

# The State of Staffordshire

September 2007



## **The State of Staffordshire**

**September 2007**

Produced by the  
Research Business Unit  
Development Services Directorate  
Staffordshire County Council  
Riverway  
Stafford  
ST16 3TJ

Contact: Jonathan Vining  
Telephone no. 01785 277353  
Email address [jonathan.vining@staffordshire.gov.uk](mailto:jonathan.vining@staffordshire.gov.uk)

**If you need a copy of this information in large print, Braille, another language or on cassette, please ask us.**

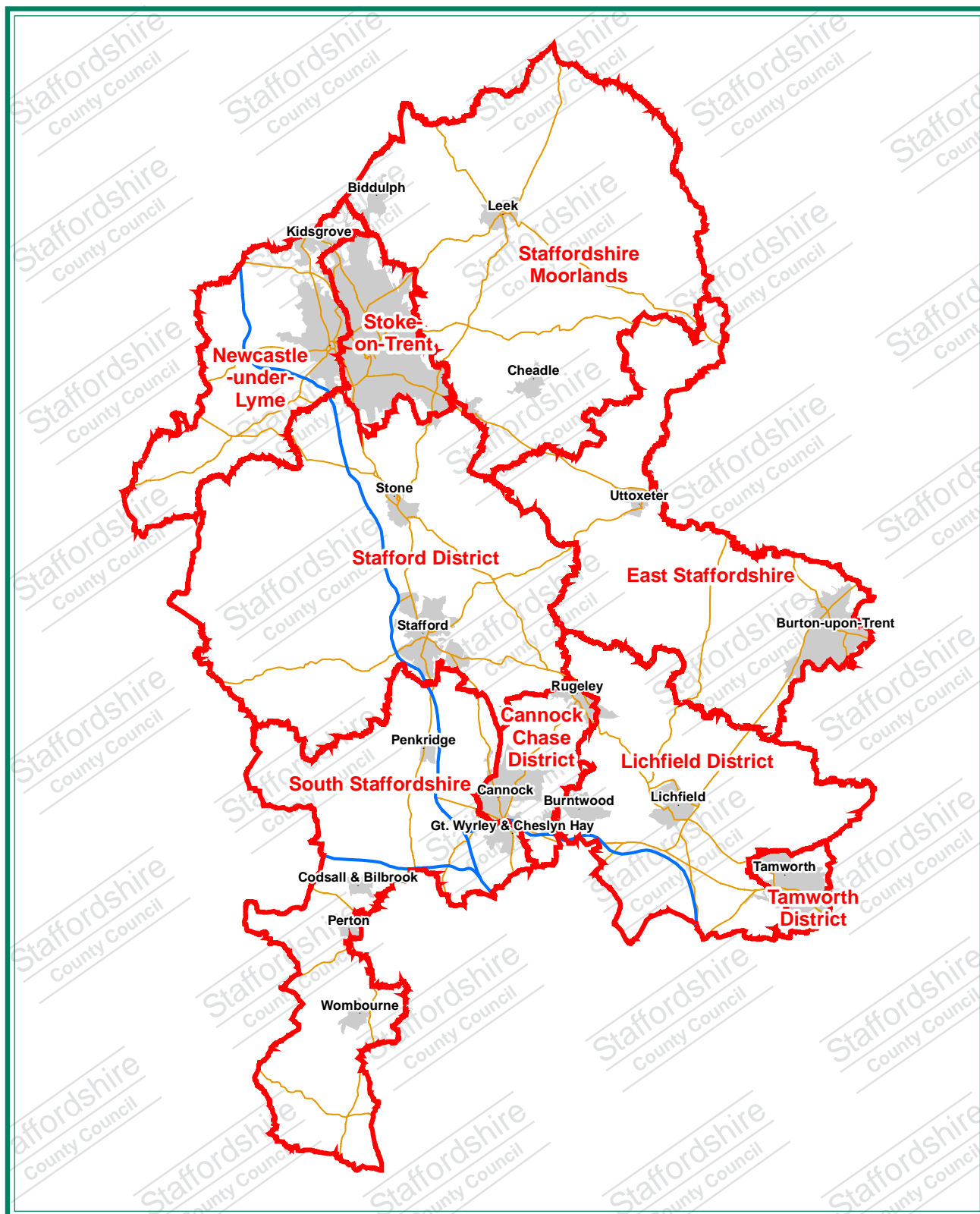
## Contents

Contents	Page
Map 1: Staffordshire Strategic Partnership Area	1
Background to Report	2
Introduction	3
The Demographic Context and Introduction to Staffordshire	4
Children and Young People	7
Be Healthy	7
Teenage Conceptions	7
Obesity	8
Stay Safe	8
Road Accidents	8
Looked After Children	9
Child Protection Registrations	9
Enjoy and Achieve	10
Key Stage 2 Attainment	10
GCSE Attainment	10
Positive Contribution	11
Youth Offending	11
School Exclusions	11
Economic Well-being	11
Post 16 Learning	11
Healthier Communities and Older People	13
Health	13
Life Expectancy	13
Smoking	14
Cancer	14
Coronary Heart Disease	15
Mental Health	15
Older People	16
Carers	16

## Contents

<b>Contents</b>	<b>Page</b>
<b>Safer and Stronger Communities</b>	<b>17</b>
BCS Comparator Crime	17
Violent Crime	17
Offenders Under the Influence of Alcohol	18
Anti Social Behaviour	18
Domestic Violence	18
Persons Killed or Seriously Injured in Road Traffic Accidents	19
Recorded Drug Offences	19
Business Crime	20
Community Cohesion and Diversity	20
<b>Economic Development and Enterprise</b>	<b>22</b>
Competitiveness	22
Working Age Skills	22
Changing Structure of the Economy	23
The Future of the Economy	24
Enterprise and Business Survival	25
Earnings and Incomes	25
Staffordshire Labour Market	27
<b>Sustainable Development</b>	<b>28</b>
Waste	28
Transport	29
Accessibility	30
The Natural Environment	31
Biodiversity	33

**Map 1: Staffordshire Strategic Partnership Area**



This product includes mapping data licensed from Ordnance Survey with the permission of the Controller of Her Majesty's Stationery Office © Crown Copyright and/or database right 2007. All rights reserved. Licence Number 100019422.

Produced by the Research Unit, Development Services Directorate, Staffordshire County Council, 2007.

## The State of Staffordshire

### Background to report

The State of Staffordshire has been published to assist in the review process of the Sustainable Staffordshire Strategy which will be published by the Staffordshire Strategic Partnership (SSP) in early 2008.

It is the third time that the State of Staffordshire has been produced, but is the first time that the report has been commissioned as an evidence base to help assist in identifying the priorities of the forthcoming Sustainable Community Strategy for Staffordshire , and of the SSP itself.

In a different approach to that of previous years' reports, the State of Staffordshire 2007 will not specifically report on issues related to Stoke-on-Trent and rather will relate to the district localities in the administrative county of Staffordshire and issues affecting the county as a whole overall.

The significant influence of Stoke-on-Trent (which sits as a Unitary Authority in the north of Staffordshire) however cannot be ignored, and likewise the influence of other adjoining areas such as the West Midlands conurbation and parts of Derbyshire will also be acknowledged throughout the report.

For the purposes of clarity, and to avoid confusion within the report, the following naming conventions will be used:

**Staffordshire / County** – the administrative county of Staffordshire across which Staffordshire County Council runs services, for example Social Services and Education provision.

**Stoke-on-Trent** – the administrative unitary authority area across which Stoke-on-Trent City Council operates its services.

**District / district localities** – the areas across which Sustainable Community Strategies are produced by the relevant local strategic partnerships. There are 8 such areas in Staffordshire: Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, South Staffordshire, Stafford, Staffordshire Moorlands and Tamworth.

## Introduction

The Sustainable Community Strategy sets out our long term, strategic vision for Staffordshire. This strategy expresses our priorities for joint working and acts as a guiding framework by providing a holistic, countywide picture of the most important priorities for Staffordshire over the next fifteen years.

Our Sustainable Community Strategy will incorporate key findings from the State of Staffordshire Report and the wide ranging consultation, which our District partners have undertaken in identifying their local, long term priorities and producing their District Community Strategies. The Countywide strategy takes the District Sustainable Community Strategies and looks where it can add value, through partnership working at a County level to deliver genuine, long term improvements for Staffordshire's communities.

The relationship between our Local Area Agreement and our Sustainable Community Strategy will be a clear one. Our refreshed LAA will be linked directly both to the Countywide Sustainable Community Strategy, and also to the District Sustainable Community Strategies. The LAA will deliver focussed elements of these strategies, helping to ensure real improvement where it is most needed.

In this State of Staffordshire 2007 report, the relationship between the overarching Staffordshire wide issues, and more locality specific issues will be considered as appropriate throughout the report, and will be based around the following key chapters:

- The demographic context and introduction to Staffordshire
- Children and Young People
- Healthier Communities and Older People
- Safer and Stronger Communities
- Economic Development and Enterprise
- Sustainable Development

The report will aim to focus on some of the most important factors and issues identified among these topic areas, highlighting particularly significant hotspots which may be taking place in identified communities, and the more strategic issues which are identified as being common to Staffordshire as a whole.

The growing importance of sustainable economic development as a key driver to shaping the local area will be acknowledged throughout the report as it becomes a core part of central and local government policy following HM Treasury's "Sub National Regeneration and Economic Development Review". Economic development is likely to underpin the development of all themes of the Sustainable Staffordshire Strategy.

## The Demographic Context and Introduction to Staffordshire

Staffordshire is one of four “Shire” counties in the West Midlands Region and is both a rural and urban county, providing a county of contrasts, with a number of different challenges for service delivery. Approximately 75% of the county land area is rural, however only around one quarter of the population live in these rural areas, with some areas being very sparsely populated. The main urban centres of Staffordshire include Stafford, Lichfield, Tamworth, Cannock, Burton-upon-Trent, Newcastle-under-Lyme, Biddulph, Leek and Codsall/Bilbrook.

The County is split into 8 District and Borough councils which are Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, South Staffordshire, Stafford, Staffordshire Moorlands and Tamworth. The location of the main towns and boundaries of the district council areas are highlighted on map 1 on page 1.

Being at the centre of the country geographically, Staffordshire is a natural cross roads for a number of key communications routes, including the M6, M6 Toll, M54 and M42 motorways, A50 and A38 trunk roads and the West Coast Mainline and Birmingham to East Midlands rail routes. This strategic location is one of Staffordshire’s main attractions, and has been one of the catalysts for significant recent investment in the County. However, the significant congestion on some of these routes, especially at peak hours also presents problems locally. Such capacity issues will need to be addressed in order to enable the continuing sustainable economic growth of Staffordshire.

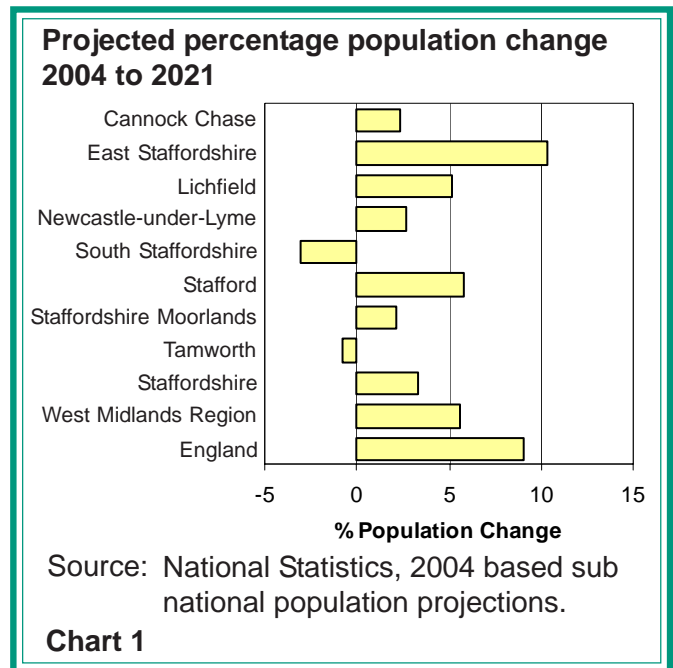
With an estimated population of 816,700 people in 2005, Staffordshire has the 8<sup>th</sup> largest population of the Shire Counties in England. Although not a part of the County in administrative terms, Stoke-on-Trent has a population of 238,300 people and provides a significant influence to the rest of the County, particularly in the surrounding districts in the north. As such, the combined area with a joint population of 1,055,000 can be regarded as a sub region in its own right, is the area across which many local services operate, and forms the area that is still regarded by many as Staffordshire. As highlighted above though, this report will tend to concentrate on data which applies to the Staffordshire County area.

