

CHAPTER 3—ECONOMIC DEVELOPMENT AND ENTERPRISE

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Included in this section

- The underlying context of the Staffordshire economy
- Skills base of the population
- The labour market and worklessness issues
- Creating the conditions for growth

Further reading

Economic Regeneration Strategy, Staffordshire County Council (June 2006);

“Connecting to Success” – The West Midlands Economic Strategy (Advantage West Midlands – December 2007);

West Midlands Regional Spatial Strategy, Phase 2 Revision – Draft, Preferred Option (West Midlands Regional Assembly - December 2007);

Future reading

Local Economic Assessment for Staffordshire - (forthcoming late 2008)

Key Findings

- Staffordshire’s economy is affected by structural issues, resulting in a preponderance of less productive low and medium value added sectors, and the lowest level of Gross Value Added (GVA) per head of any strategic authority in the West Midlands Region – (75% of the UK average)
- The skills base of the local population needs to be addressed in order to improve competitiveness (especially at NVQ Level 4 equivalent and above)
- The future economy of Staffordshire needs to embrace the opportunities offered by climate change, as well as mitigating against its challenges
- There is disparity in the wages earned by people working in Staffordshire, and those earned by people living in Staffordshire. This is the result of out commuting of better qualified Staffordshire residents to higher paid employment elsewhere.
- Worklessness in Staffordshire tends to be relatively low, (with the exception of a number of pockets of high deprivation with multi dimensional problems) and the employment rate (76%) is above the national average (74%).
- Staffordshire’s central location provides good access to all parts of the country, however, congestion on the M6 motorway particularly through the West Midlands conurbation, adversely impacts on the performance of the Staffordshire economy.
- Any future development in Staffordshire needs to be managed sustainably, with appropriate infrastructure provided to encourage complementary growth between housing and associated employment.

3.1 The underlying context of the Staffordshire economy

Staffordshire’s economy has changed significantly over the past 20 to 30 years, moving from a primarily industrial and manufacturing base to one which is now heavily influenced by service sectors. In common with many areas, the service sectors of distribution, hotels and catering, and public administration, health and education are the most popular within Staffordshire, between them accounting for 50% of the county’s employment base. This has also been reflected in the recent popularity of Staffordshire as a location for the distribution and logistics sector. The proportion of employment in the higher value finance, IT and other business sector is below national and regional

levels, although employment projections do suggest that this sector will increase over the medium to long term future.

Manufacturing still accounts for a relatively high proportion of local employment (16% compared to 11% in the UK as a whole), however, much of this manufacturing base is concentrated in lower value added sectors, which affect the economic competitiveness and output of the area. It will be important to ensure that this manufacturing base is encouraged to maintain its strength, while at the same time, improving its overall levels of competitiveness.

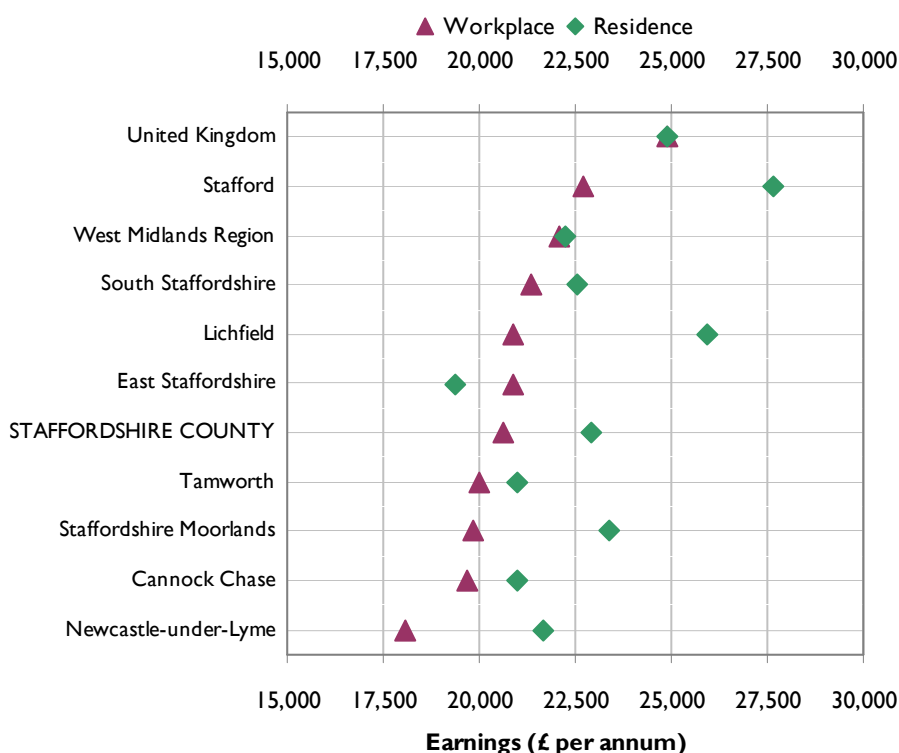
The result of this, is that although in absolute output terms, Staffordshire generates around £11 billion of total economic output (the second largest in the West Midlands Region after Birmingham), when compared with other parts of the region, Staffordshire's output per head of population is the lowest of any of the strategic authorities in the West Midlands Region (at 75% of the UK average).

