than this, with a rate of 2.4%. However, Staffordshire as a whole performed significantly better, with an average unemployment rate of just 1.3%.

Only one area in Staffordshire performed worse than the 1.9% average rate for Great Britain - Stoke on Trent; but with a rate of 2.4% it was equal to that of the West Midlands as a whole. Lichfield & Tamworth performed better, with a rate of just 0.6%.

Unemployment statistics vary according to the measures, but one significant point to note is the disparity between those people who are classed as long-term unemployed, (meaning that they have been employed for more than 12 months), and the short-term unemployed, (meaning that they have been unemployed for less than 12 months).

Fig. 10.1.1 Comparison between short-term and long-term unemployment rates by district in Staffordshire.<sup>1</sup>



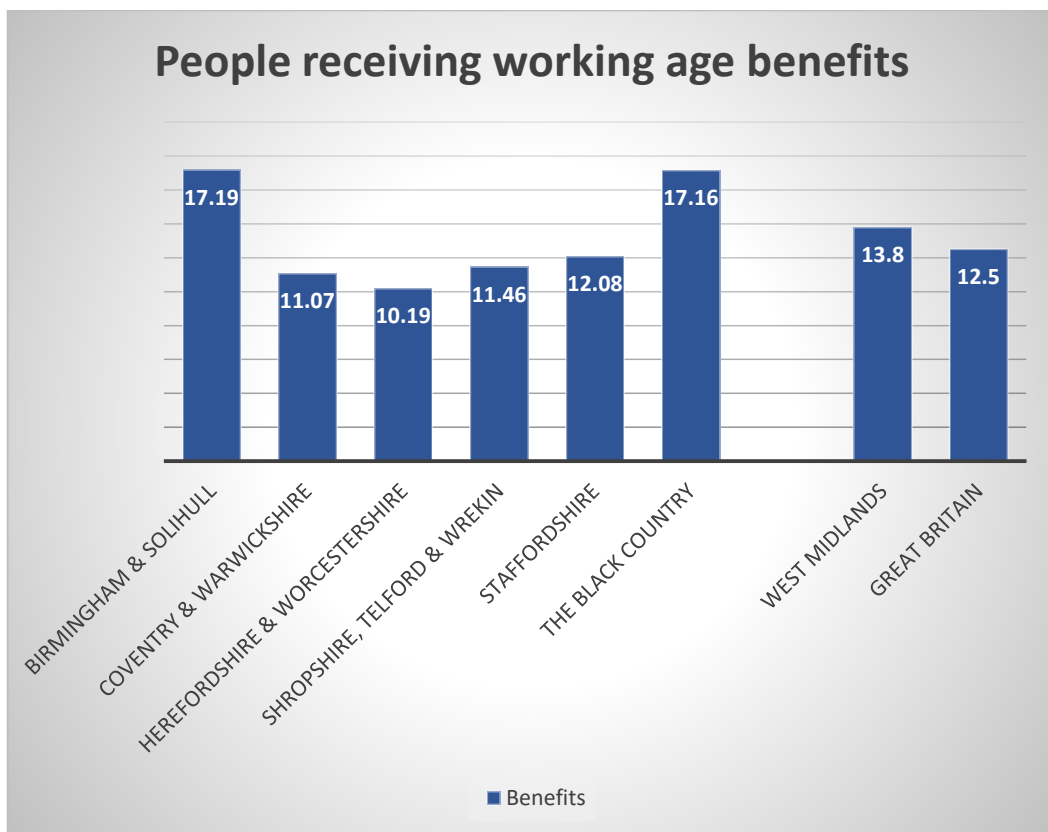
<sup>1</sup> Data provided by Department for Work and Pensions (April 2015), via the Office for National Statistics

## 10.2 Working Age Benefits

Rather than looking at benefits as a blanket subject, this breakdown contains details of the number of people, based on percentage, who are in receipt of benefits. The data here is limited to people of working-age, and encompasses Income Support, Jobseekers Allowance, Tax Credits and other benefits available to people of working age, such as Incapacity Benefit and Carers Allowance.

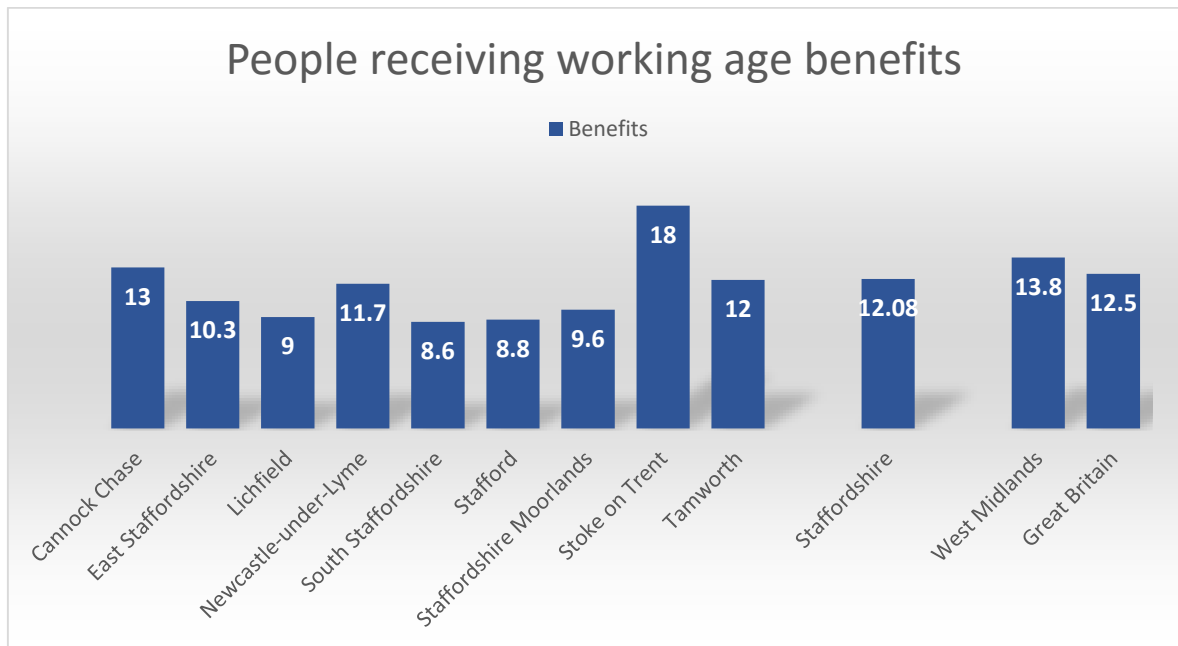
As a whole Staffordshire falls below both the national average and the regional average for those in receipt of benefits, as shown in Fig. 10.2.1<sup>1</sup>. A deeper analysis, based on table featured in Fig. 10.2.2<sup>2</sup>, shows that 2 areas of Staffordshire – Stoke on Trent and Cannock Chase – are both above the national average, whilst Stoke on Trent is also above the regional average.

Fig. 10.2.1 Working Age Benefits across the West Midlands by County



<sup>1</sup> Data provided by Department for Work and Pensions (April 2015), via the Office for National Statistics

Fig. 10.2.2 Working Age Benefits across Staffordshire by area



<sup>2</sup> Data provided by Department for Work and Pensions (April 2015), via the Office for National Statistics

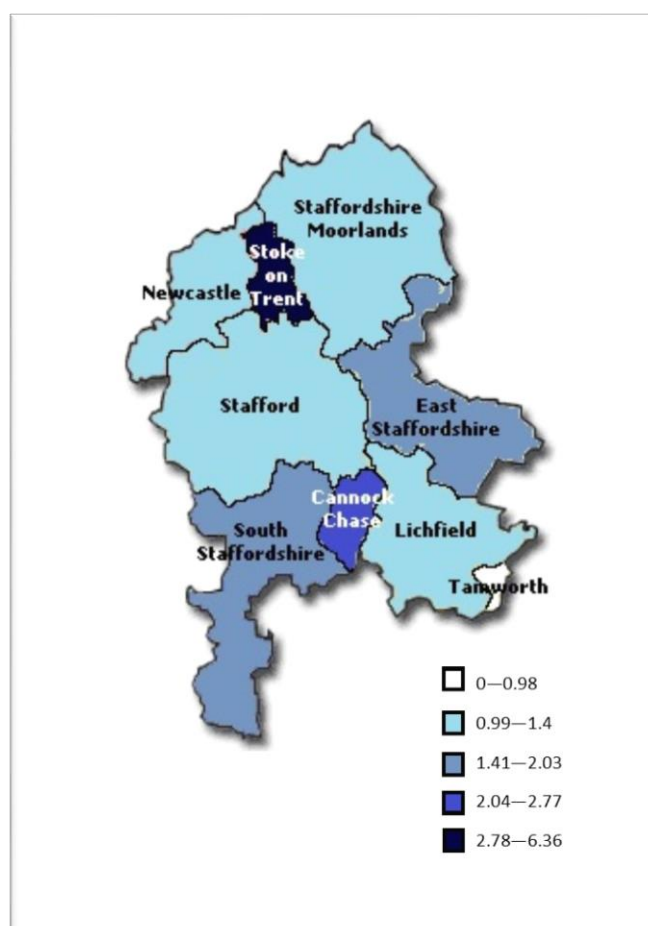
### 10.3 NEETS - Those not in employment, education or training

A common measurement of youth engagement with the workplace is based around the concept of NEET, meaning those aged 16 – 24 who are not employed, in education or some form of training. This is a particularly valuable measure, as whilst they are the young people of today, if they do not become engaged, it can lead to further adult worklessness.

Due to the standard scoring range applied to NEET, situations can often look worse than they actually are. The map below, (Fig. 10.3.1) shows the percentage of young people who are classed as 'NEET' by standard measurement markers. However, the table showing the breakdown of actual figures, (Fig. 10.3.2), shows the real situation, that whilst Stoke on Trent has the highest percentage of NEETs in the county, the figure is only slightly above the lower range.<sup>1</sup>

The West Midlands figure as a whole is 2.83, whilst the GB average is 2.44. Stoke on Trent is on a par with the region, but it is still higher than the wider measurements. However, all other areas of Staffordshire are below both the regional and national average.

Fig. 10.3.1 – Geographical representation of those Not in Education Employment or Training <sup>1</sup>



<sup>1</sup> Data taken from Office for National Statistics (figures for jobless 18 – 24 year olds claiming benefits April 2015)



Fig. 10.3.2 – Percentage of young people classed as NEET<sup>2</sup>

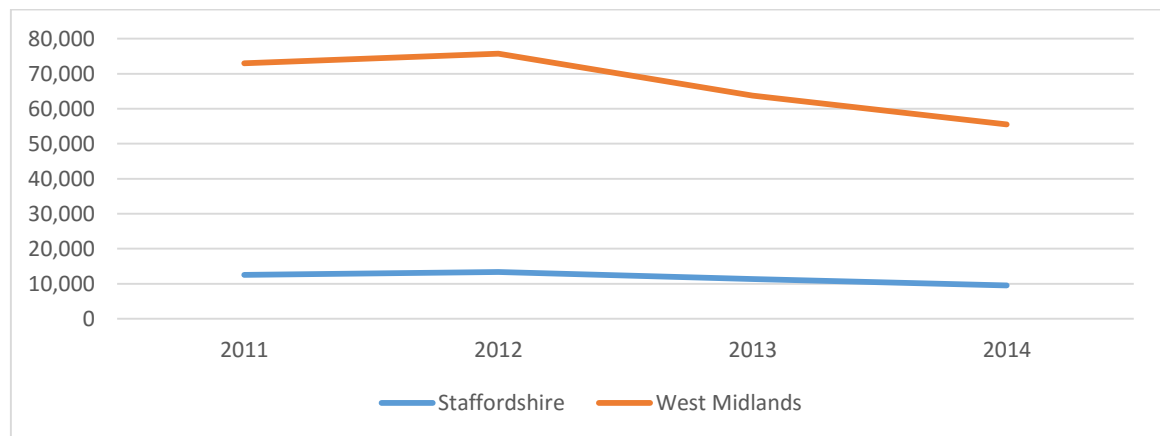
<sup>2</sup> Data taken from Office for National Statistics (figures for jobless 18 – 24 year olds claiming benefits April 2015)

Area Name	NEETS
Cannock Chase	2.08
East Staffordshire	1.69
Lichfield	1.01
Newcastle-under-Lyme	1.35
South Staffordshire	1.84
Stafford	1.11
Staffordshire Moorlands	1.03
Stoke on Trent	2.83
Tamworth	0.87

## 10.4 Apprenticeships

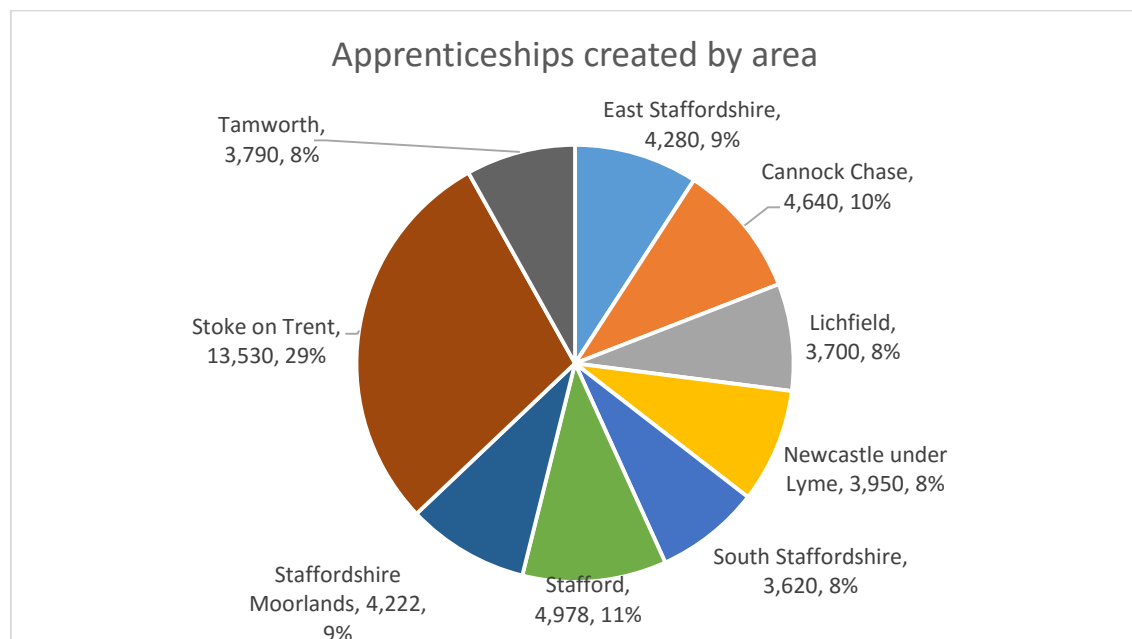
Apprenticeships are designed to offer a way into employment for many of our young people. Almost any business can utilise an apprenticeship scheme, with work based learning now extending beyond traditional subjects like engineering and building and moving into more mainstream areas, such as administration and business. It is worth noting that there has been an overall decrease in apprenticeships over the past 4 years in the West Midlands and Staffordshire, but Staffordshire has not been as badly affected as the region, (as shown in figure 10.4.1<sup>1</sup>).

Fig. 10.4.1 Number of Apprenticeships created (2011 – 2014) <sup>1</sup>



<sup>1</sup> Data taken from Department for Business, Innovation & Skills 2015

Figure 10.4.2 Apprenticeships created in Staffordshire since 2011 by area <sup>2</sup>

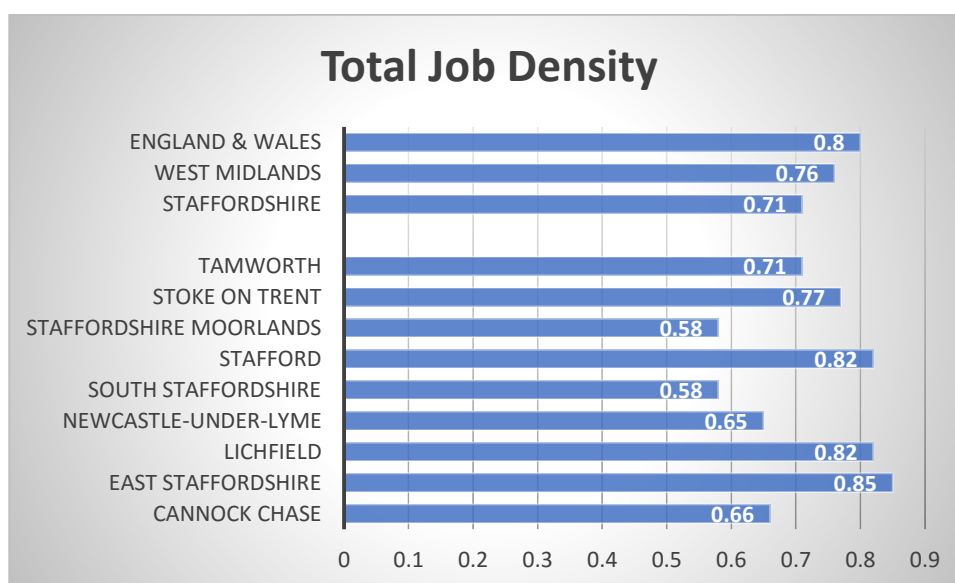


<sup>2</sup> Data taken from data available from Department for Business, Innovation & Skills 2015

## 10.5 Job Density

The graph below shows the density of jobs in the districts of Staffordshire, and uses the figures for Staffordshire as a whole, the West Midlands region and England & Wales as markers. Job density is measured by score. This is calculated by taking the total number of jobs in an area and dividing by the working age population of that area. The data includes jobs from employers, self-employed, HM Forces and Government training schemes.

Fig. 10.5.1 Job Density Score <sup>1</sup>



<sup>1</sup> Data taken from NOMIS and adapted from data provided by the Office for National Statistics. Figures to April 2014

The data shows that Staffordshire Moorlands and South Staffordshire have the lowest jobs density at just 0.58, perhaps unsurprising due to their rural nature.

East Staffordshire has the highest density at 0.85, just 0.03 higher than Stafford and Lichfield, all performing better than Staffordshire as a whole, the West Midlands region and England & Wales.

Overall Staffordshire has a lower job density than both the West Midlands, (by 0.04) and England & Wales, (by 0.09).

## 10.6 Our Community Says

Data available November 2015

## 10.7 Start a Conversation

**Identified Needs:** Benefits claims and long-term unemployment are worse in Stoke on Trent than any other area of the county. The levels shown are also above both the regional and national average.

**Vulnerable Areas:** Staffordshire Moorlands and South Staffordshire are both considered to be wealthy affluent areas, but long-term unemployment has the potential to be a significant issue for these districts.

**Talking Point:** Apprenticeship opportunities have decreased significantly over the last few years, but the proportion to which they have fallen in Staffordshire is not as marked as with the region overall. Almost a third of apprenticeships in Staffordshire have been created in Stoke on Trent.

## 11. Fairness

IMD average	C
IMD inequality	C
Income Score	D
<b>Overall</b>	<b>C</b>

The main measures of fairness and equality for the purpose of this report are calculated from a national set of statistics known as the Indices of Multiple Deprivation. These are seen as fair measurements, as they create a balance between the good and bad. The Indices are based on results from 9 key indicators, but only 7 of these are reported on;

1. Education
2. Employment
3. Crime
4. Health
5. Housing
6. Income
7. Living Environment

A rural area might score highly on certain measures, like living environment, but score far lower on other issues, such as ability to access to health services. Areas that might score low on issues like crime or employment are more likely to score higher on availability and provision of housing.

The key indicators used to highlight Fairness for this report are;

1. IMD Average Score and Inequality Score
2. Levels of Deprivation
3. Income Standards and differences
4. Rural v Urban Deprivation
5. Life Expectancy

**The data contained in this report that is taken from the Indices of Multiple Deprivation are based on 2015 figures. The data used in the Vital Signs brief report are based on data from 2010, as the 2015 figures were not available at the time of print.**

## 11.1 IMD Average Score

The IMD Average Score and Inequality Score are taken from the Indices of Multiple Deprivation and are presented to show how Staffordshire compares to the West Midlands region and to England as a whole and then a further breakdown to district within Staffordshire.

The information provided shows an overall score, and not a percentage. For the purposes of the Indices of Multiple Deprivation a lower score is better.

Fig. 11.1.1 Average score based on Indices of Multiple Deprivation <sup>1</sup>

Area Name	IMD 2015 (average score)	Overall Rank (of 152)
Staffordshire	16.38	116
Stoke on Trent	34.36	13
West Midlands (median)	24.93	66.36
England (median)	23.01	76.5

<sup>1</sup> Data taken from Indices of Multiple Deprivation 2015 from Neighbourhood Statistics

The average score for Staffordshire is lower than both the West Midlands as a whole and against the country, but due to the variance in areas in Staffordshire it is better to take a closer look at the figures by district.

Fig. 11.1.2 IMD Score and Rank by area within Staffordshire <sup>2</sup>

Area Name	IMD 2015 (average score)	Overall Rank (of 326)	Rank within Staffordshire
Cannock Chase	20.93	133	2
East Staffordshire	18.82	152	4
Lichfield	12.71	247	8
Newcastle-under-Lyme	18.47	156	5
South Staffordshire	12.45	254	9
Stafford	13.49	233	7
Staffordshire Moorlands	15.22	207	6
Stoke on Trent	34.36	14	1
Tamworth	20.25	137	3

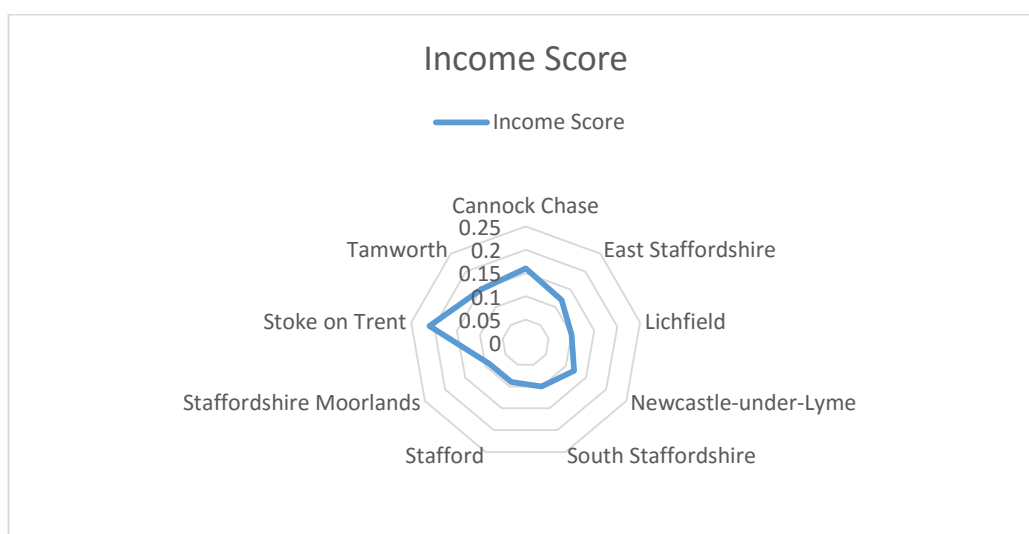
<sup>2</sup> Data taken from Indices of Multiple Deprivation 2015 from Neighbourhood Statistics (Department for Communities & Local Government)

Overall rank is based on a placing out of 326 areas. Whilst most areas of Staffordshire would fall around the middle of the table, there are 5 areas that fall into the 50% most deprived areas of England, including Stoke on Trent, which is in the top 10% of most deprived areas.

## 11.2 Financial & Social Deprivation

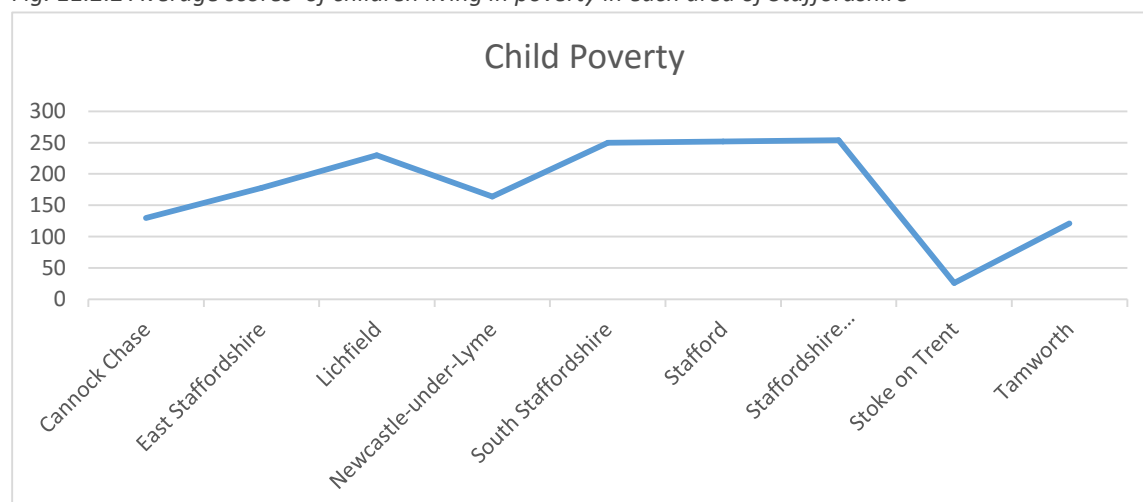
The Indices of Multiple Deprivation are so calculated that it does not focus solely on one topic. An area of the county might not be financially deprived, but may lack close by amenities and services which provide a quality of life. The aim of this section is to highlight that all areas face their own challenges, even if at first glance they seem to be doing well.

Graph 11.2.1 Disparity in Income score by area within Staffordshire <sup>1</sup>



<sup>1</sup> Data taken from Indices of Multiple Deprivation 2015 from Neighbourhood Statistics (Department for Communities & Local Government)

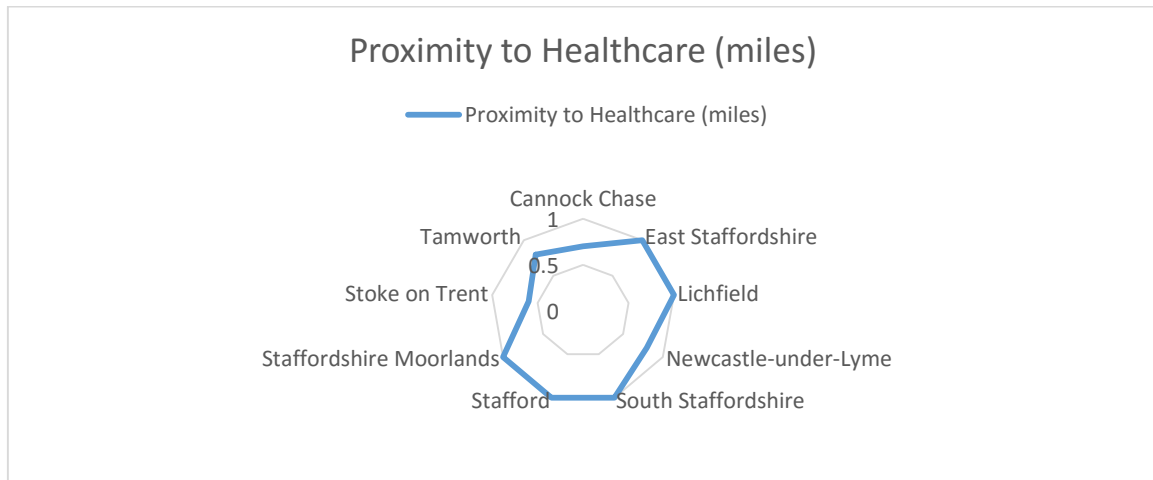
Fig. 11.2.2 Average scores of children living in poverty in each area of Staffordshire<sup>2</sup>



<sup>1</sup> Data taken from Indices of Multiple Deprivation 2015 from Neighbourhood Statistics (Department for Communities & Local Government)

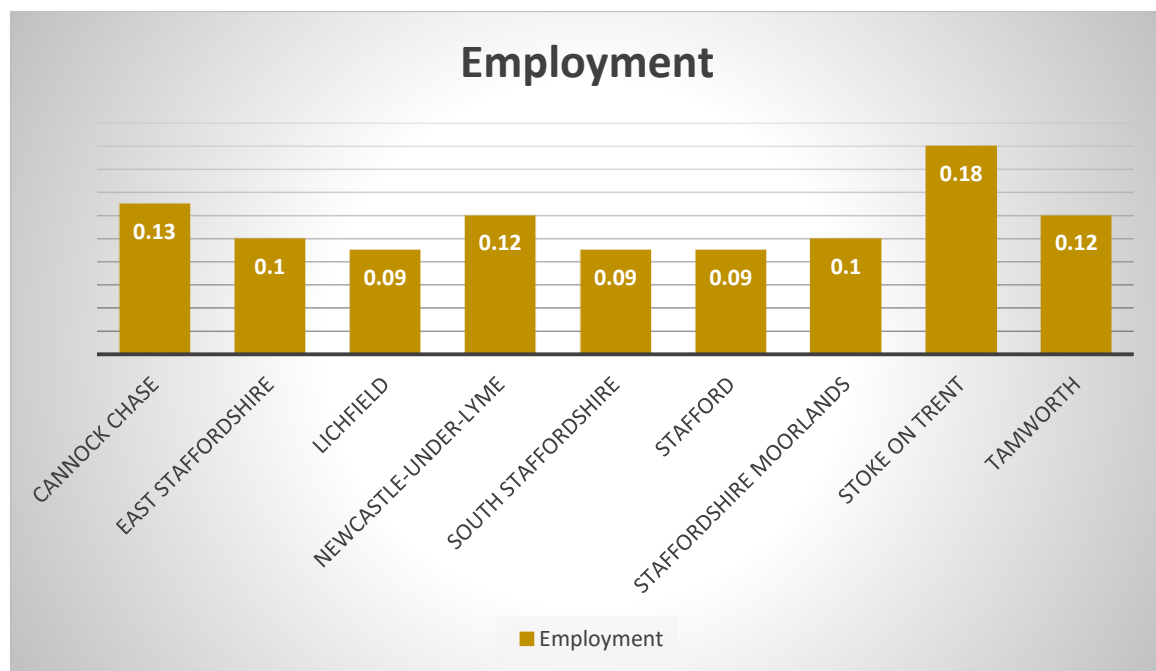


Fig. 11.2.3 The average distance from healthcare facilities by district in Staffordshire, according to score <sup>3</sup>



<sup>3</sup> Data taken from Indices of Multiple Deprivation 2010 from Neighbourhood Statistics (Department for Communities & Local Government)

11.3.4 Employment Score within Staffordshire, relative to national levels <sup>4</sup>

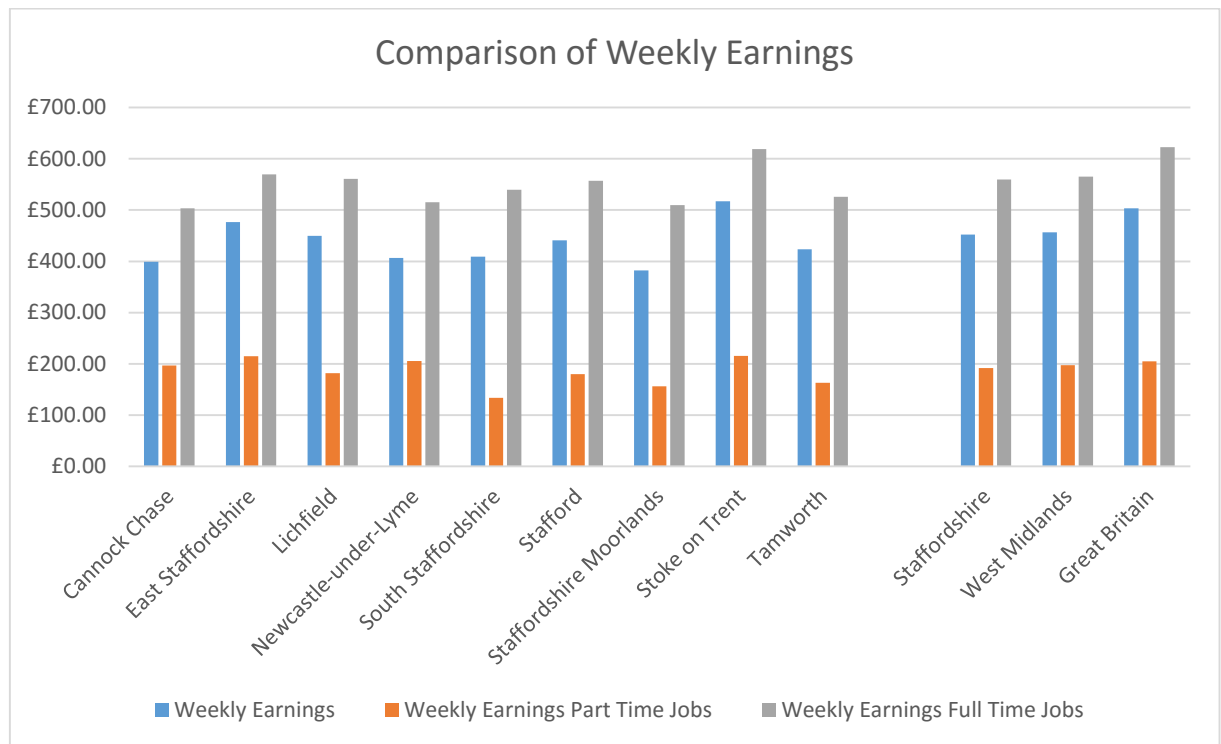


<sup>4</sup> Data taken from Indices of Multiple Deprivation 2015 from Neighbourhood Statistics (Department for Communities & Local Government)

### 11.3 Income

The data for income around the county, related to fairness, takes the form of three separate comparisons. The first is the average income in each particular district, the second the average increase, (or decrease), in weekly pay and finally the 'gender pay gap' between men and women. The figures used below combine the total earned by people in an area and then divide that figure by the number of people in work. This is a different measure to the standard 'average salary'.