Population change in Staffordshire will present the area with some of its greatest opportunities and challenges over the period of the Sustainable Staffordshire Strategy, and it is predicted that by 2021, the population of Staffordshire will have risen to approximately 840,000 people.

This population growth however, is likely to be experienced in very different ways between the groups of the population. At 2005, the 20 and under age group accounted for around 195,000 people, by 2021 this figure is likely to have declined to around 169,000. At the same time, the older people population is increasing rapidly from around 186,000 people in 2005 to a projected 255,500 people in 2021. Such changing population dynamics will mean that local partners need to consider carefully how they will deliver their services over the coming years to address the changing demographic patterns. The needs of older people will be considered in some detail later in this report, alongside the intrinsically linked area of health.

The spatial dispersion of this population growth will not be uniformly experienced throughout the County. Population projections suggest that the greatest increases in population will be experienced in East Staffordshire, where the 2005 population of around 107,000 is projected to increase to 118,000 by 2021. There are projected increases in all of the other districts with the exception of Newcastle-under-Lyme which is predicted to have a relatively static population, and South Staffordshire district which is likely to see an overall decrease of around 2,000 population.

(Chart 1 highlights the projected % changes in population of each of the Staffordshire district localities)



In common with the pattern emerging nationally and across Staffordshire, the changes to local population will be seen at their most extreme in the projected decreases in the younger age groups, and significant increases in the older age groups. In the case of Tamworth district, this represents a major change from the previous demographic make up, as the town which initially had a very young population structure will evolve into a structure where the over 60 age group becomes increasingly larger.

It should be noted that the projections highlighted above are based on trend based analysis from a national level downwards, and as such, they do not take into account any policy led growth proposals which may have significant implications for the future growth of Staffordshire and its localities.

The revision to the West Midlands Regional Spatial Strategy (RSS) will set out the policy framework for the development of the West Midlands Region (including Staffordshire) up to 2026. Under the most likely development options of the RSS, Staffordshire may be expected to provide for between 68,000 and 78,000 new houses between 2001-26, a provision of employment land to encourage the sustainable growth of the economy, and to ensure that necessary complementary infrastructure will be provided, to support these potentially significant levels of growth.

The growth options highlighted by the revision of the West Midlands RSS will potentially have further implications for the population growth of Staffordshire, with the highest growth options suggesting more significant growth in population than those from trend based projections.

The need to close the gap between the most deprived communities and other parts of Staffordshire will be important factors to consider into the future. While Staffordshire does not display the intense concentrations of multiple deprivation evident in Stoke-on-Trent or parts of the West Midlands conurbation, there are significant hot spots of deprivation evident in towns such as Newcastle-under-Lyme, Burton-upon-Trent, Cannock and Tamworth. In 2004, 8.3% of the population of Staffordshire were living in areas classed as being among the 20% most deprived in England. Likewise, deprivation in rural areas of Staffordshire tends to be less visible but still a problem. Issues of geographical isolation and accessibility to services are of particular concern in the rural parts of the County.

Some of the most extreme inequalities can be seen when investigating the health of Staffordshire's residents, with significant variations in levels of life expectancy. To successfully "close the gap" in the health of local communities will require the combined efforts and targeted interventions from the full range of service delivery partners, with education, economic development, community safety and health measures all working together to improve the locality, rather than in isolation.

The 2001 Census of Population identifies that 2.4% or 19,000 residents of Staffordshire are from black and minority ethnic communities (BME). There are particular concentrations of people from BME origin in Burton upon Trent. The Staffordshire BME population is a relatively low figure when compared to the England average of 9.1%. The largest ethnic group in Staffordshire are the Pakistani community who accounted for around 0.6% of the Staffordshire population at the time of the 2001 Census of Population. Non-whites have a larger representation in the younger age groups; for example they make up 3.9% of the under 16 population.

Alongside more established settlers from BME communities, Staffordshire has also recently experienced a marked increase in migrants, particularly from Eastern European countries such as Poland, and the needs of such groups will be important considerations into the future. A key aim for all localities in Staffordshire will be the need to develop community cohesion, encourage people to take part in activities in their local areas and improve the way people get on together, as the area continues to diversify and grow in a sustainable manner over time. Issues of community cohesion will be further examined later in this report, and will help to identify areas in which the capacity of local communities may need to be strengthened.

## Children and Young People

Children and Young People services are based around the 5 outcomes of the Every Child Matters framework, which form the basis on which all children's trusts must work. To enable Staffordshire's vision of sustainable economic growth, the need to develop children and young peoples outcomes for later life start from an early age, ensuring that they are engaged and sufficiently skilled and qualified into the future. These outcomes work importantly together and are set out in the sub chapters below:

- Be Healthy
- Stay Safe
- Enjoy and Achieve
- Make a Positive Contribution
- Achieve Economic Well Being

### Be Healthy

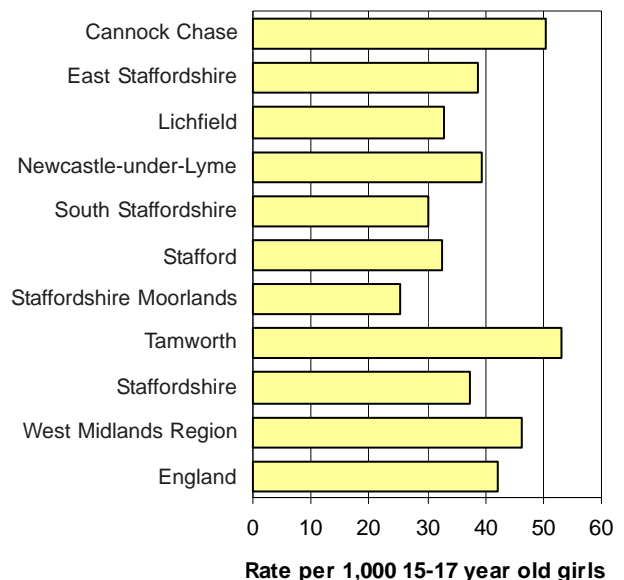
#### Teenage Conceptions

The UK has the highest rate of teenage conceptions in Western Europe, and one of the highest rates of teenage conceptions in the developed world. Over recent years a significant amount of work has been undertaken to try and improve this situation, especially through the work of the Teenage Pregnancy Unit, and programmes such as "Sure Start" which aim to provide the best start in life for all children, and also to help mothers through education and offering information on support available.

Although teenage conception rates have decreased nationally and locally since 1998, there are still high levels of teenage conceptions in Tamworth and Cannock Chase in particular. For the 2002/04 period Staffordshire County has an under 18 teenage conceptions rate of 37.5 per 1,000 aged 15-17 female population, below the England and West Midlands Region rates

When looking at the under 16 conception rate, Staffordshire County has a rate of 7.4 per 1,000 aged 13-15 population for 2002/04. This is below the England and West Midland Region averages of 7.8 and 8.6 per 1,000 aged 13-15 population respectively. At a district level the picture is mixed. Tamworth and Cannock Chase's under 16 conception rates are significantly above the national, regional and county averages. East Staffordshire and Newcastle-under-Lyme also have rates above the county average.

**Teenage conception rate to mothers aged 15-17, 2002 to 2004**



Source: National Statistics.

**Chart 2**

Being a teenage mother can have a major impact on a young person's life chances with potential negative implications, such as poor educational attainment, and lower employment opportunities. The health of teenage mothers and their children is often worse than amongst other groups, with infant mortality often higher amongst children born to teenage mothers. Teenage mothers are also more likely to be single parents, which increases their risks of being unemployed and economically and socially deprived. Social exclusion can be seen as both a cause and an effect of teenage pregnancy.

### Obesity

Obesity is a major health concern at national, regional and local levels. The Government has developed a Public Service Agreement target to 'halt the year on year rise in obesity among children aged under 11 by 2010'. Obesity data is presently available by the former Primary Care Trust Areas.

In Southern Staffordshire obesity in reception class children at summer 2006 was below the national average, where 10% of reception children were classed as obese, except in Cannock Chase at 2% above this rate. For Year 6 pupils Cannock Chase and Burntwood, Lichfield and Tamworth PCTs had similar percentages to the national average, while the other PCTs in Southern Staffordshire were below this level. A larger proportion of Year 6 pupils were classified obese in 2006 than reception class children.

Obesity data in North Staffordshire was obtained differently, through measuring all children aged 4-5 years and 11-12 years old by school nurses. The data is not comparable with the Southern Staffordshire data above. It found that at age 4-5 years greater proportions of children in Staffordshire Moorlands were classed obese than in Newcastle-under-Lyme. This trend reversed at age 11-12 years, as Newcastle-under-Lyme had greater levels of obesity. In both districts more 11-12 year olds were classed as obese than at 4-5.

Obesity in childhood can lead to further health problems in later life, it is therefore important that all local partners work in conjunction, treating the issues of obesity seriously, to halt its rise, and to prevent those who are currently overweight from becoming obese.

### Stay Safe

#### Road Accidents

Road safety impacts on many service areas, and is a key issue locally, regionally and nationally. The number of children killed or seriously injured (KSI) in road accidents is a useful indicator of how safe children are from accidental injury. Children are often most vulnerable to road casualties outside of schools. Staffordshire has a KSI rate of 0.20 per 1,000 0-15 year olds, below the Great Britain average of 0.28. Chart 3 highlights the variance in children KSI around Staffordshire, with Cannock Chase and East Staffordshire having a KSI rate significantly above both the national and county averages, whilst Staffordshire Moorlands has a rate above the county average.

Historic analysis reveals an over representation of young people in the 16 to 25 age group killed or seriously injured in road traffic accidents. This group, which comprises around 11% of the total population, consistently account for 40% of the County's accidents. Among the 16 to 25 year old group, Staffordshire has a KSI rate of 1.39 per 1,000 population. National comparisons are not available, but significant variations exist, with Cannock Chase having the lowest rate, while South Staffordshire has the highest rates, and Staffordshire Moorlands, East Staffordshire and Stafford also above the County average.

### Looked After Children

Looked after children can be at potential risk of social exclusion, as such the numbers of children looked after are an important measure to take account of. Numbers of looked after children in Staffordshire are below national and regional comparisons (685 children in Staffordshire looked after at 31<sup>st</sup> March 2006, equivalent to 39 per 10,000 under 18 year olds, compared with West Midlands Region and national averages of 59 and 55 per 10,000 under 18s respectively). A major concern is that levels of looked after children in Staffordshire are increasing, while national levels are staying static.

In Staffordshire the most common reason for children becoming looked after is to protect them from abuse or neglect (59%), followed by families in acute stress (13%) and family dysfunction (13%).

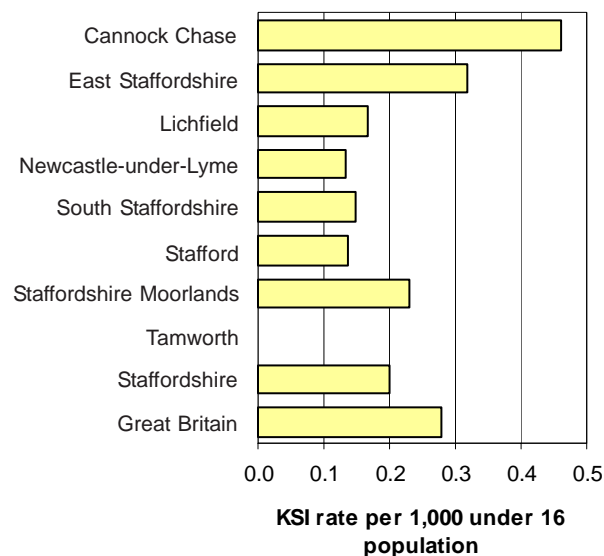
Most looked after children are placed with foster families, with a minority living in residential care. However, the proportions of children in continuous placements for 2 years or more, or in adoption is lower in Staffordshire than regional and national averages. Outcomes of looked after children beyond the age of 18 tend to be less successful than other groups of society. It is important that at this life stage they are given the necessary support to make the most of their adult lives.

### Child Protection Registrations

Those children most at risk in society are put onto the child protection register. At 31<sup>st</sup> March 2006 in Staffordshire, 385 children and young people were on the child protection register, equivalent to 21 per 10,000 under 18 population, and below the regional and national rates of 27 and 24 registrations per 10,000 under 18 population respectively.