A consequence of the lower levels of competitiveness and a historic concentration of employment in traditional sectors is that workplace based wage levels of the jobs available in Staffordshire (£18,000) tend to be lower paid than regional (£18,801) and national (£20,014) median annual wages for 2007.

When the earnings of Staffordshire residents are taken into account, a different scenario emerges, with a 2007 median average of £19,613, above the West Midlands median figure of £18,928, and much closer to the Great Britain average of £20,037. The substantial differences between workplace and resident based wage levels highlight a pattern whereby many of the better paid, mobile residents of Staffordshire commute out of the County to higher paid employment opportunities elsewhere. Improving the competitiveness and diversity of the local employment offer and creating the opportunities for more employment in higher value added sectors (for more highly skilled individuals) will be a key direction for the future of the Staffordshire economy. This would also help to resolve some of the out commuting by Staffordshire's residents to surrounding areas.

The dot-plot in Figure 3.1 (right) shows the comparison of median residence based and workplace based earnings by local authority area. This shows that only Stafford Borough has median workplace based earnings above the comparative regional figure, and all areas are below the national figure. East Staffordshire has the lowest residence based earnings and is the only area where earnings based on residence are below earnings based on workplace. Newcastle-under-Lyme has the lowest workplace based earnings and the gap between the two measures is biggest for Stafford, Lichfield and Staffordshire Moorlands.

Figure 3.1 - Comparison of Median Residence Based and Workplace Based Earnings (all people) - 2007 [ordered by workplace, highest to lowest]



Source: Annual Survey of Hours and Earnings, ONS, 2007

The lower levels of earnings in Staffordshire, may be in part a reflection of the generally lower concentrations of people in the top three occupation groups compared to other areas which all tend to display better levels of productivity and overall prosperity in their economies. Table 3.1 (right) shows that this holds true for all comparators: the UK, the West Midlands Region as a whole and the other County areas in the region. Tamworth and Staffs Moorlands have the lowest percentages.

Improved innovation within the local economy will be key to a successful future. Companies need to develop their capacity in finding new markets and develop technologies to ensure a competitive edge for Staffordshire's economy into the future. Capitalising on the innovation skills developed by Universities and other Higher Education institutions active in the Staffordshire area will offer potential growth in the development of the higher value added, and knowledge based economy that is being sought in Staffordshire.

It will be important for Staffordshire to build on the progress currently being made in developing the capacity of current projects which are seeking to develop renewable and environmental technologies. Developing these technologies will contribute towards the mitigation of climate change, and developing the base of the high value added sectors which can capitalise on the opportunities offered by climate change.