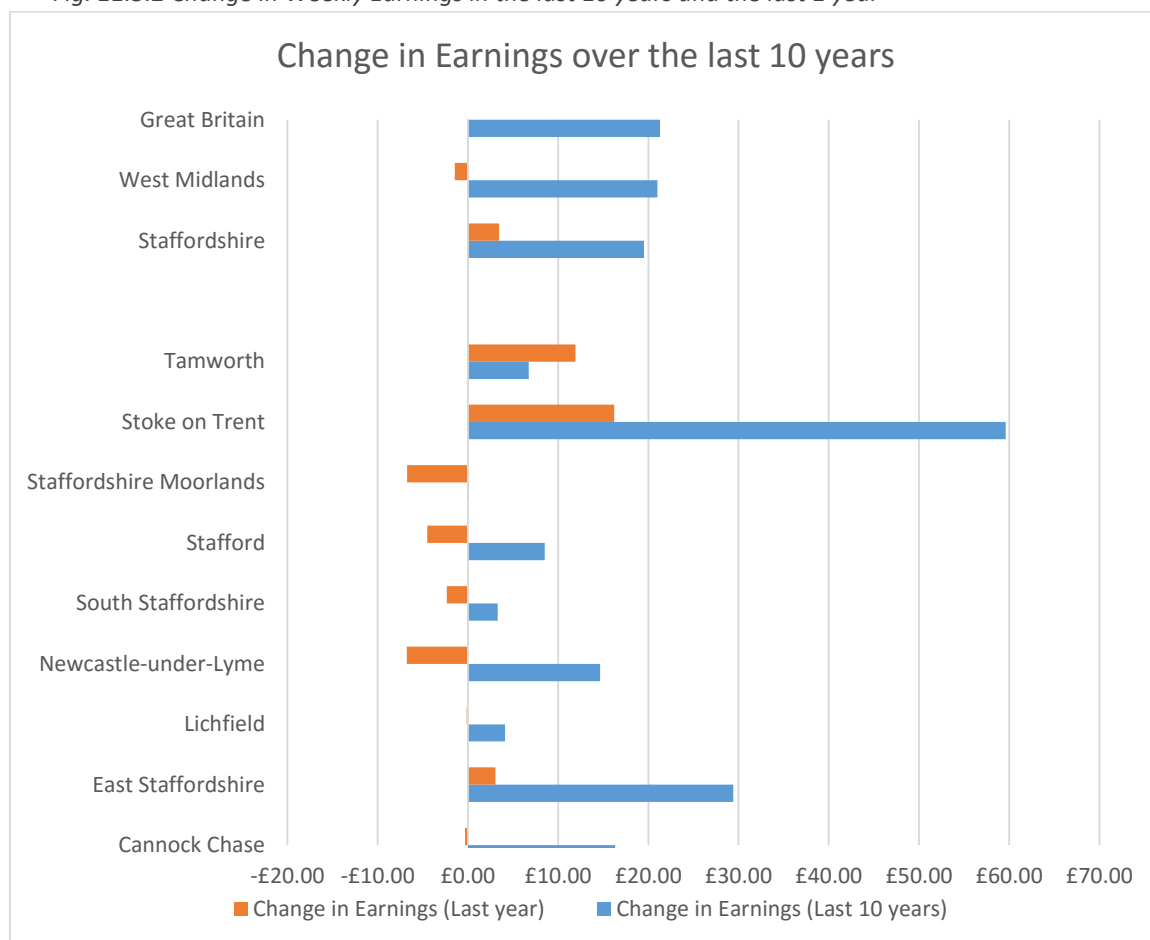
Graph 11.3.1 Income comparison across the districts compared to the regional and national picture <sup>1</sup>



<sup>1</sup> Data provided by Annual Survey of Hours & Earnings, Labour Force Survey and the Office of National Statistics based on average wage for those people in employment

The above graph shows that Stoke on Trent is the only area where the average weekly salary is above the national average. However, attention must also be paid to the salary for full-time and part-time work across all areas, to get a true picture of the situation.

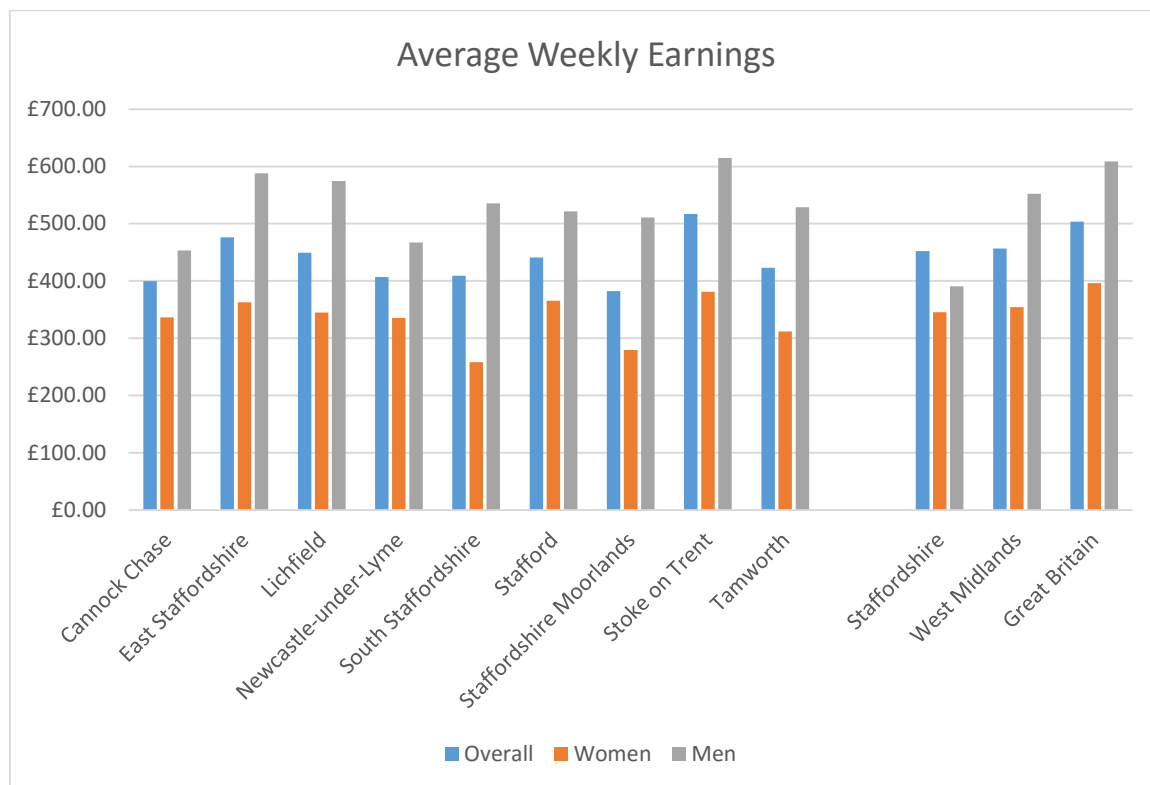
Fig. 11.3.2 Change in Weekly Earnings in the last 10 years and the last 1 year<sup>2</sup>



<sup>2</sup> Data provided by Annual Survey of Hours & Earnings, Labour Force Survey and the Office of National Statistics

This data shows that salaries over the last 10 years have increased as an average for the whole county, and in two areas they have increased by more than both the regional and national average (Stoke on Trent and East Staffordshire). Earnings over the last 12 months have been relatively constant on a national level, whilst falling on a regional level. However, three areas of Staffordshire managed to buck this trend, (East Staffordshire, Stoke on Trent and Tamworth), with earnings increasing overall.

Fig. 11.3.3 The gender pay gap showing disparity between weekly earnings for men and women <sup>3</sup>



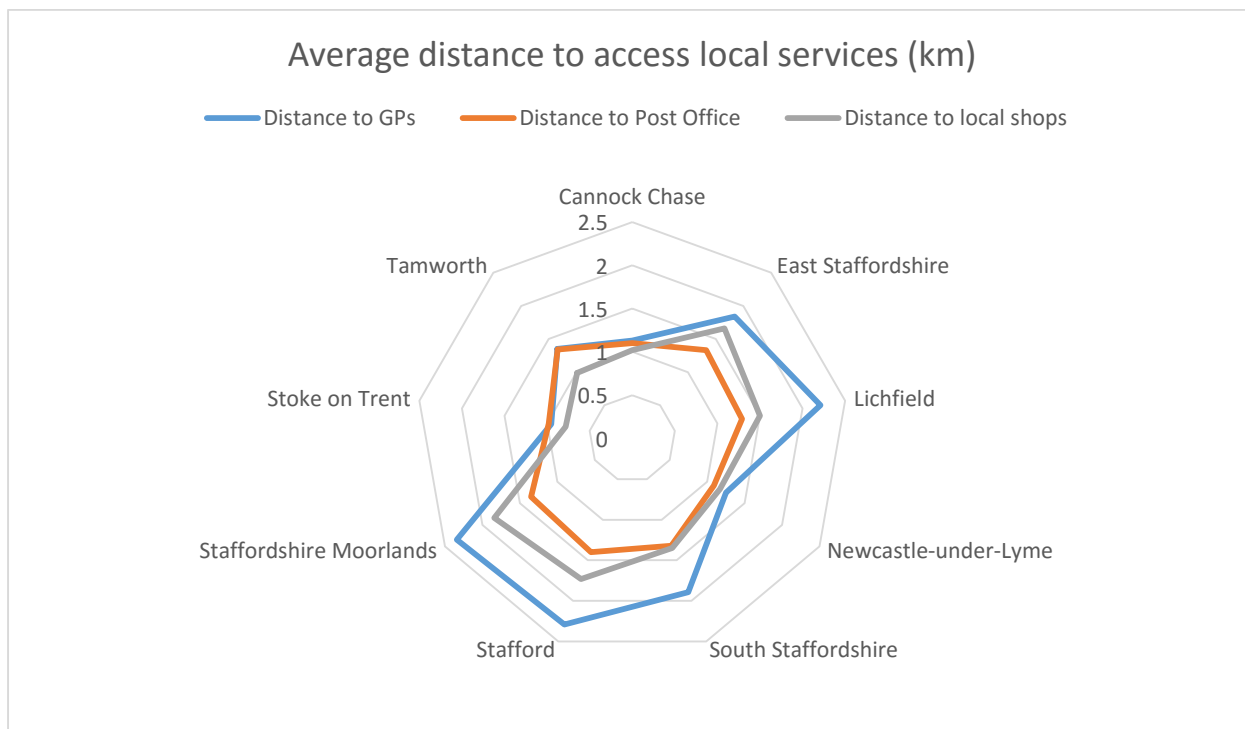
<sup>3</sup> Data provided by Annual Survey of Hours & Earnings, Labour Force Survey and the Office of National Statistics

The above graph shows that the national and regional picture on the pay gap is borne out across all areas of Staffordshire, with earnings for men substantially higher than for women.

## 11.4 Rural Communities

Quite often the issues affecting rural communities are not the same as the issues affecting urban areas. The main focus in this section will be the issues highlighted through our community consultation – that being distance to GPs, shops and post offices.

Fig. 11.4.1 distance to access local services <sup>1</sup>



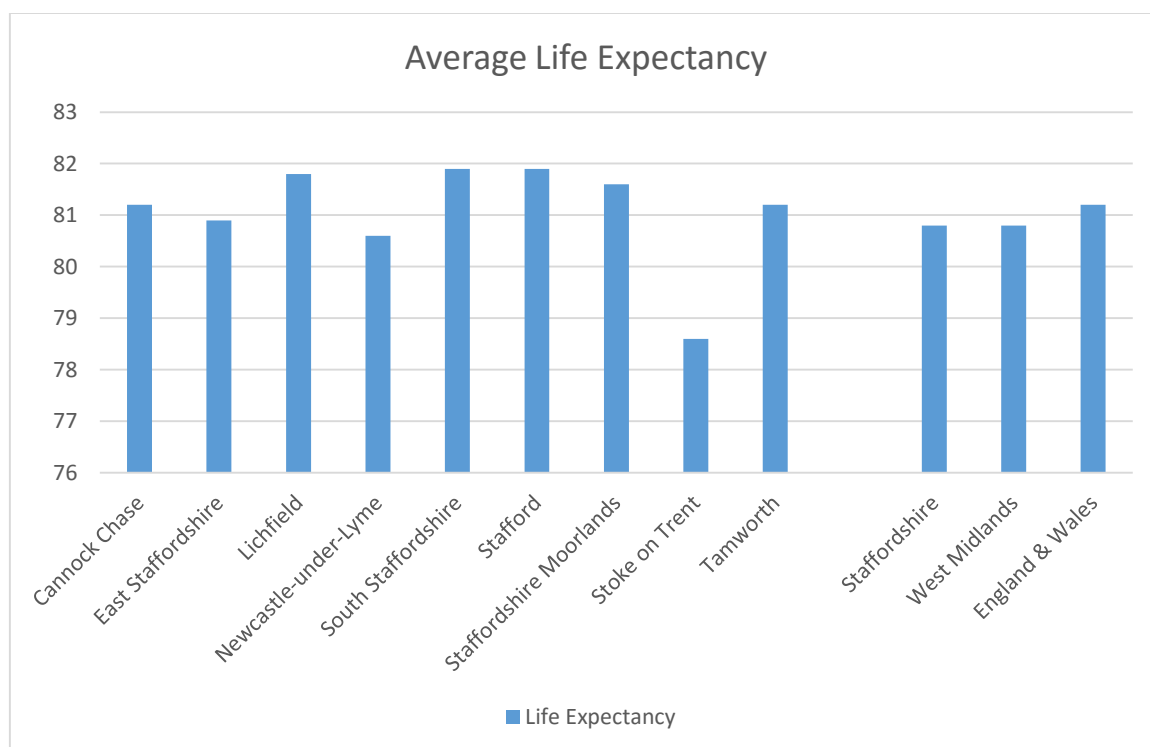
<sup>1</sup> Data taken from Indices of Multiple Deprivation 2010 from Neighbourhood Statistics (Department for Communities & Local Government)

The graph above shows that people who live in areas that can be classed as rural, or semi-rural, such as the Staffordshire Moorlands, Stafford and South Staffordshire, have a greater distance to travel to access local services. Those more urban areas, such as Stoke on Trent, Newcastle-under-Lyme and Tamworth are closer to such services.

## 11.5 Life Expectancy

Life Expectancy is quite a stark measure of fairness and equality. Whilst the most up to date figures available (2013 – 2014) have been used, it is a headline measure. There are often deeper underlying reasons as to why the result is what it is. It is rarely as simple as access to healthcare, and is often symptomatic of a broader range of lifestyle choices.

### 11.5.1 Life expectancy by area in Staffordshire and comparative figures for the West Midlands and England & Wales <sup>1</sup>



<sup>1</sup> Data taken from *Life expectancy at birth and rank order for England and Wales* from the Office of National Statistics. Data taken as an average from 2011 – 2013 and published 2014.

Life expectancy is lower in Stoke on Trent than in any other area of the county, by at least 2 years compared to its closest neighbour (Newcastle-under-Lyme). Life expectancy in both areas is lower than the national average, and the regional average for the West Midlands.

There is over 3 years difference between the life expectancy in the north of the county and the south of the county.

## 11.6 Our Community Says

Data available November 2015

## 11.7 Start a Conversation

**Identified Needs:** Life expectancy discrepancies between different areas of the county are significant. The lower life expectancy rates are in those areas that are closer to medical facilities.

**Vulnerable Areas:** The gender pay gap seems to be increasing, despite a drive of late to highlight the issue across the UK.

**Talking Point:** Does community cohesion and community philanthropy have the ability to target those areas most in need from various issues and adapt to help them. Should we be more focussed on considering each individual district's needs, rather than the county as a whole?

## 12 Housing & Homelessness

Affordability score	B
Owner-occupied Housing	B
Average House Price	D
<b>Overall</b>	<b>C</b>

There are five key indicators used to present the findings of statistics on Housing and Homelessness. These are;

1. Affordability score
2. Owner-occupied Housing
3. Rented Housing
4. Waiting lists for social housing
5. Homelessness



## 12.1 Affordability score

In 2013 the average house price in England & Wales was £242,096.72. The figure for the West Midlands region was nearly 14% lower, at £171,529.54. The average house price in Staffordshire was £154,140.11 – £87,956.61 lower than the average for the UK and £17,389 lower than the West Midlands average.

Affordability score is based around people's ability to afford housing, and so a higher score indicates a lower property value.

Figures show that Stoke on Trent has the highest affordability scoring 123.16, above the England and Wales national figure of 100, with the average house price of £101,772.18; with Tamworth (111.25) and Staffordshire Moorlands (111.09) scoring closely behind.

South Staffordshire scored as the least affordable district, with results showing a score of 101.01 with the average house costing £200,958.67.

Fig. 12.1.1 – Housing Affordability Profile <sup>1</sup>



<sup>1</sup> Data taken from the Land Registry; property prices Index; Annual Survey of Hours & Earnings (2013)

Fig. 12.1.2 Table showing indicators and score for Staffordshire <sup>2</sup>

Indicator	Measure	Staffordshire
Affordability: change	Percentile	35.42
%	Value	-2.51
Affordability: score	Percentile	72.92
score	Value	112.01
Owner-Occupied Homes	Percentile	84.62
%	Value	69.31
Rented Homes	Percentile	23.08
%	Value	28.88
House Sales	Percentile	18.75
%	Value	0.74
Second Homes	Percentile	13.04
%	Value	0.38
Average House Prices	Percentile	30.77
GBP	Value	154140.11
Change in House Prices	Percentile	27.08
%	Value	26.6

<sup>2</sup> Data taken from the Land Registry; Property Prices Index; Annual Survey of Hours & Earnings (2013)

## 12.2 Average House Prices

The average house price for each area of Staffordshire has been shown based on figures to March 2014. The 'Affordability Score' has also been included, as a lower house-price does not automatically confer affordability.

*Fig. 12.2.1 Average House Prices for the districts of Staffordshire <sup>1</sup>*

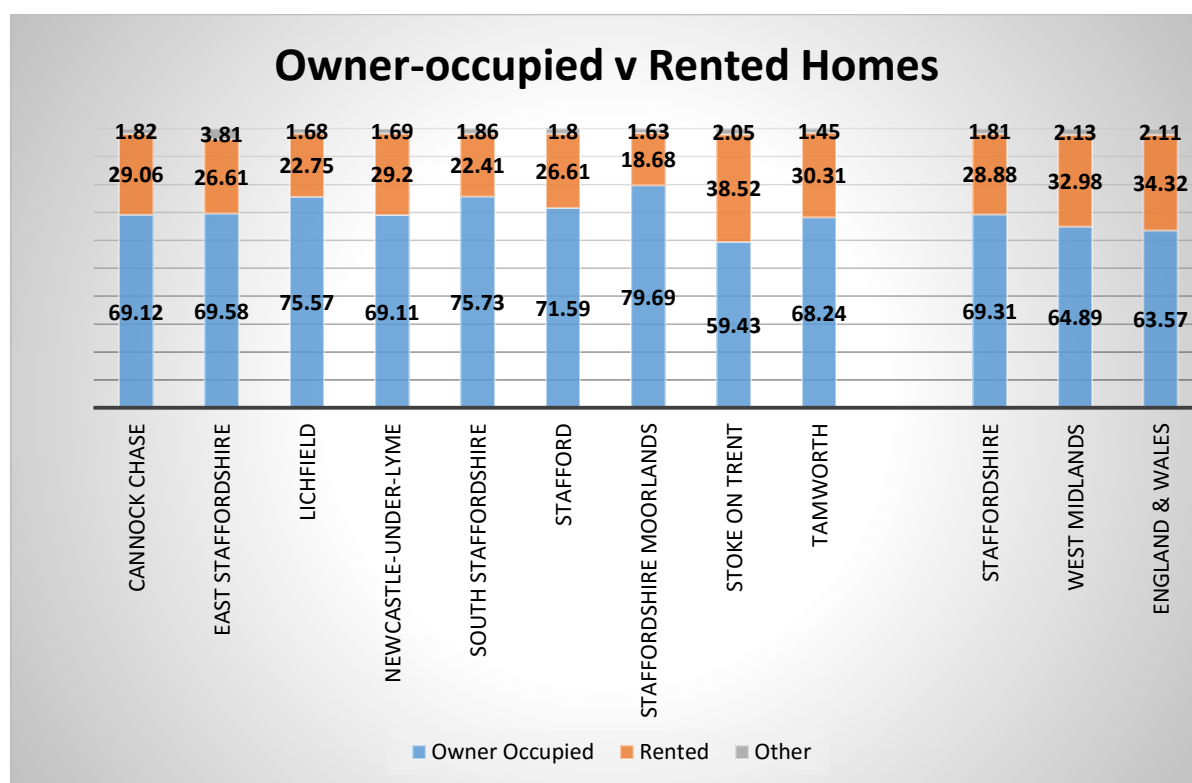
Area Name	House prices: average (2014)	Affordability: score (2013)
Cannock Chase	£141,223.54	110.75
East Staffordshire	£160,675.64	104.9
Lichfield	£222,945.98	102.53
Newcastle-under-Lyme	£142,638	110.45
South Staffordshire	£200,958.67	101.01
Stafford	£182,666	107.93
Staffordshire Moorlands	£156,581.06	111.09
Stoke on Trent	£101,772.18	123.16
Tamworth	£149,262	111.25

<sup>1</sup> Data taken from the Land Registry; Property Prices Index (2013)

## 12.3 Owner Occupied & Rented Homes

This section shows the proportions of homes that are owner-occupied against those that are rented. The difference between the two measures are classed as empty, although that could be permanently empty, temporarily empty, or could be a second or holiday home.

Fig. 12.3.1 Comparison between Owner-occupied and Rented Homes <sup>1</sup>



<sup>1</sup> Data taken from Census 2011

Findings show that Stoke on Trent has the lowest proportion of owner-occupied houses in Staffordshire at 59.43%, whilst the Staffordshire Moorlands has the highest at 79.69%.

With the exception of Stoke on Trent, all areas of Staffordshire show a greater proportion of owner-occupied housing than both the West Midlands region and England & Wales as a whole. Rented properties are below the regional and national average, again with the exception of Stoke on Trent.

Looking at the county as a whole, the owner-occupied level outperforms both the region and England and Wales, whilst having a lower proportion of rented properties.

## 12.4 Waiting Lists

The table shows the proportion of all households on Local Authority waiting lists= (Households on waiting list/total households)\*100.

This shows that all 9 districts within Staffordshire are below the National average for the proportion of households on Local Authority Waiting lists. Stoke on Trent is best in the district with the lowest amount of households on waiting lists.

Fig. 12.4.1 Number of households on waiting list for different homes <sup>1</sup>

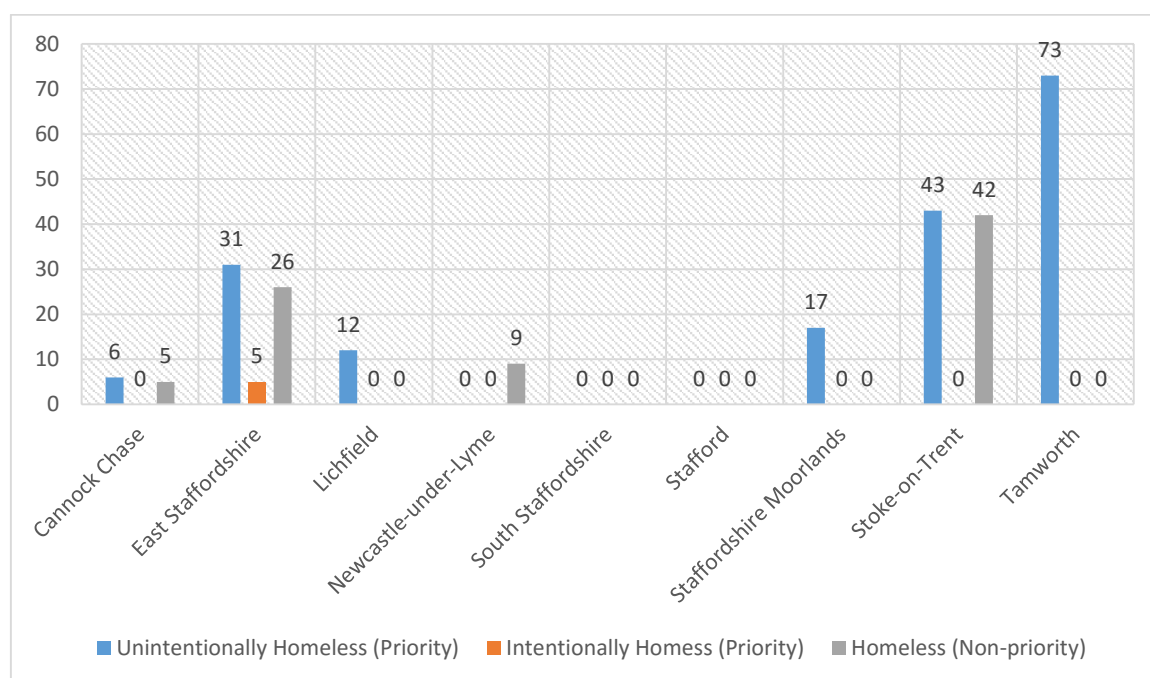
Area Name	Percentage of homes on waiting list
Cannock Chase	3.19
East Staffordshire	4.39
Lichfield	3.82
Newcastle-under-Lyme	3.58
South Staffordshire	1.22
Stafford	2.6
Staffordshire Moorlands	3.47
Stoke on Trent	1.27
Tamworth	5.46
Staffordshire	2.89
West Midlands	5.91
England	6.2

<sup>1</sup> Data obtained from Department for Communities and Local Government (2014)

## 12. 5 Homelessness

Official figures for homelessness are based on those families that are registered as homeless with their local authority. There may be many people who are not registered and so are not included in homelessness figures. The figures for 'Rough Sleepers' have also been given, those being people who may not be registered as homeless but who do not have a home. As it is difficult to get a true figure for rough sleepers, numbers here are based on the number of rough sleepers as estimated by each local authority.

Fig. 12.5.1 Levels of homelessness, (as recognised by Local Authorities) <sup>1</sup>



<sup>1</sup> Data taken from DCLG Homeless Statistics (March 2015)

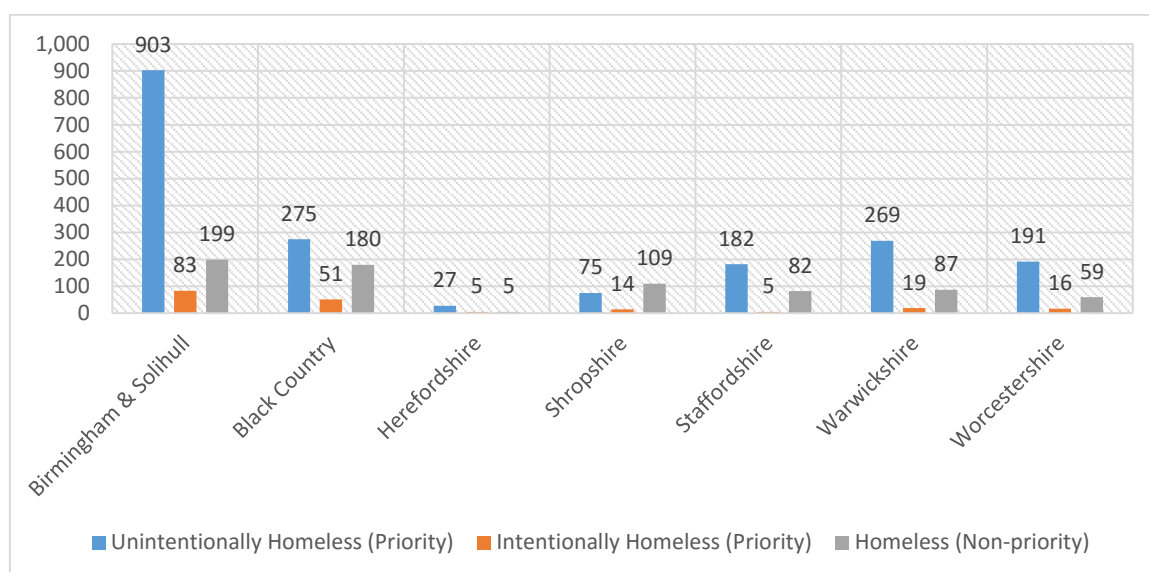
The data for Staffordshire is broken down into three categories – those who are unintentionally homeless and are in priority need, those who are intentionally homeless and in priority need and those who are homeless but are not classified as a priority.

Within Staffordshire, Tamworth, Stoke on Trent and East Staffordshire show the highest number of unintentionally homeless people who are in priority need, with figures of 73, 43 and 31 respectively. There is a significant reduction when considering the areas of Staffordshire Moorlands (17), Lichfield (13) and Cannock Chase (6). Newcastle-under-Lyme, South Staffordshire and Stafford all show no homeless people in priority need.

Only East Staffordshire shows any people who are intentionally homeless, with just 5.

For those who are homeless but not classified as a priority, Stoke on Trent has the highest number, with 42, followed by East Staffordshire with 26, Newcastle-under-Lyme with 9 and Cannock Chase with 5. All other districts are showing no people classed as homeless where they are not a priority.

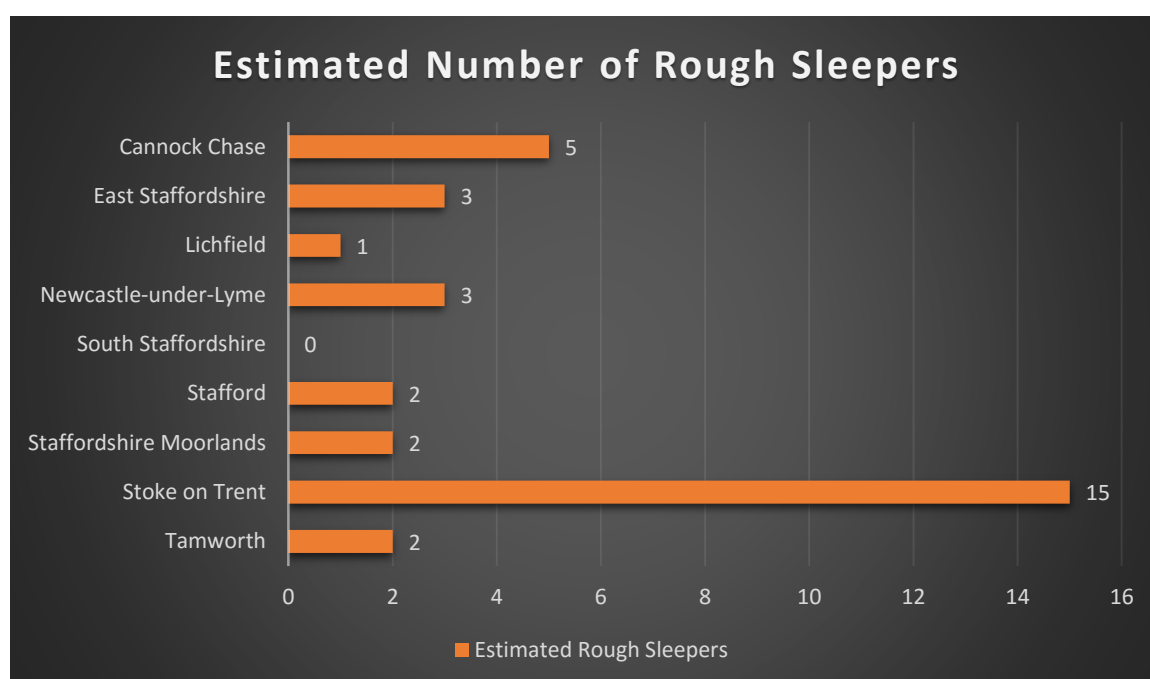
Fig 15.5.2 Homelessness comparison between West Midlands counties <sup>2</sup>



<sup>2</sup> Data taken from DCLG Homeless Statistics (March 2015)

Across the West Midlands Staffordshire is ranked 5<sup>th</sup> of 7 in terms of the number of unintentionally homeless who are classed as a priority, with higher numbers being seen in Birmingham & Solihull, the Black Country, Warwickshire and Worcestershire. Only Shropshire and Herefordshire have lower numbers. Staffordshire, along with Herefordshire, have the lowest numbers of people who are intentionally homeless, with just 5.

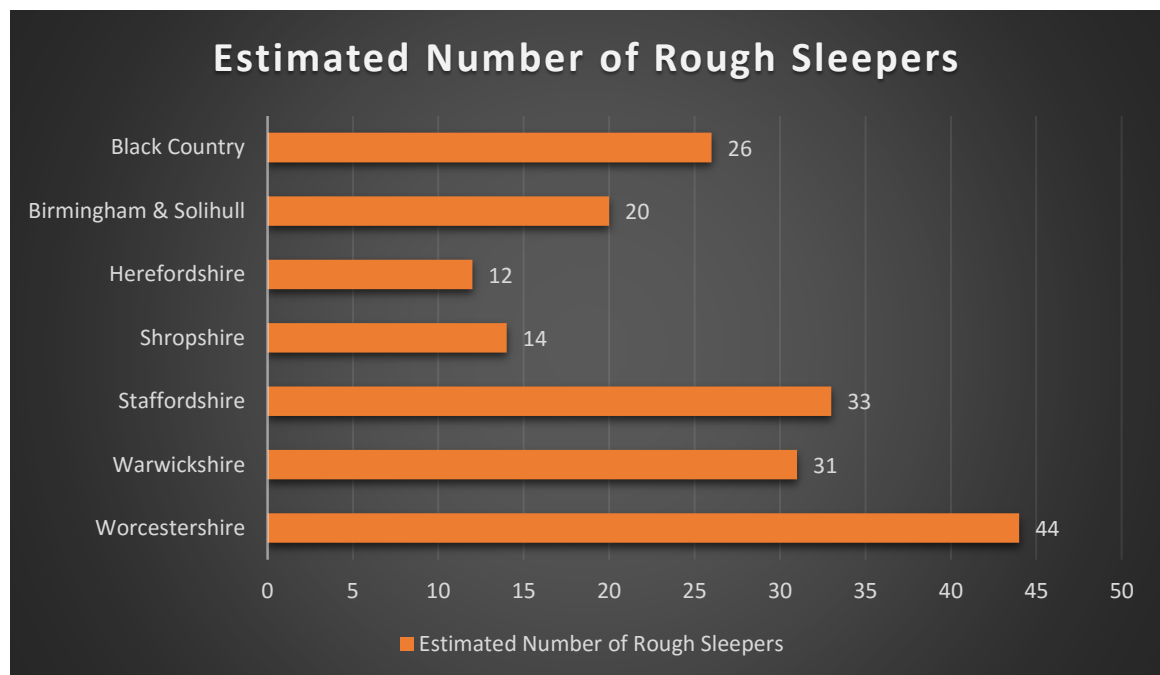
Fig. 15.5.3 Estimate of Rough Sleepers by district <sup>3</sup>



<sup>3</sup> Data taken from DCLG Homeless Statistics (March 2015)

Across Staffordshire there is only 1 confirmed rough sleeper, according to official statistics, although local authority estimates put this figure far higher. The estimates are based on the number of rough sleepers in an area, whether the people are from that area or not. Estimates suggest there are 33 rough sleepers across the county, with the majority being in Stoke on Trent (15). There are estimated to be 5 in Cannock Chase, 3 in East Staffordshire and Newcastle-under-Lyme and 2 in Stafford, the Staffordshire Moorlands and Tamworth. There are 0 in South Staffordshire.

Fig. 15.5.4 Comparison of number of estimated Rough Sleepers across the West Midlands <sup>4</sup>



<sup>4</sup> Data taken from DCLG Homeless Statistics (March 2015)

Across the West Midlands as a whole the highest number of rough sleepers, (estimated by local authorities), are in Worcestershire, where it is estimated there are 44. Staffordshire is the next highest, with 33, closely followed by Warwickshire with 31, the Black Country with 26 and Birmingham and Solihull with 20. The lowest estimated number of rough sleepers are in Herefordshire, with 12 and Shropshire, with 14.



## 12.6 Our Community Says

Data available November 2015

## 12.7 Start a Conversation

### **Identified Needs:**

Sub-standard rented accommodation does not appear to be an issue in Staffordshire. The amount of vacant homes are 2.62% which is just slightly above the national average of 2.56%.

### **Vulnerable Areas:**

Owner-occupation is higher than the regional and national average in 8 districts of Staffordshire. With fewer people able to afford to buy the average home, there will be a need to ensure there are enough suitable rental properties and affordable housing available.

### **Talking Point:**

In comparison to England, Staffordshire has very low levels of homelessness according to official registered figures. However, figures from local organisations working with homeless people tell a very different story. Is it right to include people who may not be registered as homeless, people staying in hostels and 'sofa-surfing' as homeless, and if it is, does the 'official' measure of homelessness need to be changed to account for this?

