

# Staffordshire's VitalSigns 2016



The  
**Community  
Foundation**  
for Staffordshire

FUNDING, GIVING, CHANGING



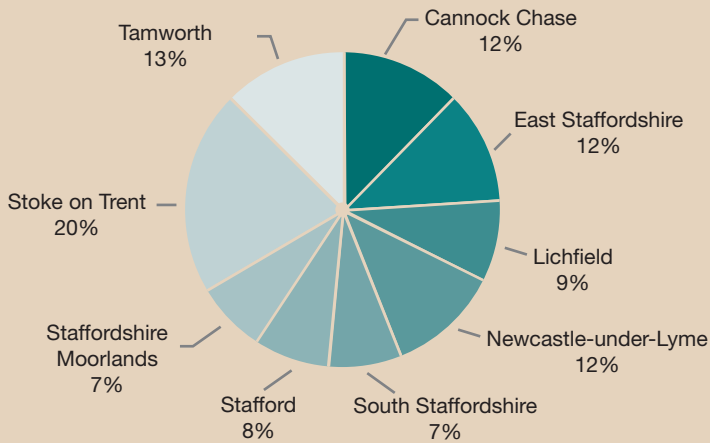
We've produced a report to show how Staffordshire compares to the rest of the country across 6 key themes. The grades indicate priorities for action.

### What the grades mean

- A - Everything is great
- B - Things are going well
- C - OK but can be improved
- D - Things are not going well
- E - Things are going badly

| Vital Signs Theme  | Page | Grade |
|--------------------|------|-------|
| Fairness           | 2    | D     |
| Housing            | 3    | C     |
| Arts & Culture     | 4    | D     |
| Strong Communities | 5    | B     |
| Healthy Living     | 6    | C     |
| Older People       | 7    | C     |

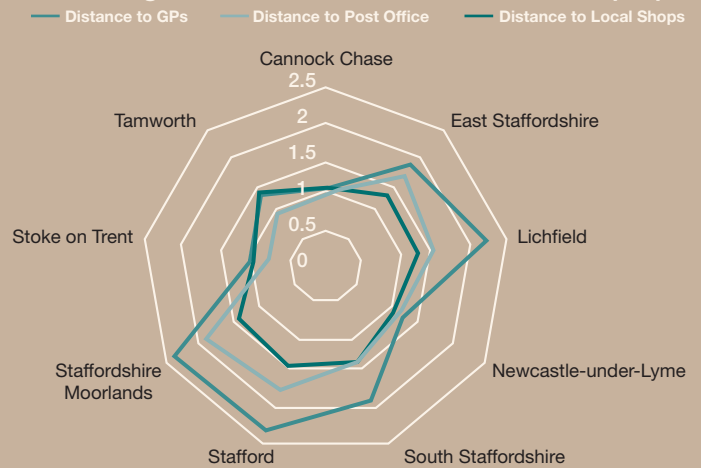
## Child Poverty



- Of children living in poverty in Staffordshire, a fifth of them are in Stoke on Trent.
- South Staffordshire and the Staffordshire Moorlands have the lowest numbers, with just 7% in each district.

## Local Services

Average distance to access local services (km)

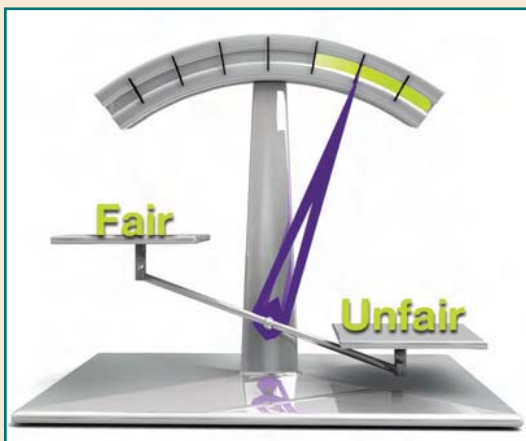


Stoke on Trent and Tamworth, as more urban areas are far closer to local facilities than the more rural areas of the county.

Residents in South Staffordshire and the Staffordshire Moorlands have to travel twice as far to reach a doctor, post office or the local shops.

# Fairness & Equality

## Salaries



- Over the last 12 months, salaries in East Staffordshire, Newcastle Under Lyme, South Staffordshire, Stafford and Stoke on Trent have all risen above the average for the country and the West Midlands.