A healthy and successful economy is often characterised by strong levels of enterprise, innovation and entrepreneurship. Enterprise rates are measured by new businesses registering for VAT per 10,000 population. Table 3.2 (right) shows that in Staffordshire enterprise rates are similar to those nationally, and above the rates for the West Midlands region. However, they lag well behind other similar Shire authorities including Shropshire, Warwickshire and Worcestershire. There is wide variation in the levels of enterprise between the different Staffordshire district areas, with particularly low levels of enterprise in the North Staffordshire districts and higher rates in southern Staffordshire. The VAT registration rates of areas showing relatively buoyant economies at present (such as in Warwickshire) tend to be in general, well above the national averages.

Table 3.1 - Percentage of Working Age Population in Standard Occupational Groups 1 to 3

SOC 1 = Managers and Senior Officials

SOC 2 = Professional Occupations

SOC 3 = Associate Professional & Technical Occupations

		SOC 1	SOC 2	SOC 3	SOC 1 to 3
<i>national</i>	UK	15.2	13	14.3	42.5
<i>regional</i>	West Midlands Region	14.6	12.1	12.4	39.1
<i>shires</i>	Warwickshire	17.7	13.9	12.7	44.3
	Herefordshire	14	14	14	42.0
	Shropshire	14.9	13.3	13.2	41.4
	Worcestershire	18	11.7	11.6	41.3
	Staffordshire	13.8	11.9	13.3	39.0
<i>districts</i>	Lichfield	16.2	17.2	14.2	47.6
	Stafford	14.2	12.8	16.9	43.9
	East Staffordshire	11.7	12.6	15.7	40.0
	Cannock Chase	17.3	8	13.4	38.7
	Newcastle-under-Lyme	15	10.4	10.7	36.1
	South Staffordshire	14.3	10.5	10.1	34.9
	Staffordshire Moorlands	8.3	11.2	14.4	33.9
	Tamworth	12.6	11.5	8.8	32.9

Source - Annual Population Survey October 2006 to September 2007

Table 3.2 - New Businesses Registering for VAT per 10,000 adult population - 2006

		2006 enterprise rate
<i>national</i>	UK	37
<i>regional</i>	West Midlands Region	34
<i>shires</i>	Shropshire	44
	Warwickshire	44
	Worcestershire	42
	Herefordshire	40
	Staffordshire	36
<i>districts</i>	Lichfield	46
	East Staffordshire	39
	Stafford	39
	Cannock Chase	38
	South Staffordshire	35
	Tamworth	35
	Staffordshire Moorlands	29
	Newcastle-under-Lyme	26

Source: Business, Enterprise and Regulatory Reform

3.2 The Staffordshire Skills Situation

In order to be able to provide the vision of a more competitive, innovative and higher value economy for Staffordshire, it is crucial that the skills base of the working age population is able to meet the challenges of the future.

The current pattern of educational attainment in Staffordshire—shown in Table 3.3, below—highlights that although at Key Stage 2, Staffordshire children are tending to outperform their peers nationally, by GCSE level, attainment is equal to England averages and at A level, performance slips well behind. When examining qualifications among the working age population, Staffordshire performs below the England average at both Level 2 and Level 4 and above.

Table 3.3 - Changing Education and Skills Attainment by life stage - 2007

	Staffordshire County	West Midlands	England
Key Stage 2 Maths % achieving Level 4+	78	77	77
Key Stage 2 English % achieving Level 4+	81	77	80
Key Stage 2 Science % achieving Level 4+	90	84	88
GCSE - % Achieving 5 or more grade A* to C including English and Maths	45.7	42.7	46.8
A / AS Level equivalent average point score per examination entry	194.6	199.9	207.5
% of working age qualified to NVQ Level 2+	65.7	64.8	68.1
% of working age qualified to NVQ Level 4+	26.5	25.6	28.9

Sources - DCSF LEA Performance Tables and Statistical First Releases 2007, and Annual Population Survey - 2006

The benefits of encouraging young people to improve their skills is well documented, not only in terms of progressing their skills forward towards developing a higher level skills base, but also for the social benefits of young people being involved in structured learning activities which can have associated positive outcomes elsewhere. The key priority of reducing the numbers of young people aged 16 to 18 who are not in employment, education or training will potentially have multiple benefits, not only in improving the life chances of young people, but also among the wider communities, with more young people achieving substantive outcomes, and potentially positive benefits on community safety and other priority areas.