Neglect, with 45% of registrations at 31<sup>st</sup> March 2006, is the most significant category of children on the child protection register. Tackling child neglect would address the needs of a significant number of vulnerable children. Emotional abuse accounted for 28% of Child Protection registrations in Staffordshire as at 31<sup>st</sup> March 2006.

### Persons aged 0-15 killed or seriously injured in road traffic accidents per 1,000, 0-15 population



Source: Staffordshire County Council.

**Chart 3**

**Enjoy and Achieve**

**Key Stage 2 Attainment**

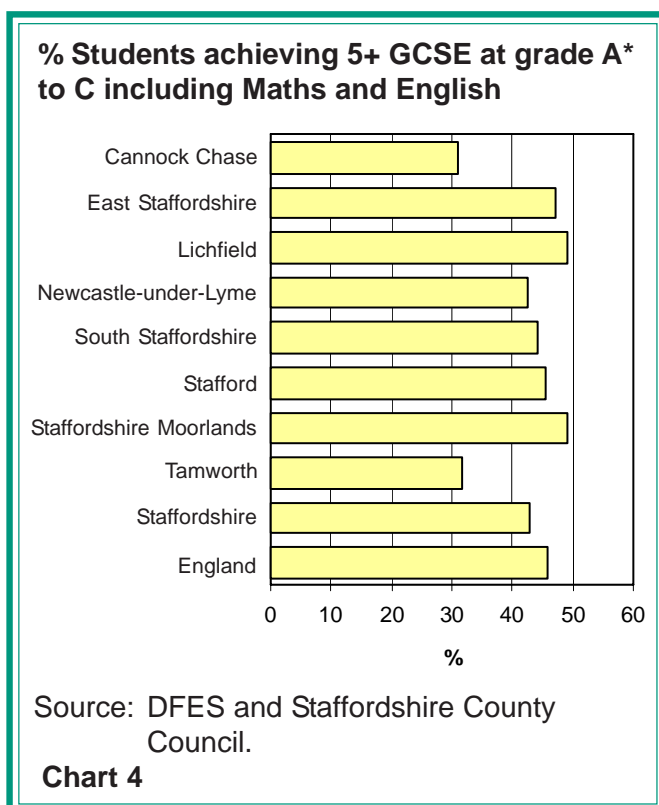
Key Stage 2 (the end of primary school) tends to offer the first signs of a young person’s education attainment and can set the scene for further academic performance, and later on into working life. Performance in Staffordshire is above national and regional averages in English, Maths and Science. In 2006 80% of key stage 2 pupils achieved level 4+ in English, 77% in maths and 88% in science. Variations among the Staffordshire localities saw Tamworth, East Staffordshire and Cannock Chase perform below the Staffordshire average in English, Maths and Science attainment, with Newcastle-under-Lyme below the county average in English.

**GCSE Attainment**

Following on from Key Stage 2, GCSE attainment offers a greater indication of how a young person may achieve into later life, and it is after this stage where people choose whether to go into further education or into the world of employment (with or without training). In the last 3 years Staffordshire has seen improved attainment at the measure of 5 or more GCSE grades A\* to C including English and Maths. The increase in Staffordshire by 3.9 percentage points compares favourably to 2.7 percent nationally. Although 2006 saw Staffordshire’s best ever attainment at GCSE, it is a key priority for improvement as attainment is still below the national level for 5 or more A\* to C grades including English and Maths.

Chart 4 shows attainment of 5 or more GCSEs at Grades A\* to C including English and Maths. Staffordshire has lower attainment than England in 2006 with 42.7% achieving 5 or more A\*-C grades including English and Maths. District level data shows wide variations in the targeted GCSE attainment. East Staffordshire, Staffordshire Moorlands and Lichfield have attainment levels above the national average while in Cannock Chase district only 30.9% of pupils obtained 5 or more A\*-C (incl. English and maths) in 2006.

Inequality in attainment by gender is a major issue, with girls outperforming boys at GCSE level in every district. The percentage of girls reaching 5 or more GCSE at grade A\* to C including English and Maths varies from 36% in Tamworth to nearly 55% in Lichfield. Across the district localities, girls’ attainment is between 9% and 13% higher than attainment amongst boys.



## Positive Contribution

### Youth Offending

Offending by young people can have a serious impact on communities, not only through the crime itself but by creating a culture of fear. People often associate young people with crime or anti-social behaviour, with concerns often raised about young people 'hanging around in groups'. In reality, only a small proportion of young people are involved in regular patterns of offending. Offending by young people is an important issue, with negative outcomes for individuals and whole communities. Young offenders can potentially affect their future prospects and if not checked, be lead into a cycle of exclusion from the labour market and ultimately, crime.

The Youth Offending Service (YOS) primarily work with young people aged 10-17 across 3 youth offending sub regions. In 2006/07, there were a total of 2,507 young offenders (first offenders and re-offenders) in Staffordshire County, a rate of 29 per 1,000 population aged 10-17 years.

In Staffordshire in 2006/07 young offenders committed a total of 4,062 offences (48 per 1,000 10-17 population) or an average of 1.6 offences per offender. The highest number of offences by young people per 1,000 population were recorded in the North Staffordshire area.

### School Exclusions

Commitment to school is an important risk factor for youth offending, with young people who have been excluded from school more likely to offend, and possibly into further issues of social exclusion. In Staffordshire a total of 130 pupils were permanently excluded from primary, secondary and special schools during 2005/06, around 0.1% of the school population. This is below the England and West Midlands Region average of 0.12%. Permanent exclusions in primary and secondary schools are also well below England and West Midlands Region averages.

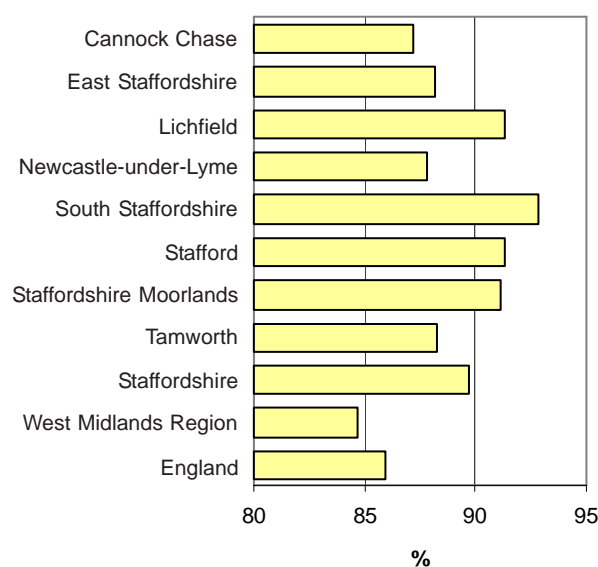
## Economic Well-being

### Post 16 Learning

School leavers activity at 16 can significantly influence a person's success in entering the labour market or entering further or higher education. In 2005, 90% of year 11 school leavers in Staffordshire County continued in full-time education or entered a job with an element of structured learning in the workplace. These numbers have risen steadily over recent years (a 2.7% increase between 2003 and 2005).

Chart 5 shows proportions of year 11 pupils who continued in full-time education or undertake structured learning in the workplace in 2005. South Staffordshire has the highest proportion of pupils in this category (93%). All districts have a higher proportion of school leavers continuing along such a positive outcome than the national and regional average.

**Proportion of year 11 students continuing with full time education or a job with structured learning**



Source: Staffordshire Connexions.

**Chart 5**

Those not following a path into education, or a job with structured learning, are largely confined to employment without structured learning or falling into the category of Not in Employment, Education or Training (NEET). NEETs are a key group identified as being at serious risk of social exclusion and may struggle to progress into the labour market. In March 2007, 7.6% of 16-18 year olds in Staffordshire were classed as NEET, slightly below the England average of 8%. There are wide variations at district level with Cannock Chase, Tamworth and Newcastle-under-Lyme having the highest proportion of NEETs, while South Staffordshire has the lowest proportion of NEETs.

Geographical hotspots of young people classed as NEET can be seen across the county. Almost one third of NEETs in Staffordshire are found in just 20 of the 174 wards at the end of December 2006. Within these 20 wards, the percentage of NEET ranges from 8% in Winshill to 18% in Cannock North, whilst the highest absolute number of NEETs can be found in Glascote and Cross Heath wards where 36 16-18 year olds are classed as NEET (rates of 16% and 13% respectively).

There are close correlations between the areas high in NEETs, and areas of deprivation. By helping to improve life chances early in life, and further on throughout the education career, local partners can have some influence in trying to close the gap between the most deprived communities and other areas, and promoting the sustainable economic development vision for Staffordshire.

## Healthier Communities and Older People

### Health

The Government’s White Paper and subsequent Delivery Plan on ‘Choosing Health’ emphasises that the delivery of effective public health outcomes go much wider than the remit of Primary Care Trusts, and to be truly effective all key partners in an area need to work closely to positively impact on public health issues. Seven priority areas have been identified as key to tackling health inequalities, and these are: Healthy Eating; Physical Activity; Tobacco; Sexual Health; Substance Misuse (alcohol and drugs); Mental Health and Well Being; and Barriers to Change

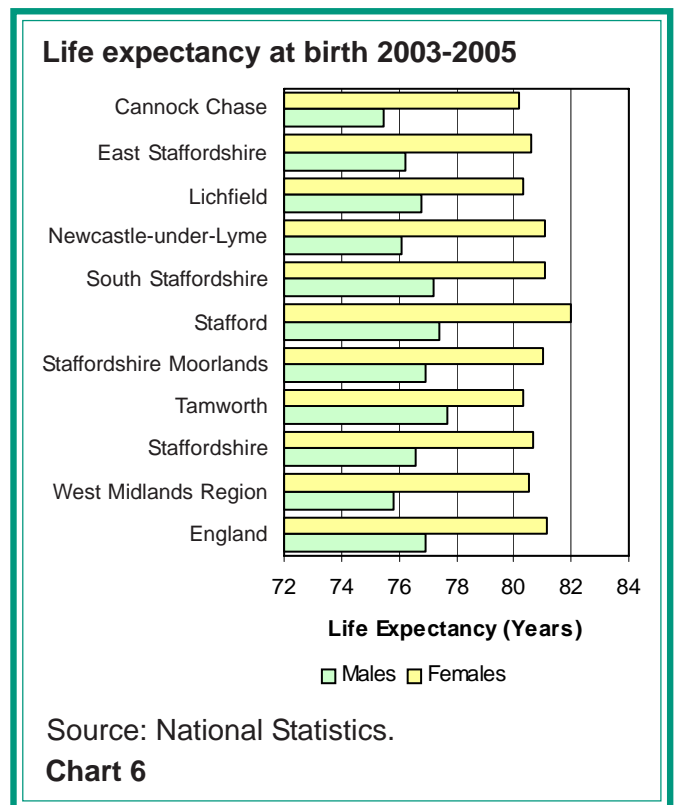
Despite steady improvements in the nation’s health over time, it is recognised that there is a widening gap in health between those at the top and the bottom of the social scale. The ‘Saving Lives: Our Healthier Nation’ report set out the Governments commitment to tackling issues of health inequalities, and is an area where all organisations must work together to tackle the problem.

A healthy population is one of the key elements towards providing a sustainable labour force, helping to service the future of the Staffordshire economy.

### Life Expectancy

Life expectancy at birth is a very useful summary of mortality and overall population health. At the national level life expectancy has increased over the last 20 years, however inequalities in life expectancy are growing, and life expectancy tends to be much lower in the most deprived areas.

Chart 6 illustrates the life expectancy at birth across the localities in Staffordshire. Life expectancy at birth in England is 76.9 for males and 81.1 for females. Staffordshire is below this average for both males and females. In particular the areas of Cannock Chase by 1.4 years for males and 0.9 years for females, East Staffordshire by 0.5 and 0.5 years respectively, Newcastle-under-Lyme by 0.8 for men, and for Tamworth by 0.8 years for females. Areas with life expectancy greater than the national average include males in Tamworth 0.8 and females in Stafford 0.9. Staffordshire, overall, has a life expectancy greater than that of the West Midlands (75.8 and 80.5), and lower life expectancy among males reflects the increasing gap between male and female health levels. A range of initiatives are now emerging to make men more aware of health issues, and to try and improve their levels of health. As life expectancy increases, numbers of people with limiting long term illness are also likely to increase putting pressure on social care.