## 13. Safety

Overall Crime Score	C
Anti-Social Behaviour	C
Road Traffic Accidents	D
<b>Overall</b>	<b>C</b>

This section of the Vital Issues report is focussed on safety. This includes community safety, how safe people feel, crime and accidents.

The five key indicators used in this section are;

1. Crime Score
2. Types of Crime
3. Anti-Social Behaviour
4. Offending and re-offending
5. Road traffic accidents

Anti-Social Behaviour has its own indicator for 2 reasons; firstly because the community feedback we received indicated that it was an area that most people were concerned about, and secondly because it has been an area with prolonged police activity over the past couple of years.

## 13.1 Crime Score

The Crime Score for England and Wales is calculated using a standard measure of number of crimes per 1000 people. Numbers are based on the number of crimes reported, and so if a crime takes place but is not reported to the police, then the data will not reflect that crime.

As a whole, Staffordshire carries a crime score of 93.52, below the West Midlands average of 95.09, as evidenced in Graph 13.1.1 and 13.1.2.

Fig. 13.1.1 Number of reported crimes across the West Midlands per 1000 people <sup>1</sup>



Fig. 13.1.2 Crime Score and Ranking of West Midlands Counties <sup>2</sup>

County	Crime Score	National Rank
Birmingham & Solihull	114.55	11
The Black Country	101.52	21
Coventry & Warwickshire	98.94	23
Staffordshire	93.52	26
Herefordshire & Worcestershire	83.25	42
Shropshire, Telford & Wrekin	78.78	45

Fig. 13.1.3 Number of recorded crimes per 1000 people across Staffordshire by district <sup>3</sup>



However, on closer inspection, the crime rate for the districts within Staffordshire very wildly. The crime rate for Stoke on Trent is the highest in the West Midlands, and amongst the highest 10% nationally, more than double that of South Staffordshire, which is the second lowest rate in the region and in the lowest 10% nationally.

Fig. 13.1.4 Crime Score and ranking of Staffordshire districts by national and regional figures <sup>4</sup>

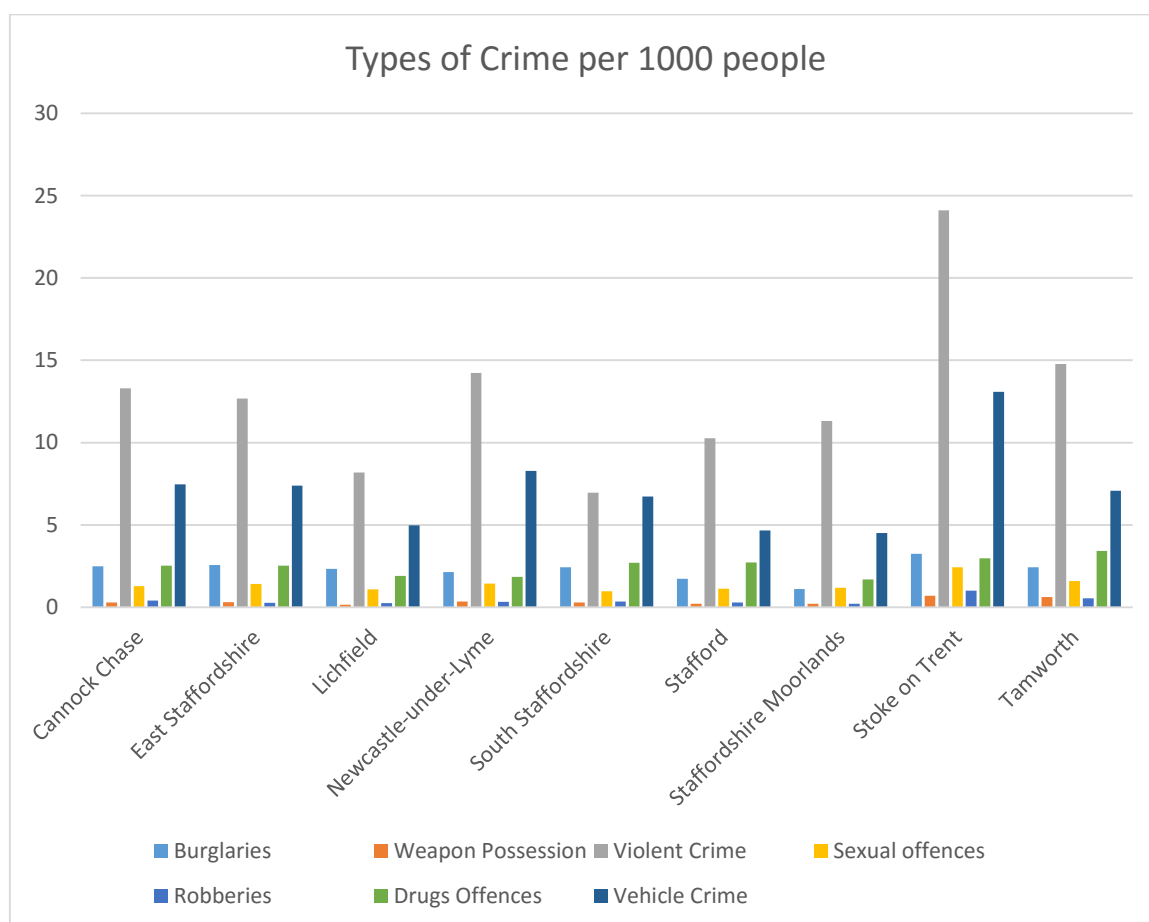
District	Crime Score	Rank in West Midlands	National Rank
Stoke on Trent	147.5	1	29
Tamworth	98.52	11	144
Newcastle-under-Lyme	90.95	14	175
Cannock Chase	87.83	15	185
East Staffordshire	85.13	18	195
Stafford	72.6	23	250
Staffordshire Moorlands	66.06	26	275
Lichfield	62.98	28	289
South Staffordshire	61.76	29	291

<sup>1, 2, 3, 4</sup> Data taken from the 'Police Recorded Crime Figures' dataset for 2013/14 from the Home Office

## 13.2 Types of Crime

Reported crime can take many forms, and an overall crime rate is not, in itself, an indicator of the issues faced by an area. The graph below shows the occurrences of 7 key offences, based on the number per 1000 people.

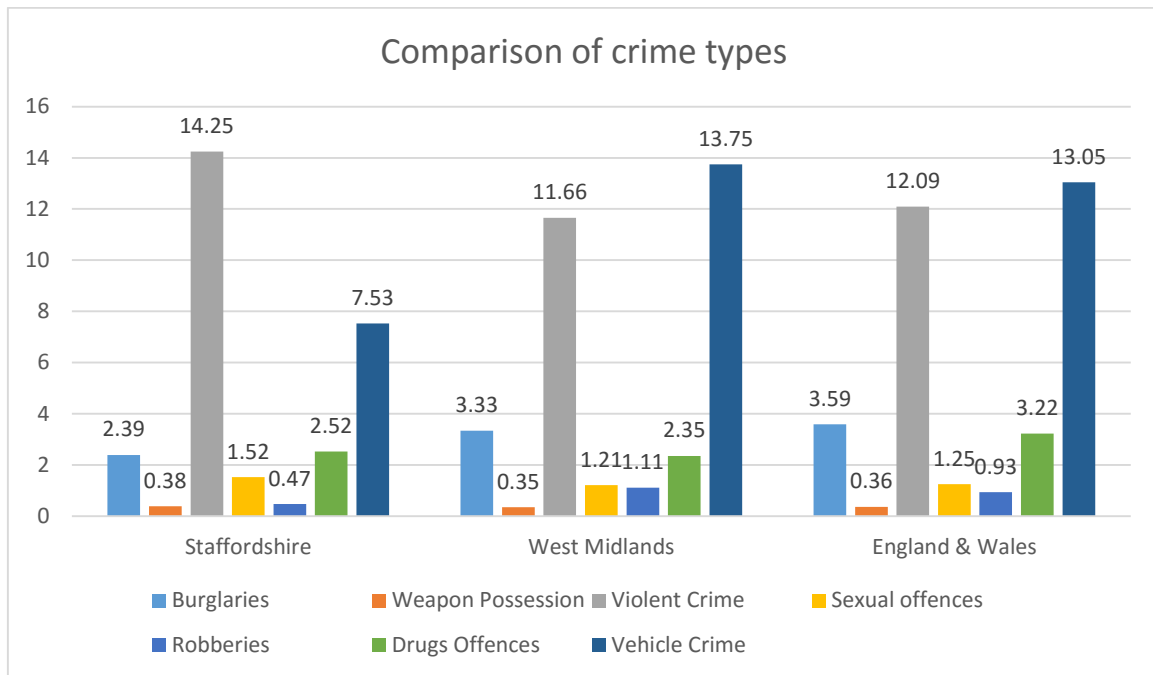
Fig. 13.2.1 Types of crime per 1000 people, across Staffordshire <sup>1</sup>



When comparing Staffordshire to the West Midlands and to England and Wales as a whole, the results are mixed. Certain types of crime are comparable to those rates across the West Midlands and England and Wales, such as Weapon Possession. Others are slightly higher than both, such as Violent Crime and Drugs related crime, whilst others are slightly lower, such as Burglaries.

In good news for Staffordshire, both Robberies and Vehicle Crime are significantly lower, (by a margin of 50%).

Fig. 13.2.2 Types of crime per 1000 people, across the West Midlands <sup>2</sup>



<sup>1,2</sup> Data taken from the 'Police Recorded Crime Figures' dataset for 2013/14 from the Home Office

### 13.3 Anti-Social Behaviour

The perception of anti-social behaviour has been growing in prominence over the last few years.

Across the West Midlands there were 15,288 reported instances of Anti-social behaviour in 2013/14, broken down into the proportions as seen in fig. 13.3.1.

In Staffordshire there were 2876 instances, the second highest in the West Midlands, but only just inside the highest 50% for England and Wales as a whole, as shown in fig. 13.3.2.

The breakdown of incidents across Staffordshire by district is featured in fig. 13.3.3.

Fig. 13.3.1 Proportion of Anti-Social Behaviour by county in the West Midlands <sup>1</sup>

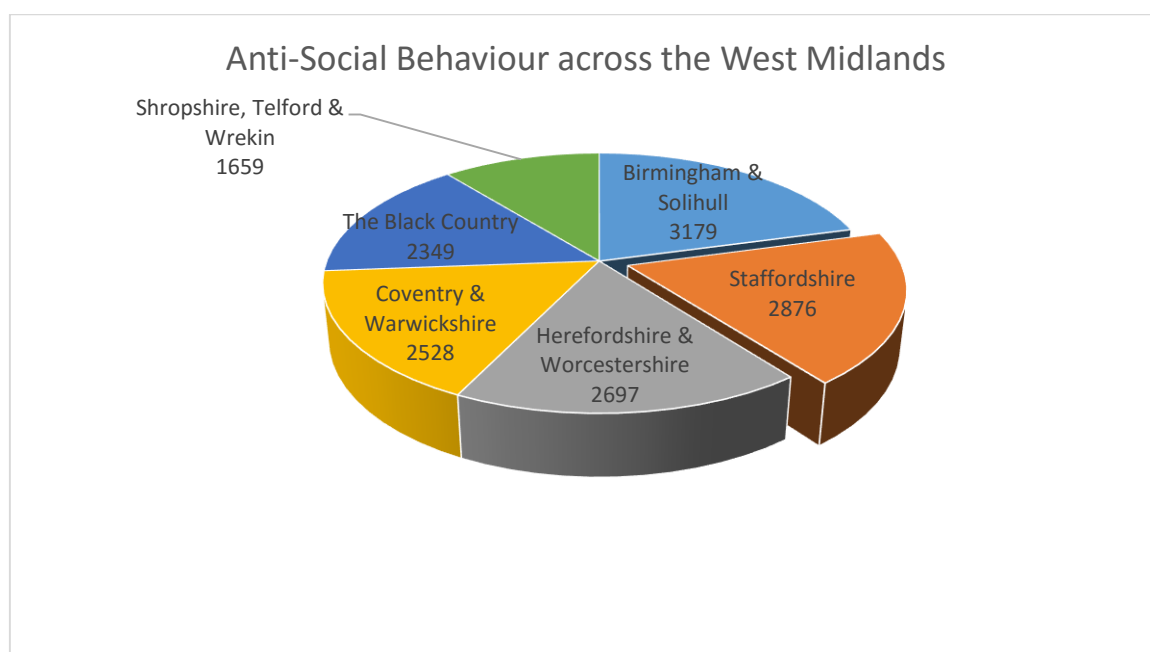
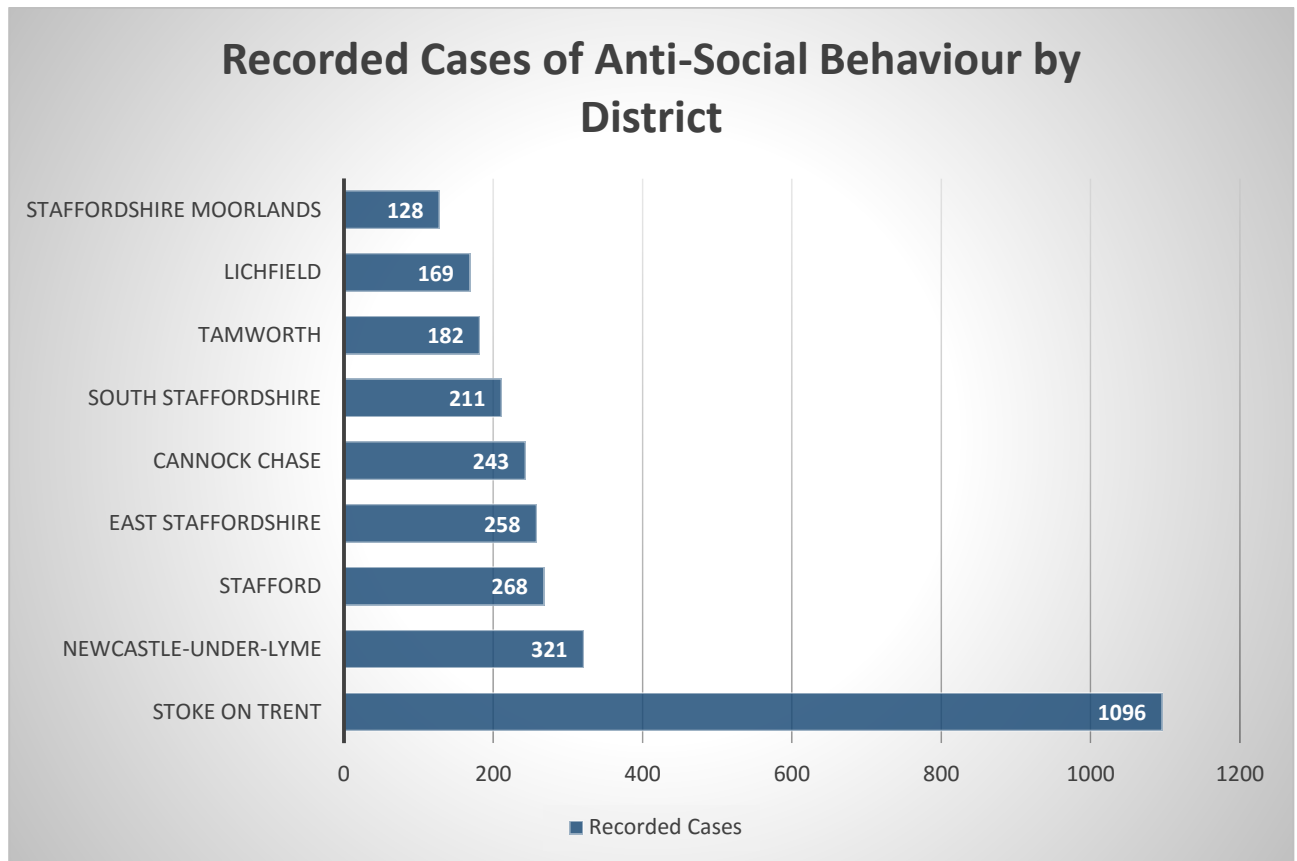


Fig. 13.3.2 Numbers of reported Anti-Social Behaviour incidents across the West Midlands, showing rank within England and Wales <sup>2</sup>

Region	Recorded Cases	Rank within West Midlands	National Rank
Birmingham & Solihull	3179	1	20
Staffordshire	2876	2	25
Herefordshire & Worcestershire	2697	3	29
Coventry & Warwickshire	2528	4	30
The Black Country	2349	5	33
Shropshire, Telford & Wrekin	1659	6	46

Fig. 12.3.3 Breakdown of Anti-Social Behaviour incidents in Staffordshire by district<sup>3</sup>

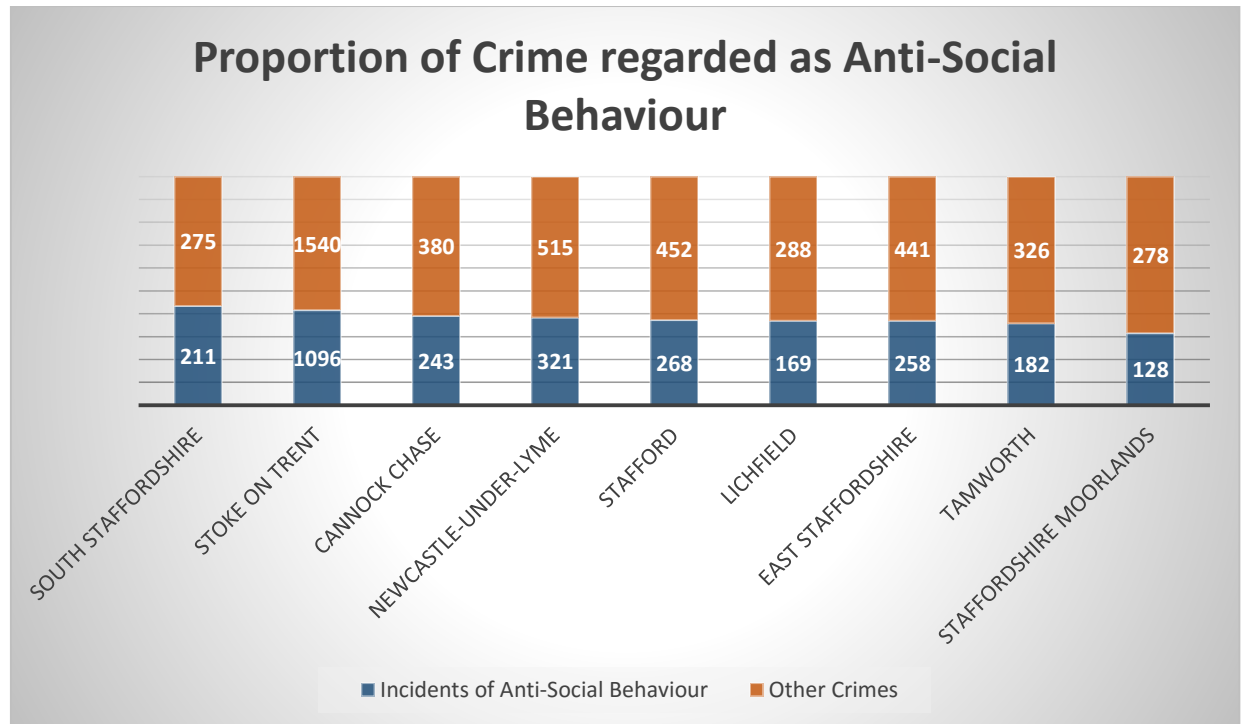


Although the figures show that Stoke on Trent has the highest number of incidents related to Anti-Social Behaviour, the above representations do not take account of population numbers. Districts that have a higher population, to some degree, can be expected to have a higher prevalence of anti-social behaviour.



The graph below shows the percentage of crimes that are classed as Anti-Social Behaviour in each area. Whilst there is still some variance as to the percentage by area, the average instance of Anti-Social Behaviour is approximately 40% of the total crime rate.

Fig. 12.3.4 Proportion of crime regarded as Anti-Social Behaviour by district <sup>4</sup>



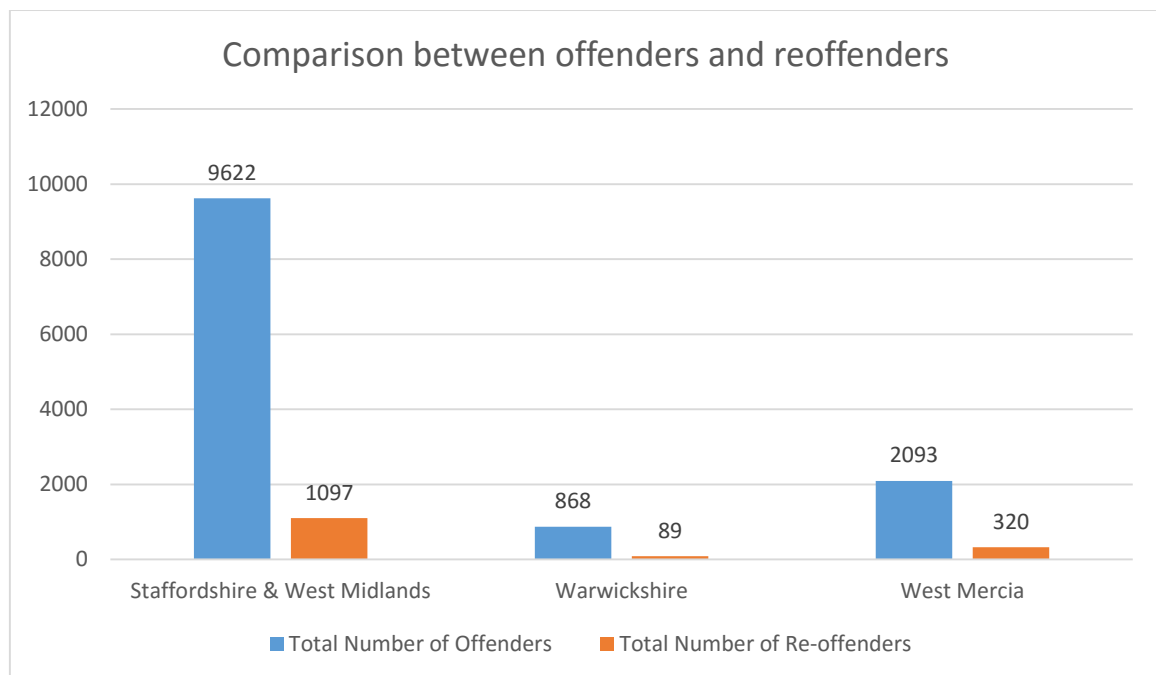
<sup>1, 2, 3, 4</sup> All data taken from reported crime figures for England and Wales, 2013/14. Source: Home Office

## 13.4 Re-Offending

One of the struggles faced by many areas is to change the lives and perceptions of ex-offenders. The data below, (Graph 13.4.1), shows the number of offenders dealt with by the Probation Service, and those who re-offend, along with the number of re-offences. The data is broken down according to the three probation services that operated across the West Midlands region - Staffordshire and West Midlands, (covering Staffordshire, the Black Country, Birmingham and Solihull), Warwickshire, (covering Warwickshire) and West Mercia, (covering Herefordshire, Shropshire and Worcestershire).

From June 2014, the Probation Service was split into 2 parts – the National Probation Service and Community Rehabilitation Companies. At the time of the reorganisation Warwickshire and West Mercia Probation Services merged to form the Warwickshire and West Mercia Community Rehabilitation Company, whilst Staffordshire and West Midlands Probation Service became the Staffordshire and West Midlands Community Rehabilitation Company.

Fig. 13.4.1 Number of offenders and re-offenders across the West Midlands <sup>1</sup>

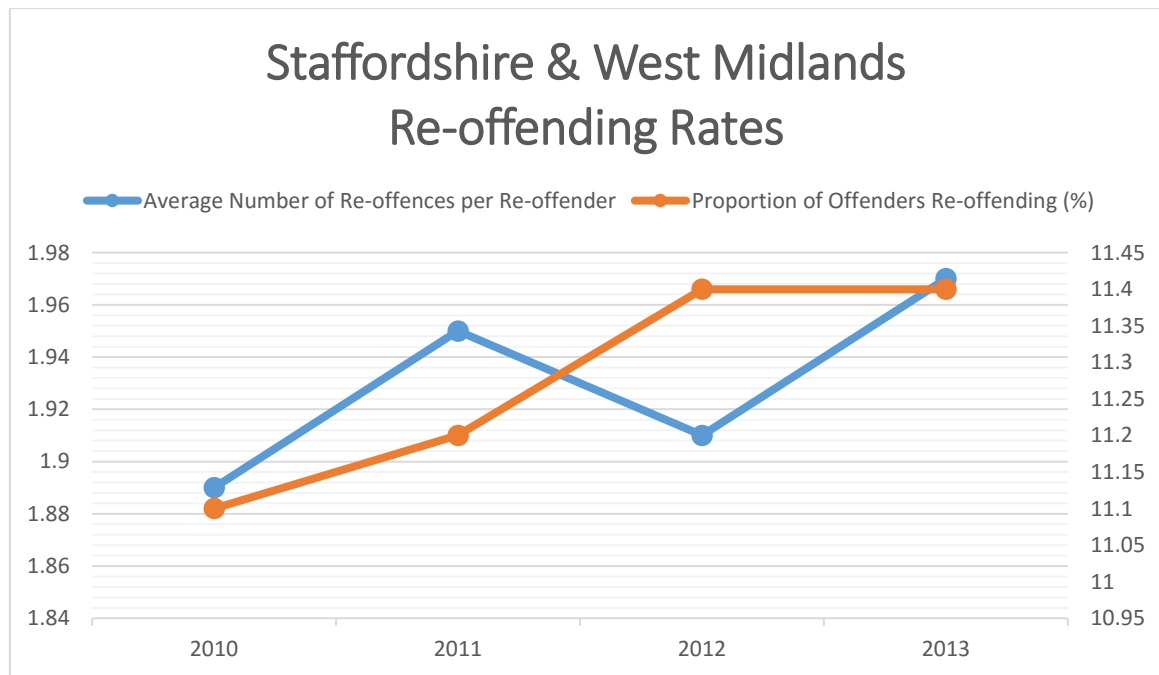


The above graph shows the offending and re-offending rates across the three Probation services covering the West Midlands region. At the time the measurements were taken Staffordshire and West Midlands Probation Service included all metropolitan areas of the West Midlands, and all major population centres, excluding Coventry.

Fig. 13.4.2 Reoffending rates and offences across the West Midlands <sup>2</sup>

Region	Total Number of Offenders	Proportion of Offenders Re-offending (%)	Total Number of Re-offences	Average Number of Re-offences per Re-offender
Staffordshire & West Midlands	9622	11.4	2161	1.97
Warwickshire	868	10.3	186	2.09
West Mercia	2093	15.3	702	2.19

Fig. 13.4.3 Re-offending rate and number of average offences per reoffender <sup>3</sup>



<sup>1,2,3</sup> Data Source: 'Proven Reoffending Statistics' (April 2009 – March 2013), Ministry of Justice. 2013 figures are estimated. Data updated January 2015

## 13.5 Road Accidents

The following tables show the number of fatalities, serious and slight injuries as a result of road traffic accidents across the West Midlands in 2014, (Graph 12.5.1), and compare them to the rates for England as a whole, (Graph 12.5.2). Individual figures for each district within Staffordshire are not yet available.

Staffordshire fares particularly poorly in all three categories when it comes to Road Traffic Accidents. In terms of slight injuries, there are 3 times the injuries in Staffordshire compared to the England average, and 50% more than the West Midlands as a whole. Serious Injuries are slightly below the West Midlands average, but 50% higher than the England average. Fatalities in Staffordshire are 30% above the West Midlands average and 3 times the England figure.

Fig. 13.5.1 Injuries & fatalities in Road Traffic Accidents across the West Midlands <sup>1</sup>

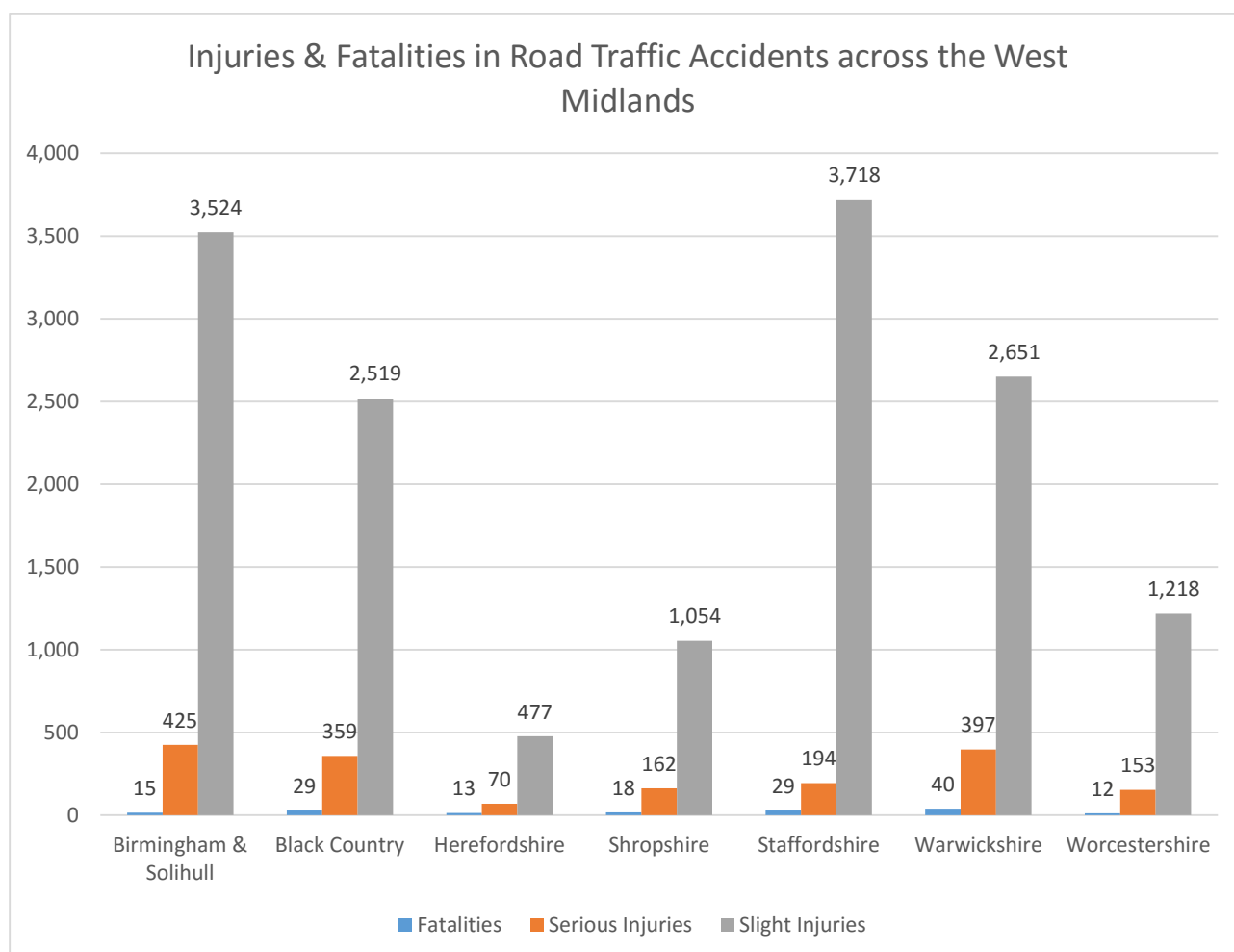
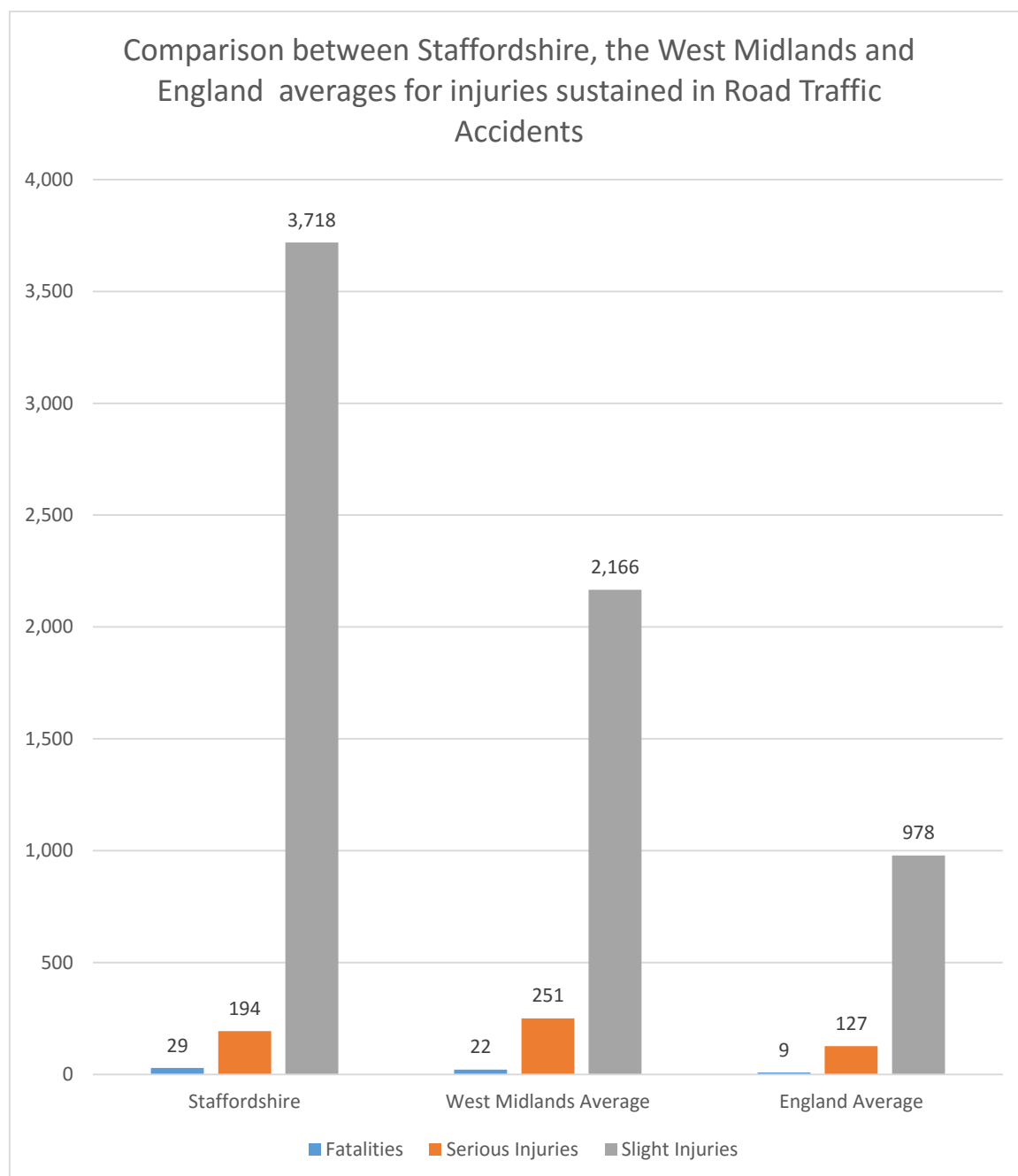


Fig. 13.5.2 Injuries & comparison between Staffordshire and averages for West Midlands and England <sup>2</sup>



<sup>1</sup> & <sup>2</sup> Data taken from 'Reported Road Accidents & Safety Statistics 2014' from the Department of Transport

## 13.6 Our Community Says

Data available November 2015

## 13.7 Start a Conversation

<p><b>Identified Needs:</b></p> <p>The crime rate for Stoke on Trent is the highest in the county, and in the West Midlands as a whole.</p>
<p><b>Vulnerable Areas:</b></p> <p>The public perception is that the rate of Anti-Social Behaviour as a proportion of all crimes is high – at 25%, but the actual figure is closer to 40%. Should we be doing more to provide diversionary activities and funding youth provision?</p>
<p><b>Talking Point:</b></p> <p>Staffordshire is covered by a single probation service with Birmingham and the Black Country, which may explain the higher rate of offending. However, the re-offending rate is lower as a percentage of offenders across the whole region.</p>

## 14. Learning

<b>Skills and qualifications</b>	<b>D</b>
<b>GCSEs A-C</b>	<b>D</b>
<b>Special Educational Needs</b>	<b>C</b>
<b>Overall</b>	<b>D</b>

The 'Learning' section of this report focusses on the skills and qualifications of the local population. Some of the data included will be broken down to district level, whereas other information is only available on a countywide basis. This is due to the reporting undertaken by the Local Education Authorities, (one each for Staffordshire and Stoke on Trent).