## Life Expectancy



People in the county as a whole live longer than the average person in the country.....

- There has been a very slight increase in Staffordshire compared to last year due to East Staffordshire.
- But there is still a three year difference in the life expectancy of people in East Staffordshire, Newcastle-under-Lyme and Stoke on Trent compared to the rest of the county.

# Affordability

Average House Prices for the districts of Staffordshire

| Area Name               | House Prices: average (2016) | Affordability: Score (2016) |
|-------------------------|------------------------------|-----------------------------|
| Cannock Chase           | £159,004.75                  | 114.04                      |
| East Staffordshire      | £183,672.75                  | 109.58                      |
| Lichfield               | £247,943                     | 104.49                      |
| Newcastle-under-Lyme    | £154,335                     | 112.19                      |
| South Staffordshire     | £227,372.25                  | 105.79                      |
| Stafford                | £208,549.25                  | 108.83                      |
| Staffordshire Moorlands | £172,818.75                  | 111.57                      |
| Stoke on Trent          | £112,812.5                   | 121.91                      |
| Tamworth                | £176,225.75                  | 110.33                      |

- The average house price in England & Wales in 2015/2016 was £276,460.
- The figure for the West Midlands region was lower at £197,804.
- The average house price in Staffordshire was £175,090 - £101,370 lower than the average for the UK and £22,714 lower than the West Midlands average. This differential has shown a year on year increase since 2014.

# Owner Occupied/ Rented Homes



On average more people in Staffordshire own their own home than in the rest of England & Wales.

Except for Stoke on Trent which has a higher proportion of rented homes.



# Housing & Homelessness



## Homelessness/ Rough Sleeping



### FACT\*

- It is estimated there are 51 rough sleepers in Staffordshire.
- 14 of them are in Stoke on Trent

\*These figures are based on a single night survey in October 2015. The total is thought to be higher as survey methods did not include:

- Sofa Surfers
- Transient population that may have an occasional place to stay
- People that were not observed during the survey period

## Waiting Lists

| 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                                 |

This table 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.

## Local Amenities

| District                | Amenities score (2013) | Rank within Staffordshire |
|-------------------------|------------------------|---------------------------|
| Stoke on Trent          | 447.79                 | 1                         |
| Tamworth                | 313.71                 | 2                         |
| Cannock Chase           | 165.43                 | 3                         |
| Newcastle-under-Lyme    | 87.41                  | 4                         |
| Lichfield               | 76.49                  | 5                         |
| East Staffordshire      | 73.04                  | 6                         |
| Staffordshire Moorlands | 64.93                  | 7                         |
| South Staffordshire     | 51.98                  | 8                         |
| Stafford                | 47.76                  | 9                         |

- The overall Amenities Score is based on the provision of local facilities, including theatres, shops, hotels, cafes, cinemas and other leisure facilities.
- Stoke on Trent scores more highly than any other area, with a score 30% higher than the next highest area-Tamworth, and nearly 10 times higher than the lowest ranking area-Stafford.

## Arts Engagement

| 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               |

- More than half of people in Stafford borough engage in the arts, which could include theatre, music, dancing or community arts.
- In Stoke on Trent less than a third take part.
- Stafford, Lichfield and East Staffordshire all have a higher rate of engagement than the country as whole.

# Arts & Culture

## Satisfaction with Local Amenities



- More than half the people in Staffordshire are happy with the amount of parks and open spaces.
- Nearly 60% of people in Stoke on Trent and Newcastle-under-Lyme are happy with the number of theatres and cultural amenities, but this number falls by more than a third for other areas of Staffordshire.
- Less than half the people of the county as a whole think there are enough sporting facilities.

## Arts Facilities



- Although fewer people in Stoke on Trent engage with the arts, the provision is far higher. Stoke on Trent is ranked 64th nationally for the level of provision, meaning it has more facilities than any other area of the county.
- Stafford has the lowest provision, coming 334th nationally.