### Smoking

Official smoking statistics show that it kills more than 114,000 people in the UK every year. Most smokers die from one of the three main diseases associated with cigarette smoking: lung cancer, chronic obstructive lung disease (bronchitis and emphysema) and coronary heart disease. One in two long-term smokers will die prematurely as a result of smoking – a quarter of these in middle age. A smoker’s life span is shortened by about five minutes for each cigarette smoked. On average, those killed by smoking have lost 10-15 years of life.

Smoking cessation is a key issue in tackling poor health, and quitting smoking when pregnant has a major impact on the outcomes of both maternal and child health. The Primary Care Trusts (PCTs) in Staffordshire run smoking cessation programmes to help people quit smoking, and between April 2006 and March 2007 some 4,429 people had set a quit date under the NHS Stopping Smoking Service and were still successfully quit 4 weeks later.

### Cancer

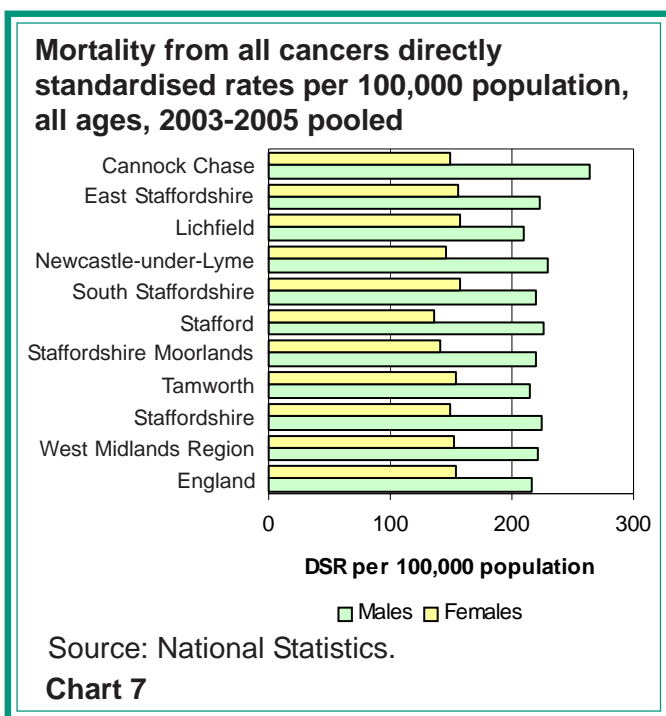
Cancer remains one of the major causes of death in Staffordshire, and England as a whole. As circulatory diseases have declined, the incidence of cancer continues to rise. In 2005, cancer caused 26% of all UK deaths. Around one in three people will develop some form of cancer during their lifetime.

The most commonly occurring cancers in the UK population in 2005 were breast cancer (21% of all cancers), lung cancer (14%) and bowel cancer (13%). Due to variations in survival rates, these incidence rates do not always reflect cancer mortality. Lung cancer, with its low survival rate is by far the biggest cancer killer (accounting for 22% of cancer deaths). This is followed by bowel cancer (10%) and breast cancer (8%)

An individual’s risk of developing cancer depends on many varied factors, including diet, genetic inheritance and smoking, with many of these risk factors being preventable. Cancer Research UK estimates that smoking in particular is linked to one third of all cancer deaths. Occurrence of cancer can also depend on non-preventable factors, such as the age or sex of an individual. Leukaemia is most common in children making up one third of the cases nationally in 2005.

Prostate cancer remains the most commonly occurring cancer in males, with breast cancer the most commonly occurring for females. Age is also strongly linked to incidence of cancer, with rates shooting up amongst the older age groups. This has significant implications for public health in the context of the nationally and locally ageing population.

Chart 7 shows that generally the mortality rate from all cancers in Staffordshire (225.4 per 100,000) for males is higher than both the national (217.0) and regional (221.8) comparators; the major factor in contributing to this is a rate of 263.8 for males in Cannock Chase. For females the mortality rates in Lichfield (158.2), South Staffordshire (157.1) and East Staffordshire (156.3) are higher than all comparators.



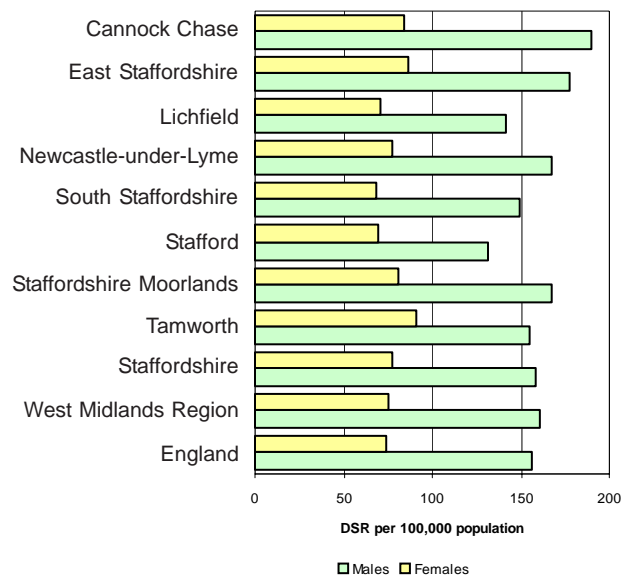
### Coronary Heart Disease

Coronary Heart Disease (CHD) is a leading cause of death nationally. The factors affecting CHD include: physical inactivity, smoking, a diet high in saturated fats and low in fruit and vegetables, alcohol consumption, material disadvantage, physical environment and levels of social support. Chart 8 shows that CHD rates amongst males are generally around double those of females and are particularly high in Cannock Chase, East Staffordshire and Staffordshire Moorlands for men and Cannock Chase, East Staffordshire and Tamworth for women. Overall the Staffordshire County mortality rate (158.4 per 100,000) is slightly higher for men than the national rate (155.7) but lower than the Regional comparator (161.0). For women the Staffordshire rate (77.4) is higher than both the national (73.6) and regional (75.0) comparator, suggesting that CHD is a prominent killer locally in Staffordshire.

### Mental Health

Mental illness can take many forms, ranging from depression and stress to schizophrenia, self harm and suicide. It has been estimated that up to 1 in 4 people can suffer from a mental health condition in a year. Adverse factors involved with social problems are often attributed to triggering mental illness, meaning that some people are at greater risk than others, particularly children in poor households, people with physical illnesses, the unemployed, and the homeless. The variation of mortality from suicide and undetermined injury between localities in Staffordshire are highlighted in chart 9 below.

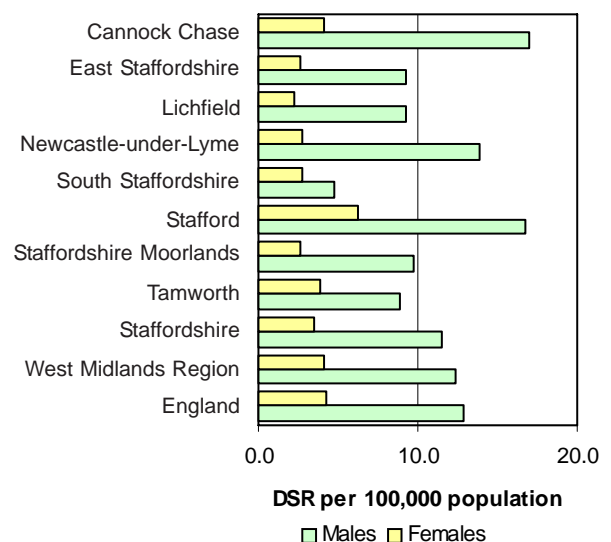
**Mortality from coronary heart disease, directly standardised rates per 100,000 population all ages, 2003-2005 pooled**



Source: National Statistics.

**Chart 8**

**Mortality from suicide and underdetermined injury, directly standardised rates per 100,000 population, all ages, 2003-2005 pooled**



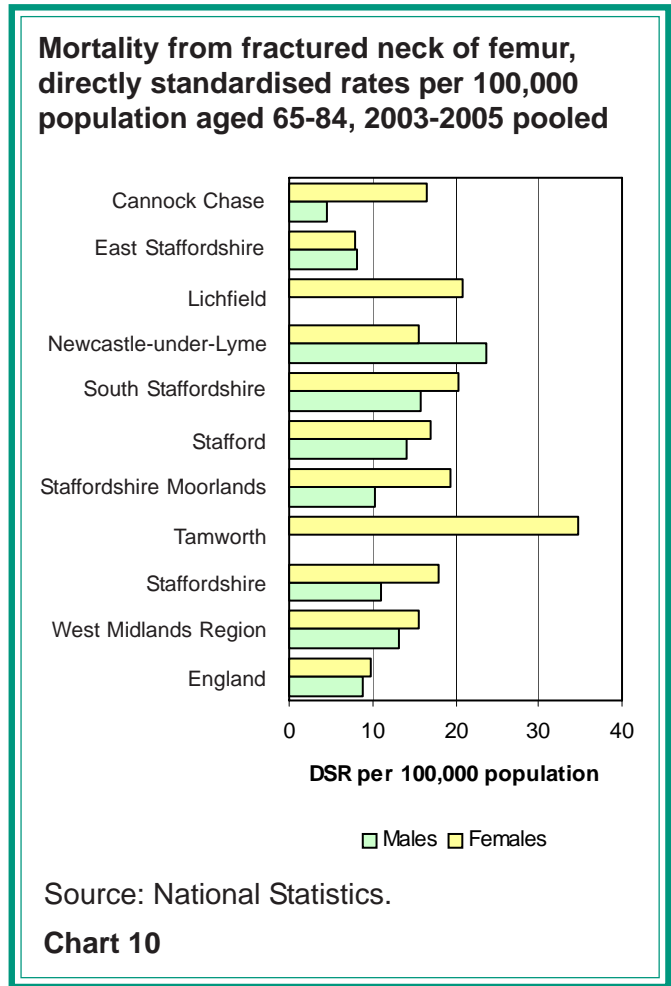
Source: National Statistics.

**Chart 9**

### Older People

Hip fracture is a major cause of disability, and the leading cause of mortality due to injury in older people aged over 75. Falls prevention programmes aim to reduce the incidence of hip fracture in the community. More than 95% of hip fractures in adults ages 65 and older are caused by a fall. Hip fractures in the elderly and frail can often lead to loss of mobility and loss of independence. For many older people, hip fracture is the event that forces them to leave their lifelong homes and move into residential care. Mortality following hip fractures is high, around 30% of people suffering hip fractures die after one year.

Chart 10 shows directly standardised mortality rates from hip fracture for those aged 65 to 84. The rates show a higher than Regional (13.2 per 100,000 population) rate for males in Newcastle-under-Lyme (23.8), South Staffordshire (15.8) and Stafford (14.1). For females the general rate is higher, but again there are higher than Regional (15.5) rates in Tamworth (34.7), Lichfield (20.7) and South Staffordshire (20.5).



As well as falls, expected increases to the number of older people suffering from dementia will add to social care pressures.

### Carers

Many people of all ages, including children and young people, and older people provide unpaid care to members of their family or friends who are frail, sick or disabled. In turn this can have a negative impact on their own health and wellbeing. From the 2001 Census, almost 117,000 people in Staffordshire (11.1% of the total population) identified themselves as carers – slightly higher than the national average of 9.9%. The distribution of these carers suggests that the highest proportion of unpaid carers can be found in rural areas. GPs are now monitored on an offer of a health check every six months to anyone on their Carer register as a method to ensure that the strain placed on carers is recognised and highlighted, and that carers do not become further socially excluded through their commitments.

As well as caring provided by the general population, the provision of unpaid care by young people is an important issue, with young carers being more likely to have to act above their age, be tired and depressed at school and may be more likely to be absent from school. The 2001 Census of Population identified that there were almost 3,000 carers aged 19 and under in Staffordshire. Of these young people, around 420 were aged 11 and under, highlighting that in some cases very young children are taking much greater responsibilities than they would usually be expected to. The issues relating to young carers can have direct correlations to the outcomes discussed earlier in the Children and Young People chapter.

## Safer and Stronger Communities

Community Safety is difficult to define rigidly, meaning far more than the reduction or prevention of crime. Above and beyond this 'Community Safety' is about quality of life, and improving the lives of communities by actively reducing the harms experienced because of crime and disorder and through efforts to change the wider physical and social environment. An overall feeling of safety in the community can be a key factor in promoting investment and business confidence and the success of a local area.