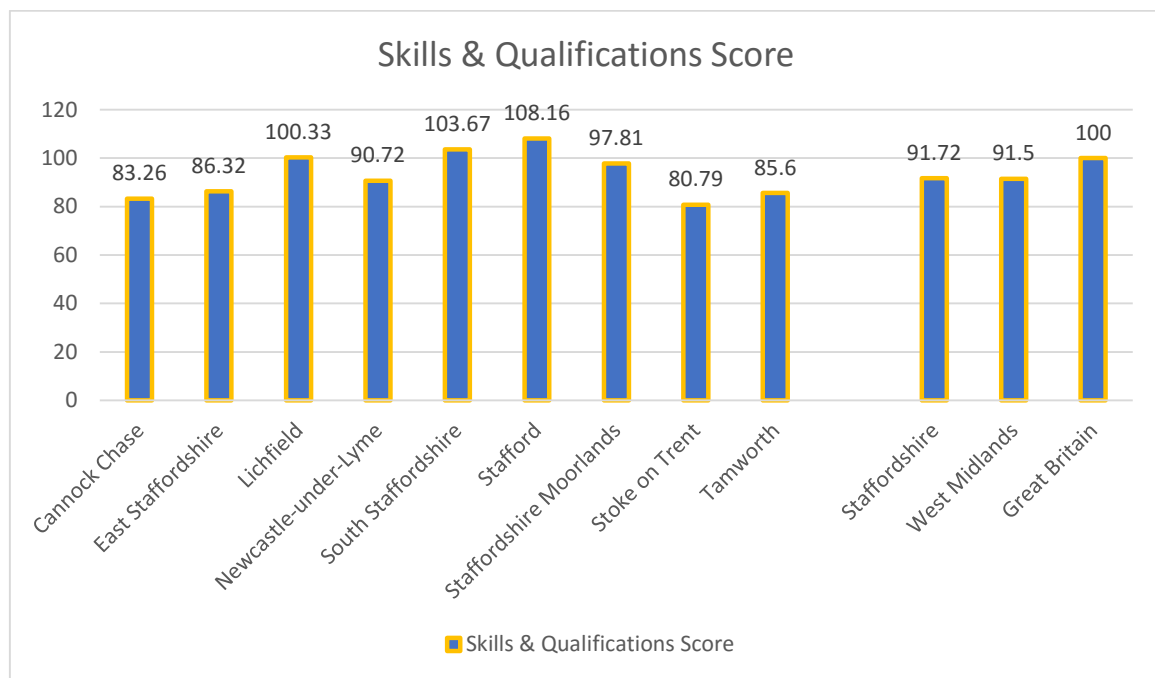
This section will be broken down into the following 'key indicators';

1. Skills & Qualifications Overall Score
2. Qualifications to NVQ levels 1, 2, 3 & 4
3. GCSE results
4. Young people going on to further or higher education
5. Special Educational Needs

## 14.1 Skills & Qualifications Score

The skills and qualifications score is a measured using a scoring system applicable to the whole of the country. It creates a score for each area based on the number of qualifications obtained at various levels. The same method is used to collect scores around the country, and so provides a fair comparison between different districts.

Fig. 14.1.1 Skills & Qualifications in Staffordshire <sup>1</sup>



<sup>1</sup> Data taken from the Annual Population Survey 2014 from the Office for National Statistics

The average skills and qualifications score for Great Britain is given as 100. The West Midlands average is below this figure at 91.5. Staffordshire slightly outperforms the West Midlands with a score of 91.72, but is still far below the figure for the country as a whole.

However, three districts of Staffordshire have a higher score than the national average, those being Stafford with a score of 108.16, South Staffordshire with a score of 103.67 and Lichfield with a score of 100.33.

The Staffordshire Moorlands score is 97.81, putting it slightly behind the Great Britain average, but still significantly ahead of the regional and countywide results.

The lowest scoring area is Stoke on Trent, with a score of 80.79. This is behind Cannock Chase with 83.26, Tamworth with 85.6, East Staffordshire with 86.32 and Newcastle-under-Lyme with 90.72.

The difference between the highest scoring district, (Stafford with 108.16) and the lowest scoring district, (Stoke on Trent with 80.79), is a significant 27.37 points.

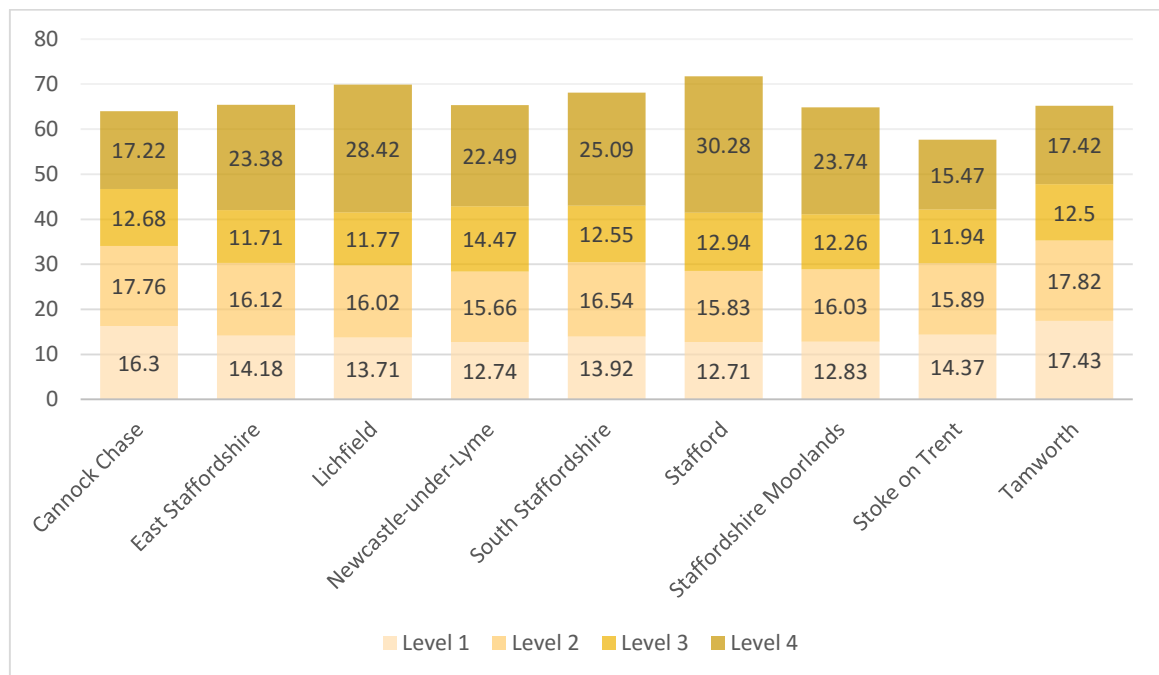


## 14.2 Skills & Qualification Levels

The skills and qualifications key indicator measures the number of qualifications as a proportion of the population. The markers are broken down to Levels 1, 2, 3 and 4+.

- Level 1 refers to GCSEs at grades D – G, NVQ Level 1, Key Skills or Skills for Life Level 1, BTEC Level 1 or a Foundation diploma
- Level 2 refers to GCSEs at grades A\* - C, NVQ Level 2, Key Skills or Skills for Life Level 2, BTEC Level 2 or a Higher Diploma
- Level 3 refers to AS and A Level qualifications, NVQ Level 3, Key Skills Level 3, BTEC Level 3 or an Advanced or Progression Diploma
- Level 4+ refers to a Certificate of Higher Education, NVQ Level 4, Key Skills Level 4, BTEC Professional Award *or above*

Fig. 14.2.1 Qualifications Chart for Staffordshire



<sup>1</sup> Data taken from the Office of National Statistics, based on data collected in the 2011 census

Of all the districts within Staffordshire, Tamworth has the highest number that is educated to Level 1, but no further, with 17.43% of the local population. Cannock Chase is second with 16.3% followed by Stoke on Trent with 14.37%. The area with the lowest qualifications only to Level 1 is Stafford, with 12.71%.

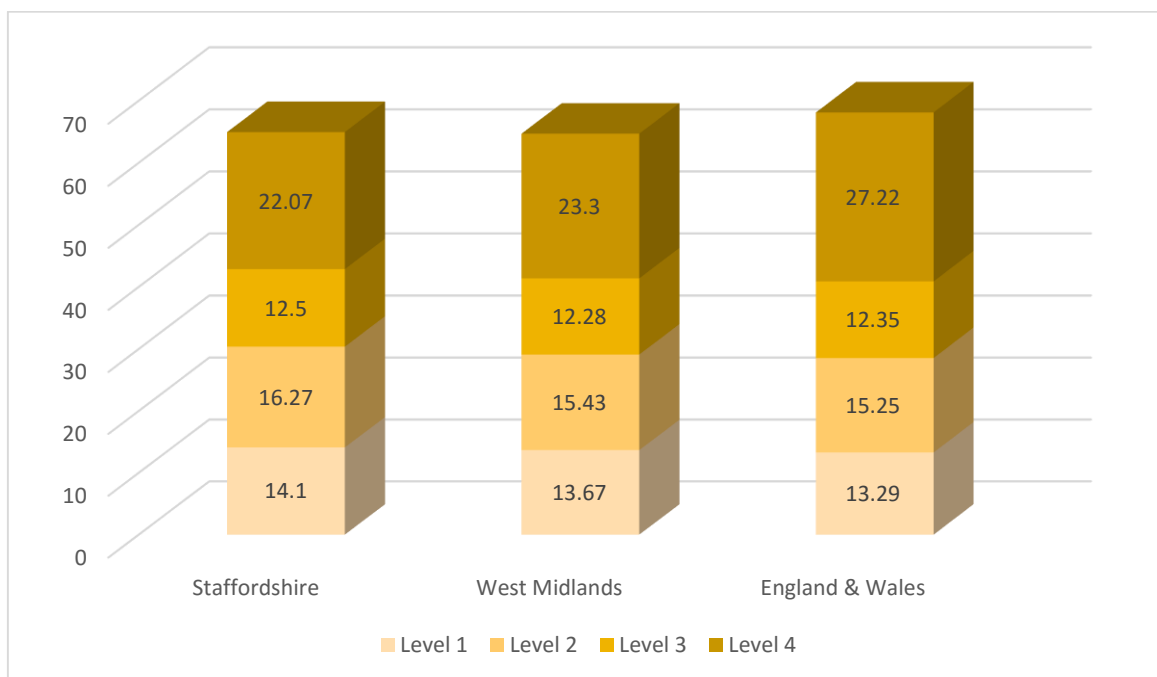
When looking at Level 2 qualifications, (that is up to GCSE A\* - C standard), but no higher, Tamworth again ranks the highest, with 17.82%. It is closely followed by Cannock Chase at 17.76% and South Staffordshire at 16.54%. The area with the lowest number of qualifications only to Level 2 is Newcastle-under-Lyme with 15.66%.

Residents with qualifications up to Level 3, equivalent to A-Level, but no higher, are most populous Newcastle-under-Lyme, with 14.47%, followed by Stafford with 12.94% and Cannock Chase with 12.68%. East Staffordshire has the lowest proportion of people qualified to Level 3, with 11.71%.

Residents qualified to Level 4, or degree equivalent qualification, are most numerous in Stafford, where 30.28% of the population are qualified. This is followed by Lichfield with 28.42% and South Staffordshire with 25.09%. The lowest number of people qualified to Level 4 are resident in Stoke on Trent, with just 15% of the population.

Overall, Stafford has more people with qualifications, with a total of 71.76% of the local population, whereas Stoke on Trent has the fewest, with 57.67%.

Fig. 14.2.2 Qualifications in Staffordshire compared to the West Midlands and Great Britain <sup>2</sup>



<sup>1</sup> Data taken from the Office of National Statistics, based on data collected in the 2011 census

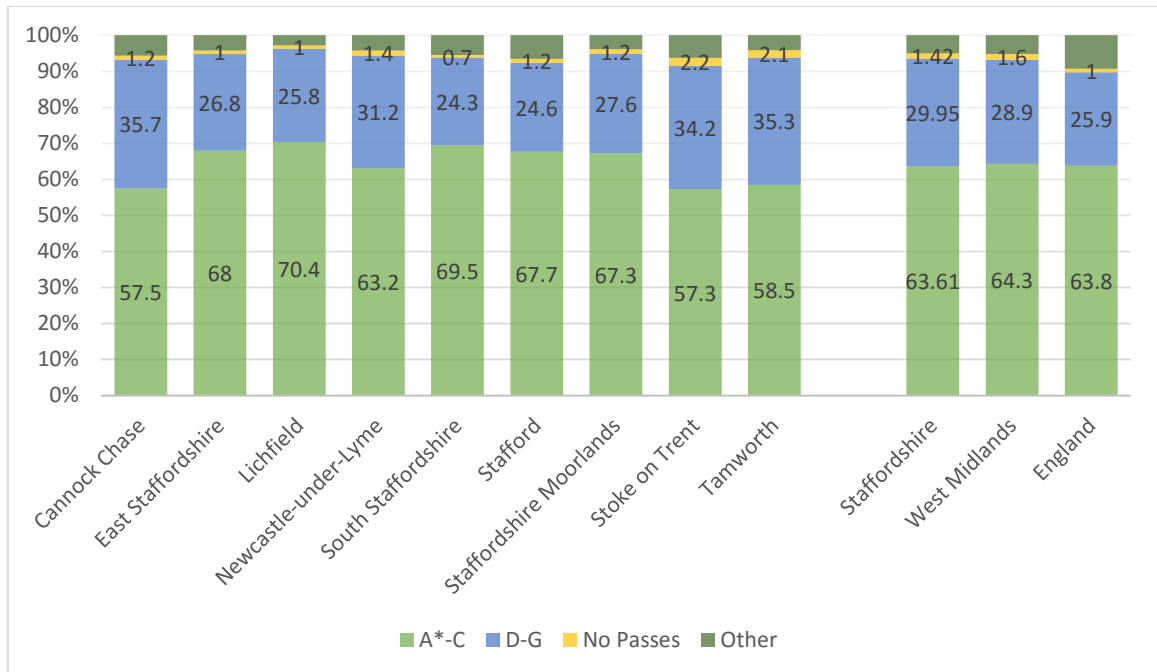
Whilst Staffordshire has more people with qualifications than the West Midlands average, (Staffordshire 64.94% compared to West Midlands 64.68%), both are below the figure for England and Wales, which is 68.11.

The chart above shows that the qualifications level in Staffordshire is lower than that outside of Staffordshire. This means that although we have more people educated to Levels 1, 2 and 3, there are fewer people going on to degree level education.

### 14.3 GCSE Pass Rate

The GCSE examination is usually taken in the final year of high school, at around age 16. There are 3 tiers to passes, the first being those people who have achieved a grade of A\*-C, (equivalent to NVQ Level 2), grades D-G, (equivalent to NVQ Level 1), and those that do not receive a score, (below NVQ Level 1). The category shown below as other indicates the proportion of people who were eligible to take an exam but did not.

Fig. 14.3.1 GCSE Grades across Staffordshire <sup>1</sup>



<sup>1</sup> Proportion of students attaining GCSE passes in 2013/2014 academic year (Department for Education)

Staffordshire, with a 63.61% A\*-C pass rate, is just below the regional average for the West Midlands, (64.3), and the national average, (63.8%) for passes at A\*-C grade.

Amongst the districts of Staffordshire, Lichfield, (with a 70.4% pass rate), South Staffordshire (69.5%), East Staffordshire (68%), Stafford (67.7%) and Staffordshire Moorlands (67.3%), all surpass both the regional and national pass rates.

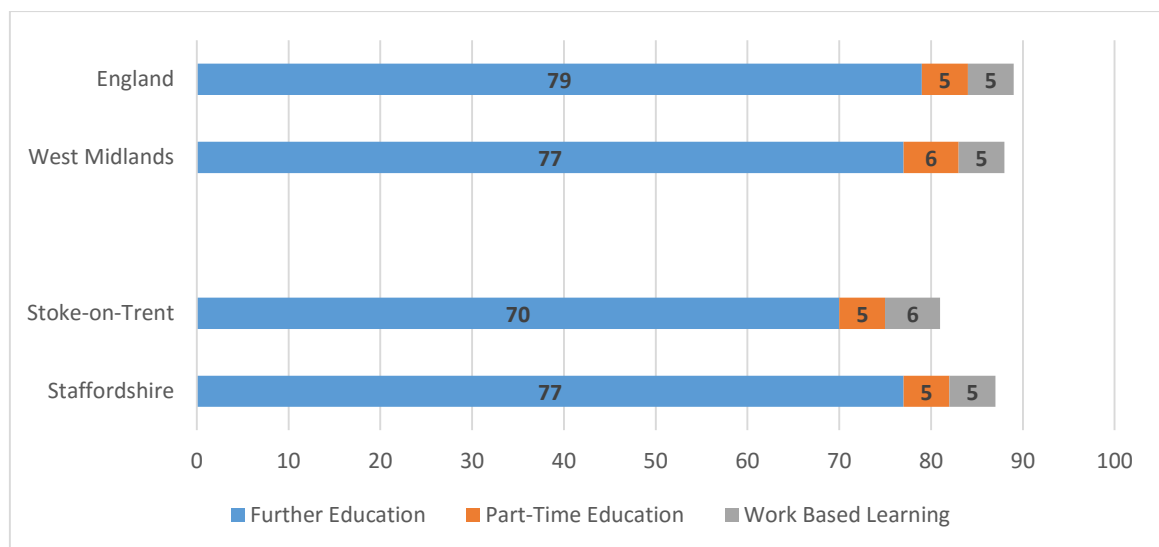
The remaining districts score lower than any of the given markers, (for the county, the region and the country). Newcastle-under-Lyme is the highest scoring of these with a 63.2% pass rate, followed by Tamworth (58.5%), Cannock Chase (57.5%) and Stoke on Trent (57.3%).

## 14.4 Participation in Higher and Further Education

Once formal education has ended, the participation rate in higher or further education can be a good indicator of the overall educational ambition of an area. Not everyone will choose to continue studying, with some people taking up apprenticeships, taking on work-based qualifications or receiving training in a job.

The following chart is intended to represent the numbers of people in Staffordshire continuing their education post 16.

Fig. 14.4.1 Percentage of 16 & 17 year olds partaking in Post-16 Education <sup>1</sup>



<sup>1</sup> Data gathered from Department for Education in the report 'Participation in Education & Work Based Learning' 2014

As the data for this report is gathered by each individual Local Education Authority, it means that there are 2 separate figures for Staffordshire. One for the 8 districts within Staffordshire combined, (Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, South Staffordshire, Stafford, Staffordshire Moorlands, Tamworth) and one for Stoke on Trent.

The data shows that in England 79% of people went on to further education, compared to 77% across the West Midlands. The figure for Staffordshire is also 77%, equal to the regional figure, but below the national figure. 70% of 16 and 17 year olds in Stoke on Trent chose to continue their full-time education.

Some 16 and 17 year olds chose to continue their education part-time. This figure was 5% for England as a whole, compared to 6% for the West Midlands region. The figure for both Staffordshire and Stoke on Trent was 5%.

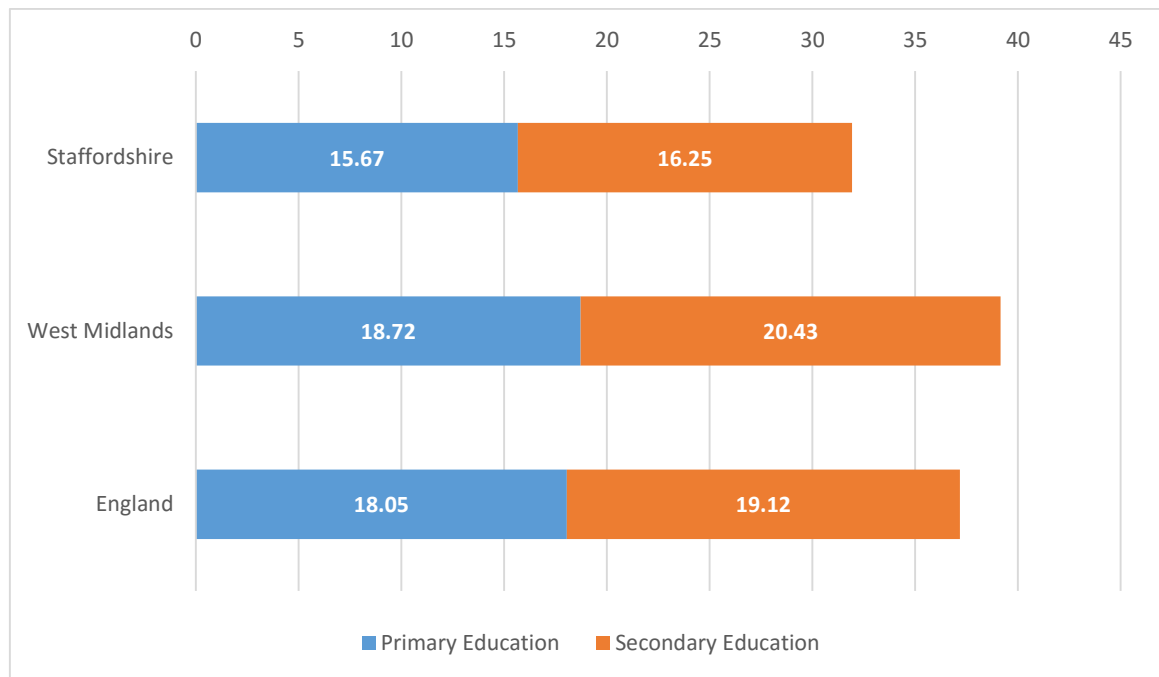
Work based learning was another option for people, with training taking place in the workplace. This figure was 5% nationally and regionally. Staffordshire matched this figure, but Stoke on Trent was one percentage point higher, with 6% of 16 and 17 year olds taking this route.

## 14.5 Special Educational Needs

Special Educational Needs is defined as ‘a pupil who has a significantly greater difficulty in learning than the majority of pupils of her/his age; or has a disability which means that s/he cannot make full use of the general educational facilities provided for pupils of her/his age’.

The data for Special Educational Needs is based on the location of the establishment of learning, and not necessarily where they live.

Fig. 14.5.1 Percentage of pupils with Special Educational Needs <sup>1</sup>



<sup>1</sup> Data gathered from the Department for Education and Skills, 2012

The data above shows the percentage of pupils in primary and secondary education who are classified as having some form of Special Educational Needs.

The figures for Staffordshire show that 15.67% of primary age children and 16.25% of secondary age children have some form of need. Both of these figures are lower than the West Midlands regional average of 18.72% for primary age and 20.43% for secondary age. They are also lower than the England average, which shows that 18.05% of primary age children and 19.12% of secondary age children have some form of special educational need.

## 14.6 Our Community Says

Data available November 2015

## 14.7 Start a Conversation

**Area of Need:** The number of Staffordshire residents who have NVQ Level 4 or above qualification scores low at 26.74 compared to the national average of 36.03.

**Vulnerable Areas:** Of the 9 districts in Staffordshire, 4 fall below the national average for A\*-C grade GCSE passes. They are Stoke on Trent, Newcastle under Lyme, Tamworth and Cannock Chase.

**Talking Point:** Could we use grant giving, bursaries and community philanthropy to help to increase the number of Staffordshire secondary students moving on to further and higher education?

## 15. Arts, Culture and Heritage

Local amenities score	D
Cultural Amenities score	E
Employment in Creative Industries	E
<b>Overall</b>	<b>D</b>

Arts, Culture and Heritage is included as a theme for Vital Signs for many reasons. One such reason is that it goes to highlight leisure activities available in the county. It is based around the provision, and participation in, the arts, (including the theatre, museums, art galleries, dancing, and community arts). It also takes account of arts, culture and heritage related tourism.

There was a time when ‘the arts’ indicated something that was considered by many to be ‘high-brow’, but this is no longer the case. Around the county there are many ‘arts’ groups who take their provision a step further, providing events and festivals for community attendance.

Staffordshire and Stoke on Trent has a rich heritage of mining, pottery and industrial history. The area is home to many tourist attractions including the National Arboretum, Trentham Gardens, a significant Area of Outstanding Natural Beauty (AONB) with Cannock Chase, Alton Towers Theme Park, Drayton Manor Theme Park, many heritage sites and working museums.

In Staffordshire the tourism generated by the 1.4 million staying visitors and over 27 million visitor day trips in 2012 is estimated to be worth £1,146,991.

The indicators used to relate the standards for ‘Arts, Culture and Heritage’ in this report are;

1. Local Amenities
2. Cultural Amenities
3. Participation
4. Satisfaction with local provision
5. Employment in Creative Industries

## 15.1 Local Amenities

When looking at 'Local Amenities' the results are given as a 'score'. This score used standard measures across the whole of the country, and so gives a result that can be easily, and fairly, compared to other areas, so a higher score is better.

To calculate the score the availability of local sports arenas, zoos, cinemas, theme parks, performing arts venues, theatres, theme parks, major event venues, Visit England attractions, Michelin starred restaurants, national heritage sites, cathedrals, retail floor space, 'café culture' and employment in those amenities are added together and then divided by the land area. This allows a score to be allocated, along with a national rank.

Fig. 15.1.1 Amenities score for Staffordshire districts <sup>1</sup>

District	Amenities: score (2013)	Rank within Staffordshire	National Rank
Stoke on Trent	447.79	1	73
Tamworth	313.71	2	95
Cannock Chase	165.43	3	152
Newcastle-under-Lyme	87.41	4	218
Lichfield	76.49	5	240
East Staffordshire	73.04	6	245
Staffordshire Moorlands	64.93	7	263
South Staffordshire	51.98	8	289
Stafford	47.76	9	297

<sup>1</sup> Data taken from Business Register and Employment Survey; Commercial & Industrial Floorspace and Rateable Value Statistics; Treasures of Britain. All data taken 2013

There is a significant difference and disparity between the score, the local rank and the national rank within Staffordshire.

Stoke on Trent is the district that scores most highly in Staffordshire, with an overall score of 447.79, placing it 73<sup>rd</sup> nationally. Stafford is the lowest scoring area, with a score of 47.6 and a national rank of 297<sup>th</sup>.



## 15.2 Cultural Amenities Score

As with 'Local Amenities' the results are given as a 'score'. This score used standard measures across the whole of the country, and so gives a result that can be easily, and fairly, compared to other areas, so a higher score is better.

To calculate the score the availability of cinemas, performing arts venues, theatres, major event venues, Visit England attractions, national heritage sites, cathedrals are added together and then divided by the land area. This allows a score to be allocated, along with a national rank.

*Fig 15.2.1 Cultural Amenities Score by district in Staffordshire <sup>1</sup>*

District	Score	Rank within Staffordshire	National Rank
Stoke on Trent	555.6	1	64
Tamworth	138.9	2	159
Cannock Chase	109.01	3	182
Lichfield	91.06	4	212
East Staffordshire	66.76	5	253
Staffordshire Moorlands	44.85	6	296
Newcastle-under-Lyme	40.81	7	303
South Staffordshire	31.74	8	322
Stafford	21.6	9	334

<sup>1</sup> Data taken from ODPM – Local Futures Database

As with 'Local Amenities' there is a significant difference and disparity between the score, the local rank and the national rank within Staffordshire.

Stoke on Trent again scores most highly in Staffordshire, with an increased score of 555.6, lifting it to 64<sup>th</sup> nationally. Stafford is the lowest scoring area, with a reduced score of 21.6 and a national rank of 334<sup>th</sup>.

The only significant change in the table is that of Newcastle-under-Lyme, which has dropped from 4<sup>th</sup> to 7<sup>th</sup> locally, and from 218<sup>th</sup> to 303<sup>rd</sup> nationally. This could be indicative of a lack of the 'cultural facilities' but a particularly strong showing on retail space, natural parks and 'café culture'.

### 15.3 Participation in the Arts

The engagement indicators for Arts demonstrates interest and participation which shows local levels of participation in the arts. This is different to cultural provision, as although a district may be well provided for, the people of the district may not actively engage. In turn this could have a knock on effect on tourism due to the arts, as more people would travel into that area to participate. Likewise, a high engagement figure from a low provision area may indicate that the people of that area are more willing to travel to engage in arts provision.

Fig. 15.3.1 Engagement by % across the districts in Staffordshire <sup>1</sup>

District	Arts engagement (%)
Stafford	50.8
Lichfield	48.8
East Staffordshire	47.2
South Staffordshire	43.5
Staffordshire Moorlands	42.8
Newcastle-under-Lyme	39.4
Tamworth	37
Cannock Chase	34.5
Stoke on Trent	31.3
Staffordshire	40.75
West Midlands	41
England	44.65

<sup>1</sup> Data taken from National 'Taking Part' Survey, Department for Culture, Media & Sport

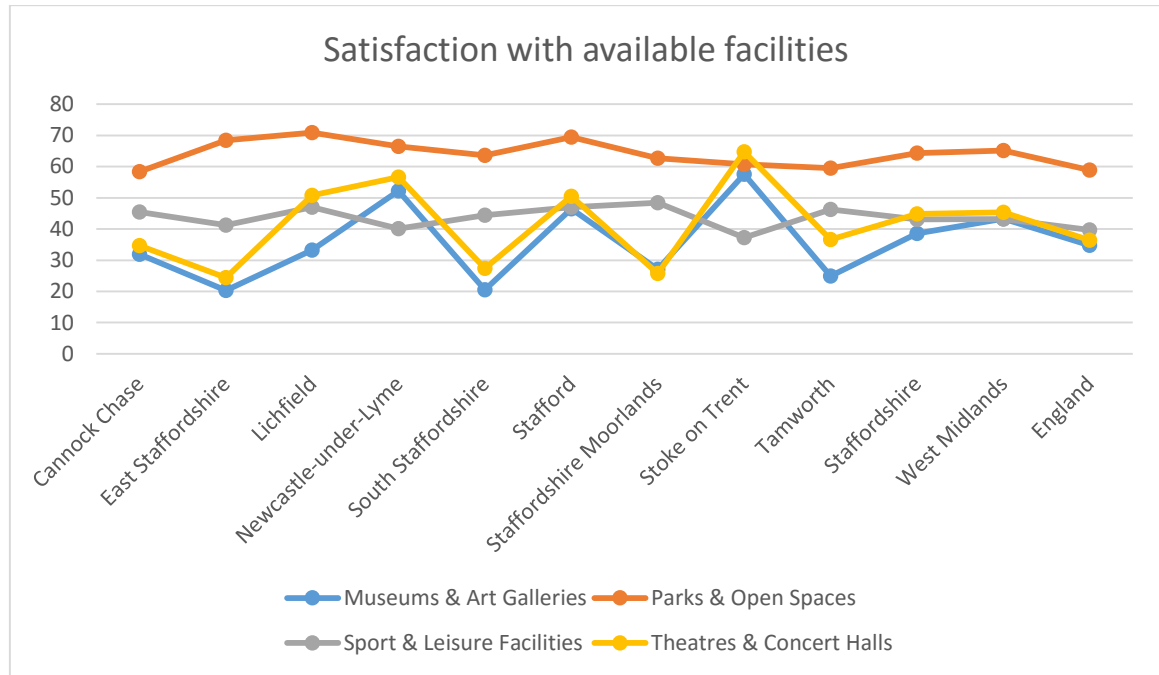
The results for participation in the arts tend to show no correlation between provision and engagement. Despite scoring highest for cultural and local amenities, participation in the arts in Stoke on Trent is the lowest in the county. Stafford, which had the lowest provision, has the highest level of engagement with over 50% of people engaging in some form of arts provision.

Five areas within Staffordshire have a higher participation rate than the West Midlands average, (Stafford, Lichfield, South Staffordshire, East Staffordshire and the Staffordshire Moorlands), but only three of those areas, (Stafford, Lichfield and East Staffordshire), have a higher participation level than the average engagement for England.

## 15.4 Satisfaction with the Arts

The following table provides information as to whether the people of a district are 'satisfied' with the arts provision in their area. The provision was broken down into 4 categories; Museums & Arts Galleries, Parks & Open Spaces, Sport & Leisure Facilities and Theatre & Concert Halls.

Fig. 15.4.1 Representation of people saying they were 'satisfied' with provision of various facilities<sup>1</sup>



<sup>1</sup> Data taken from 'Place Based Survey' from the Department for Communities and Local Government

In general, the majority of people in all districts of Staffordshire are satisfied with the level of parks and open spaces available, similar to the regional and national averages. In all districts of Staffordshire there are more people who are dissatisfied with the level of sports and leisure provision than satisfied, again in line with regional and national averages.

The differences are most evident in opinion of Museum & Art Galleries and Theatres & Concert Halls. People in Newcastle-under-Lyme, Stoke on Trent and Stafford show a high level of satisfaction for these facilities, far above the national and regional averages.

East Staffordshire, South Staffordshire and the Staffordshire Moorlands show a greater level of dissatisfaction in Museum & Art Gallery and Theatre and Concert Hall provision, falling below both the regional and national averages for satisfaction in local facilities.

The exact figures used to create the chart above are shown in the table on the next page, (Fig. 15.4.2).

Fig. 15.4.2 percentage of people saying they were 'satisfied' with provision of various facilities <sup>2</sup>

District	Museums & Art Galleries	Parks & Open Spaces	Sport & Leisure Facilities	Theatres & Concert Halls
Cannock Chase	31.91	58.4	45.4	34.71
East Staffordshire	20.26	68.38	41.26	24.45
Lichfield	33.24	70.83	46.94	50.74
Newcastle-under-Lyme	52.22	66.42	40.08	56.65
South Staffordshire	20.55	63.6	44.43	27.41
Stafford	46.49	69.46	47.01	50.42
Staffordshire Moorlands	27.05	62.63	48.42	25.78
Stoke on Trent	57.5	60.71	37.25	64.73
Tamworth	24.93	59.54	46.24	36.64
Staffordshire	38.6	64.28	43.09	44.87
West Midlands	43.28	65.13	43.18	45.32
England	34.82	58.89	39.69	36.43

<sup>2</sup> Data taken from 'Place Based Survey' from the Department for Communities and Local Government

## 15.5 Employment in Creative Industries

Fig. 15.5.1 Percentage employed in arts, creative and leisure industries <sup>1</sup>

District	Arts, Entertainment, Recreation	Retail	Creative	Hospitality
Cannock Chase	2.61	13.45	0.9	14.27
East Staffordshire	5.65	8.88	1.01	17.57
Lichfield	7.28	10.52	2.14	19.44
Newcastle-under-Lyme	4.11	13.97	1.71	12.61
South Staffordshire	5.13	8.92	1.29	16.17
Stafford	4.36	9.54	1.39	13.96
Staffordshire Moorlands	12.96	8.98	1.15	11.74
Stoke on Trent	5.55	10.96	1.12	9.78
Tamworth	3.5	13.89	1.29	10.42
Staffordshire	5.5	10.9	1.31	13.53
West Midlands	4.48	9.88	1.57	13.03
Great Britain			3.02	15.02

<sup>1</sup> Data taken from Business Register and Employment Survey – November 2014

Employment within hospitality is highest for people who live in Lichfield and closely followed by East Staffordshire; hotels and restaurants can be defined as both conventional overnight accommodation facilities e.g. hotels and bed and breakfasts, as well as hotels that include food and beverage service activities.