The selection of a Local Area Agreement priority aiming to increase the proportion of 19 year olds with level 3 and above qualifications is important in developing the progression through the 14 to 19 age groups, which is essential towards building the higher level skills base needed in the future.

The Leitch review of Skills⁶ published by Government in December 2006 stresses the challenges faced by the UK in maintaining its competitiveness with other developed industrial nations. The Leitch review specifies that in order to remain competitive globally, by 2020 95% of UK adults should have basic skills in numeracy and literacy, 90% of adults should be qualified to at least level 2 or equivalent, the focus for intermediate skills should be shifted from level 2 to level 3, and that 40% of adults should have a level 4 or above qualification by 2020.

Staffordshire has a key role to play in helping to meet these targets, and they will be particularly challenging when considering the attainment gap that currently exists between Staffordshire and nationally. Developing the Staffordshire skills base will be crucial in raising the area's competitive advantage and prosperity, and also in the pursuance of a knowledge based economy, concentrating on higher value added sectors.

⁶ Prosperity for all in the global economy – world class skills – Leitch Review of Skills, December 2006
http://www.hm-treasury.gov.uk/media/6/4/leitch_finalreport051206.pdf

The need to improve attainment among young people of compulsory school age (particularly in the 14 to 19 age range) is highlighted above, however, around 70% of the workforce of 2020 have already completed their compulsory education. Developing the skills base of people in the workplace, and encouraging them, and importantly their employers, of the benefits of up skilling will be a major contributor towards reaching the stretching targets set out in the Leitch report. The promotion and development of schemes such as ‘Train to Gain’, which highlights the value to businesses of making sure that staff are adequately trained, and ‘the skills pledge’ which is a voluntary public commitment by a company or organisation to support all its employees to develop their basic skills, including literacy and numeracy to work towards relevant qualifications to at least level 2. The purpose being, to make sure that all staff are skilled, competent and able to make a full contribution to the success of the company/ organisation.

A key barrier towards raising the skills levels of Staffordshire’s working age population will depend on raising the levels of aspiration among the local community, and reinforcing the importance of skills, particularly in some communities where there has been a historic legacy of people entering employment without the need for any formal qualifications.

3.3 The labour market and worklessness

In addition to structural issues relating to economic competitiveness and driving forward the productivity of the economy, issues of economic exclusion can be attributed to around 20% of the output gap in the regional economy⁷. There is therefore a potential to make some steps towards narrowing the Staffordshire productivity gap, through tackling problem areas of worklessness in the County and by improving the overall productivity of the workforce.

People working in the Staffordshire labour market have traditionally been less concentrated in the higher occupation groups as identified above (see Table 1). However, the county has generally seen relatively high and stable levels of employment and this is highlighted by economic activity and employment rates which are above regional and national averages, but below those of some comparative counties in the West Midlands Region, as shown in Table 3.4 (right).

It is recognised that encouraging workless people back into the labour market can have substantial benefits for productivity and, alongside the restructuring of the economy to encourage higher value added business, will be an important factor in improving the competitiveness of the Staffordshire economic base.

The Staffordshire LAA has seen the development of a multi-dimensional approach to tackling worklessness with Job Centre Plus and the Learning and Skills Council working in partnership to reduce benefit dependency in the most challenging neighbourhoods in Staffordshire. Across Staffordshire as a whole, benefit dependency runs at 9.7% of the working age population. The Staffordshire LAA 2008-11 will target the most needy areas of benefit dependency in Staffordshire, and has identified 43 Lower Super Output Areas (LSOAs) which have working age claim rates of 20% and above. These areas are shown on the map in Figure 3.2 (next page). These 43 LSOAs represent 18.4% of all claimants, in only 8% of the LSOAs countywide.