### BCS Comparator Crime

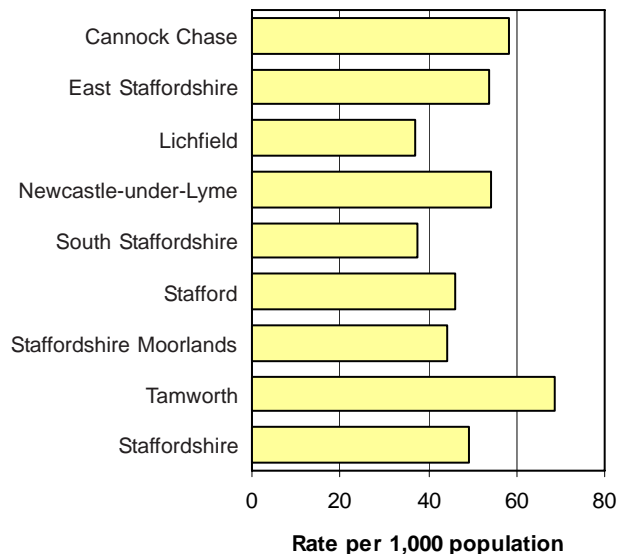
The Government's Public Service Agreement 1 requires that British Crime Survey (BCS) monitored crime should reduce by 15% between 2002/03 and 2007/08. It is therefore very important to monitor how BCS Comparator Crime changes in Staffordshire. The indicator contains several offences including: burglary dwelling, vehicle crime, personal robbery, theft from person, common assault, criminal damage, wounding, and theft or unauthorised taking of pedal cycle.

Chart 11 illustrates levels of BCS Comparator crime per 1,000 population in each of the Districts in Staffordshire County for the financial year 2006/07. County figures have remained quite stable over the last 3 years, but with some significant variations among the district localities. Tamworth exhibits the highest rates, despite having seen a 4% decrease in BCS crime over the last 3 years. Cannock Chase, East Staffordshire and Newcastle-Under Lyme also have high levels of BCS Comparator crime with Cannock Chase having increased by 11% over the last 3 years. Stafford Borough and South Staffordshire exhibit rates below the County average, but these lower figures are tempered by increases of 8.4% and 3.9% respectively over the last 3 years.

### Violent Crime

Chart 12 illustrates levels of violent crime per 1,000 population in Staffordshire for the financial year 2006/07. Violent Crime has a high profile nationally, and is one of the most challenging areas for Staffordshire Police. Continuous escalating media attention surrounds rising levels of violent crime nationally, with much violence occurring in the night time economy, in or around pubs and clubs and often linked to wider incidents of anti social behaviour.

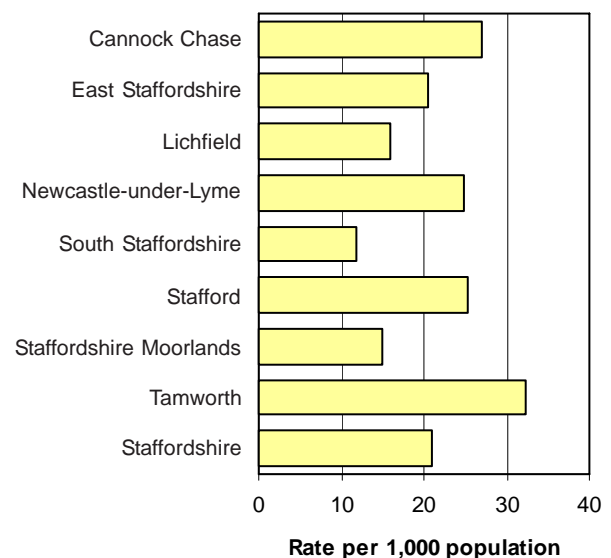
**British Crime Survey comparator crime per 1,000 population, 2006/2007**



Source: Staffordshire Police

**Chart 11**

**Violent crime per 1,000 population, 2006/2007**



Source: Staffordshire Police

**Chart 12**

Tamworth records the highest level of violent crime despite a small decrease of 2% over the last 3 years. Cannock Chase, Newcastle-Under-Lyme and Stafford Borough also have violent crime levels above the county average. Cannock Chase, South Staffordshire and Stafford Borough have seen significant increases in violent crime over the last 3 years of between 18 and 19%. With the exception of Lichfield, which has seen an increase of 4%, all other districts have seen decreases in violent crime over the last 3 years, with Newcastle-Under-Lyme and Staffordshire Moorlands having the largest most significant decrease of 16%.

### **Offenders Under The Influence of Alcohol**

The role of alcohol in crime, disorder and community safety is linked with a wide range of offences ranging from minor public order offences, which are anti-social by nature, traffic offences and assault particularly in the proximity of licensed premises at closing time. Offences where the offender was under the influence of alcohol have decreased by 5% in Staffordshire over the last 3 years, although this varies across the Districts. Newcastle-Under-Lyme has the highest rate at 12.5 per 1000 population compared to a county average of 5.7 per 1000 population, with high rates also experienced in Stafford Borough. South Staffordshire has the lowest rates at 1.4 per 1000 population and has seen significant decreases over the past 3 years.

The observation that an offender is under the influence of alcohol can be relatively subjective and should therefore be treated with some element of caution. Alcohol however can have a significant bearing on levels of crime, particularly violent crimes (76% of offences under the influence of alcohol are classed as violent crimes). Alcohol related crime also tends to be under-reported, with the above figures representing only part of the overall problem. Alcohol fuelled crime is a visible and identified problem, and its reduction should be a key priority for all partners involved in local community safety.

### **Anti Social Behaviour**

Anti Social Behaviour (ASB) is a high profile issue for community safety nationally and locally. In Staffordshire, recorded incidents of ASB have declined from 40,813 incidents in 2004/05 (50 per 1000 population), to 40,347 in 2006/07 (49 per 1000 population). Among the Staffordshire localities Cannock Chase, Tamworth and Newcastle-Under-Lyme in particular have high levels of ASB, while Lichfield has the lowest levels in the County. Despite having high levels of ASB at present, Tamworth has seen the largest decrease over the last 3 years of 14%, with South Staffordshire also seeing a large decrease. It is important to remember however that some ASB incidents may go unrecorded because of fear of reprisal, so it is important that police and local partners work together to tackle ASB and protect victims of ASB and the communities most affected by the problem.

### **Domestic Violence**

Domestic violence has been highlighted nationally and locally as a priority area, with a target to increase the reporting of domestic violence incidents each year. The main aim is to encourage victims to come forward and report offenders, helping to reduce the harm caused by domestic violence. It is likely however, that many domestic violence incidents go unreported due to the victims being too frightened or embarrassed to report the incidents. Estimates suggest that one in four women experienced domestic violence at some point in their lives, with domestic violence having more repeat victims than any other crime.

Statistics provided by Staffordshire Police illustrate an increase of reported domestic violence incidents from 4121 in 2003/04 to 4358 in 2006/07 (a 6% increase). It is positive to see that more people are feeling confident to report these incidents in Staffordshire, though there is a large degree of difference across the districts. South Staffordshire has seen an 83% increase in reporting between 2003/04 and 2006/07, with Staffordshire Moorlands and Tamworth also seeing significant increases. Cannock Chase, Stafford Borough and Newcastle-Under-Lyme have all seen decreases in reporting of incidents.

### Persons Killed or Seriously Injured in Road Traffic Accidents

The reduction of casualties among the whole population is a nationally defined Public Service Agreement Target, and is subject to an even more challenging target through the Staffordshire LPSA2 which seeks that by the end of 2007 a 40% reduction in the number of people killed or seriously injured in road traffic accidents (based on the 1994-98 average).

In Staffordshire County, the number of people KSI has fallen by 12% in the last 3 years, from 350 in 2003/04 to 311 in 2006/07, a rate of 0.4 people KSI per 1000 population, below the national average of 0.5 per 1000 population.

East Staffordshire and Lichfield have seen small increases in people KSI over the last 3 years; 9% and 5% respectively, while all other districts have seen decreases.

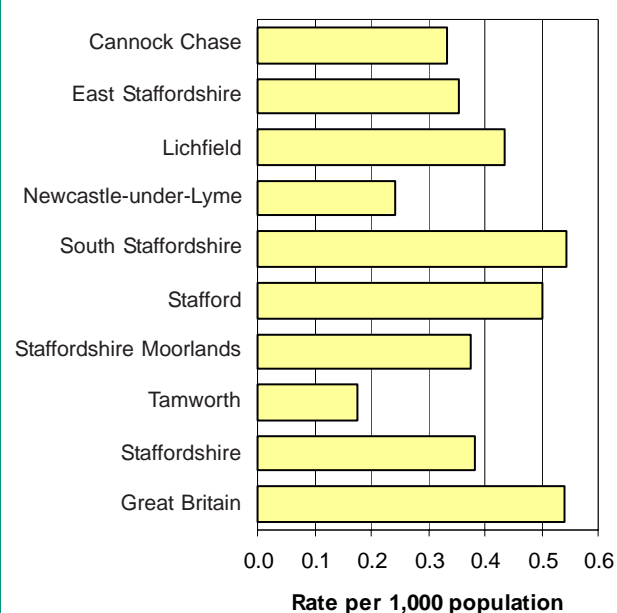
### Recorded Drug Offences

Drug misuse creates serious social and economic costs, estimated at between £10 billion and £18 billion a year nationally within the NHS and criminal justice system. Recorded drug offences represent the tip of the iceberg of the impact drug misuse can have on a community. There is evidence to link drug use to other offences such as burglary, robbery, shop-lifting and violence, (which are often used to support a habit or committed under the influence of drugs).

There were 2456 recorded drug offences in Staffordshire in 2006-07, representing a 22% increase over the last 3 years. Drug possession makes up the vast majority of offences. Offences of drug trafficking have declined by around one quarter over the last 3 years. At the district level Stafford Borough has the highest rate of drug offences, with South Staffordshire, Newcastle-Under-Lyme and Tamworth also exhibiting rates above the county average of 3 per 1000 population. These figures require some caution as they may be skewed by incidents recorded at the "V Festival".

Recorded crime figures for drug possession and trafficking are likely to be a large underestimate of the true extent of drug crime, and can be affected by local policing priorities, rather than real changes in its incidence. Drug offences are often picked up following an arrest for another offence.

**Persons killed or seriously injured in road traffic accidents per 1,000 population 2006/2007**



Source: Staffordshire Police.

**Chart 13**

## Business Crime

Crime remains a very serious issue for business, and can be a significant factor in business confidence in an area and thus investment to an area. Far from being 'victimless', the effects of retail and other business crime are widely felt, on employers and employees, on customers and on the wider community, with Home Office research showing that businesses tend to be at greater risk of crime than private households.

Business Related Crime in Staffordshire has reduced by around 4% over the last 3 years from 8171 offences in 2003/04 to 7844 in 2006/07. The most serious business crime problems were found in Tamworth where there were 1038 offences, a rate of 58 per 100 VAT registered businesses, with high rates also in Cannock Chase and Newcastle-Under-Lyme (44 and 41 offences per 100 VAT registered business respectively). The most common business crime experienced in Staffordshire is theft (45%), with Burglary accounting for a fifth of business crime and Criminal Damage accounting for 17%.

## Community Cohesion and Diversity

Communities vary in terms of their mixes of people. It is therefore important to understand how people in Staffordshire's communities feel they can get along together.

Staffordshire's recent Best Value survey 2006/07 revealed that not everybody feels that their neighbourhood is a place where people from different backgrounds get on well together. While 61% of residents surveyed agree that their local area is a place where people from different backgrounds get on well together, some 15% of residents disagreed. The remainder of respondents stated that there were either too few people in their local area to comment or that they were all from the same background.

Table 1, shows the variance in these opinions across the Staffordshire district localities, East Staffordshire and Staffordshire Moorlands having the lowest rates of agreement that people get on well together, suggesting that these areas in particular, may benefit from activity to try and build on their current perceptions of community capacity.

A major way in which communities can develop is by giving local people a say in how services are delivered in their local areas. Staffordshire's BVPI survey 2006/07 explored how residents thought that they could influence decisions in their local area, as an important part of community cohesion, relating to how people feel about having control over their life chances.

**Table 1: Percentage of people agreeing or disagreeing that their local area is a place where people from different backgrounds get on well together**

District	% Agree	% Disagree
Cannock Chase	58%	17%
East Staffordshire	54%	31%
Lichfield	67%	10%
Newcastle-under-Lyme	63%	17%
South Staffordshire	60%	11%
Stafford Borough	66%	9%
Staffordshire Moorlands	54%	10%
Tamworth	58%	20%
<b>Staffordshire County</b>	<b>61%</b>	<b>15%</b>

Source: Staffordshire BVPI general survey 2006/2007.