Employment in cultural/creative industries is highest in Lichfield at 2.14%, but this is still below the national average of 3.02%, and includes the following jobs;

- Architectural activities / quantity surveying
- Retail sale in commercial art galleries
- Retail sale of antiques including antique books
- Manufacture of other outerwear, underwear, footwear and other wearing apparel and accessories
- Motion picture, video and television programme production, post production, distribution and projection activities
- Sound recording and music publishing activities and reproduction
- Performing arts and Support activities to performing arts
- Artistic creation and all aspects of arts facility operation
- Cultural education
- Creative, arts and entertainment activities / amusement and recreation activities
- Publishing of books, periodicals and other publishing activities
- Publishing of computing games and other software publishing
- Computer programming activities and the reproduction of computer media
- Radio broadcasting, television programming and broadcasting activities

## 15.6 Our Community Says

Data available November 2015

## 15.7 Start a Conversation

**Identified Needs:** For many people our arts, culture and heritage provide a local identity and sense of place. It also provides a green infrastructure and multiple health benefits. However, access can often be difficult for those trapped by poverty without the means to access amenities across the county.

**Vulnerable Areas:** North Staffordshire has one of the richest sources of cultural and industrial heritage in the country and provision is the best in the county, yet participation is lower than any other area of the county. Participation needs to be boosted.

**Talking Point:** Staffordshire used to be known as 'The Creative County' and still features this slogan on the 'Welcome to Staffordshire' signs on the motorway. Is it living up to its reputation?

## 16 Strong Communities

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Well-being	B
Volunteering	B
Community Belonging	B
<b>Overall</b>	<b>B</b>

On November 25 2010, the Office for National Statistics (ONS) launched a national debate on measuring well-being. ONS is developing new measures of national well-being to meet a range of uses. The new measures are intended to cover the quality of life of people in the UK, the environment and sustainability, as well as the economic performance of the country. One of the main aims of the national measures is to fill the current gap in official statistics regarding subjective well-being in the UK compared with other aspects of well-being, for example objective quality of life indicators such as life expectancy and housing conditions.

A strong community is often measured as a successful one in regards to people who have high levels of well-being which is sustained over time. Accordingly, progress can be measured in terms of achievable objectives such as a stable and productive economy, a cohesive society, good housing and safety.<sup>1</sup>

### Wellbeing of Staffordshire residents<sup>2</sup>

People with higher wellbeing have lower rates of illness, recover more quickly and for longer, and generally have better physical and mental health. Levels of self-reported wellbeing in adults in Staffordshire are similar to England:

- 5.6% had a low satisfaction score
- 4.1% people with a low worthwhile score
- 10% people with a low happiness score
- 20% people with a high anxiety score

<sup>1</sup> Source: Measuring Our Progress: The Power of Well-being, J. Martin

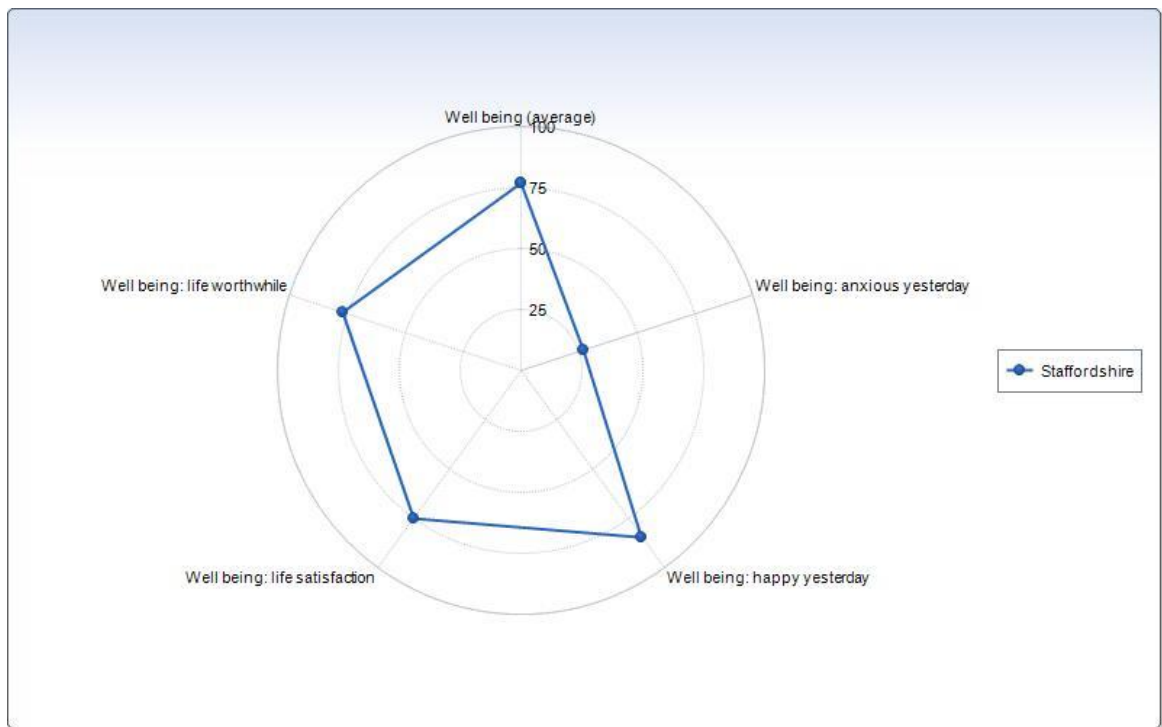
<sup>2</sup> Source: Staffordshire Observatory

## 16.1 Well-being

The well-being scores calculated using the following factors:

- 'Life satisfaction'
- 'Life worthwhile'
- 'Happy yesterday'
- 'Anxious yesterday'

Fig. 16.1.1 Staffordshire Wellbeing Chart <sup>1</sup>



<sup>1</sup> Data taken from Office of National Statistics Subjective Well-being APS (March 2014)

These factors combined allowed the overall well-being average for each district to be calculated and ranked against a national rating as shown in Fig. 16.1.2.



Fig. 16.1.2 Well-being Score for Staffordshire <sup>2</sup>

Rank within Staffordshire	District	Wellbeing score	National Rank
1	Staffordshire Moorlands	106.93	2
2	South Staffordshire	105.66	8
3	Lichfield	102.87	45
4	Cannock Chase	100.8	125
5	Tamworth	99.69	173
6	East Staffordshire	99.46	188
7	Stafford	99.09	203
8	Newcastle-under-Lyme	98.72	222
9	Stoke on Trent	96.57	292

<sup>2</sup> Data taken from Office of National Statistics Subjective Well-being APS (March 2014)

Staffordshire as a whole has an overall wellbeing score of B, but the above table highlights the dramatic difference in the well-being of Staffordshire Moorlands residents, who rank 2nd nationally, in comparison to Stoke on Trent residents, nationally ranking 292nd.

## 16.2 Volunteering

A national survey found that the most common activities undertaken by volunteers were those that supported health improvements, people with disabilities and sports or exercise, all of which are key aspects of promoting and assisting individual well-being.

Volunteers usually engage in the type of activity that they want to see more of, or that particularly interest them. It also helps with engagement with the local community. Identifying new opportunities is important to the growth of the facilities available in a local area and can help communities to address their needs and their aspirations.

Fig. 16.2.1 Percentage of residents who engage in volunteering <sup>1</sup>

District	Percentage who say they volunteer
Cannock Chase	10.27
East Staffordshire	10.07
Lichfield	8.39
Newcastle-under-Lyme	8.79
South Staffordshire	9.97
Stafford	10.84
Staffordshire Moorlands	8.44
Stoke on Trent	7.37
Tamworth	8.87
Staffordshire	9.03
West Midlands	7.4
England	8.98

<sup>1</sup> Data taken from 'Active People's Survey' by Sport England

Participation in volunteering is highest in Stafford, Cannock Chase and East Staffordshire. The lowest participation in volunteering within Staffordshire is in Stoke on Trent, although this lower figure is only just below the regional average.

The countywide average for volunteering is 9.03% of people, which is better than both the regional average, (7.4%) and the national average, (8.98%).

Compared to the regional figure for Volunteering across the West Midlands, only Stoke on Trent has a lower average of volunteers; all other areas surpass the West Midlands average. The national average is slightly higher, at 8.98% of people volunteering, but 4 areas of Staffordshire surpass this, (Cannock Chase, East Staffordshire, Stafford and South Staffordshire).

## 16.3 Electoral Activity

When looking at involvement and engagement with the local community there are many factors that can be used to gain an indication. One of these is electoral turnout. People who want to change, or enhance, their community are seen as being more likely to vote, to either support and maintain the status quo, or to change and make a difference.

Due to the way that electoral turnout figures are recorded, this chart is broken down by Parliamentary constituency, and so the borders for these areas may differ to the standard Local Authority areas. For example, Stoke on Trent is split into three parliamentary areas; Stoke on Trent North, Stoke on Trent Central and Stoke on Trent South. Stafford Borough is split into two areas; Stafford and Stone, the latter also taking in parts of the Staffordshire Moorlands and Newcastle-under-Lyme. It is not unusual for parliamentary areas to also include small sections from neighbouring authorities. For the purposes of this chart, the Burton constituency is the area that most closely matches the East Staffordshire local authority.

Fig. 16.3.1 Electoral turnout at the last General Election (2015) <sup>1</sup>

Parliamentary Constituency	% Turnout
Stoke on Trent North	51.26
Stoke on Trent Central	54.1
Stoke on Trent South	57.43
Cannock Chase	63.19
Newcastle-under-Lyme	63.58
Burton	65.08
Tamworth	65.59
Staffordshire Moorlands	67.48
South Staffordshire	68.15
Lichfield	69.33
Stone	69.84
Stafford	70.98
Staffordshire as a whole	63.35

<sup>1</sup> Source: UK Turnout at the last General Election 2015, [www.ukpolitical.info/Turnout15.htm](http://www.ukpolitical.info/Turnout15.htm)

In this chart it shows that all of the Staffordshire constituencies have a higher turnout than in Stoke on Trent, with the highest being Stafford followed by Lichfield. Stoke on Trent traditionally has a lower turnout for elections.

## 16.4 Community Cohesion

Community Cohesion information shows how well communities get on together within immediate neighbourhoods, and from different backgrounds. It shows whether people and communities feel that they can influence decisions and whether there is respect shown for each other. Analysis of these indicators can identify gaps in communities and where additional work and resources needs to be channelled.

The data used in this section is based on 4 indicators;

- The percentage of people that feel that they 'belong' in their immediate neighbourhood
- The percentage of people who think that people from different backgrounds get on in their neighbourhood
- The percentage of people who feel that they can help to influence decisions
- The percentage who think that people do not treat others with respect

Fig. 16.4.1 Community Cohesion <sup>1</sup>

District	People who feel that: They 'belong' in their local neighbourhood	People who feel that: People from different backgrounds get on in their local neighbourhood	People who feel that: They can influence local decisions	People who feel that: People do not treat other people with respect
Cannock Chase	59.8	74.6	21.5	44.2
East Staffordshire	60.7	70.8	26.1	28.9
Lichfield	63.1	79.3	24.5	21.2
Newcastle-under-Lyme	63.4	73	26.8	32.6
South Staffordshire	68.5	79.3	27.6	23.8
Stafford	67.8	84.3	27.8	22.7
Staffordshire Moorlands	66.6	79.2	24.6	25.3
Stoke on Trent	54.8	60.8	26.9	44.3
Tamworth	54.3	71.5	23.1	40.5
Staffordshire	61.58	73.24	25.82	32.69
West Midlands	59.4	75.1	28	31.6
England	58.7	76.4	28.9	31.20

<sup>1</sup> Data taken from 'Place-based Survey', DCLG (June 2010)

When it comes to people feeling as if they ‘belong’ in their local neighbourhood, Staffordshire as a whole scores slightly higher than both the West Midlands region, and England as a whole. Only Stoke on Trent and Tamworth have lower scores than the regional and national average, being an average of 4 percentage points below. The predominantly rural area of South Staffordshire scores best, with 68.5% of people saying that they ‘belong’, narrowly followed by neighbouring Stafford, (67.8%) and demographically similar Staffordshire Moorlands, (66.6%).

Different backgrounds getting on together scored highest in Stafford, being nearly 10 points above the Staffordshire average, with Lichfield, Staffordshire Moorlands and South Staffordshire also performing better than both the regional and national average. Stoke on Trent again scored the lowest with just 60.8% of people saying they believe people from different backgrounds get on, with East Staffordshire a distant second, (70.8%) with Tamworth narrowly behind (71.5%).

No area of Staffordshire thought that they could influence decisions to the same level as the regional average of 28% or the national average of 28.9%. The figure for Staffordshire was just 25.82% as a whole, with the highest result being residents of Stafford, where 27.8% thought they could influence local decisions. In four areas, (Cannock Chase, Tamworth, Lichfield and Staffordshire Moorlands), less than a quarter of people thought they could influence local decisions.

When considering whether people do not treat each other with respect, three areas scored significantly above the national average, (Tamworth at 40.5%, Cannock Chase at 44.2% and Stoke on Trent at 44.3%). 33.2% of residents in Newcastle-under-Lyme thought that people didn’t treat each other with respect, slightly above the averages of 31.6% for the West Midlands as a whole and 31.2% for England. All other areas of Staffordshire scored better on this measure, with the figure being just 21.2% in Lichfield.

## 16.5 Cleanliness of the Local Environment

Often the feeling of wellbeing within an area is dependent on whether residents feel safe and that they live in a pleasant environment. This means that issues such as graffiti or fly posting and tipping affects how they feel and the perception of others about the area. When there are issues around neighbourhood cleanliness, this often leads to the perception that the area is deprived.

Fig 16.5 Incidences of factors affecting an area's cleanliness (per sq. km.)<sup>1</sup>

District	Incidences of Fly-Posting	Incidences of graffiti	Incidences of fly-tipping <sup>2</sup>	Incidences of litter and detritus
Cannock Chase	1	9	8.1	5
East Staffordshire	1	0.27	31.37	12.7
Lichfield	5	0.82	3	36.55
Newcastle-under-Lyme	2	13	6.25	7
South Staffordshire	2	18	1.12	10
Stafford	4	15	0.65	12
Staffordshire Moorlands	7	0.77	4	39.09
Stoke on Trent	2	11	96.35	4
Tamworth	8	22	30.86	12
Staffordshire	2.01	11.07	5	6.04
West Midlands	4.1	11.09	4.44	4.5
England	3.13	11.44	6.71	5.63

<sup>1</sup> All data taken from 'Place-based Survey' by DCLG

<sup>2</sup> Data taken from 'Flycapture 2009-2010' by DEFRA

The table shows a range of incidents per square kilometre in Staffordshire, as well as the figures for the West Midlands and England. Due to the way the indicator is calculated and dependent on incidents being registered, areas of high population, but small geographical footprint are showing unusually high scores in some cases.

Fly posting in Staffordshire and Stoke on Trent is lower than the national score but there are pockets in Tamworth and Lichfield that are above.

Graffiti incidents are below the national score except for South Staffs Stafford and Newcastle under Lyme.

## 16.6 Our Community Says

Data available November 2015

## 16.7 Start a Conversation

**Identified Needs:** A sense of belonging and feeling safe is a fundamental human need which is essential to overall well-being and engagement in society. A sense of well-being is strong across Staffordshire as an average, but there is still room for improvement.

**Vulnerable Areas:** Less than a quarter of people feel able to influence local decisions and with disengagement can come further problems.

**Talking Point:** Volunteering can have a significant impact on well-being, and Staffordshire as a whole is more engaged in volunteering than the West Midlands and England as a whole. Considering people believe that they are unlikely to be able to influence decisions in their local area, can community philanthropy address this need?

## 17 Environment

Green Space	B
Air Quality	B
Natural Environment Score	C
<b>Overall</b>	<b>B</b>

Staffordshire is a county made up of both rural and urban areas. It offers many areas of natural beauty, such as Cannock Chase and part of the Peak District. There are also 2 significantly rural areas, Staffordshire Moorlands and South Staffordshire, allowing access to significant green space.

By contract there are several concentrated towns or cities, such as Stoke on Trent, Tamworth and Cannock, where the geographical footprint is small, but the population concentration is much higher than the average for the county.

The Environment portion of this report will cover 5 key indicators of the environment;

1. Use of Green Space
2. Tranquillity Score
3. Natural Environment Score
4. Pollution
5. Air Quality



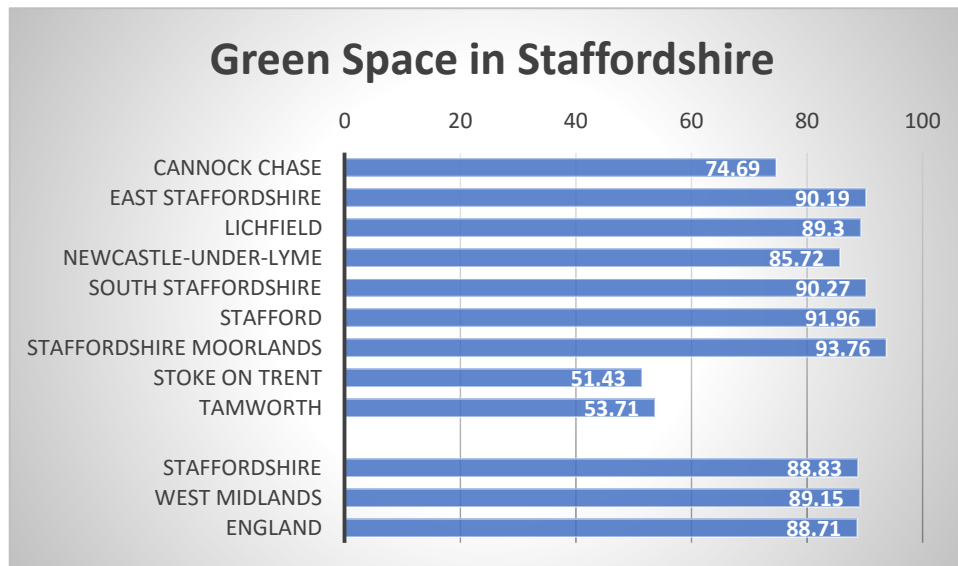
## 17.1 – Green Space

Green space is important in many areas of the country. Not only does it increase the overall feeling of well-being, but it is a good indicator of the desirability of an area, as well as improving the look and feel of the environment.

Staffordshire is often believed to be one of the greenest counties in England, and Stoke on Trent used to be known as the Greenest City in England.

The following table details the amount of green space available in each district of Staffordshire, comparing it to the regional figure for the West Midlands and the national figure for England. The measures are taken as a proportion of the overall land in each district.

Fig. 17.1.1 Proportion of Green Space in each district as a proportion of total land <sup>1</sup>



<sup>1</sup> Data taken from the Generalised Land Use Database

Green space in the Staffordshire Moorlands is the highest in Staffordshire, at 93.76%. Stafford, South Staffordshire and East Staffordshire follow closely behind. Green space is lowest in Stoke on Trent and Tamworth, two mainly urban areas, although figures show that both of them still have more than 50% utilisation as green space.

5 districts of Staffordshire have more green space than the average for England and the average for the West Midlands, those being Staffordshire Moorlands, Stafford, South Staffordshire, East Staffordshire and Lichfield.

As an average Staffordshire has slightly less green space compared to the West Midlands as a whole, and this takes account of the mainly rural counties of Shropshire, Herefordshire and Worcestershire.

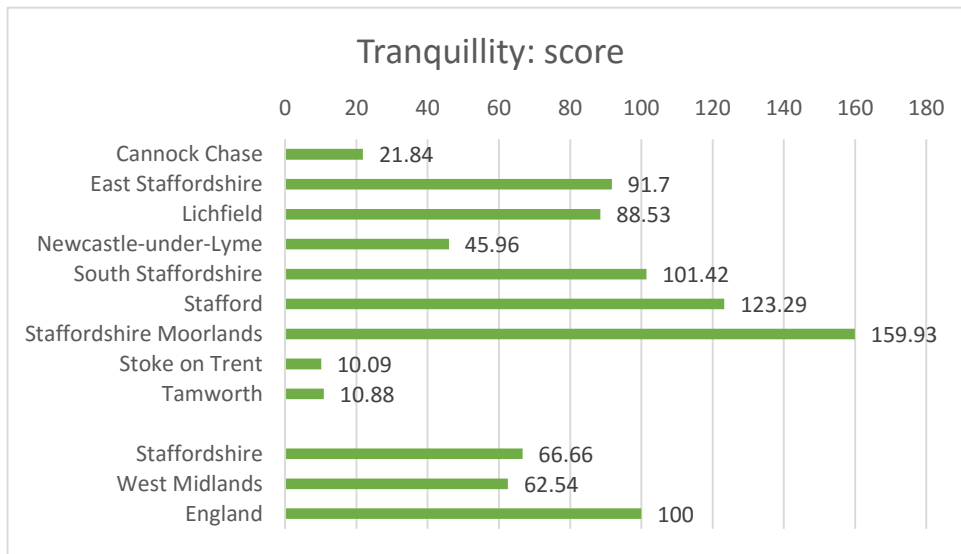
However, Staffordshire scores slightly higher than England as a whole when it comes to Green Space.

## 17.2 – Tranquillity score

The tranquillity score is calculated from measures indicating how peaceful the area is. This can relate to the natural environment and the man-made environment and includes noise and light pollution.

The methodology behind the score gives a standard measure that can be used across all areas of the country, giving an ability to fairly compare the results.

Fig. 17.2.1 Tranquillity Score <sup>1</sup>



<sup>1</sup> Data taken from Generalised Land Use Register 2011 & Mid-year population estimates

Due to the high scores for Green Space, the Staffordshire Moorlands is again the highest scoring district in Staffordshire, followed by Stafford and South Staffordshire.

The same 5 areas that were outperforming the West Midlands are again outperforming the region, those being the Staffordshire Moorlands, Stafford, South Staffordshire, East Staffordshire and Lichfield.

Stoke on Trent and Tamworth receive a lower tranquillity score, perhaps due to their more urban nature. Cannock Chase and Newcastle-under-Lyme score lower than on previous measures.

The average score for England is higher than both the region and the county as a whole, along with being higher than 6 of our 9 districts, with just the Staffordshire Moorlands, Stafford and South Staffordshire outperforming the countrywide marker.

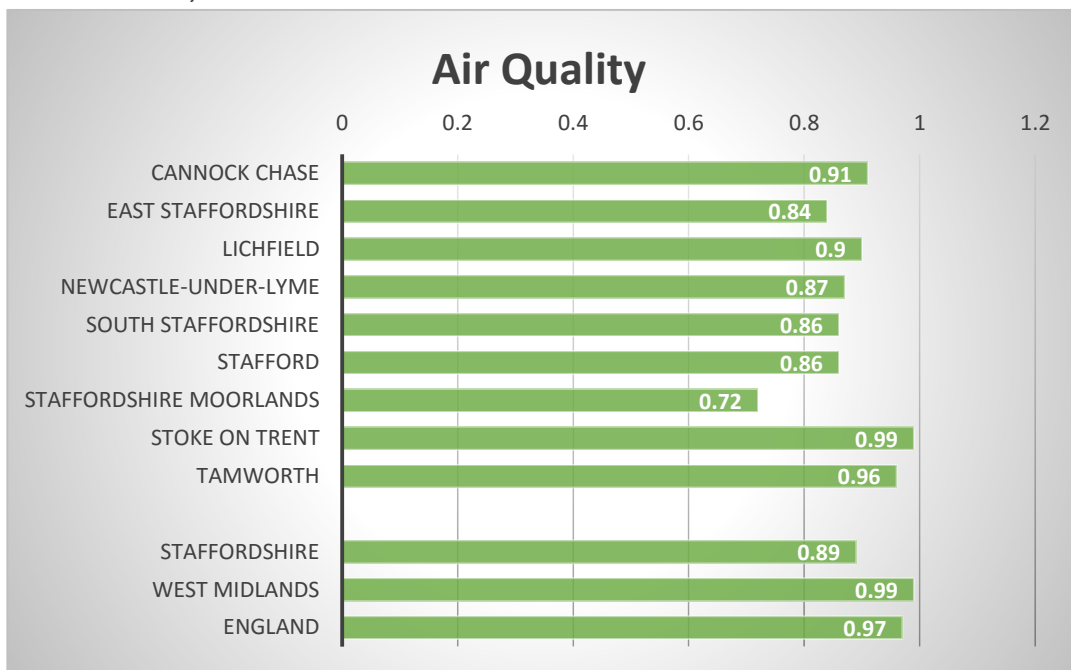
## 17.3 Air Quality

Air quality is measured by using a standard scoring matrix for England. It takes account of air quality through the measurement of 4 pollutants;

- Nitrogen Dioxide
- Benzene
- Sulphur Dioxide
- Particulates

For the purposes of this report, a low score indicates a better air quality.

Fig. 17.3.1 Air Quality<sup>1</sup>



<sup>1</sup> Data taken from the Indices of Deprivation and Classifications (2010)

All areas of Staffordshire perform at least equally with the West Midlands region as a whole, (Stoke on Trent and the West Midlands region both have a score of 0.99). All other areas of Staffordshire are below the West Midlands score.

The county as a whole performs better than the England average, albeit by only 0.08. With the exception of Stoke on Trent, all areas of Staffordshire also perform better than England as a whole.

Within Staffordshire, the Staffordshire Moorlands is again the best scorer, performing significantly better than those districts next in the chart, (East Staffordshire, South Staffordshire and Stafford). Stoke on Trent and Tamworth are again at the bottom of the table with scores of 0.99 and 0.96 respectively.

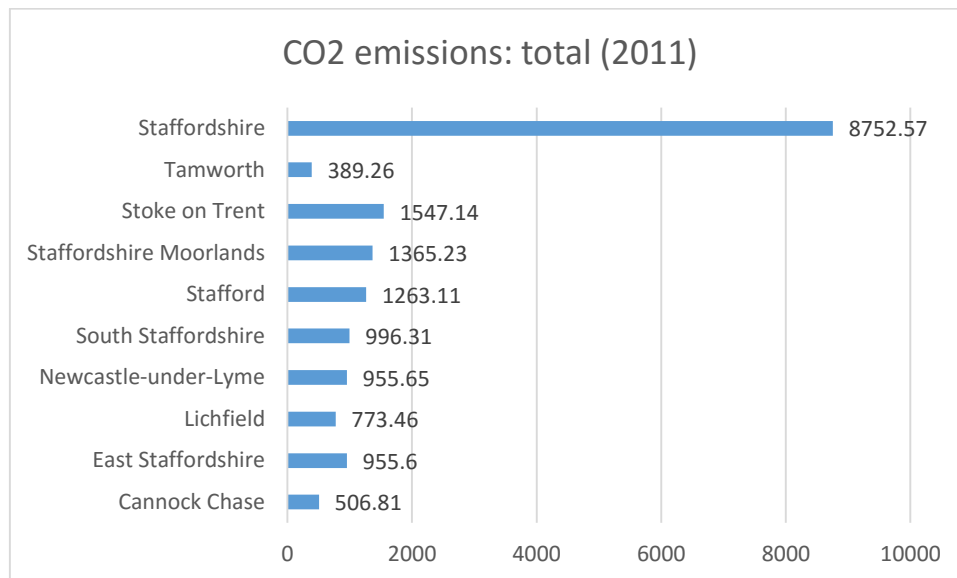
## 17.4 – CO<sub>2</sub> Emissions

CO<sub>2</sub> emissions refer to the amount of carbon dioxide that is released into the atmosphere. There is no one particular source of carbon dioxide emission and there are both natural and man-made sources of CO<sub>2</sub>.

Natural sources can include decomposition, respiration and ocean release. Man-made sources, or those sources caused by a person's controllable activities, include deforestation, the burning of fossil fuels and production of aggregates.

Some of the CO<sub>2</sub> that is released will be reabsorbed by plants and trees.

Fig. 17.4.1 CO<sub>2</sub> Emissions per district of Staffordshire <sup>1</sup>



<sup>1</sup> Data taken from the Office of National Statistics and based on 2011 figures

In the above chart, the total for Staffordshire is not a comparative factor, but a total of the districts.

The two districts responsible for the most CO<sub>2</sub> output are both in the north of Staffordshire, but one is urban and one is rural. The highest output of CO<sub>2</sub> by district is from Stoke on Trent. Narrowly behind is the Staffordshire Moorlands, although the likely source of emissions are different to those in Stoke on Trent.

The two districts with the lowest CO<sub>2</sub> emissions are both in the south of the county, and again, one is urban, whereas the other is more rural. The lowest emissions come from Tamworth with Cannock Chase relatively close behind.

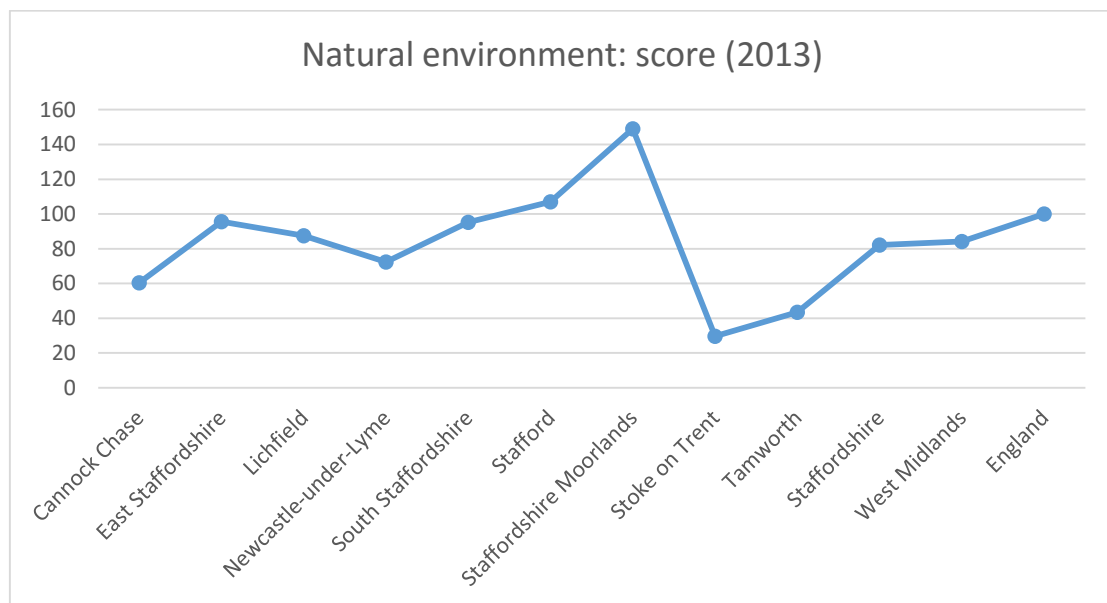
## 17.5 – Natural Environment Score

Natural Environment is assessed as a score, which allows different areas of the country to be compared in a balanced way that should give a true representation of the situation.

The score takes into account the following indicators;

- Green Space
- Natural Beauty
- Tranquillity
- Water
- Air Quality
- Housing Density
- Road Density

Fig. 17.5.1 Natural Environment Score by district <sup>1</sup>



<sup>1</sup> Data taken from Census 2011; Road Lengths Statistics in Great Britain; Index of Multiple Deprivation; Generalised Land Use Database

Staffordshire's natural environment is slightly lower than the West Midlands score and significantly lower than the national average by 17.77. Green space scores well within Staffordshire, as does tranquillity. Air quality is also good for the county. However, of the extra measures for the Natural Environment score, Road Density is significantly higher for Staffordshire than other comparable counties due to the county's location, containing many arterial roads and the M6.

The highest scoring district in the county is again the Staffordshire Moorlands at 149.05, which is significantly higher than Stafford, in second place with 107.

Stoke on Trent and Tamworth are again the lowest scoring districts in the county.

## 17.6 Our Community Says

Data available November 2015

## 17.7 Start a Conversation

**Identified Needs:** There is a great disparity between the levels of CO<sub>2</sub> emissions around the county. Comparing different regions shows that there is no one reason as to why this should be so. Rural areas score both high and low, as do urban areas.

**Vulnerable Areas:** Although the majority of land in Stoke on Trent and Tamworth are still classed as Green Space, this is now just above 50% of total land.

**Talking Point:** Staffordshire scores very highly on an environmental score, often performing better than the regional and national averages. Should there be more reward for those who are helping to improve Staffordshire's natural environment, not only through individual projects, but through making direct changes that affect the environment?

## 18 – Healthy Living

Access to healthcare	C
Long-term illnesses	B
Participation in fitness programmes	D
<b>Overall</b>	<b>C</b>

Healthy Living is one of the most important themes of the Vital Issues report. It draws attention to, and highlights, the statistics around 5 key indicators;

1. Overall Health Score
2. Long-term Illnesses
3. Access to Healthcare
4. Substance Misuse
5. Participation in Fitness Programmes

There is always some form of news about health related topics, and this is usually trying to draw attention to what is changing, or worsening, in our society.

We chose the indicators above to try to show the overall picture of health in Staffordshire, along with some of the long-term problems that we could try to work towards alleviating. As a consequence of that, participation in voluntary fitness programmes, such as exercise classes and participation in sport is listed as an indicator.

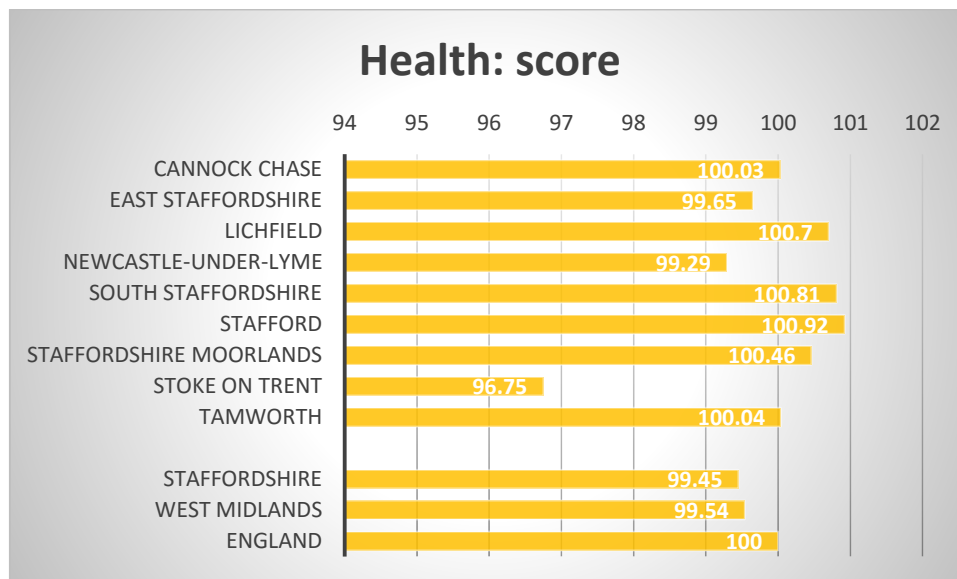
We also focus on Access to healthcare, which may be a factor in poor health for people who are unable to access general services.