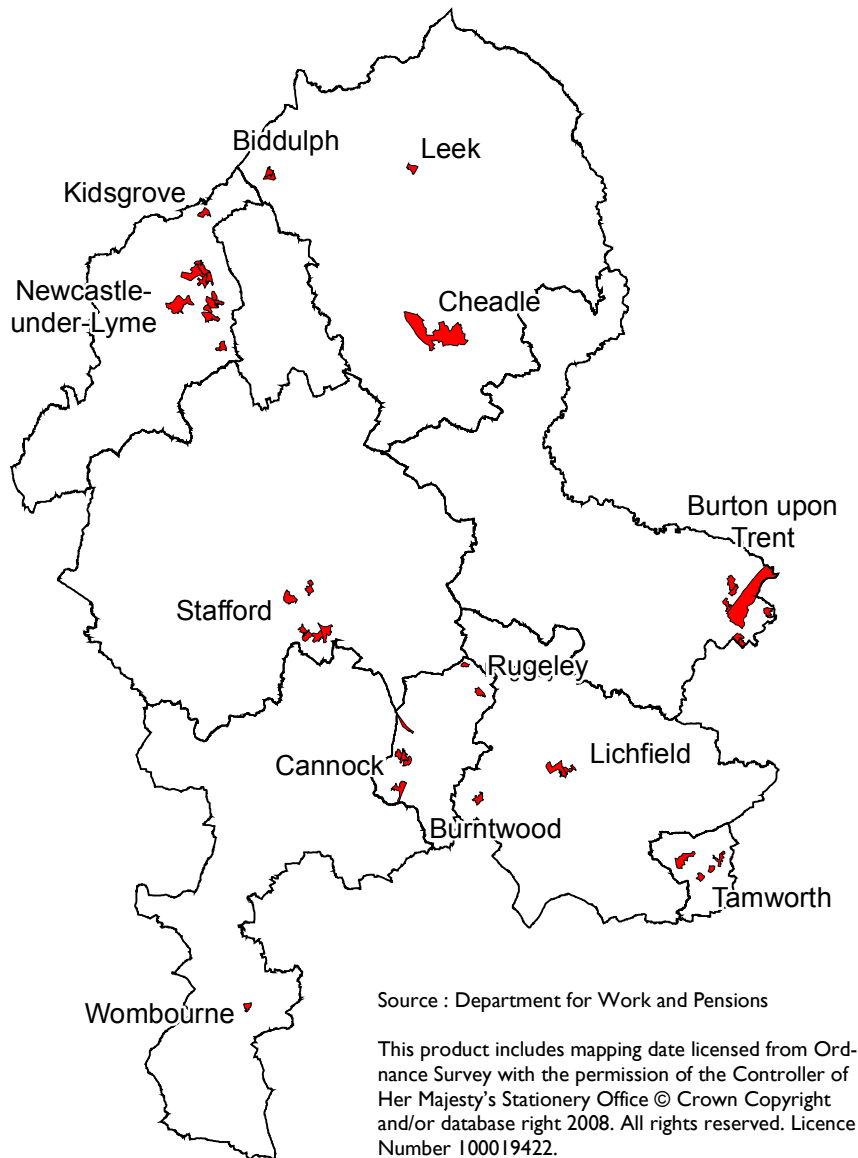
Table 3.4—Percentage of the working age population who are (1) economically active (2) in employment

	Economic Activity Rate	Employment Rate
UK	78.4	74.2
West Midlands Region	77.2	72.5
Warwickshire	83.5	79.4
Worcestershire	82.1	79.1
Herefordshire	80.9	78.3
Shropshire	80.8	77.5
Staffordshire	79.8	76.3

Source: Annual Population Survey Oct 2006—Sept 2007

⁷ Page 22 – ‘Connecting to Success’ – The West Midlands Economic Strategy, Advantage West Midlands http://www.advantagewm.co.uk/Images/WMES_tcm9-9538.pdf

Figure 3.2— Lower Super Output Areas with working age benefit claimant rates above 20% - Priority neighbourhoods under NI 152



As highlighted in Chapter 1, the demographic structure of Staffordshire is changing, and population projections suggest that the population is aging, with people tending to live to older ages and a declining birth rate. Trend based labour force projections suggest that the labour force overall is likely to decline from current levels over the next 20 years, and that the levels of housing growth proposed in the preferred option of the Phase 2 revision of the West Midlands Regional Spatial Strategy will not address this.