It is rather concerning that only 32% of residents surveyed in Staffordshire agree that they can influence decisions affecting their local area. Table 2 highlights that the highest agreement rate was found in Lichfield, residents of Cannock Chase and Tamworth feel that they have the least influence on decisions affecting their local area.

As well as involvement in decision making, the survey also explored whether residents were satisfied with opportunities for participation in local decision making. Only 23% of those surveyed in Staffordshire were satisfied, with 28% saying they were dissatisfied and 49% saying they were neither satisfied nor dissatisfied.

The three major factors highlighted by Staffordshire residents as making somewhere a good place to live are; the level of crime, health services and clean streets, with other major factors including education provision, affordable decent housing, shopping facilities and activities for teenagers. The three factors that feature lowest on the list are race relations, cultural facilities and community activities. These 3 high and low factors are consistently reported among each of the County's districts, although sometimes in a different order of priority.

Staffordshire residents have identified the areas needing most improvement are; activities for teenagers, the level of crime and the level of traffic congestion. Residents reported that the three lowest aspects on the list are race relations, education provision and access to nature. Once again the 3 highest and lowest factors are broadly concurrent throughout the districts in Staffordshire.

**Table 2: Percentage of people agreeing or disagreeing that they can influence decisions affecting their local area**

District	% Agree	% Disagree
Cannock Chase	22%	78%
East Staffordshire	36%	64%
Lichfield	42%	58%
Newcastle-under-Lyme	29%	71%
South Staffordshire	31%	69%
Stafford Borough	34%	66%
Staffordshire Moorlands	29%	71%
Tamworth	23%	77%
<b>Staffordshire County</b>	<b>32%</b>	<b>68%</b>

Source: Staffordshire BVPI general survey 2006/2007.

## Economic Development and Enterprise

The economy of Staffordshire has undergone some substantial structural changes over recent years, in common with many other areas across the UK. The ongoing shift away from an economy which was heavily focused on manufacturing and production sectors; towards a more service led economy has seen the local economy change pretty dramatically over the past decade or so. These changes to the economy mean that Staffordshire now has a chance to build on its economic strengths, whilst recognising some of its weaknesses to develop a sustainable, vibrant and dynamic future for the local economy which will help to underpin some of the other successes of the Sustainable Staffordshire Strategy.

The profile of economic development has been strengthened recently, following HM Treasury's sub national review of regeneration and economic development. The review brings economic development to the very top of the agenda, and states that a single regional strategy should cover economic development, land use planning and housing ensuring commonality between these intrinsically linked areas. The strategy will be prepared by the Regional Development Agencies, but should involve significant local input from local authorities, and will allow local authorities and partner organisations to work in new ways to promote economic development in their areas.

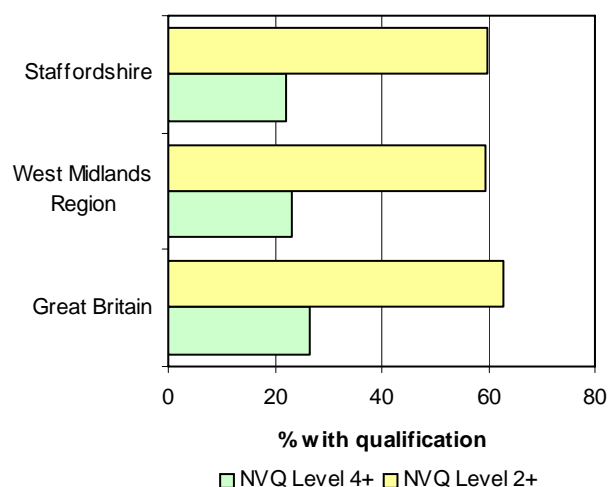
### Competitiveness

One of the greatest issues facing Staffordshire is the competitiveness of its economy compared to other areas both nationally and regionally. Staffordshire has the lowest rate of Gross Value Added (GVA) per head of all the Counties and Unitary Authorities in the West Midlands Region at 2004, at 77% of the UK average. Such a competitiveness gap puts the local economy at a relative disadvantage to other areas. The vision for Staffordshire's economy as agreed by the County Economic Development and Enterprise Partnership is that local competitiveness can be enhanced through diversifying the economy to encourage inward investment and the development of higher value added sectors (for example the high technology cluster around Keele University). This aim should be supported by the Sustainable Staffordshire Strategy to help in delivering this key economic driver for the County.

### Working Age Skills

The skills base of Staffordshire's working age population are a key factor in helping to improve the competitiveness of the Staffordshire economy. It is critical that the proposed development of higher value added sectors in the Staffordshire economy is matched by the development of the local skills base.

**Percentage of working age population qualified to NVQ level 2+ and level 4+ January 2005 to December 2005**



Source: Annual Population Survey Jan 2005 to Dec 2005. National Statistics.

**Chart 14**

Staffordshire performs worse than the Great Britain average for both Level 2 and Level 4 skills among the working age population. There are particular skills problems evident in Cannock Chase and Tamworth, which were also identified earlier as areas of poor education attainment. At Level 4 the areas with greatest skills tend to be Newcastle-under-Lyme, Stafford and Staffordshire Moorlands, whilst at Level 2, Lichfield, South Staffordshire and Staffordshire Moorlands tend to have the best levels of qualifications among their working ages. A multi agency approach to addressing this skills gap from the Education Authority, through Connexions, The Learning and Skills Council, Further and Higher Education providers and local employers is needed to develop the skills base, and assist in developing the overall competitiveness of the Staffordshire economy.

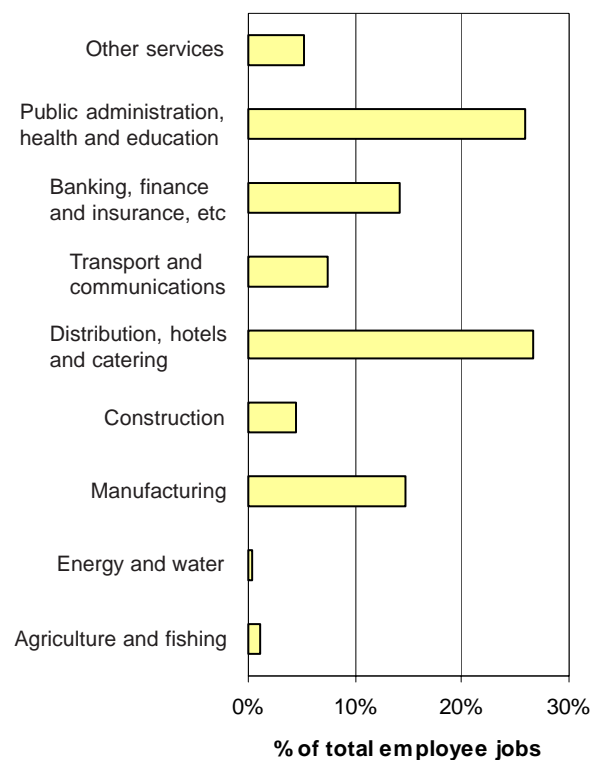
Building on from the development of the local skills base, Staffordshire needs to put greater emphasis on retaining local graduates from Keele and Staffordshire Universities, particularly linking research and development opportunities from the local universities and spinning these out into the wider local economies. This is particularly important in North Staffordshire which has been identified in the emerging revision of the Regional Economic Strategy as a location for high technology development.

### Changing Structure of the Economy

The Staffordshire economy continues to undergo restructuring, with the local economy diversifying away from a historical base centred on the manufacturing sector and production industries, towards an economy focused on the service sectors. Staffordshire still has an important manufacturing sector (14.8% of employment in 2005) which represents a greater proportion of local employment than for Great Britain as a whole, it is this sector however which has seen some of the greatest employment decline over recent years as local manufacturing has found it difficult to compete with other markets such as Eastern Europe, India and the Far East.

Staffordshire's economy is now dominated by the service sectors, including Public Administration, Health and Education, and Distribution, Hotels and Catering which together account for more than half of employee jobs in the economy. The distribution sector has seen pronounced growth over recent years, as logistics operations have been keen to take advantage of Staffordshire's strategic location, land availability and competitive workforce.

**Percentage employment by broad industrial group, Staffordshire County Council 2005.**



Source: Annual Business Inquiry 2005.  
National Statistics.

**Chart 15**

The Staffordshire Economic Development and Enterprise partnership, while welcoming this investment is keen to ensure that the local economy does not become over reliant on the sector and is encouraging the development of the economy to the higher value sectors as mentioned above which include medical healthcare technologies, professional and business services, IT/ multi media, high value added consumer products, building technologies and environmental technologies.

**The Future of the Economy**

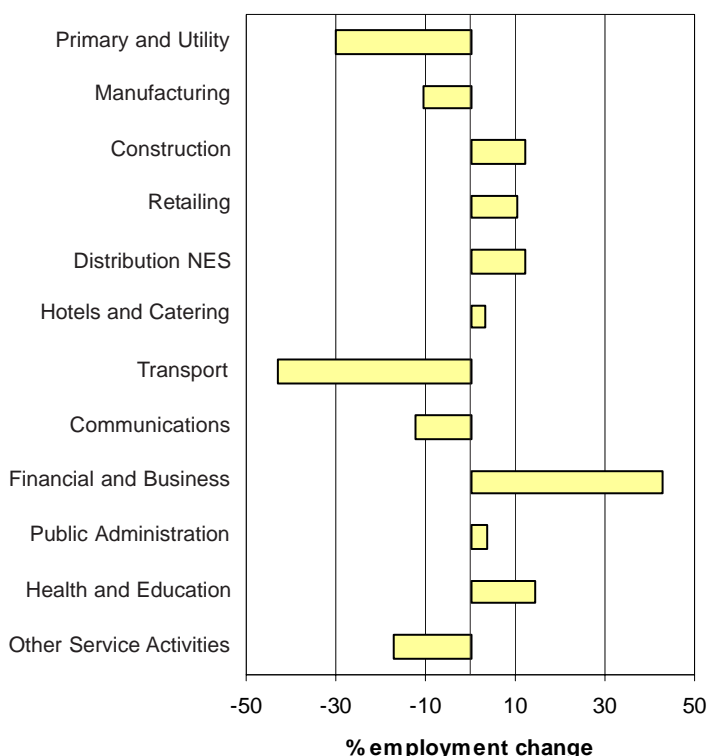
Staffordshire’s economy is forecast to continue growing into the future, with the number of jobs increasing from around 365,000 in 2006 to 383,000 in 2021 (an increase of around 5%). While the number of jobs is increasing, there will not necessarily be a concurrent increase in the labour force. Ongoing declines among the birth rate have meant that there will be lower numbers of people replenishing the labour force. The ageing population is likely to be a major component of filling this potential labour force gap, and people will possibly be expected to work longer before retirement age.

Employment forecasts by sector (as highlighted in chart 16) suggest that the greatest increases in employment are most likely to be experienced in the financial and business sector (which is currently underrepresented in Staffordshire). The construction sector, which will benefit from overall increases in development is also expected to increase in proportional terms (the rise of this sector offers potential to promote the building technology and environmental technology aspirations of the Staffordshire Economic Development and Enterprise Partnership).

Following on from the trends of recent years, the manufacturing sector is forecast to see the most significant decline in employment up to 2021. The manufacturing base at 2021 is likely to be concentrated among the niche markets in which Staffordshire can retain its competitive edge against other markets.

Employment forecasts suggest that all of the district localities in Staffordshire are likely to see increased levels of employment, the greatest increases in jobs by 2021 will be seen in Stafford (4,500 jobs), Lichfield (3,800 jobs) and East Staffordshire (3,100 jobs). Staffordshire Moorlands with a predicted increase of around 100 jobs is forecast to see the smallest change in employment.

**Forecasted percentage employment change 2006-2021 by sector**



Source: Cambridge Econometrics. LEFM baseline projections consistent with regional economic prospects July 2006.

**Chart 16**

### Enterprise and Business Survival

One of the most useful measures of the levels of local enterprise in an area is provided by monitoring the level of new business start ups, as a proportion of the population aged 16 and above. This measure is commonly known as the “enterprise rate”. While the measure only captures those businesses which register for VAT (thus missing some of the smaller enterprises operating in an area) it does give a useful indication of the differing levels of enterprise in Staffordshire and comparisons against national and regional averages.