## 18.1 – Health Score

As with other 'scores' used elsewhere in this report, the Health Score is calculated using a set of standard measures across the country. This is designed to give a fairer representation of the situation, and to allow neighbouring areas, and those farther apart a fair comparison.

In cases like these, the average score for the UK is usually given as 100. As with most of the scoring techniques, a higher score is better.

Fig. 18.1.1 Overall Health Score <sup>1</sup>



<sup>1</sup> Data taken from Census 2011

The health score for Staffordshire shows a value of 99.45, below the average for the West Midlands at 99.54, and below England at 100.

However, 6 of the districts within Staffordshire surpass the England score, ranging from 100.3 in Cannock Chase up to 100.92 in Stafford, taking in South Staffordshire, Lichfield, Staffordshire Moorlands and Tamworth along the way.

Of the remaining three districts, only one surpasses the West Midlands average score, that being East Staffordshire, with a score of 99.65, just 0.11 above the West Midlands and 0.35 below the England average.

Stoke on Trent and Newcastle under Lyme score the lowest in the county, with Newcastle under Lyme scoring 99.29 and Stoke on Trent scoring just 96.75.



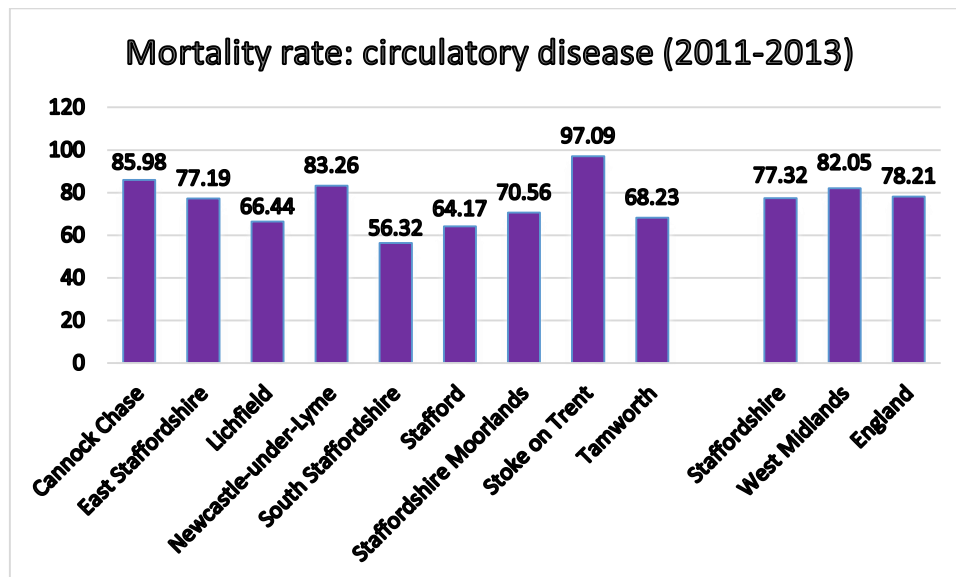
## 18.2 – Long term illnesses

Long-term illnesses are often ones where preventative measures are available. They are usually long-term changes that people can make to their lifestyle which will reduce the prevalence or the likelihood of these illnesses developing or worsening.

Once these illnesses have taken hold it is very hard to break free from them, if at all, and goes to show the need for more education around them and more participation in preventative programmes.

Whilst there are many long-term health problems that we could focus on, we have chosen the two most relevant according to feedback received; circulatory disease, (strokes and heart disease) and obesity.

Fig. 18.2.1 Mortality Rate from circulatory disease <sup>1</sup>



<sup>1</sup> Data taken from NHS Information Centre for Health and Social Care, based on deaths from circulatory disease from 2011 – 2013. Score is number of people per 100,000 under age 75 who die as a result of the disease.

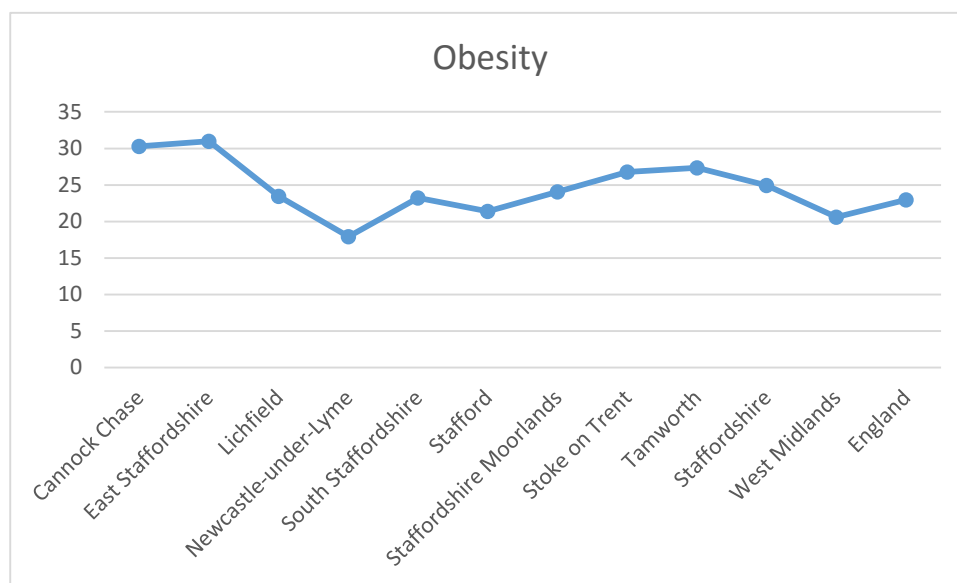
Staffordshire as a whole performs well for deaths by circulatory disease, falling below both the regional West Midlands figure of 82.05 and below the England figure of 78.21. Staffordshire scores 77.32.

However, within Staffordshire there is quite a stark difference between the districts. The highest rate is in Stoke on Trent, where the figure is 97.09, almost 40 deaths above the lowest district, South Staffordshire.

Obesity is measured by a person's BMI, or Body Mass Index. This takes into account their weight and height and is calculated by using dividing a person's weight in kilograms by their height in metres, and then by dividing the answer by their height in metres (again).

A BMI score of between 25 and 29 would indicate that a person was overweight. A score of more than 30 would indicate that someone was obese. However, as with everything, there are exceptions, and people who have a strong musculature often have a higher BMI score, without being 'obese'.

Fig. 18.2.2 Obesity in Staffordshire <sup>2</sup>



<sup>2</sup> Data taken from Health Profiles 2014: Prevalence of obesity in adults. Obesity expressed as a percentage of adults in districts of Staffordshire

In England as a whole, just under a quarter of people are estimated to be obese, (23%). In the West Midlands the estimate is just over a fifth, 21%. Staffordshire as a county shows that 25% of people are obese, worse than the regional figure by 4% and the national figure by 2%.

Within the districts of Staffordshire, Cannock Chase and East Staffordshire have the highest percentage of people who are obese, with 30% and 31% respectively. Tamworth, (27%) and Stoke on Trent, (26%) also have a higher percentage above the Staffordshire average.

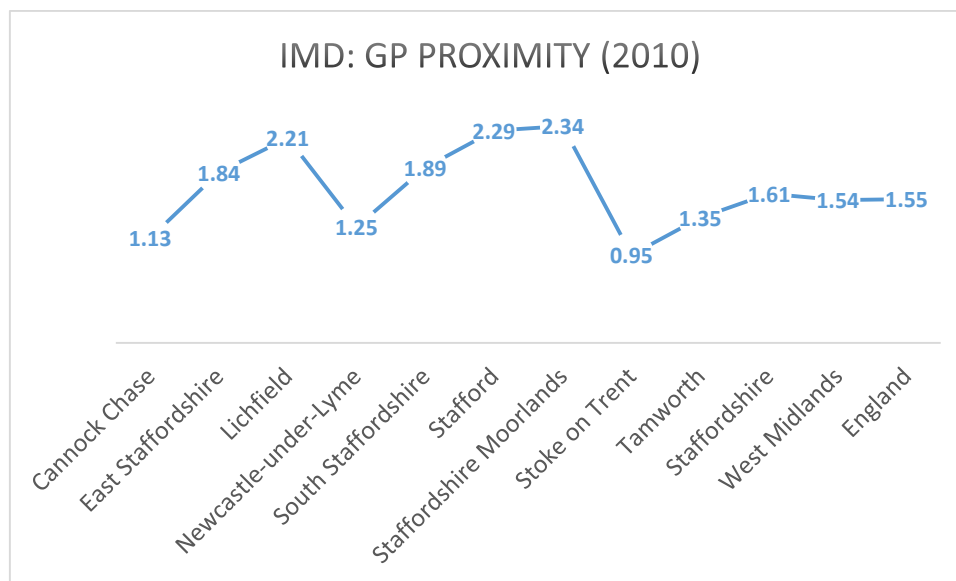
Only one district has a lower percentage than the West Midlands as a whole, that being Newcastle under Lyme, with an estimated 18% of the local population who would be classed as obese. At 21.5% Stafford has a lower proportion of people who are obese than the England figure, but is slightly over the West Midlands total.

In 5 areas of Staffordshire the obesity figure is below 25% of the population, those being Newcastle-under-Lyme, Stafford, South Staffordshire, Lichfield and the Staffordshire Moorlands.

## 18.3 – Access to Health-care

For the purposes of this report, we are basing Access to Healthcare on two significant factors. The first is the proximity to a GP, measured in miles. The second is hospital admissions. These admissions could be due to an accident, or to a short or long term condition, but for this section we are only looking at the admissions total. It is worth remembering that some people will have been admitted to hospital more than once in a year, particularly for a long-term problem, but these are counted as separate admissions.

Fig. 18.3.1 Proximity to a GP<sup>1</sup>



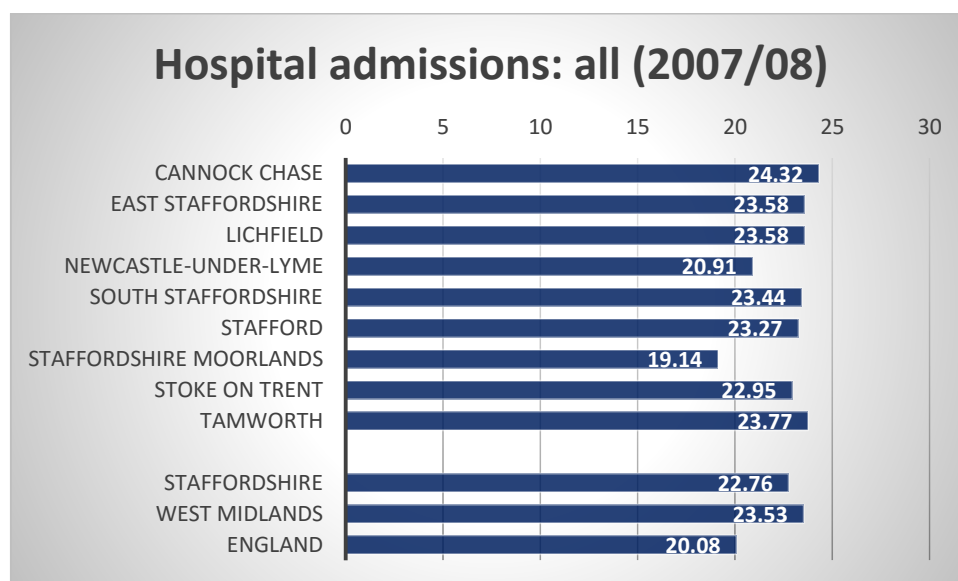
<sup>1</sup> Data taken from Indices of Multiple Deprivation from the Office of National Statistics, based on figures gathered in 2010

Across England as a whole people are generally just 1.55 miles from their nearest GP. This figure in the West Midlands is slightly lower at 1.54 miles. The average distance from a GP in Staffordshire is 1.61 miles, further than both the regional and national average.

Within the districts of Staffordshire, those areas where the majority of the population live in an area that could be classed as more urban in nature, regardless of whether the rest of the district is rural, (Stoke on Trent, Cannock Chase, Tamworth, Newcastle-under-Lyme), are far closer to a GP than the regional and national averages, with people being less than 1.5 miles away from a GP. In Stoke on Trent people are less than 1 mile away from their nearest GP.

People in the Staffordshire Moorlands fare worst of all, being an average of 2.34 miles from their closest GP, followed by those in Stafford, (2.29 miles), and Lichfield (2.21 miles).

Fig. 18.3.2 Hospital Admissions <sup>1</sup>



<sup>1</sup> Data taken from Office of National Statistics, gathered from hospital admissions by age and gender

The average admission rate for England is 20.08%. Staffordshire made more admissions than the average for the country, by admitting 22.76%, although this is below the West Midlands average of 23.53%.

Within the districts of Staffordshire the lowest admission rates were for people from the districts of the Staffordshire Moorlands, (19.14%), Newcastle-under-Lyme, (20.91%) and Stoke on Trent, (22.95%), all part of the North Staffordshire conurbation.

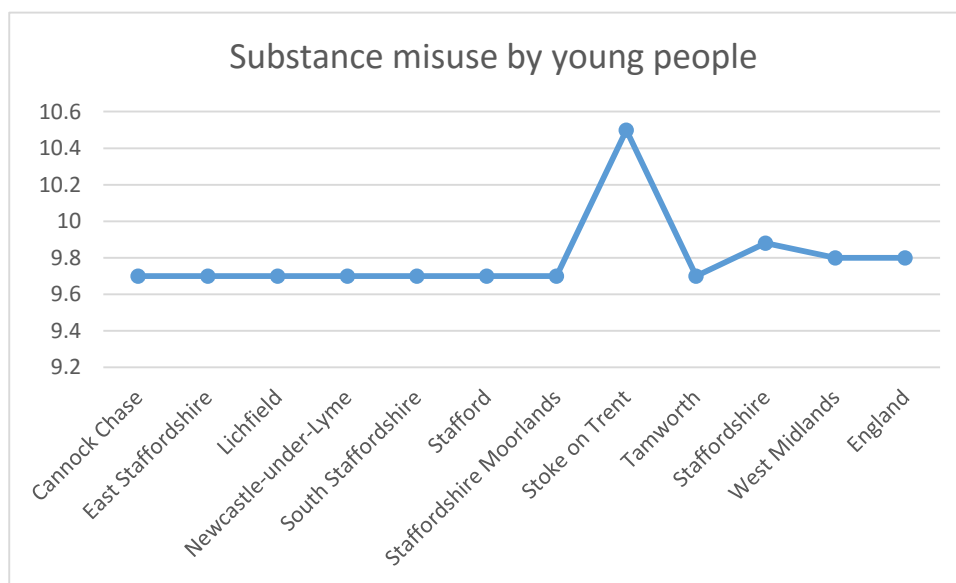
The highest admission rates for the county are from Cannock Chase, (24.32%), East Staffordshire, (23.58%), Lichfield, (23.58%) and Tamworth (23.77%).

Hospital admissions shows the percentage of the population of each area that have been admitted to hospital within 2007/08. The county as a whole has a lower average than the West Midlands by 0.77%, but has a higher average than England by 2.68%. Within the county Cannock Chase has the highest percentage of hospital admissions with almost 1 in 4 being admitted to hospital within 2007/08. Staffordshire Moorlands had the lowest percentage as less than 1 in 5 were admitted into hospital within 2007/08.

## 18.4 – Substance Misuse

Substance misuse is a reference to the use of illegal drugs, and the use of legal materials that may become addictive. The figures for Staffordshire are slightly vague, as the data collected for these subjects are only collected by 'Top Tier' Local Authority Area, meaning that Stoke on Trent takes one result, whilst the county excluding Stoke on Trent takes another. This means that individual results by district are not available. The average for Staffordshire County is given as a figure combining Staffordshire and Stoke on Trent. Within the individual districts of Staffordshire there will be a higher use in some, with a lower use in others.

Fig. 17.4.1 Substance Misuse comparison between Staffordshire, the West Midlands and England <sup>1</sup>



<sup>1</sup> Data taken from the 'TellUs' survey of Pupils

The graph above shows a sharp peak in Substance Misuse for the Stoke on Trent district, but this is mainly due to the measuring methods used, as detailed above.

The average figure for England shows 9.8% of our young people engaging in some form of substance misuse. The West Midlands has a comparable figure of 9.8%, in line with the national average.

Staffordshire as a whole, when taken as an average shows that 9.85% of our young people regularly engage in some form of substance misuse, slightly above the regional and national average. However, this is broken down into two further sub-sets, the figures for Stoke on Trent and the figures for the rest of Staffordshire combined, (including Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, South Staffordshire, Stafford, Staffordshire Moorlands and Tamworth).

The figure for Stoke on Trent is 10.5% of young people engaging in substance misuse, with an average for the remaining districts in Staffordshire showing a 9.7% usage. Whilst Staffordshire

districts are slightly below the national and regional average, the figure for Stoke on Trent is a lot higher.

Fig. 18.4.2 Alcohol related deaths in Staffordshire per 100,000 people <sup>1</sup>



<sup>1</sup> Data taken from Alcohol Profile: Alcohol attributable mortality rates

Staffordshire fares particularly badly in relation to Alcohol related deaths, with the average being 26.45 deaths, directly related to Alcohol consumption. This is above the West Midlands average of 24.74 deaths and above the England average of 19.2 deaths.

Within Staffordshire, Stoke on Trent is the district that fares worst, with 40.45 deaths. Newcastle-under-Lyme is next with 30.95 deaths, a difference of just under 10 deaths for two districts that border one another. Cannock Chase and South Staffordshire also have more deaths per 100,000 people than the West Midlands average, with 26.7 deaths for Cannock Chase and 25.02 deaths for South Staffordshire.

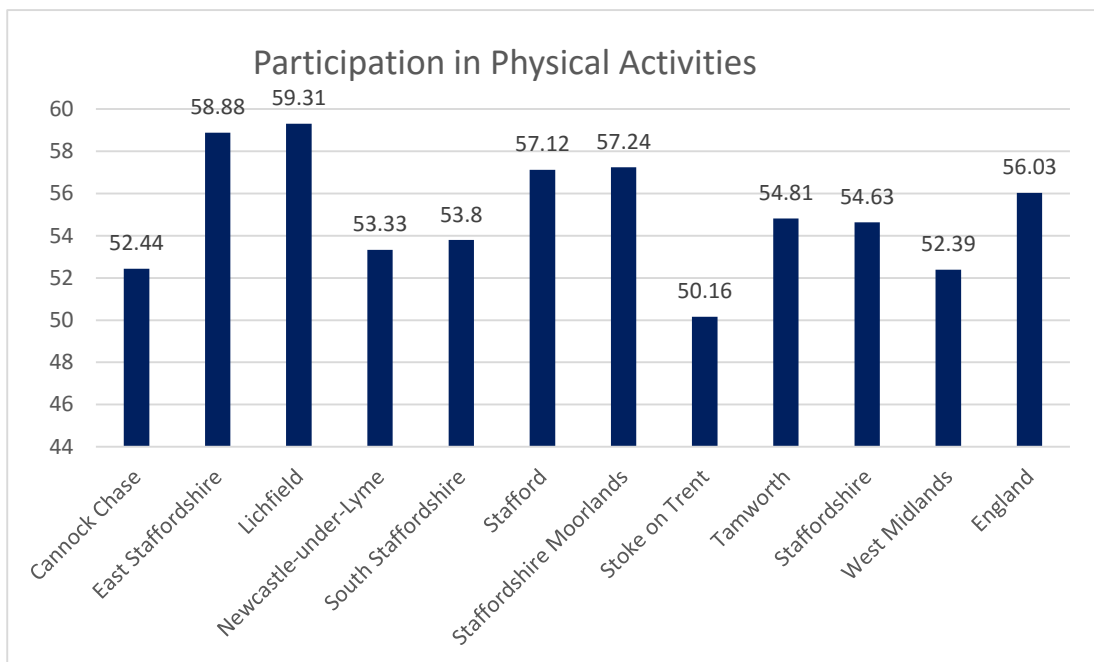
The lowest rate is in Lichfield, with 16.74 deaths, followed by the Staffordshire Moorlands at 17.18 deaths and Stafford at 17.24 deaths. Tamworth follows with 18.87 deaths. These four regions all have less deaths related to alcohol than the average for England.

East Staffordshire has more deaths, (24.28), related to alcohol than the England average of 19.2, but less than the West Midlands average of 24.74.

## 18.5 – Attendance at Exercise/Healthy Living

Participation in sport and exercise has long been known to aid health development and to help to prevent some of the more long-term illnesses that can be debilitating. There are lots of these activities available around the county, from the traditional sports such as football, cricket, hockey and swimming, to activities more tailored to a particular demographic or section of the community, such as walking football for older people or aerobics and tai chi.

Fig. 18.5.1 Participation in sports and exercise classes across Staffordshire <sup>1</sup>



<sup>1</sup> Data taken from 'Active People's Survey' 2011-12

Participation in physical activities across the county varies widely between districts.

The highest participation rate is in Lichfield, where 59.31% of people regularly engage in some form of physical activity. East Staffordshire, (58.88%), the Staffordshire Moorlands, (57.24%) and Stafford, (57.12%), follow closely behind. All of these areas have a higher participation rate than the England average of 56.03%.

Participation is lowest in Stoke on Trent, with 50.16% of people regularly taking part in some form of physical activity, and this is the only area of Staffordshire to fall below the West Midlands average take-up rate of 52.39%.

Residents of Cannock Chase, Newcastle-under-Lyme, South Staffordshire and Tamworth all out-perform the West Midlands average when it comes to participation, but fall below the national average for England.

## 18.6 Our Community Says

Data available November 2015

## 18.7 Start a Conversation

**Identified Needs:** There is a significant difference in health score between the various regions of Staffordshire. The lowest scores overall are in North Staffordshire, (Stoke on Trent and Newcastle-under-Lyme), which have the county's major hospital.

**Vulnerable Areas:** Obesity is higher than the national average in Staffordshire, and shows that more than 25% of our population are classified as 'obese'. By acting now we could reverse this figure, and help to head off the risk of some long-term illnesses related to obesity, such as diabetes.

**Talking Point:** Could focussing grants and development on the county's many sports and physical activity groups boost participation in them, which may in turn lead to more preventative work and less long-term health conditions? Should low impact physical fitness, (such as tai chi and dancing groups), also be classed as physical fitness groups in recognition of the health benefits that they can bring?



## 19 Local Economy

Income	D
Productivity	D
Business Start-up	D
<b>Overall</b>	<b>D</b>

Strong economic foundations are vital for Staffordshire to be successful, creating quality employment opportunities for the people of Staffordshire. Economic performance is measured in terms of productivity, scale and growth of the economy within Staffordshire.

In Staffordshire and Stoke on Trent the economic structure has changed considerably in recent years. Following the national pattern manufacturing has reduced significantly. However, in Staffordshire and Stoke-on-Trent, manufacturing remains a significant employer, still providing over 54,000 jobs in the area.

Health has seen the largest increase in the number of businesses and providing over 60,000 jobs, due to our ageing population. Despite continued pressure on public sector finances, this sector remains a significant employer in Staffordshire and Stoke-on-Trent, accounting for around 88,000 jobs.

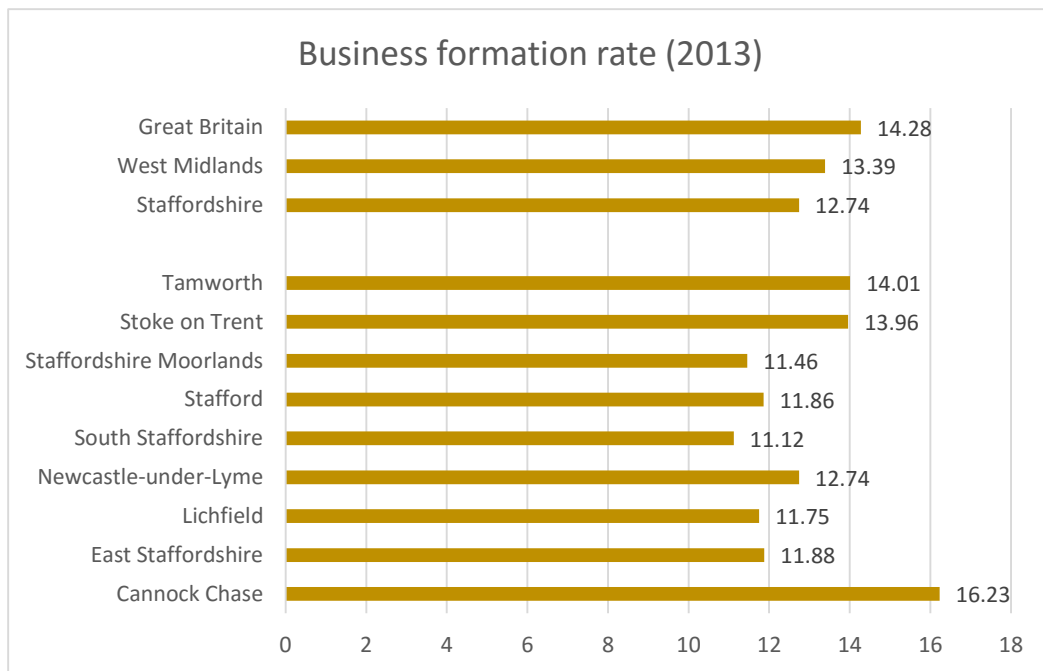
The 'Local Economy' section of this report will be measured on 5 key indicators;

1. Business Start-up rate
2. Business Closure Rate
3. Self-Employment
4. Productivity
5. Income

## 19.1 – Business Start-up

The business start-up rate is usually a good indicator of the economic success of an area, and can be used to identify long-term trends. The figures used to highlight this are new businesses registered as a proportion of all businesses in an area.

Fig. 19.1.1 Business Start-up rate in Staffordshire, compared to the West Midlands and Great Britain <sup>1</sup>



<sup>1</sup> Data collected Inter Departmental Business Register

The average business start-up rate for Great Britain as a whole shows that for every 100 business 14.28% were newly registered. The West Midlands rate of start-up is lower by 0.89%, at 13.39% start-ups. The average for Staffordshire is below both of these rates, with just 12.74 businesses started.

Within the county there is a great variance as to the district results.

Cannock Chase does particularly well for business start-up, surpassing both the national and regional start-up rate, with a total of 16.23% new businesses started, and as such is the only district in Staffordshire that out-performs the national rate.

Whilst not surpassing the national rate, both Tamworth and Stoke on Trent perform better than the regional average, with Tamworth having a rate of 14.01% and Stoke on Trent slightly below on 13.96%.

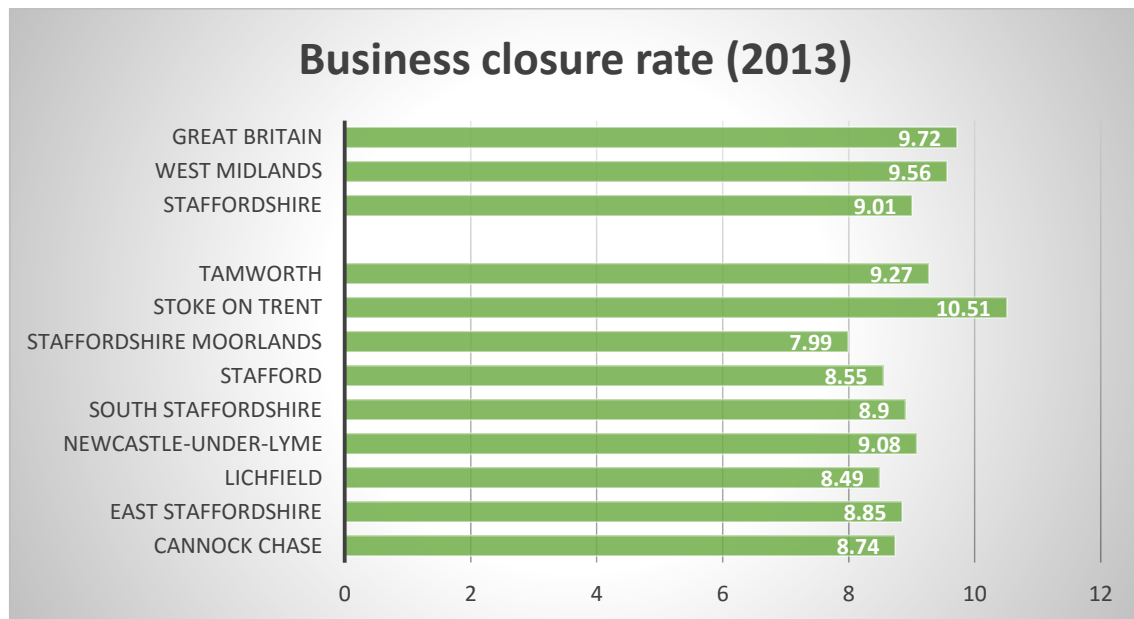
All other areas of Staffordshire perform worse than the regional and national averages when it comes to business start-up.

Newcastle-under-Lyme fares best of these, with 12.74, followed by East Staffordshire at 11.88, Stafford at 11.86, Lichfield at 11.75, Staffordshire Moorlands at 11.46, and performing worst of all Staffordshire districts, South Staffordshire at 11.12.

## 19.2 Business Closure Rate

The business closure rate can be an equally good indicator of economic success. Where business close it affects the employment levels, the income levels and the high-street appeal of an area. Closure can come for many reasons, including issues around sustainability, general economic climate or increased competition. There is no one reason as to why a business may fail, and it is not necessarily the result of either the economy or the proprietor.

Fig. 19.2.1 Business Closure Rate <sup>1</sup>



<sup>1</sup> Data taken from Business, Innovation & Skills – Business Closures (2013)

The closure rate across Great Britain is 9.72 of every 100 businesses, (9.72%). This is higher than the regional number for the West Midlands, which shows a lower closure rate of 9.56%. Staffordshire performs better than both of the national and regional markers, with a closure rate of 9.01% businesses.

Of the districts within Staffordshire the disparity is not as marked as some other factors.

More businesses in Stoke on Trent close than any other area, with a rate of 10.51%, which is above both the regional and nation rate. Tamworth has the next highest closure rate with 9.27%. Both of these areas had a higher than average business start-up rate, as detailed in section 18.1.

In other areas, the Staffordshire Moorlands performs best, with the lowest closure rate in the county of 7.99% of businesses. This is closely followed by Lichfield with 8.49%, Stafford with 8.55%, Cannock Chase with 8.74%, East Staffordshire with 8.85%, South Staffordshire with 8.9%, and finally Newcastle-under-Lyme performing worse than the Staffordshire average, but better than both the regional and national markers with a closure rate of 9.08%.

## 19.3 Self-employment

The self-employment rate is included in this report as a measure of economic measure as it goes not only to substantiate the business start-up figures, but also helps to provide information about the nature of business.

Fig. 18.3 Self-Employment Rates within Staffordshire compared to regional and national averages <sup>1</sup>



<sup>1</sup> Data taken from Census 2011

The self-employment rate for England and Wales is 11.54. For the West Midlands region as an average the rate is 10.2. Staffordshire falls between these two rates, performing slightly better when compared to the region, but slightly worse when compared to the national average; the figure for Staffordshire is 10.39.

Of the districts within the county more people are self-employed within the Staffordshire Moorlands district than any other, with a rate of 14.4. This is closely followed by South Staffordshire and Lichfield, both on 13.24, and together these three areas outperform not only the county average, but the regional and national average too.

Both Stafford and Cannock Chase outperform the county and regional average, while not quite reaching the national average, with self-employment rates of 11.27 and 10.4 respectively.

East Staffordshire is the only other district to outperform the regional average of 10.2, whilst not quite hitting the countywide average of 10.39. East Staffordshire is just below this latter marker at 10.38.

All other areas of the county fail to surpass the county, regional or national average. Of these, Stoke on Trent fares worst, with just 7.41 self-employed, followed by Tamworth at 8.45, and Newcastle-under-Lyme at 9.19.

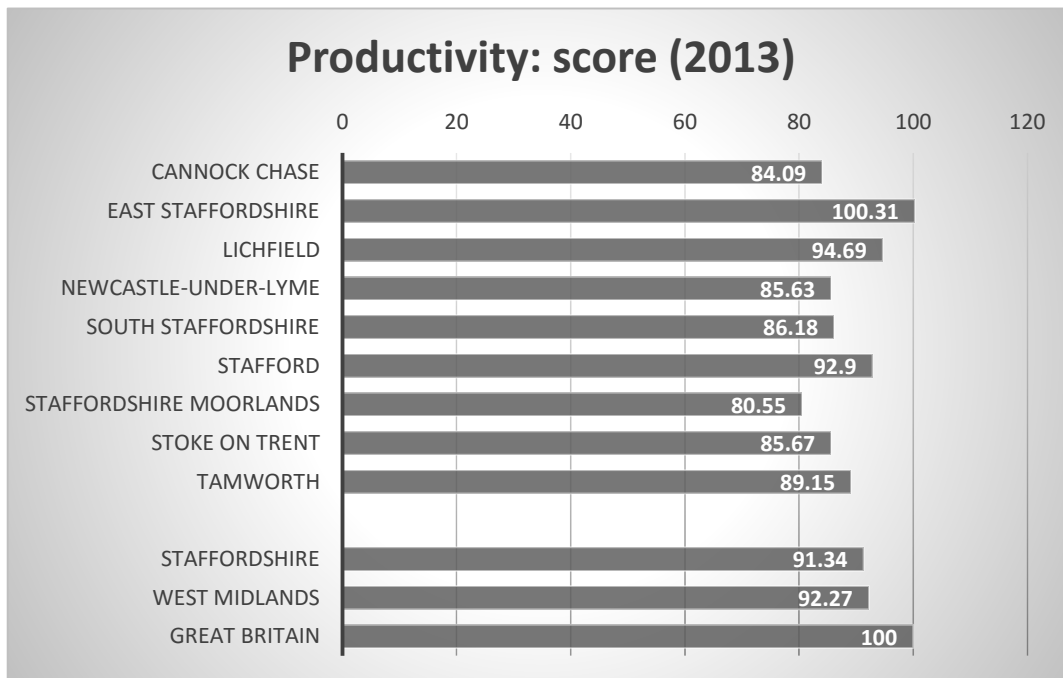
## 19.4 Productivity Score

Productivity has been mentioned more and more lately, as the argument has been made that employment figures alone cannot give a true picture of the employment market.

Productivity levels are used to indicate whether a business is working to its potential. For example, a business may employ a lot of people but they are not very productive. Another business might employ less people but be more productive and so contribute more to the local, regional and national economy.

The Productivity Score is calculated by using the gross weekly earnings and the GVA, (Gross Value Added (to the economy)) per head. When comparing these figures to the region and the country, the base marker used is a score of 100 for the country as a whole.

Fig. 19.4.1 Productivity Score across Staffordshire compared to the regional and national average <sup>1</sup>



<sup>1</sup> Data taken from 2013 Annual Survey of Hours and Earnings; GVA by NUTS 3

Using the national average score of 100 as a base marker, both the region and the county score worse. The region's productivity score is 92.27, with the county average falling below that at 91.34.

Of the districts within Staffordshire only one surpasses the national average; that being East Staffordshire, which scores higher on productivity than any other district in the county, and higher than both the regional and national averages, with a productivity score of 100.31.