The future labour market is therefore likely to be characterised by a greater proportion of older people working than at present, and may also see a shift in the types and patterns of employment of the labour force, with older people possibly likely to be more inclined to take employment in more casual positions, and possibly with a greater proportion of part time employment.

Recent patterns of international migration have seen people from the European Union 'Accession 8' Countries in particular fill gaps in the national, regional and local labour markets. This may therefore continue to be increasingly important in the future.

The 'functioning economic geography' of Staffordshire means that there are a number of distinct geographical labour markets impacting on the area. Stoke-on-Trent (and the wider Potteries conurbation) tends to dominate the travel to work patterns of the north of the County, whilst the centres of Stafford and Burton-upon-Trent are geographically homogenous areas in the western and eastern central parts of the County. Cannock and Rugeley together with Walsall form their own travel to work area, while Lichfield and Tamworth tend to gravitate strongly towards Birmingham. The South Staffordshire district area tends to be strongly influenced by the labour markets of Wolverhampton, Dudley and Sandwell and Kidderminster.

As well as improving the competitiveness of the Staffordshire economy through greater proportions of employment in higher value added sectors, it is important that employment growth and labour force change is managed to ensure sustainability. It is also important to reduce the need to travel for employment and balance proposed housing and employment allocations arising from the emerging Regional Spatial Strategy and subsequent Local Development Frameworks. Promoting improved sustainability in all areas will help to make a key contribution to mitigating against the effects of climate change (see Chapter 8) and also to capitalise on some of its potential economic opportunities.

3.4 Creating the conditions for growth

For Staffordshire to be able to realise its ambitions in boosting economic prosperity and improving the quality of life for all, it is essential that future growth can be managed effectively and sustainably.

The Preferred Option of the Phase 2 revision of the West Midlands Regional Spatial Strategy sets out the strategic planning policy context within which the future growth of Staffordshire should be delivered. Among its key proposals, over the period 2006-26, Staffordshire County is expected to provide for 54,900 new houses, almost 830 hectares of employment land and significant levels of retail and office development to help maintain and improve the vibrancy of town centres in the County.

The importance of delivering these challenging proposals means that a sufficient 'portfolio' of land, of the right mix of site locations, sizes and types is available to ensure that housing and employment growth is deliverable. Technical work is currently being undertaken as part of the evidence bases for Local Development Frameworks to establish the more detailed capacity at the district level.

The need to match proposed housing growth and employment provision will be essential in making sure that these proposals are deliverable and do not provide negative impacts on their existing environments. A part of achieving this balance will be the management of the need to travel, with new development needing to take a holistic approach to access issues which include;

- measures to reduce the need to travel;
- provision of good quality, well designed walking and cycling facilities;
- promotion of travel awareness initiatives;
- a significant improvement in public transport; well designed park and ride facilities;
- better management of public and private car parking;
- appropriate demand management measures and better management of transport networks.

As well as challenging targets for delivery of housing overall, both the preferred option of the Regional Spatial Strategy, and Local Area Agreement for Staffordshire have acknowledged the importance of the role of delivering affordable housing in the successful future development and economic prosperity of Staffordshire. Affordable housing aimed at the social rented sector and affordable market housing will need to be delivered in much higher quantities than over recent years if the challenging targets are to be met.

One of Staffordshire's key strengths as a business location is its position at the centre of the country with direct links to nationally important corridors of movement such as the M6, A50 and West Coast Mainline . This central location has certainly been a key factor in the up surge of recent investments in the distribution and warehousing sector in the county.

However, the M6 running through Staffordshire is one of the most heavily trafficked stretches of road in Europe and suffers from congestion on a regular basis. Congestion on the M6 in the sub region is damaging to productivity and is estimated to cost each business around £20,000 per year. Reducing these levels of congestion could therefore provide real economic benefits, allowing local businesses to improve their levels of output, and to access markets more efficiently and effectively than at present. Future options to improve the problems of congestion on the M6 are currently being considered by the Highways Agency and Department for Transport between M6 junctions 11a and 19. These options could include the widening of sections of the route, and/or, where appropriate, active traffic management including hard shoulder running to provide extra capacity. A further scheme to link the M6, M6 Toll and M54, which will also improve access to the i54 Major Investment Site at Wobaston Road north of Wolverhampton is also currently being investigated, with an estimated completion date of late 2012.