Chart 17 shows that the enterprise rate in Staffordshire falls well below that of England at 2005 at 34.6 registrations per 10,000 people aged 16+ compared to 38.2 for England. Among the district localities, Cannock Chase, East Staffordshire, Lichfield and Stafford all had enterprise rates above the national average. Newcastle-under-Lyme (24.6) and Tamworth (29.9), however, saw enterprise rates well below the national averages. Economic development activities undertaken by a range of local agencies have focused on helping business start ups, through developing enterprise centres and similar activities.

Alongside enterprise rates, business survival offers a very useful measure of the stability of business in an area. The key measure tracks the percentage of businesses surviving at 3 years from registration, and offers the yardstick for measuring the long term sustainability of businesses. Staffordshire’s 3 year survival rate at 73.0% compares favourably with the UK average of 71.3%, indeed, only Newcastle-under-Lyme and Stafford districts have survival rates which are significantly below the national average.

### Earnings and Incomes

Staffordshire has historically been a relatively low paid area, and this tradition continues today. Whilst a lower than average wage structure is attractive to some investors who want to reap the maximum return from inputs to their businesses, lower wages do not tend to attract the types of workforce that is needed to feed the higher value added economy set out in the vision for Staffordshire.

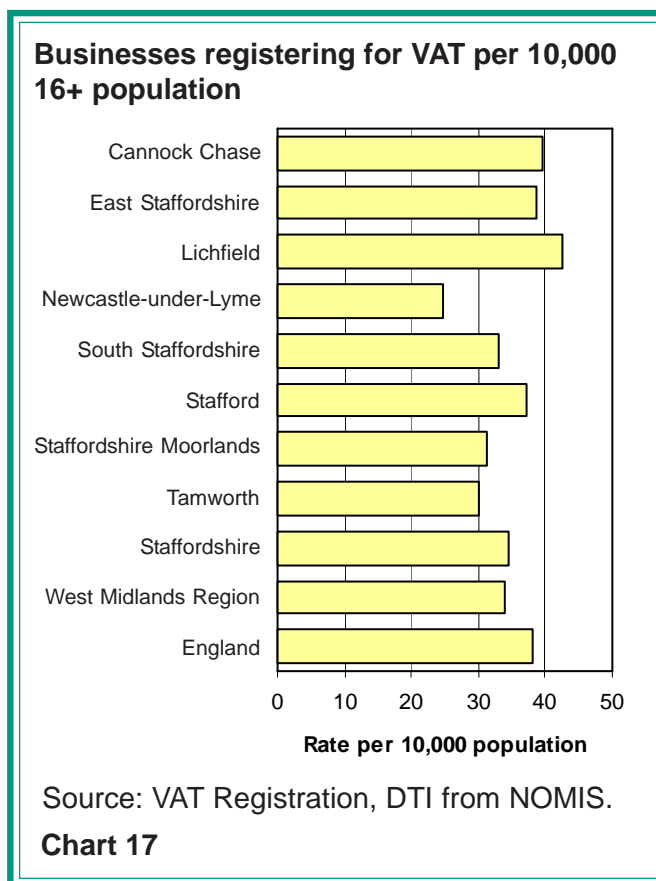
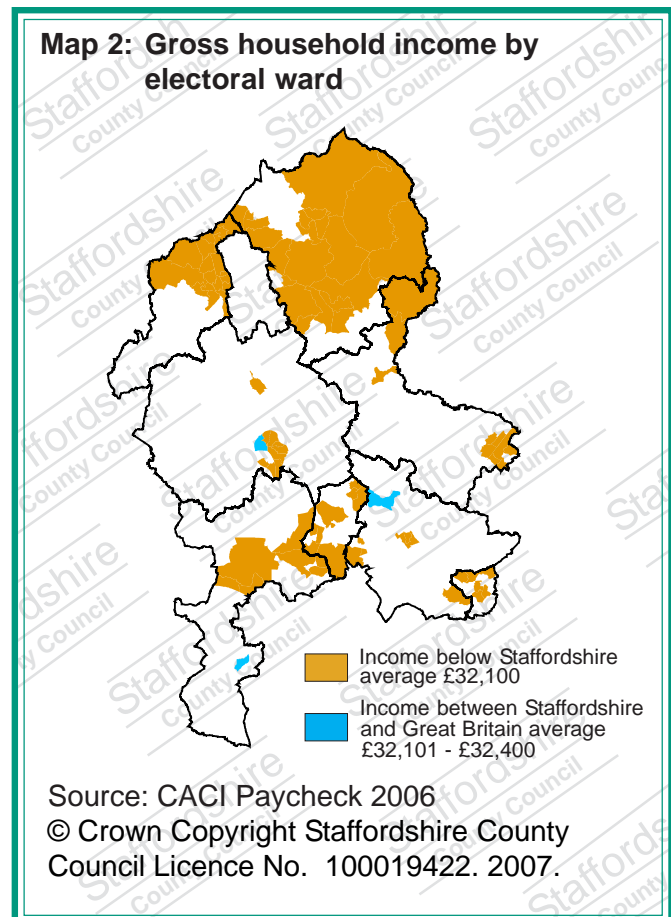
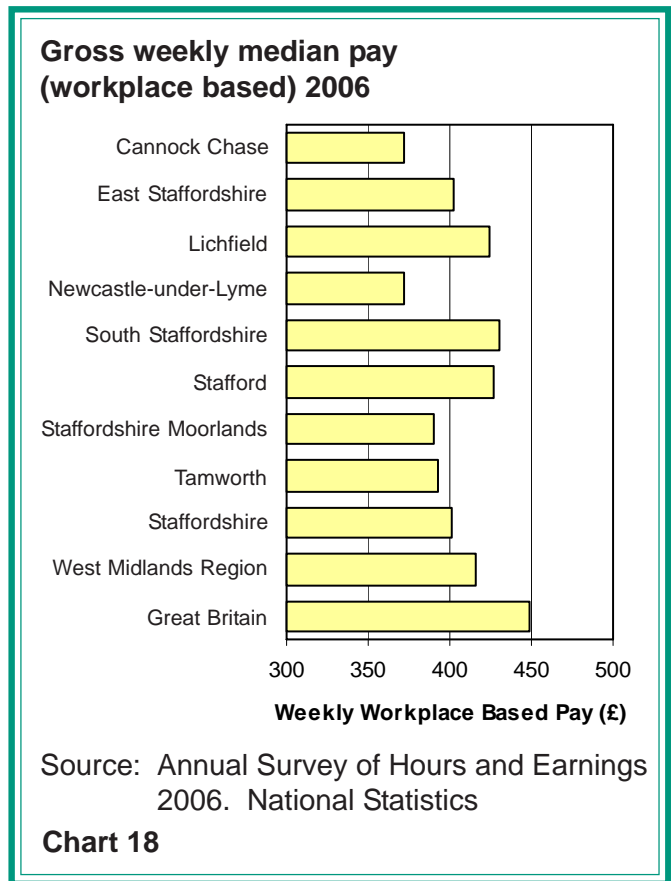


Chart 18 highlights the variation between the wages earned in the workplace in Staffordshire and its districts. Full time workers in Staffordshire, earn on average £47 per week less than for Great Britain as a whole (which has a weekly wage of around £449). None of the Staffordshire districts has a full time median wage which can match that of Great Britain. Cannock Chase and Newcastle-under-Lyme (£372 per week) have particularly low wage levels.

These figures however relate to median wages in the Staffordshire workplace. When considering wages earned by Staffordshire residents, the picture is slightly different. While the County resident wage figure of £437 per week is still lower than the Great Britain average of £450, Lichfield £493 per week and Staffordshire Moorlands £454 per week have earnings above the national average which may be attributable to the significant commuting levels in these areas. Newcastle-under-Lyme, Cannock Chase, East Staffordshire and Tamworth have resident earnings well below national levels.

Household income estimates from 2006 take into account not only earnings, but other sources of income such as those gained from social security benefits. Map 2 highlights those wards which have income levels below the Great Britain average of £32400 per year, highlighting hotspots of deprivation such as Tamworth, Newcastle-under-Lyme, Cannock and Burton-upon-Trent, and significant rural areas to the north of the County.





## Sustainable Development

The Sustainable Development of Staffordshire will be concerned with finding and applying ways to meet the economic, social and environmental aspirations of present generations, while not compromising the ability of future generations to meet their own aspirations for prosperity, safety and contentment.

The Governments “Shared Framework for Sustainable Development – One Future – Different Paths”, along with the new strategy for sustainable development “Securing the Future” has 4 priorities for immediate action:

- Sustainable consumption and production
- Climate change and energy
- Natural resource protection and environmental enhancement
- Sustainable communities

These priorities will be investigated through the different topic areas examined below, with the Regional Spatial Strategy also playing an important role in shaping the spatial direction of future development in Staffordshire and further afield.

### Waste

The issue of waste management continues to be one of the most significant factors for sustainable development locally and nationally. The Minerals and Waste Local Development Framework will set out the policy context for waste management including the identification of suitable sites, and the development of measures to manage waste being core considerations for waste management authorities. The management of waste is a key consideration for the future of Staffordshire, especially when examined in the context of the significant housing and employment proposals for the county as set out in the current revision process of the Regional Spatial Strategy, and further on into the preparation of Local Development Frameworks.

Growing levels of waste have led authorities to recycle and compost more waste, landfill less waste and use waste as a means to generate power. Increased recycling and composting rates will be necessary if a reduction in the volume of waste going to landfill is to occur, and the Waste Strategy target of 0% of waste to landfill by 2020 is to be achieved. National targets of 40% recycled and composted by 2010, 45% by 2015 and 50% by 2020 have also been set. The environmental benefits of reuse and recycling (for example in resource and energy efficiency) mean that sustainability can be improved further. Landfill is generally the worst option for the environment: it is a waste of valuable resources and methane from biodegradable waste decomposing in landfills is a potent greenhouse gas.

The targets of reducing waste to landfill to zero, relate only to municipal waste which accounted for around one fifth of waste in 2004/05 (municipal waste largely relates to waste collected by the local waste collection authority or its agent, including household waste and other waste sources such as fly-tipped materials and some commercial and industrial waste). Commercial and Industrial waste and Construction, Demolition and Excavation waste are the other waste streams that will need to be addressed as part of waste management into the future.

Staffordshire has recently been identified as having a shortfall in waste treatment capacity, due to the County being a waste disposal site for other parts of the West Midlands Region, and a lack of recycling, recovery and composting facilities. The need to manage all forms of waste at both the local and strategic level, are key considerations into the future.

Staffordshire households produced 434,300 tonnes of waste for disposal in 2005/06 through district collection systems or household waste recycling centres - approximately 534 kg of household waste collected per head of population. In Staffordshire, around 44% of waste was landfilled in 2005/06, significantly below the England average of 62%. The percentage of household waste recycled and composted was 33.7%, whilst a further 21.9% was used to recover heat, power and other energy sources.

Recycling and composting rates vary significantly across the district council areas as shown in chart 20. Best Value Performance Indicator data from 2005/06 highlights that just 2 districts have a combined percentage of greater than the Staffordshire average, these are Lichfield and Tamworth with rates of 45% and 36% respectively. Newcastle-under-Lyme and Cannock Chase perform significantly below the Staffordshire average, with Stafford and East Staffordshire also below the national average of 27% of household waste recycled or composted. Preliminary data captured during monitoring of the Staffordshire Local Area Agreement suggests that there is likely to be an improvement in these rates as local waste collection authorities develop and manage schemes to increase recycling and composting, and reduce landfill.

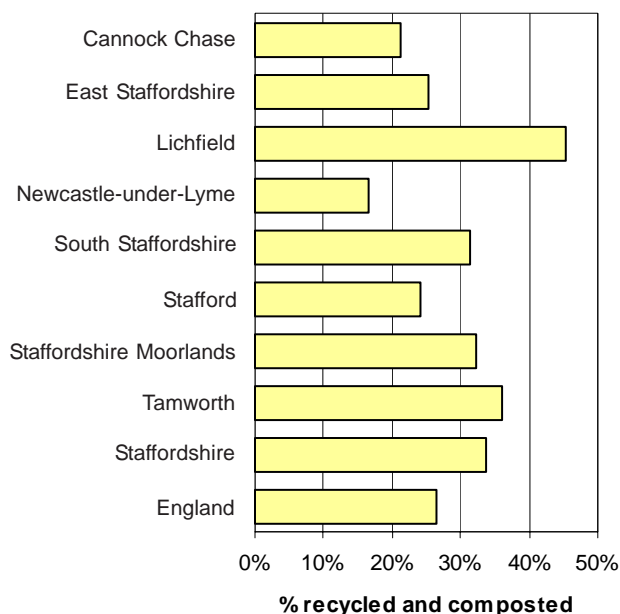
District council schemes such as kerbside recycling boxes and garden waste bins are a successful approach to increasing levels of recycling in the county. Waste minimisation schemes including the real nappy campaign and the furniture reuse network are also helping to reduce local waste disposal.