Two other districts score highly enough on the productivity scale to outperform the West Midlands region, whilst not reaching the 100 national score. These areas are Lichfield, with a score of 94.69 and Stafford with a score of 92.9.

All other districts fall below the countywide average, the regional average and the national average. Of these the Staffordshire Moorlands performs the worst, with a productivity score of 80.55, scoring slightly below Cannock Chase with 84.09, Newcastle-under-Lyme with 85.63, Stoke on Trent with 85.67 and South Staffordshire with 86.18.

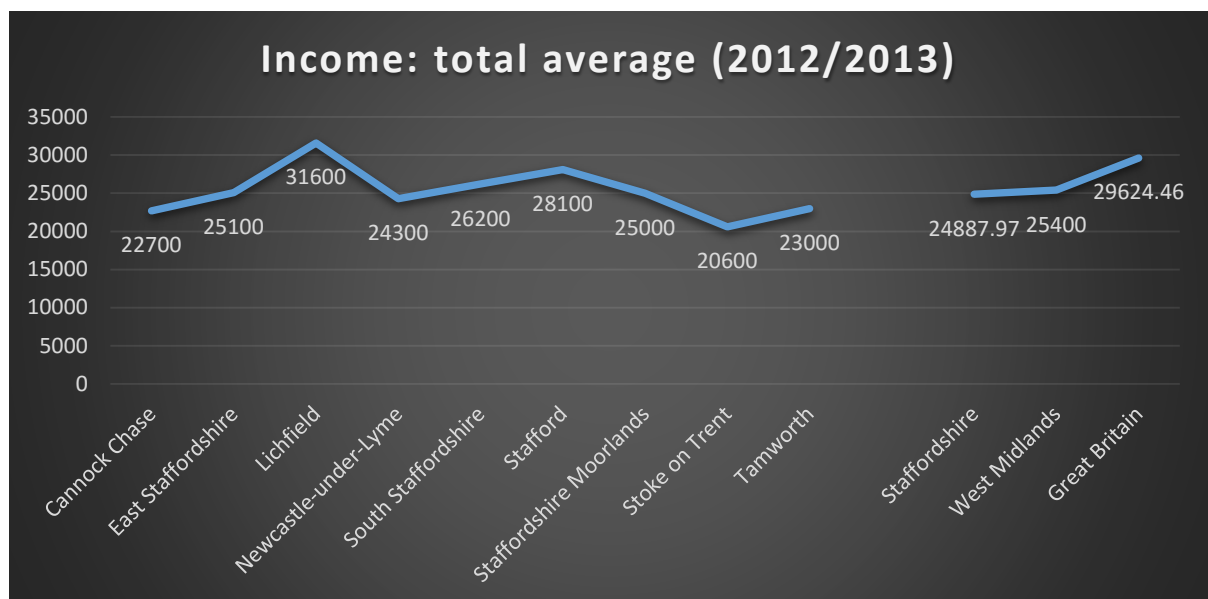
Tamworth falls just outside the top districts in the county, with a score of 89.15, just 2 points below the countywide average, and 3 points below the regional average.

## 19.5 Income

The income figures that are used in this section of the report differ from those presented in the 'Work' section. This is due to the different criteria used to measure and calculate the averages.

In this section the average income is calculated as an annual income, and is based on the total earned in that area divided by the working-age population. This, therefore, will give a lower figure than a calculation that only divides by the working population.

Fig. 19.5.1 Average Income in Staffordshire <sup>1</sup>



<sup>1</sup> Data taken from 2012-13 Survey of Personal Incomes

The average annual income for a person in Great Britain is £29,624.46. For the West Midlands region as a whole this is more than 16% lower, at £25,400. The average for Staffordshire is lower still, at just £24,887.97 per annum.

Within Staffordshire only one district has a higher annual income than the national average, that being Lichfield, with an income of £31,600.

Only two districts perform better than the regional average, whilst not quite hitting the national average. Those districts are Stafford, with an annual salary of £28,100, South Staffordshire with a salary of £26,200. East Staffordshire and the Staffordshire Moorlands fall just short of the regional average, but perform slightly better than the countywide average, with earnings of £25,100 and £25,000 respectively.

Of the remaining districts Newcastle-under-Lyme has the higher salary of £24,300, just slightly below the countywide average. The average salary of a person in Tamworth is £23,000, followed by £22,700 for a person in Cannock Chase. Stoke on Trent has the lowest annual salary of any district in Staffordshire, with a salary of just £20,600, which is 25% less than the countywide and regional average, and more than 40% less than the national average.

## 19.6 Our Community Says

Data available November 2015

## 19.7 Start a Conversation

**Identified Needs:** The disparity between annual salary in some districts of Staffordshire compared to the national picture is quite stark. Is this due to working patterns, to full and part-time opportunities that are offered or to a wider issue such as unemployment rates?

**Vulnerable Areas:** Three areas of Staffordshire have comparatively good start-up rates for businesses, (Cannock Chase, Stoke on Trent and Tamworth) and there is support and advice available to start-up businesses. However, two of those areas have the highest business closure rates in the county, (Stoke on Trent and Tamworth). Do we need to focus more support on existing businesses, whilst maintaining current start-up support?

**Talking Point:** With such a disparity in income comes many challenges. Businesses are expected to increase salaries to fair levels and create longer-term, sustainable positions, but should we be looking at using community philanthropy to upskill our existing workforce, to reduce unemployment and to make our society more productive?



## 20 Families

Family Size	C
Lone Parents	C
Free School Meals	C
<b>Overall</b>	<b>C</b>

The perceived family structure of 2.4 children has been outdated for some time. Family structure now is more diverse and different than at any time in living memory.

There are many issues that affect families – from the education of their children, to the work situation, to benefits claims and the growing and shrinking of what was deemed to be the ‘nuclear family’.

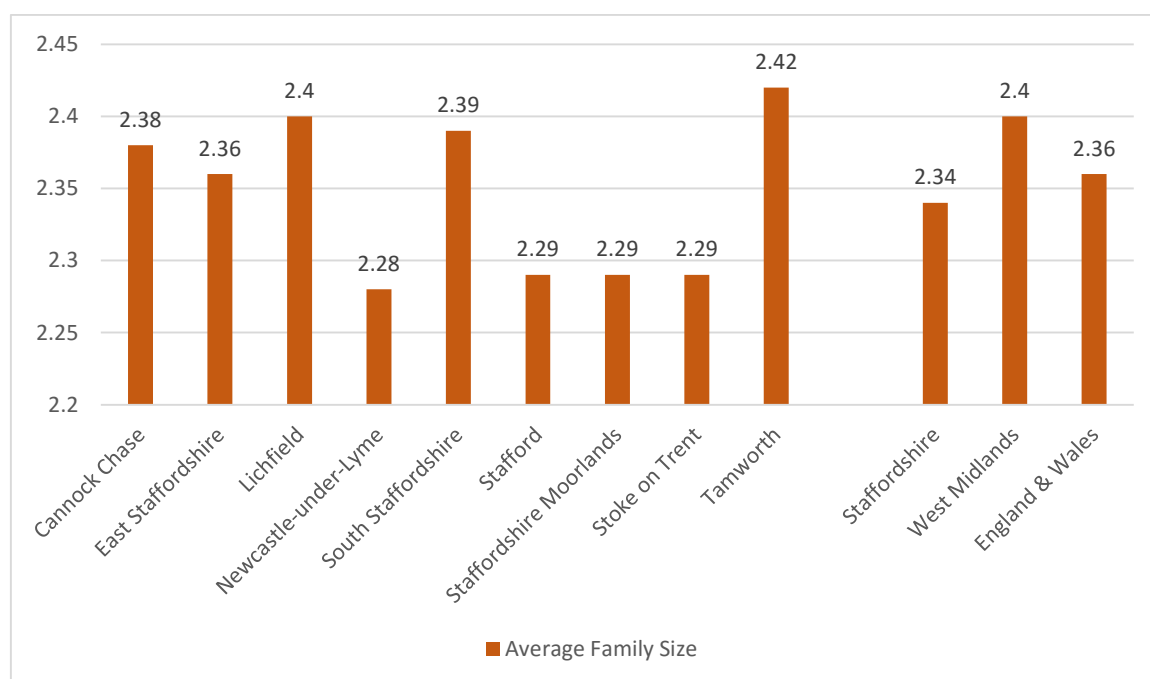
The topic of ‘Family’ for the purposes of this report will be broken down into 3 key indicators;

- Family Size
- Lone Parents
- Free School Meals

## 20.1 Family Size

Throughout the 1970's and 1980's the definition of family size was the often used '2.4 children', meaning 2 parents and their 2.4 children. This has not been the case for some time, and it is important to take note of the changing family structure, as this can not only affect perceptions of the family unit, but also the help and support that families might need.

Fig. 20.1.1 Average Family Size in Staffordshire <sup>1</sup>



<sup>1</sup> Data taken from Census 2011

The average family size, based on household population, for England and Wales as an average was 2.36 people. For the West Midlands this was slightly higher at 2.4 people, but for Staffordshire as a whole the figure is just 2.34 people.

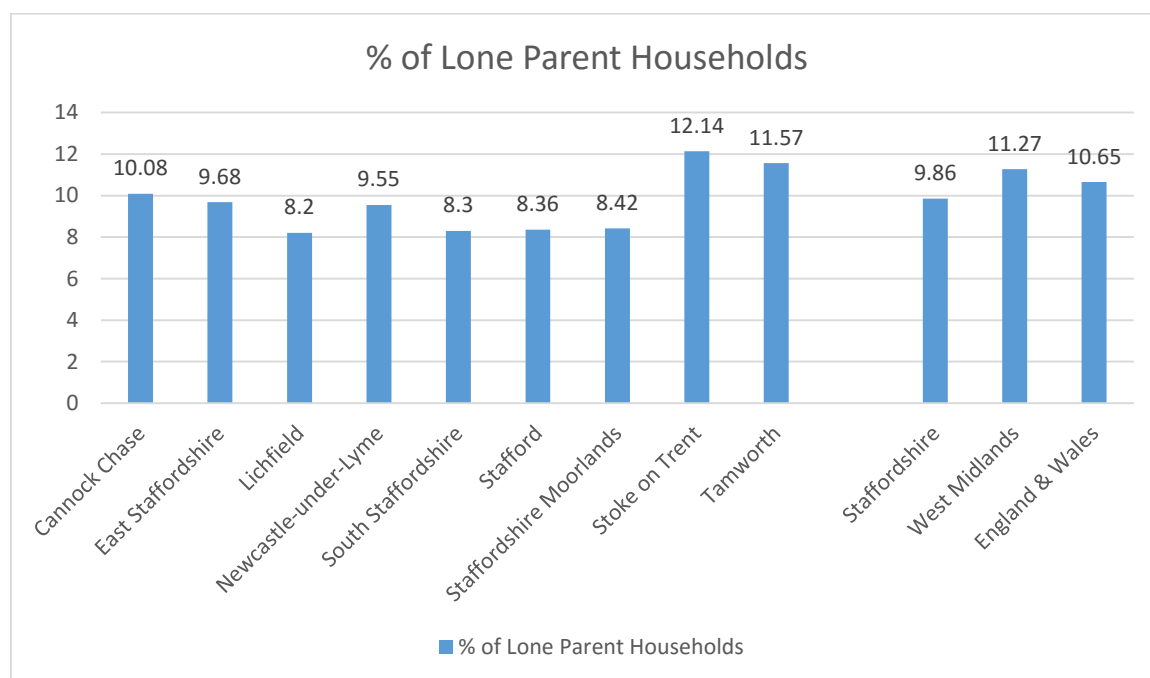
Only Tamworth shows a bigger household than the West Midlands average, whilst Lichfield matches the 2.4 people figure. Cannock Chase and East Staffordshire are at least equal to, or bigger than, the average for England and Wales.

Elsewhere in Staffordshire the figures show that households are smaller than both the regional and national averages, with the lowest rate being in Newcastle-under-Lyme with 2.28 people. Stafford, the Staffordshire Moorlands and Stoke on Trent all have an average of 2.29 people.

## 20.2 Lone Parents

Lone parent households are far more common today than they once were, and there is no longer any significant stigma attached to a lone parent. The majority of focus seems to be on lone parent households who receive benefits, rather than the structure itself.

Fig. 20.2.1 Lone Parent Households in Staffordshire <sup>1</sup>



<sup>1</sup> Data taken from the 2011 Census

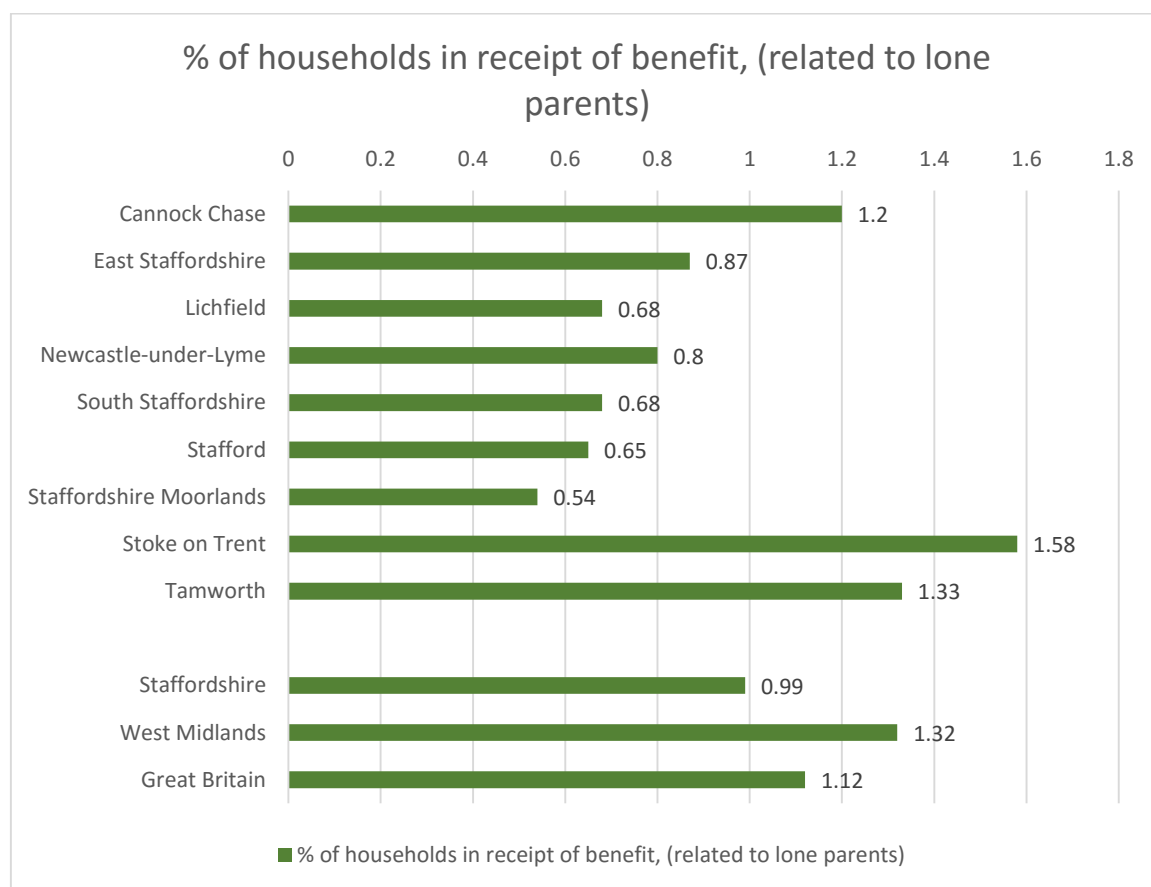
The average percentage of Lone Parent households in Staffordshire is below both the regional and national figure. In Staffordshire 9.86% of households are made up of lone parents, compared to 11.27 across the West Midlands and 10.65 across England and Wales.

Within Staffordshire only 2 districts have more lone parent households than the England and Wales average, those being Stoke on Trent, with 12.14% of lone parent households and Tamworth with 11.57%.

The lowest rates of lone parent households are in Lichfield, (where just 8.2% households are classed as lone parent), and South Staffordshire with a rate of 8.3%, followed closely by Stafford (8.36%) and the Staffordshire Moorlands (8.42%).

Cannock Chase has a lone parent household rate of 10.06%, putting it just above the county average, but still a lower rate than the region and England and Wales.

Fig. 20.2.2 Percentage of households claiming benefits related to being a lone parent



<sup>2</sup> Data taken from benefits data from the Department for Work and Pensions (August 2015)

Whilst the rate of lone parent related benefits for Great Britain is 1.12%, the rate for the West Midlands is noticeably higher at 1.32%. However, Staffordshire is the reverse, with just 0.99% of households claiming these benefits.

Within the county there is some disparity between the different districts, with the highest rates being in Stoke on Trent, (with 1.58%), Tamworth (1.33%) and Cannock Chase (1.2%), all being above the national average, although of those, Cannock Chase falls below the regional average.

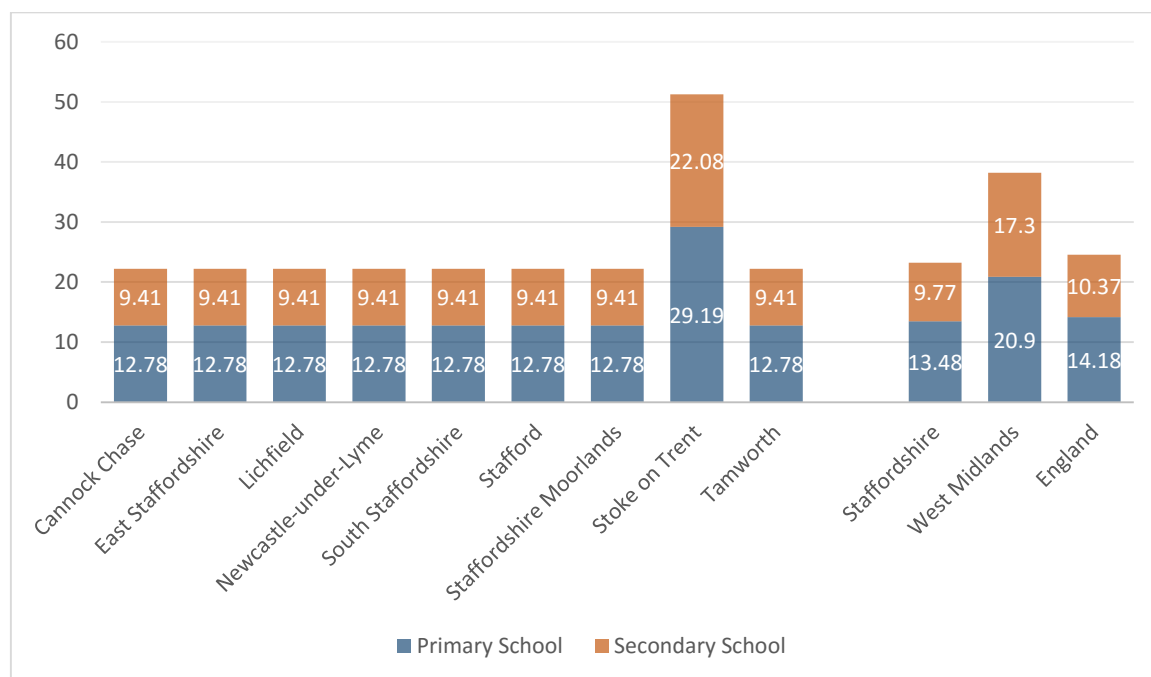
The lowest number of claimants are in the Staffordshire Moorlands, where the figure is just 0.54%, less than half the national and regional figures.

Rates in Stafford, (0.65%), Lichfield (0.68%), South Staffordshire (0.68%), Newcastle-under-Lyme (0.8%) and East Staffordshire (0.87%) are also below the countywide, regional and national averages.

## 20.3 Free School Meals

The data regarding the number of households receiving Free School Meals can often be used as an indicator of a family's current financial situation. However, it should be noted that the statistics refer only to those families claiming free school meals. There are often more families who are eligible who do not claim them.

### 20.3.1 Families claiming Free School Meals <sup>1</sup>



<sup>1</sup> Data taken from Department for Education and Skills Report

The claimant rate for Free School Meals across Staffordshire are based on Local Education Authority area, and so the figures for the different districts covered by Staffordshire County Council all show the same rate of 12.78% for those children in primary school and 9.41% for those children in secondary school.

The rate for Stoke on Trent is significantly higher, with 29.19% of primary school age children being in receipt of Free School Meals, and 22.08% of secondary school age children.

The averages for Staffordshire, when Stoke on Trent is included, is below both the national and regional rates for recipients of Free School Meals.

Primary School Age children in receipt of Free School Meals in Staffordshire show a total of 13.48%, compared to 14.18% across England and 20.9% across the West Midlands. For secondary school age children the rate for Staffordshire is 9.77%, compared to 10.37% for England and 17.3% for the West Midlands.

## 20.4 Our Community Says

Data available November 2015

## 20.5 Start a Conversation

**Identified Needs:** The lone parent rate for Staffordshire is below the national and regional average, but whilst there may be less lone parents, we still need to ensure that as much support as necessary is given.

**Vulnerable Areas:** The rate of children in receipt of Free School Meals in Stoke on Trent is exceptionally high, compared to both the regional and national figures.

**Talking Point:** Provided a child receives the love, care and attention that is needed for him or her to be healthy, should it matter what the status of the household is? Should we focus more time, energy and funding on ensuring children and families are strong and healthy, as opposed to joining a wider view of family structure?

## 21 Children & Young People

Well-being	B
Child Poverty	B
Deprivation (Housing)	C
<b>Overall</b>	<b>B</b>

Children and young people are always a significant focus within Staffordshire, and across the region and the UK as a whole. They are our next generation, and in the future they will be the ones who not only run our country and our services, but also make use of them. It is especially important that we give the most opportunities that we can to them, to allow them to grow and reach their full potential.

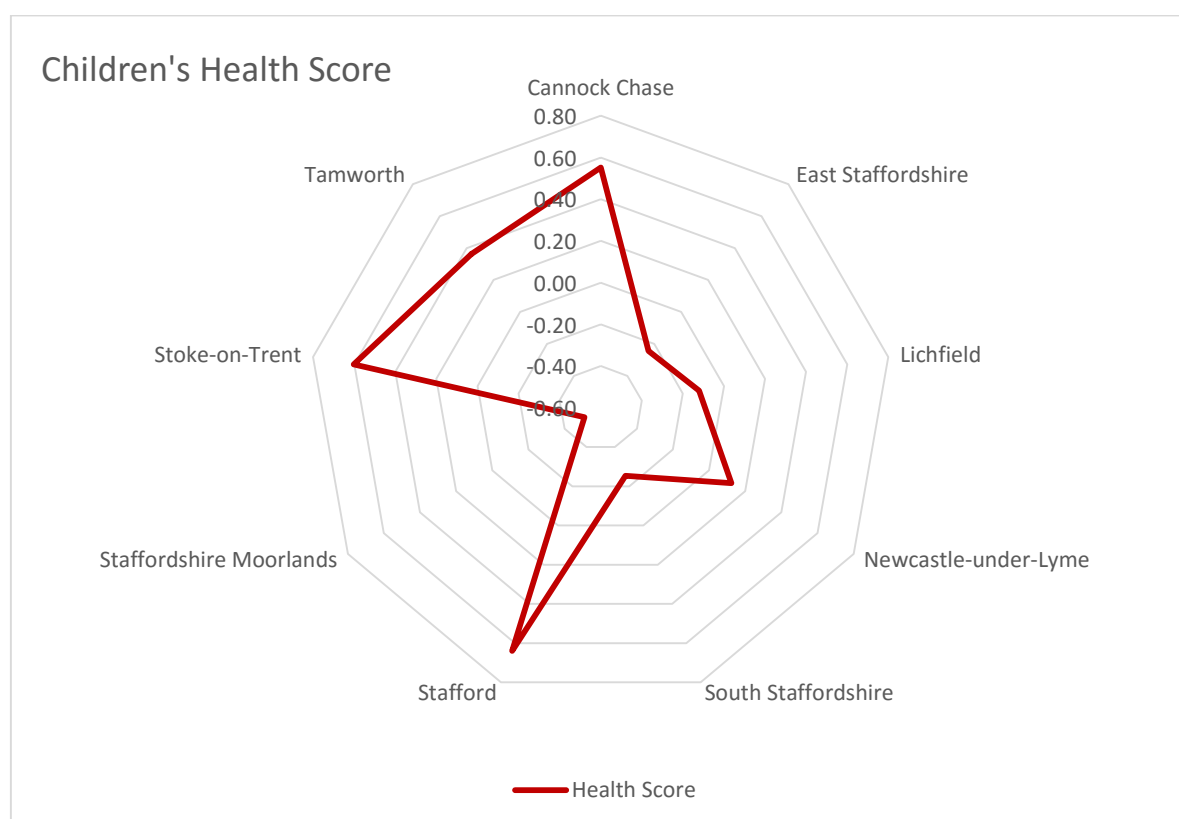
This section will look at 5 key indicators of the state of our county's children and young people. They are;

1. Children's Health Score
2. Child Poverty
3. Education Score & Attainment
4. Children's Housing
5. Youth Offending

## 21.1 Children's Health

The health of children is presented as a score. This score is based on a principle used to score all areas of England, and therefore produces a fair comparator with other areas. The score is calculated by using 3 separate factors – the number of children who attend hospital with an emergency condition, the number of children who attend an outpatients department with an ongoing or short-term health condition and the number of children in receipt of disability benefits. A lower score is better.

Fig. 21.1.1 Health Score <sup>1</sup>



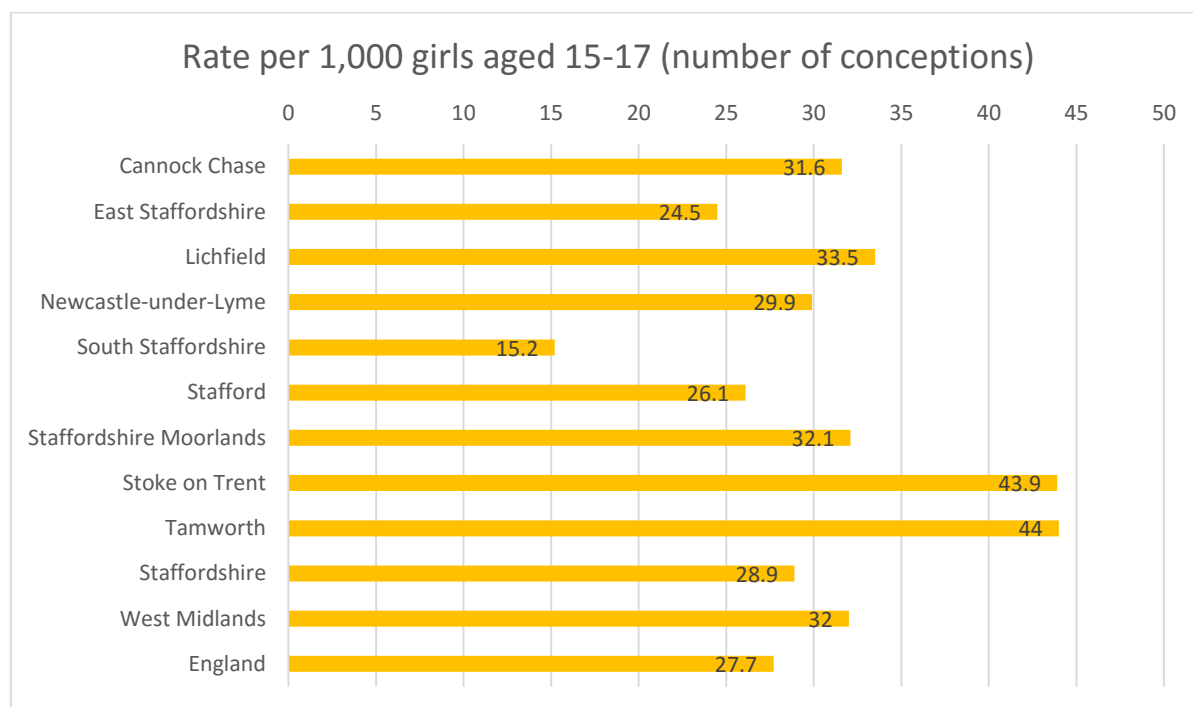
<sup>1</sup> Data based on the Children's Wellbeing Index from the Department for Communities and Local Government

The children's Health Score for Staffordshire shows some significant differences between district. The average for Staffordshire as a whole is 0.13, significantly higher than the West Midlands average of -0.01 and the England average of 0.08.

The Staffordshire Moorlands, East Staffordshire, South Staffordshire and Lichfield score better than both the regional and the national average. However, Stoke on Trent, Stafford, Cannock Chase and Tamworth score higher than all three averages.



Fig. 13.1.2 Teenage Pregnancy in Staffordshire <sup>2</sup>



<sup>2</sup> Data from the Office of National Statistics 2015

The average rate for teenage pregnancies is measured by the number of conceptions per 1000 girls aged 15 – 17. The average for Staffordshire is 28.9 pregnancies per 1000 girls. This is below the West Midlands average of 32 per 1000, but above the national average of 27.7.

Rates amongst the districts vary significantly, with Tamworth having a rate of 44, which is the equivalent of 4.4% of girls aged 15 – 17 being pregnant, or 1 in every 25. This rate is the highest in the county and in England. The second highest rate in England is in Stoke on Trent, where the rate is 43.9 pregnancies per 1000 girls, just 0.01 behind Tamworth.

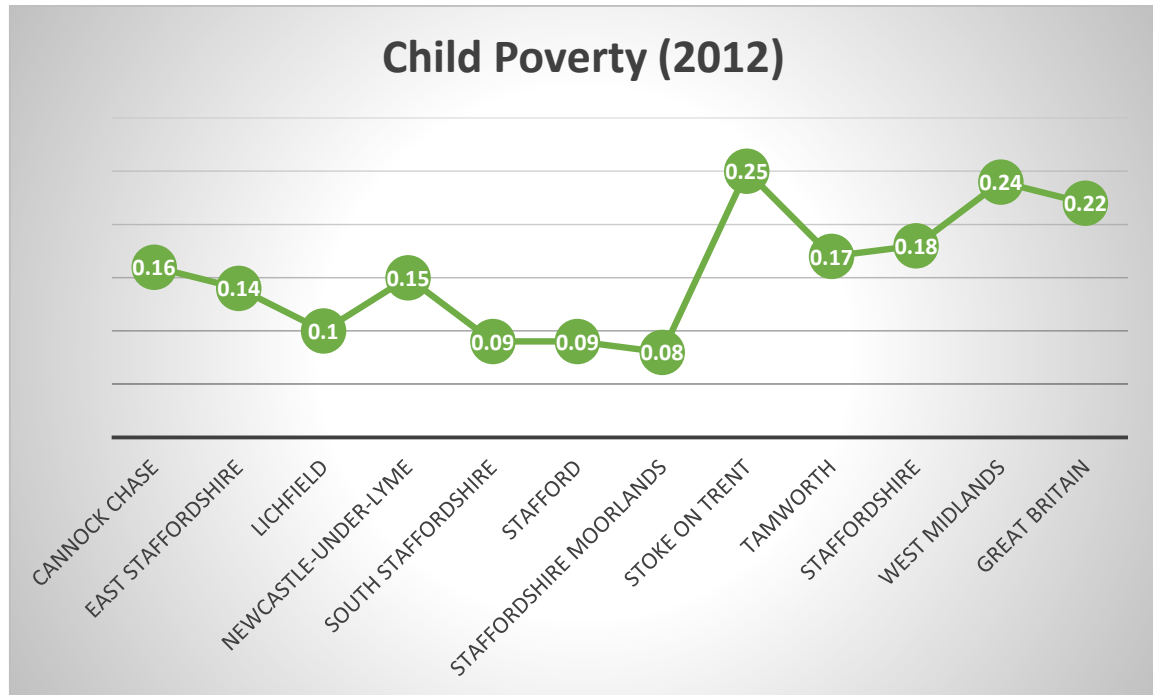
Lichfield and the Staffordshire Moorlands are the only other districts in Staffordshire to score above the West Midlands regional figure, with 33.5 and 32.1 pregnancies respectively. Whilst being below the regional average, Cannock Chase and Newcastle-under-Lyme also score above the national average with figures of 31.6 and 29.9 respectively.

Only three districts of Staffordshire fall below the national rate for teenage pregnancies; those being Stafford at 26.1, East Staffordshire at 24.5 and South Staffordshire at 15.2.

## 21.2 Child Poverty

The results for Child Poverty are based around the percentage of children that are living in a household with an income that is below 60% of the national average. This definition is used so that the measure remains constant, regardless of the average annual income.

Fig. 21.2.1 Percentage of Children living in Poverty <sup>1</sup>



The average across Great Britain for the percentage of children living in poverty is 0.22%, whereas for the West Midlands the figure is 0.24%. Staffordshire has less children living in poverty than both the region and Great Britain as a whole, with a rate of 0.18%.

With the exception of Stoke on Trent all districts in Staffordshire have less children living in poverty, with half of the districts falling at 0.1% or below, (Lichfield at 0.1%, Stafford and South Staffordshire both at 0.09% and the Staffordshire Moorlands at 0.08%).

Of the remaining districts East Staffordshire has a total of 0.14%, Newcastle-under-Lyme a total of 0.15%, Cannock Chase 0.16% and Tamworth 0.17%.

The highest rate in the county is that of Stoke on Trent, where 0.25% of children live in poverty, higher than the countywide average, the West Midlands average and the national average.

## 21.3 Education

The report for children’s education is based on a scoring system. In order to take account of many different factors and grades, a subset of markers is used to develop a single score. This allows the same process to be utilised across the country to develop a fair scoring system. In this instance a lower score is better.

The markers used for education are;

- The average scores at Key Stages 2,3 and 4
- The number of children going on to college
- High School absences

Fig. 21.3.1 Education Score for Children <sup>1</sup>

District	Score	Rank within Staffordshire	National Rank
Cannock Chase	26.06	7	249
East Staffordshire	19.42	5	178
Lichfield	11.33	2	71
Newcastle-under-Lyme	20.08	6	185
South Staffordshire	10.45	1	62
Stafford	13.20	4	94
Staffordshire Moorlands	11.99	3	81
Stoke on Trent	38.23	9	330
Tamworth	32.64	8	301
Staffordshire	20.38		
West Midlands	25.61		
England	23.99		

<sup>1</sup> Data taken from the Children’s Wellbeing Index from the Department for Communities and Local Government

The average education score for England as a whole was 23.99. As a lower score is better the West Midlands fared slightly worse, with a score of 25.61. However, Staffordshire as a whole performed better, with a score of 20.38.