## Wellbeing

| Rank within Stafford | District                | National Rank |
|----------------------|-------------------------|---------------|
| 1                    | Staffordshire Moorlands | 4             |
| 2                    | South Staffordshire     | 11            |
| 3                    | Lichfield               | 52            |
| 4                    | Cannock Chase           | 142           |
| 5                    | Tamworth                | 205           |
| 6                    | East Staffordshire      | 221           |
| 7                    | Stafford                | 239           |
| 8                    | Newcastle-under-Lyme    | 262           |
| 9                    | Stoke on Trent          | 346           |

- Wellbeing gives an indication of how happy people are overall, based on a range of factors, including their local environment, their employment and their home life.
- People in the Staffordshire Moorlands have the greatest sense of wellbeing in Staffordshire, and the second happiest in the country.
- People in Stoke on Trent are the least happy, coming 292nd out of 320.

## Electoral Turnout

| Parliamentary Constituency | % Turnout |
|----------------------------|-----------|
| Stoke-on-Trent North       | 54.10     |
| Stoke-on-Trent Central     | 51.26     |
| 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     |
| Stafford as a Whole        | 63.35     |

Electoral turnout can be a good indicator of how 'involved' people feel in their local communities.

At the last general election nearly two thirds of those people eligible to vote in Staffordshire did so.

This ranged from over 70% in Stafford, to just above half in Stoke on Trent North.

# Strong Communities



## Volunteering



- People in Staffordshire have significantly increased engagement in volunteering than previously.
- The average for Staffordshire is 14.64% of people volunteering. This is slightly below the country as a whole and nearly 2% higher than the West Midlands.

## Community Cohesion

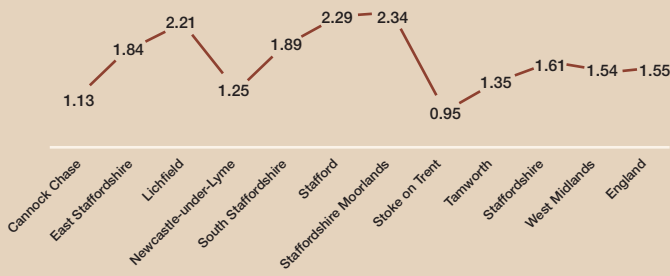


When asked about community cohesion — whether people think their neighbourhood is welcoming to others, whether people work well together for the area as a whole and whether people feel like they 'belong' — over 60% thought that they 'belonged' and that their neighbourhood was welcoming to others, a higher score than the West Midlands overall and higher than the national score.

However, less than 25% of people thought they were able to influence decisions that affect their local community, more than 3% lower than the country as a whole.

# Distance from GP

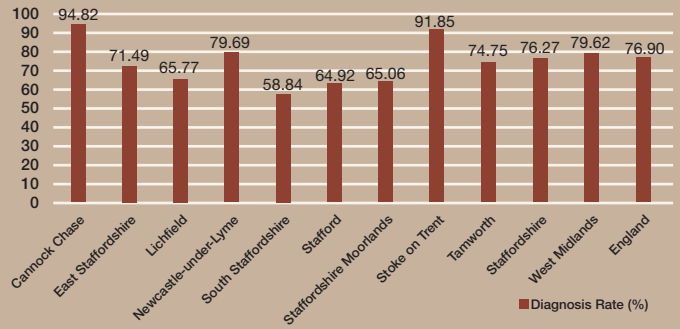
IMD: GP PROXIMITY (2010)



- Those people living in rural areas have to travel more than twice the distance to reach their closest GP.
- People in Stoke on Trent have less than a mile to travel, whereas people in the Staffordshire Moorlands have to travel more than 2 miles.
- As an average, people in Staffordshire have to travel further to a GP than the average person in the West Midlands, or in England as a whole.

# Deaths due to Strokes & Heart Disease

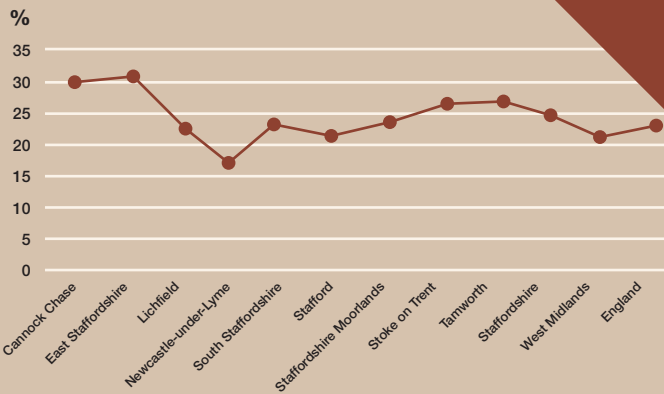
Mortality Rate: Circulatory Disease (2012-2014)



- The mortality rate for diseases linked to circulatory disease are substantially higher in Cannock Chase and Stoke on Trent than any other area of the county. They are also far higher than regional and national averages.
- Fewer deaths due to circulatory disease occur in South Staffordshire, Stafford and Lichfield.