## Transport

Transportation issues affect all in society, with everybody needing to travel in their everyday lives, to get to work, to access important services such as GP surgeries or hospitals, to get to school or work, or in pursuit of leisure activities. Sustainable and reliable transport links are essential in helping the communities access their everyday needs and to promote the prosperity of an area. The development of an efficient, effective sustainable transport system will be a key factor in maintaining a good quality of life in Staffordshire.

Staffordshire's Local Transport Plan 2006-11, and the Joint North Staffordshire Local Transport Plan 2006-11 set the framework for transport in the area. Both plans reflect national shared priorities of accessibility, road safety and air quality as well as quality of life overall. Regeneration in North Staffordshire and Maintenance in Staffordshire are key local priorities.

**Percentage of household waste recycled and composted 2005-2006**



Source: BVPI 82a (i) and 82b (i).

**Chart 20**

Located near the geographical centre of the country, Staffordshire has good transport links to the north and south, and improving links to the east and west. Due to its location, large amounts of road and rail traffic pass through the County. The M6, M42 and M54 motorways; the A38, A50, A34, A5 and A500 trunk roads; and the West Coast Mainline run through the County, accounting for significant volumes of through traffic. The completion of the M6 Toll has improved access to the southern parts of Staffordshire.

Staffordshire experiences significant levels of traffic on its highway network, from inter-regional and indeed international traffic as well as local traffic. In 2005 some 4,823 million vehicle kilometres were travelled on local authority managed roads in Staffordshire County. A key target of both the Staffordshire and North Staffordshire LTPs is to reduce the number of vehicle kilometres travelled on Staffordshire's roads - there has been some success in this target with a 17 million vehicle kilometre drop, equivalent to 0.29% reduction, between 2004 and 2005.

Future travel patterns within the county are likely to be affected by demographic changes. Whilst transport policy is largely based around the concepts of locating development in sustainable locations to help reduce the need to travel and reduce reliance on commuting, population growth in particular in southern and eastern Staffordshire is likely to increase transport demand. Where travel is required it is necessary to make it as sustainable as possible through the promotion of sustainable transport, particularly for shorter distance trips, significant incentives for the elderly are available with free bus travel throughout the County.

Between 2006-2011 it is anticipated that the total number of trips taken by people in Staffordshire County by all modes of travel will increase by a factor of around 6%. Table 3 highlights the projected changes in the total combined trips in each of the district council areas between 2006-11 and thus includes all modes. The projection also includes an adjustment factor for likely increases to household income and fuel costs in the area over the next 5 years.

### Accessibility

An individual's ability to access employment and key services such as education, health, retail and leisure can significantly improve their quality of life, as well as their life chances. Access to services can increase levels of social inclusion, improve health and social care inequalities, increase attendance and attainment in education, and facilitate transfer from welfare to work. Access to key services gives individuals the ability to live independently as full and active members of society.

**Table 3: Projected increase in number of trips made 2006-2011**

Area	Combined Trips Change Factor 2006-2011
Cannock Chase	7%
East Staffordshire	6%
Lichfield	6%
Newcastle-under-Lyme	6%
South Staffordshire	5%
Stafford	5%
Staffordshire Moorlands	4%
Tamworth	6%
<b>Staffordshire County</b>	<b>6%</b>

Source: TEMPRO v5.2, Intergrated Transport and Planning Unit, Staffordshire County Council. September 2006.

Retail, financial, education, employment and leisure facilities tend to be concentrated in or near to town centres. The ability to access a main town centre therefore enables a wide range of services and destination types to be reached in a single trip, whilst the likelihood of a person using a bus service is closely related to the distance that they live from a bus stop or bus service. In the main towns of Staffordshire, the proportion of people living within 350m of a half hourly or more frequent bus service is measured to help identify areas where access by bus may be an issue.

Chart 21 highlights the percentage of addresses within Staffordshire's major settlements within 350 metres from a bus stop with a daytime half hourly or better service at June 2007. Lichfield has the lowest % of addresses within 350 metres of a bus stop 69%. Kidsgrove and Cannock also have a considerable proportion of properties outside the desired distance to a half hourly or better bus service, with 81% and 89% respectively. Burntwood has the highest proportion of addresses within 350 metres of a half hourly or better bus service with 95.0%, with overall access to bus services in the urban settlements being approximately 88%.

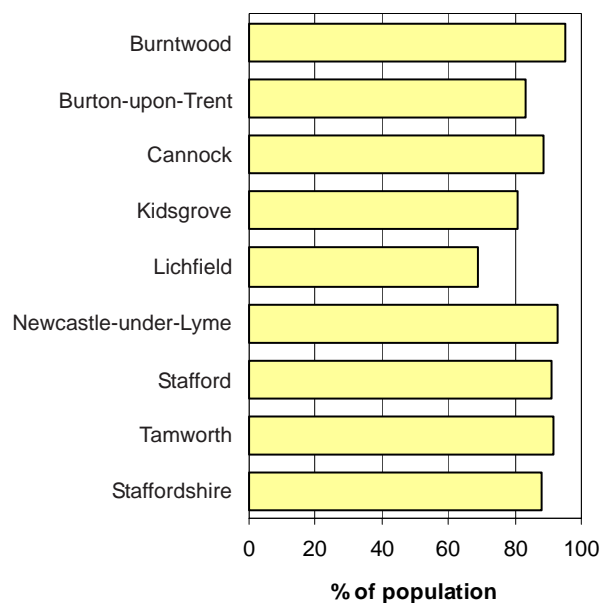
When examining address points around rural settlements (with a population of less than 3000), 58% of address points fall within 800 metres of an hourly or better bus service, showing that around 40% of rural residents have limited or no access to a major centre by bus. An analysis of the rural bus network has identified that to significantly increase this rural access would require substantial investment and may not represent good value for money. In some rural areas, hail and ride services are operated by community and voluntary transport services, with influence beyond fixed bus stops. The true accessibility picture may therefore be slightly better than highlighted above.

### The Natural Environment

Staffordshire's natural environment is undergoing constant changes as a result of local, regional, national and international factors.

Climate change is now widely accepted as one of the greatest challenges facing the planet and that it is largely the result of an increase in levels of greenhouse gases in the atmosphere leading to global warming. Green house gases such as methane, nitrous oxide and carbon dioxide absorb infra-red radiation reflected from the earth's surface effectively trapping energy within the atmosphere (the green house effect). Due to the quantities emitted, the most significant of these gases for global warming is carbon dioxide accounting for 80% of emissions from industrialised countries. Staffordshire has developed a Climate Change Action Plan titled "A Hard Rain" which sets out the overall approach to addressing climate change locally.

**Percentage of population within 350m of an hourly or more frequent bus service to a major centre**



Source: Staffordshire County Council.

**Chart 21**

Local and regional estimates of carbon emissions from Department for Environment, Food and Rural Affairs (DEFRA), provide a nationally consistent set of experimental statistics of carbon dioxide emissions by local authorities for 2004. In 2004 Staffordshire County produced approximately 8,800kt of carbon dioxide, equivalent to 10.9 tonnes of CO<sub>2</sub> per person. These estimated levels are well above the West Midlands Region (9.1 tonnes per person) and the United Kingdom (9.3 tonnes per person).

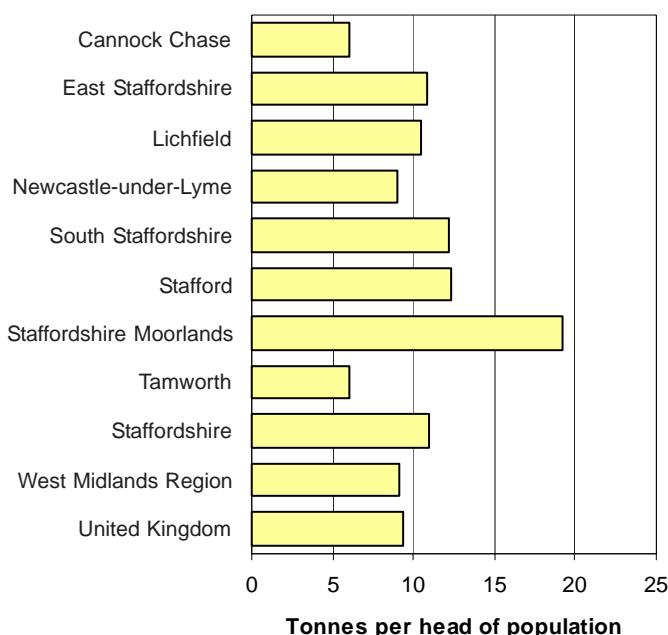
Chart 22 highlights the variation in carbon dioxide emissions between district localities. Tamworth and Cannock Chase districts producing the lowest levels of carbon dioxide per person (6.1), while South Staffordshire, Stafford and Staffordshire Moorlands have significantly higher estimates of carbon dioxide emissions (in the case of Staffordshire Moorlands almost double the rate for the County).

The majority of carbon dioxide emissions in Staffordshire are estimated to be produced by industrial, commercial and public sector (42%), road transport accounts for 32%, and domestic uses 26%.

In order to reach the targeted 60% reduction in carbon dioxide emissions, all sectors of the community will need to play their part.

Predictions of climate change are available for 2020 and beyond, and have been adjusted to account for scenarios which presume “low” and “high” levels of emissions. Table 4 highlights the likely impact on Staffordshire’s climate in the year 2020 based on these high and low scenarios, and how the climate is likely to change, from a base of 2002.

**Carbon dioxide emissions per head of population 2004**



Source: DEFRA.

**Chart 22**

**Table 4: Projected climate change using low and high emissions scenarios at 2020**

Climate Feature	Low Emissions	High Emissions
Change in daily mean temperature, annual (°C)	+0.5 to 1.0	+0.5 to 1.0
Change in daily mean temperature, winter (°C)	+0.5 to 1.0	+0.5 to 1.0
Change in daily mean temperature, summer (°C)	+0.5 to 1.5	+1.0 to 1.5
Change in daily mean precipitation, annual (%)	-10 to 0	-10 to 0
Change in daily mean precipitation, winter (%)	0 to +10	0 to +10
Change in daily mean precipitation, summer (%)	-20 to 0	-20 to -10

Source: Environment Unit, Staffordshire County Council from UKCIP projections.

## Biodiversity

The overarching vision of creating sustainable economic development needs to be delivered while taking into account the habitats of valuable wildlife. A UK based Biodiversity Action Plan has been produced by the Government to help in the creation and enforcement of national statistics and action plans to conserve, protect and enhance biological diversity. The biodiversity of Staffordshire County is considered by the Staffordshire Biodiversity Action Plan. The County of Staffordshire forms an important link between the different habitats of the north and south of the country, containing ideal habitats for a range of protected species.

Staffordshire, in common with the rest of the UK, has suffered significant losses of habitats and species. The protection and enhancement of existing habitats, alongside recreation of lost habitats will help to positively transform and enhance Staffordshire towards a county that is environmentally rich with diverse habitats and wildlife.

Sites of Special Scientific Interest (SSSIs) are the most important areas for nature conservation in the country, having particular importance in terms of wildlife and geology. At July 2007 there were 65 SSSIs in Staffordshire, covering around 3.8% of the County land area. The protection and management of SSSIs is important in order for them to be enjoyed by future generations.

Natural England monitors the condition of SSSIs, defining them as favourable, unfavourable, recovering, unfavourable no change, unfavourable declining or destroyed. Favourable condition means that the SSSI land is being adequately conserved although there is scope for the enhancement of these sites. If a SSSI is in unfavourable condition local authorities and Natural England agree appropriate remedies. 43% of Staffordshire's SSSIs are in a favourable condition, slightly below the national average of 45%. However, 40% of SSSIs in Staffordshire are in an unfavourable condition, but recovering, compared with only 31% nationally. Data for the condition of SSSIs in Staffordshire is presented in chart 23.

Progress towards Biodiversity Action Plan targets offers a useful indicator of sustainable development. Biodiversity Action Plans identify priority habitats and species and set objectives and targets for the conservation and enhancement of these. A key measure is the amount of priority habitat restored or created. The Staffordshire Biodiversity Action Plan (SBAP) audit provides data on the amount of priority habitat created or recreated between 1998 and 2001, at present no more up-to-date figures are available.