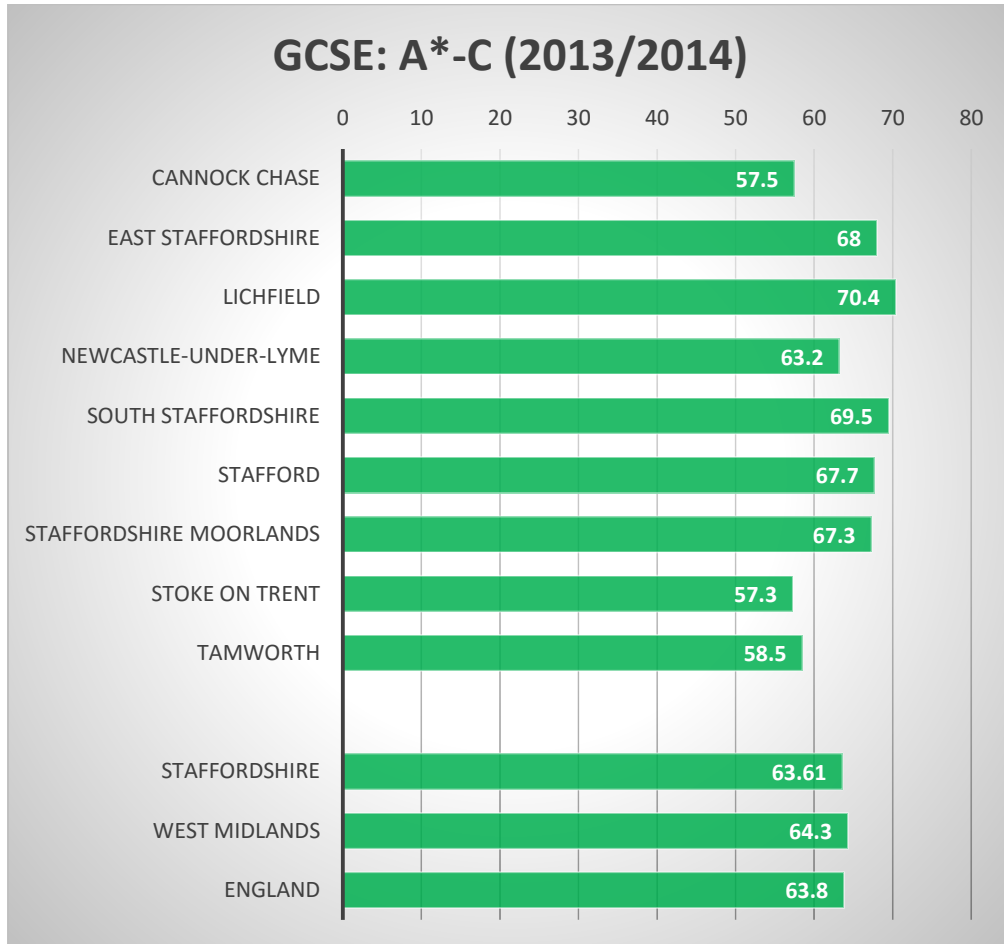
The best district according to education score was South Staffordshire, with a score of 10.45. This was followed by Lichfield, (11.33), Staffordshire Moorlands, (11.99) and Stafford, (13.20), all of which were ranked amongst the 100 best in England, with South Staffordshire coming in the top 20% nationally.

East Staffordshire and Newcastle-under-Lyme also performed better than the region and the country as a whole, with scores of 19.42 and 20.08 respectively.

Three areas of Staffordshire performed worse than the regional average and the national average and consequently came in the bottom 40% nationally. Cannock Chase was the best of these, with

a score of 26.06. The remaining two districts were Tamworth, with a score of 32.64 and Stoke on Trent, with a score of 38.23. Both of these latter districts fall within the bottom 20% nationally.

Fig. 21.3.2 Percentage of Children achieving more than 5 A\* - C grades at GCSE <sup>1</sup>



The number of pupils achieving 5 or more GCSE's at grades A\* to C across Staffordshire is 63.61%. This is slightly below both the regional and the national averages.

Of the districts within Staffordshire, 5 surpass both regional and national results, those being Lichfield, with the county's highest number of passes at 70.4%, followed by South Staffordshire (69.5%), East Staffordshire (68%), Stafford (67.7%), and the Staffordshire Moorlands at 67.3%.

The remaining 4 districts of Staffordshire all fall below the averages for the county, the region and England as a whole.

Stoke on Trent has the lowest pass rate, at just 57.3%, followed by Cannock Chase at 57.5%, Tamworth at 58.5%, and Newcastle-under-Lyme at 63.2%.

## 21.4 Youth Crime

The children and youth crime figures are again based on an average scoring system. There are 4 separate crimes that were taken into account in order to develop the score, those being burglaries, theft, criminal damage and violent crimes. Only crimes committed by under 18s were taken into account to determine the score. Due to the calculations there is the possibility of a negative score, although this does not mean that no crimes were committed. For the results in the table below, a lower score is better and signifies a lower youth crime rate.

Fig. 21.4.1 Youth Crime Score <sup>1</sup>

District	Score	Rank within Staffordshire	National Rank
Cannock Chase	0.02	7	207
East Staffordshire	-0.03	6	199
Lichfield	-0.48	2	87
Newcastle-under-Lyme	-0.15	5	172
South Staffordshire	-0.33	3	114
Stafford	-0.67	1	52
Staffordshire Moorlands	-0.28	4	136
Stoke on Trent	0.54	9	312
Tamworth	0.48	8	301
Staffordshire	-0.10		
West Midlands	0.13		
England	0.19		

<sup>1</sup> Data taken from the Children's Wellbeing Index from the Department for Communities and Local Government

Staffordshire scores particularly well with regards youth crime, with a score of -0.10, outperforming both the West Midlands which scores 0.13 and the national average which is 0.19.

Stoke on Trent and Tamworth both have high scores, far above the countywide, regional and national average. Stoke on Trent's score is 0.54 and Tamworth's 0.48. With the exception of these two districts, all of Staffordshire's districts perform better than the regional and national average.

Cannock Chase has a score of 0.02 and East Staffordshire has a score of -0.03. These scores mean that they do not perform as well as the county as a whole, but better than the region.

Newcastle-under-Lyme (-0.15), the Staffordshire Moorlands (-0.28), South Staffordshire (-0.33), Lichfield (-0.48) and Stafford (-0.67) all perform better than the county, regional and national averages.

## 21.5 Housing Suitability for Children

The Housing score is based around 4 factors that are considered important to a child's health and well-being. These are;

- Over-crowding
- Living in Shared Accommodation
- Lack of central heating
- Homelessness

Results for these factors were calculated and then combined to generate a score that could give an indication of the suitability of housing. As with the other scores in this section of the report, a lower score is better.

*Fig. 21.5.1 Housing suitability for children across the county <sup>1</sup>*

District	Score	Rank within Staffordshire	National Rank
Cannock Chase	12.39	4	123
East Staffordshire	28.41	9	284
Lichfield	8.74	2	55
Newcastle-under-Lyme	12.93	5	127
South Staffordshire	8.73	1	54
Stafford	11.15	3	97
Staffordshire Moorlands	14.05	7	149
Stoke on Trent	23.76	8	264
Tamworth	13.16	6	129
Staffordshire	14.81		
West Midlands	23.41		
England	23.29		

<sup>1</sup> Data gathered from the Children's Wellbeing Index from the Department for Communities and Local Government

Based on housing suitability, Staffordshire significantly outperforms both the West Midlands and England as a whole, with a score of 14.81. The score for the West Midlands is 23.41 and for England as a whole 23.29.

Within Staffordshire South Staffordshire and Lichfield are again the top performing areas, with scores of 8.73 and 8.74 respectively, placing them both within the top 10% of homes for children in the country. Stafford (11.15), Cannock Chase (12.39), Newcastle-under-Lyme (12.93), Tamworth (13.16) and Staffordshire Moorlands (14.05), also perform better than the countywide, regional and national figures.

Stoke on Trent is narrowly outside the regional average, with a score of 23.76, followed by East Staffordshire, with a score of 28.41.

## 21.6 Our Community Says

Data available November 2015

## 21.7 Start a Conversation

<p><b>Identified Needs:</b></p> <p>The number of teenage pregnancies in Tamworth is the highest in the country, followed closely by Stoke on Trent. Why is the rate in these two areas so much higher than areas with a similar demographic?</p>
<p><b>Vulnerable Areas:</b></p> <p>Educational attainment in Staffordshire and Stoke on Trent is much lower than the country as a whole. What more should we be doing to increase educational attainment and aspiration?</p>
<p><b>Talking Point:</b></p> <p>The definition of Child Poverty has recently been changed. With the exception of Stoke on Trent all areas fall below the national and regional averages for child poverty. However, Stoke on Trent has a higher rate than the country and the West Midlands region, and a rate more than 3 times higher than the lowest rate in the county.</p>

## 22. Older People

<b>Economically Active 65+</b>	<b>C</b>
<b>Volunteering 55+</b>	<b>B</b>
<b>Excess Winter Deaths</b>	<b>D</b>
<b>Overall</b>	<b>C</b>

Nationally there is some concern about an aging population, and in most respects Staffordshire mirrors the national trend, although there are districts where the population is getting younger. Even so, over the last ten years there has been an increase of 25% in the population above 65 years of age.

In the over 85 age group the increase is even more significant, which has seen a 38% rise over the last decade.

Overall across Staffordshire nearly 20% of the population are above 65. This is set to dramatically increase in the years ahead as people continue to live longer and healthier lives. With this comes a need to improve and expand certain provisions to ensure that people have the best opportunities and make the most of their lives.

This includes services around health and social care, transport, housing and the economy. We can support older people to remain in work for longer, or with volunteering opportunities, promote intergenerational learning. Not only could these measures help to improve the quality of life for older people, but they could also help to reduce loneliness and social isolation amongst older people.

When questioned on what matters most to them, people over 65 in Staffordshire mentioned the following issues;

- Being fit and healthy (45%)
- Having enough money (21%)
- A network of family and friends (20%)
- Living in a good local area (15%)



## 22.1 Deprivation

Perhaps due to older people not being as active in the workplace, any people notice a drop in income once they reach 60. This section will highlight the number of older people who are living in income deprived households across Staffordshire. For the purpose of this report, income deprivation is measured as being in a household where the income falls below that of the national income deprivation score.

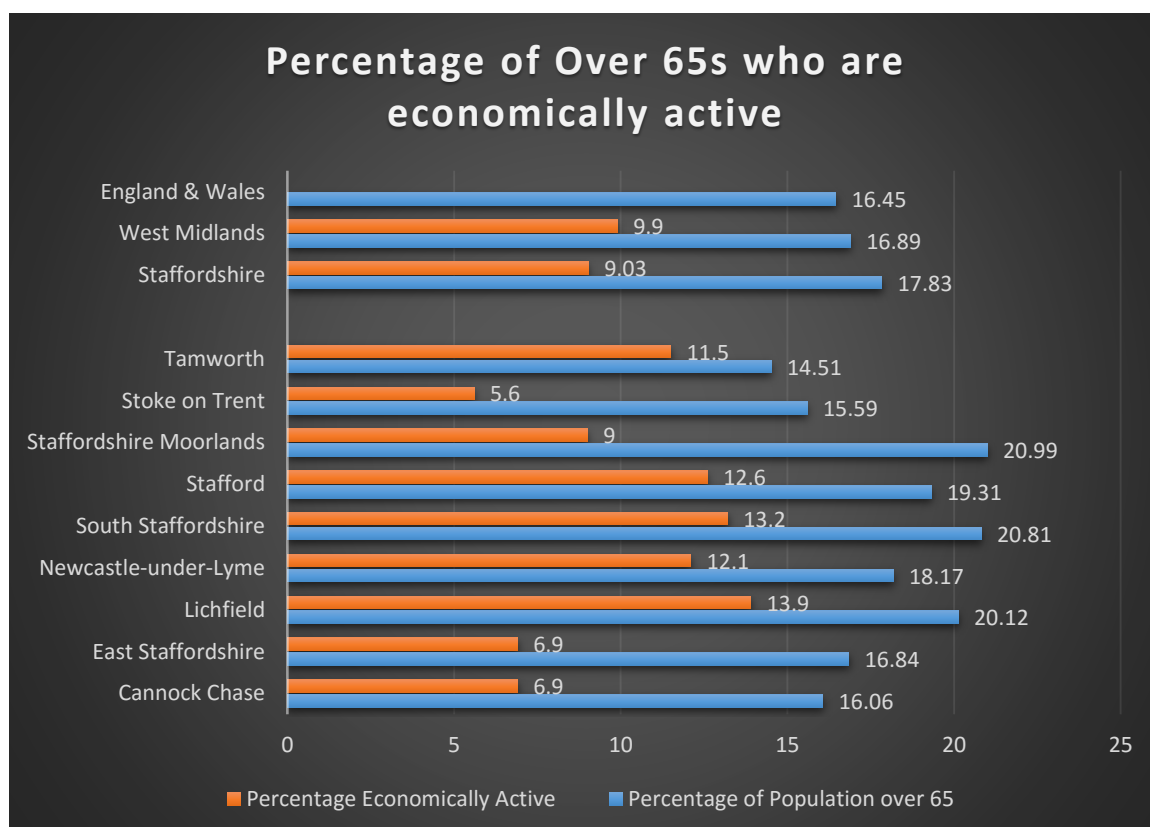
*'Around 32,300 (15%) people aged 60 and over in Staffordshire are deemed to be living in income deprived households. This is lower than the England average (18%). Cannock Chase and Tamworth however have higher proportions of people living in deprived households (21% for both). Data from the 2013/14 annual population survey suggests that around one in ten people aged 65 and over are in employment which is similar to the England average  
Older people are particularly at risk of health problems relating to accidents and excess cold in the home. Older people are also likely to suffer ill health in a cold home. Some may have a cold home because of the expense of heating, but fuel poverty is also related to the energy efficiency of a house, as well as to income and fuel prices. Around 42,415 households in Staffordshire are thought to be experience fuel poverty which is higher than the England average (12% compared to 10%).'*<sup>1</sup>

<sup>1</sup> Data taken from 'Joint Strategic Needs Assessment' (2014) by Staffordshire Observatory

## 22.2 Employment and Volunteering 65+

Employment and volunteering for those approaching and in retirement can help greatly with additional income and addressing isolation especially in rural areas. Staffordshire scores marginally higher than nationally with Staffordshire Moorlands, Stafford South Staffordshire and Lichfield showing higher scores for economic activity for those 65+.

Fig. 22.2.1 Percentage of People 65+ who are regarded as economically active <sup>1</sup>



<sup>1</sup> Data taken from Office for National Statistics (July 2015)

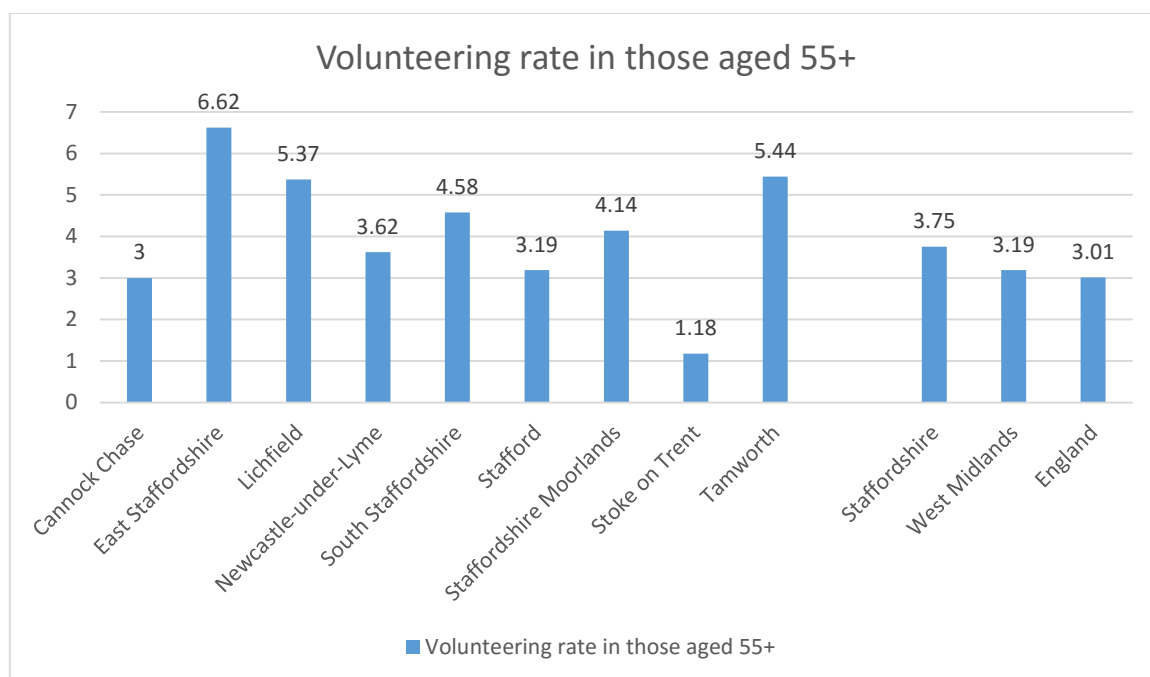
Staffordshire as a whole scores marginally higher than the average rate for England and Wales, but the below the average number for the West Midlands.

Within Staffordshire 5 districts heavily surpass both the national and regional average, with the highest rates being shown in Lichfield (13.9%), South Staffordshire (13.2%), Stafford (12.6%), Newcastle-under-Lyme (12.1%) and Tamworth, (11.5%).

The Staffordshire Moorlands is the district closest to the national and regional average figure, albeit slightly below, at 9%.

East Staffordshire and Cannock Chase fare worse than the regional and national averages, with a rate of 6.9%, with Stoke on Trent least likely to be economically active at just 5.6%.

Fig. 22.2.2 Volunteering Rates in People aged 55+ <sup>2</sup>



<sup>2</sup> Data taken from the 'Active People Survey'

As with volunteering generally, Staffordshire outperforms both the region and England when it comes to volunteering rates.

The average rate for the West Midlands is 3.19%, higher than the national average at 3.01%. The Staffordshire average is 3.75%.

Within the districts, no less than 5 surpass the county, region and national average, with volunteering take up highest in East Staffordshire with 6.62%, followed by Tamworth with 5.44%, Lichfield with 5.37%, South Staffordshire with 4.58% and finally the Staffordshire Moorlands with 4.14%.

The rate in Newcastle-under-Lyme of 3.62% is higher than both the national and regional average, but slightly below that of Staffordshire. Stafford is below the county average at 3.19%, but equal to the regional average and still higher than the national average.

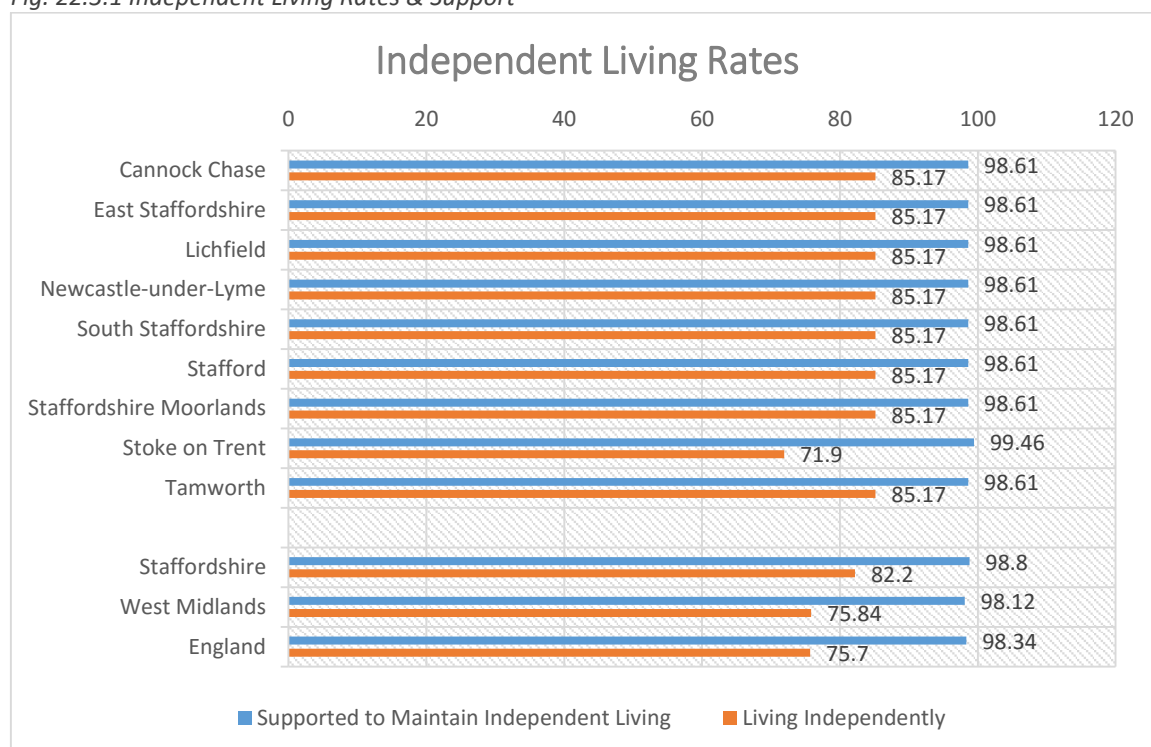
Only Cannock Chase and Stoke on Trent fall below the regional and national averages at 3% and 1.18% respectively.

## 22.3 Independent Living & Support to Maintain Independent Living

Supporting older people to age well and to keep their health and independence is of considerable importance to communities. Staffordshire has an increasing population of older people, and the number of residents aged over 75 years is expected to double by 2033. Older people experience vulnerabilities that can be avoided or better managed. According to figures released by the Staffordshire Observatory, over half of adult protection referrals relate to people aged 75 and over, while malnutrition amongst older people in nursing and residential care settings is estimated at 40-45%.

Whilst it is important to support people in independent living it is also necessary to consider the effects of isolation which is associated with a higher risk of death in older people due to the emotional effects of isolation and also the fact that no one is checking up on their health on a regular basis.

Fig. 22.3.1 Independent Living Rates & Support <sup>1</sup>



<sup>1</sup> Data taken from 'The Places Database' by the Department for Communities & Local Government

When it comes to independent living, Staffordshire does particularly well. The national average is a rate of 98.34% for support to maintain independent living, with a regional average of 98.12. The figure for Staffordshire is higher than both of these markers, being 98.8%. In the Staffordshire districts the average is 98.61, with the exception of Stoke on Trent, whose average is 99.46%.

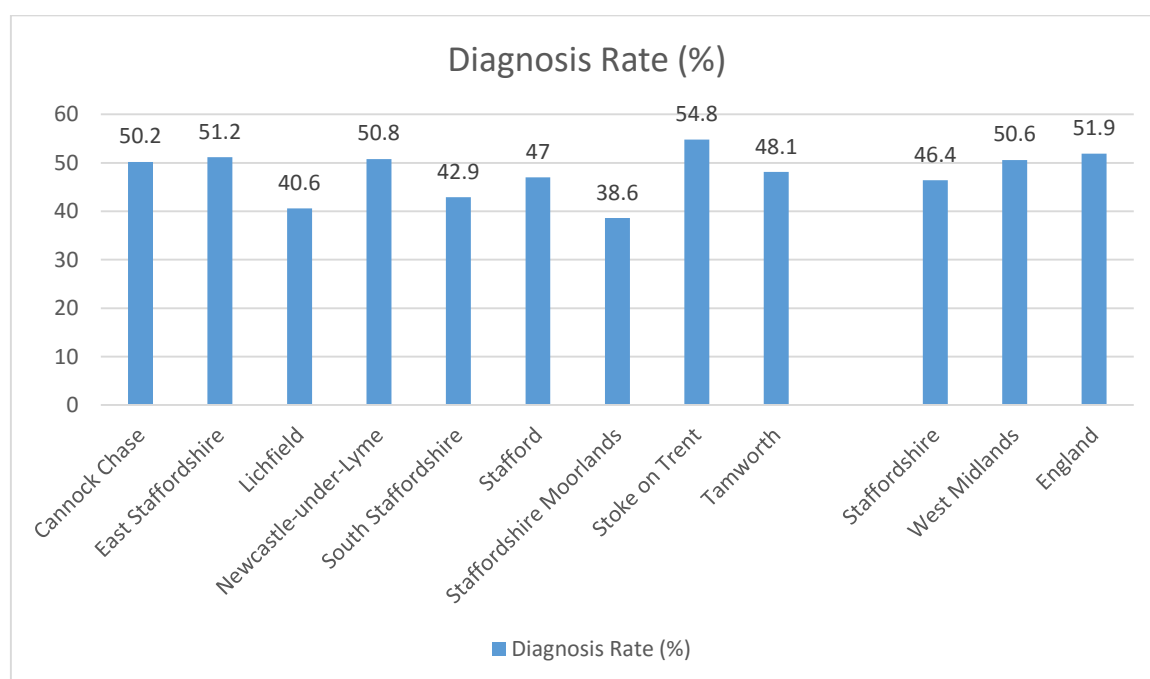
Those people living independently as a result are measured in a slightly different way, but the national figure is 75.7%, compared to a West Midlands regional average of 75.84. Staffordshire again surpasses both of these markers significantly, with a 'Living Independently' score of 82.2%. Stoke on Trent has the lowest result in this with a score of 71.9, slightly below the regional and national average, but the rest of the districts combined show a result of 85.17, lifting the countywide average.

## 22.4 Health Issues and Dementia

### Dementia

There has been a lot of focus lately on dementia and a new calculator for dementia prevalence was published in 2014. This calculator takes into account the age and sex structure of the population, as well as the fact that more dementia cases are found for care home residents.

Fig. 22.4.1 Dementia Diagnosis Rates in Staffordshire (Actual numbers in brackets) <sup>1</sup>



<sup>1</sup> Data taken from the 'Joint Strategic Needs Assessment' by Staffordshire Observatory. Stoke on Trent data based on figures from Stoke on Trent City Council & Stoke on Trent CCG

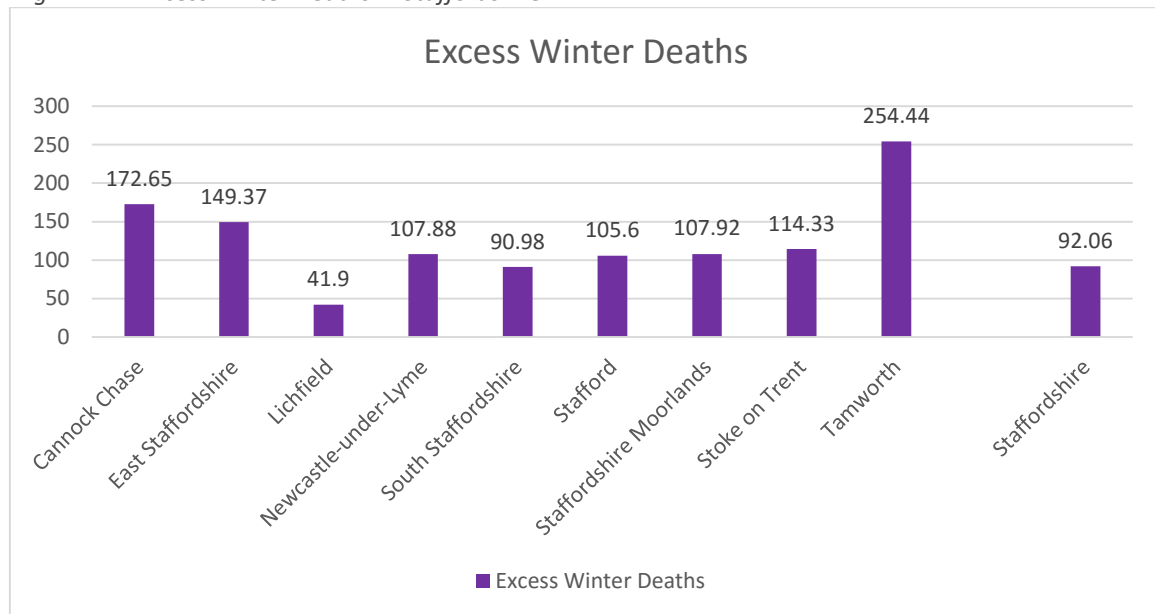
Over 5,000 people in Staffordshire had a recorded diagnosis of dementia on GP registers during 2013/14. Diagnosis rates in Staffordshire are lower than the England average (46% compared with 52% nationally). At a district level this ranges between 39% in Staffordshire Moorlands to 54.8% in Stoke on Trent. Dementia is expected to increase in an ageing population and there are significant numbers of people with undiagnosed long-term conditions.

Amongst people aged 65 and over, over 10,000 people in Staffordshire were estimated to have dementia in 2010. This is expected to rise to over 14,000 by 2020. Many cases go undiagnosed. Of the 10,300 expected cases of dementia in Staffordshire, only 4,200 are recorded on GP registers

## Excess Winter Deaths

Excess winter deaths are those that are considered to have a contributory factor of the weather or the season, and this measures the difference in mortality rates between winter and the average for the rest of the year.

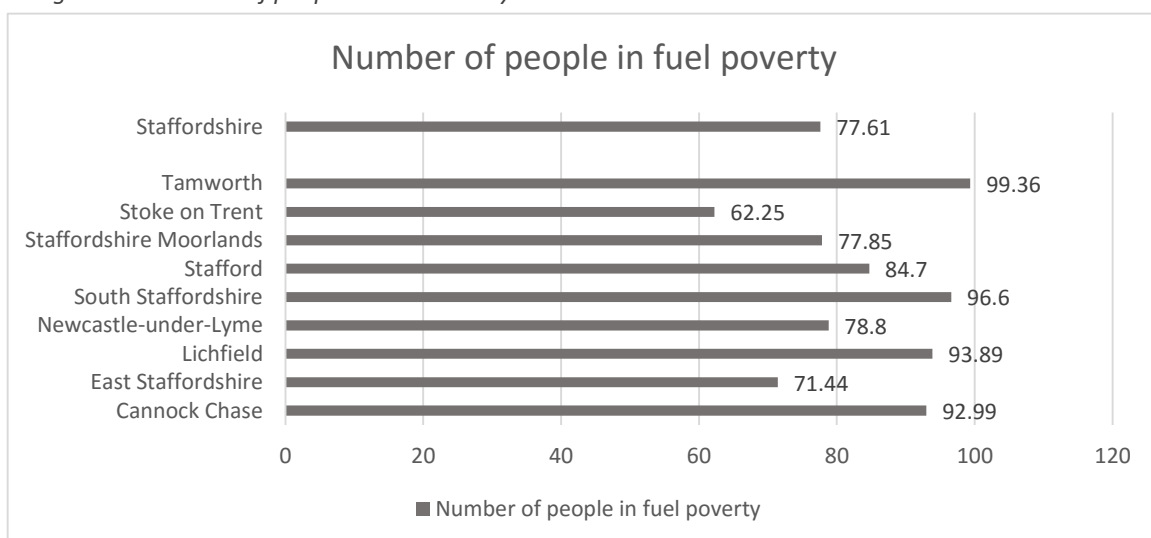
Fig. 22.4.2 Excess Winter Deaths in Staffordshire <sup>1</sup>



<sup>1</sup> Data taken from 'Health Profiles: Excess Winter Deaths Index' (2014)

The average for Excess Winter Deaths in Staffordshire is 92.06 extra deaths. This varies significantly by district, with Tamworth having the higher figure by a significant amount, (254.44 extra deaths compared to Cannock Chase on 172.65 and East Staffordshire on 149.37). At the other end of the spectrum, Lichfield has an excess winter death count of 41.9, although this is significantly lower than other districts and half that of the county as a whole.

Fig. 19.4.3 Number of people in Fuel Poverty<sup>2</sup>



<sup>2</sup> Data taken from 'Sub-regional Fuel Poverty Levels (2014) by Department for Energy & Climate Change

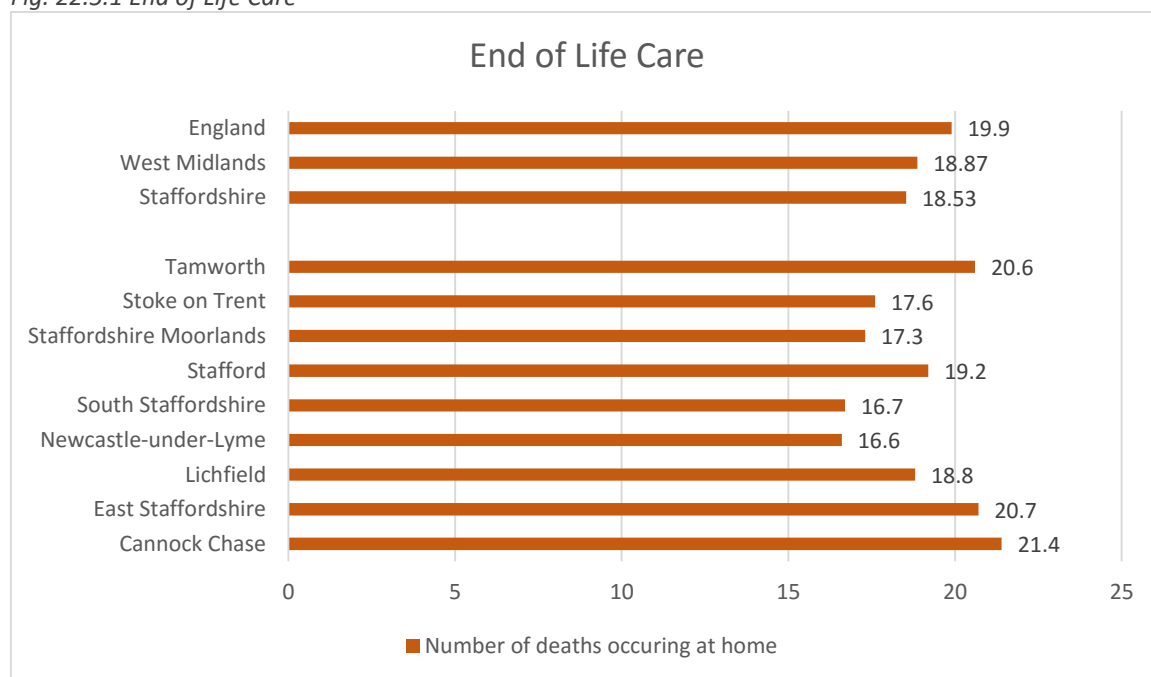
## 22.5 End of Life Care

End of life care is about giving people dignity and choice in their final years. The principle is about giving people the choice to die in their own homes, should they want it. The data is measured on those number of deaths that occur at home, as a percentage.

Staffordshire County Council's Priority 12 – End of Life says;

*“When someone reaches the end of their life, we will ensure that they are well cared for and, as far as possible, are in a place of their own choice”*

Fig. 22.5.1 End of Life Care <sup>1</sup>



<sup>1</sup> Data based on National Indicator measure 129, (Places Database) from the Office of National Statistics

As a whole Staffordshire falls below the national average of 19.9% and the West Midlands regional average of 18.87%, with Staffordshire's figure being just 18.53%.

Amongst the districts, Cannock Chase, East Staffordshire and Tamworth surpass the national average, with figures of 21.4%, 20.7% and 20.6% respectively.

Stafford surpasses the regional figure for the West Midlands at 19.2% but doesn't quite reach the national figure. Lichfield does not quite reach the regional or national figure, but does beat the Staffordshire average at 18.8%.

The remaining 4 districts of Staffordshire all fall below the countywide, regional and national figures, with Newcastle-under-Lyme performing worst at 16.6%, followed by South Staffordshire at 16.7%, Staffordshire Moorlands at 17.3% and Stoke on Trent at 17.6%.

## 22.6 Our Community Says

Data available November 2015

## 22.7 Start a Conversation

**Identified Needs:** Excess winter deaths are particularly high in some districts within the county, even taking account of the fact that the countywide average is lowered significantly due to a very good figure from Lichfield.

**Vulnerable Areas:** Staffordshire scores particularly highly when it comes to independent living rates and giving people the support they need to continue living in their own homes. Is it disappointing that when it comes to End of Life Care, that being the percentage of people who can choose to die in their own homes, the figures are below the national average, and should be advocating more so that people can have that option?

**Talking Point:** The number of people in fuel poverty is still alarmingly high. Should we be making people more aware of the fact that some people still don't have enough money to adequately heat their homes?