# Healthy Living

## Obesity



- A Body Mass Index score, that being the relationship between height and weight, of between 25 and 30 would indicate a person is overweight. A score of more than 30 indicates a person is classed as obese.
- However, as always, there are exceptions-people with a strong musculature often have a higher BMI.
- Staffordshire fairs fairly well, with an average score of 25 on the BMI scale. Only two areas of the county score more than 30, those being Cannock Chase and East Staffordshire.

## Substance Misuse



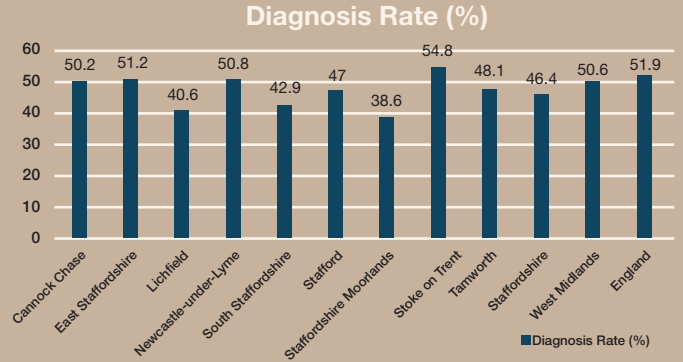
- Across the country the number of young people engaging in some form of substance misuse, including illegal drugs, legal highs and alcohol abuse is found to be 9.8%.
- The average for Staffordshire is slightly lower at 7%....but the figure for Stoke on Trent is 10.5%, 0.8% higher than other areas of the county.

# Older People & Deprivation



- Around 32,300 (15%) of people aged 60 and over in Staffordshire are deemed to be living in income deprived households. This is lower than the England average (18%).
- Around one in ten people aged 65 and over are in employment which is similar to the England average.
- Older people in Staffordshire are more likely to live in fuel poverty than in other areas of the country. The Staffordshire figure is 12% of fuel poor households, compared to 10% nationally.

# Diagnosis of Dementia



Recent figures suggest that 1 in 3 people born today will suffer from dementia as they get older, and so an early diagnosis is more important than ever.

The diagnosis rate in Stoke on Trent is the best in the county, and higher than both the regional and national average.

Staffordshire Moorlands has the lowest diagnosis rate, at just 38.6%.

# Older People

## Independence



- More older people in Staffordshire are supported to live independent lives than elsewhere in the region. The average figure for the West Midlands is 98.12, below the Staffordshire average of 98.61 and the Stoke on Trent average of 99.46.
- 82% of people manage to live independent lives, higher than the national average of 75.7 and the regional average of 75.84.

## Volunteering



Volunteering is a useful way for older people to remain engaged with their community. It can help them to socialise and rebuild strong friend networks that may have been affected since leaving work.

As with volunteering generally, Staffordshire out performs 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%.

# Staffordshire's VitalSigns



The  
Community  
Foundation  
for Staffordshire

FUNDING, GIVING, CHANGING

The Community Foundation for Staffordshire is a local independent charity that works to alleviate poverty and disadvantage across Staffordshire.

We give grants to local voluntary groups and people who are trying to effect change in their communities.

We build endowment funds, helping those people who want to give something back to gain the opportunity to make a difference on a grassroots level.

We help local businesses to contribute to their local area through the provision of a tailored Corporate Social Responsibility package.

We help the community to engage with local business and local authorities.

To learn more about Vital Signs for Staffordshire, please visit the website:

[www.staffsfoundation.org.uk/vitalsigns](http://www.staffsfoundation.org.uk/vitalsigns)

If you want to learn more about our work, or you want to give something back to your local community, please get in touch .

## The Community Foundation for Staffordshire

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Last year we awarded nearly  
**£1,000,000**  
to Staffordshire's communities

We made awards to sports clubs, social clubs, job programmes, health groups and many many more

We helped over 50,000 people to improve their lives

Data in this report is taken from the Vital Issues Report 2016 available from The Community Foundation for Staffordshire