Improvements to the West Coast Mainline are scheduled to be completed in 2009 and offer improved accessibility by rail for many parts of Staffordshire to London and the South East and North West England. The increased investment in rail has led to increased patronage on this and other routes, and further investments to increase the capacity of the rail network are now planned.

It is clear that the future growth of Staffordshire needs to be considered very carefully to ensure that appropriate infrastructural improvements are delivered alongside proposed growth in housing and employment development.

3.5 Income Deprivation

There are two domains (out of seven) in the Indices of Multiple Deprivation which directly relate to this chapter, namely, income deprivation and employment deprivation. Income deprivation is one of the most important aspects of deprivation overall, as it can have serious impacts on various other socio-economic factors which combine to impact on multiple deprivation. The purpose of the income domain is to capture the proportion of the population experiencing income deprivation in an area.

In Staffordshire around 8,560 people live within 6 LSOAs that fall into the most 10% deprived nationally (3,509 households) and a further 68,374 people (27,719 households) live within 45 LSOAs that fall into the most 10%-20% deprived nationally for income deprivation. This represents 8.5% of the population living in the most 20% income deprived LSOAs nationally.

The income domain presents a score for each LSOA in the country, which is the proportion of the adult population aged 16 and over who are living in low-income families. The highest levels of income deprivation were found in one LSOA in the Glascote ward of Tamworth; 45% of the adult population were living in income deprived families, followed by one LSOA in the Cross Heath ward in Newcastle-under-Lyme (39% of the adult population).

The top ten most deprived LSOAs in Staffordshire County in terms of income deprivation can be seen in Table 3.5 (next page).

Table 3.5—Top ten most deprived LSOAs in Staffordshire for income deprivation

District	Ward	LSOA	Population ¹	Households ¹
Tamworth	Glascote	E01029845	1,105	475
Newcastle-under-Lyme	Cross Heath	E01029554	1,428	715
Cannock Chase	Cannock North	E01029358	1,459	519
East Staffordshire	Anglesey	E01029408	1,457	576
Stafford	Highfields and Western Downs	E01029717	1,798	759
East Staffordshire	Shobnall	E01029447	1,403	465
Newcastle-under-Lyme	Chesterton	E01029548	1,485	650
East Staffordshire	Eton Park	E01029427	1,497	630
Newcastle-under-Lyme	Knutton and Silverdale	E01029566	1,140	489
Tamworth	Belgrave	E01029828	1,417	481

Source: The English Indices of Deprivation 2007, Communities and Local Government
<http://www.communities.gov.uk/publications/communities/indicesdeprivation07>

3.6 Employment deprivation

Employment deprivation is an important factor in the concept of multiple deprivation, as being unemployed or loss of a job through redundancy, sickness or disability can be a major factor in social exclusion. This domain measures employment deprivation conceptualised as involuntary exclusion of the working age population from the labour market.

In Staffordshire there are around 13,938 people (6,080 households) who live in the 10 LSOAs that fall into the most 10% deprived nationally and a further 75,023 people (31,778 households) live within the 49 LSOAs in the most deprived 10%-20% nationally in terms of employment deprivation. This represents around 11% of the county's population living in the most 20% employment deprived LSOAs nationally.

As with the income domain, the employment domain presents a score for each LSOA in the country, which is the proportion of the working aged population who are employment deprived and excluded from working. The highest levels of employment deprivation were found in one LSOA in Newcastle-Under-Lyme; Cross Heath ward (26.5% of the working aged population were classed as employment deprived), followed by an LSOA in Glascote ward in Tamworth, where 24.5% were classed as employment deprived.

The top ten most deprived LSOAs in Staffordshire County in terms of employment deprivation can be seen in Table 3.6. below.

Table 3.6—Top ten most deprived LSOAs in Staffordshire for employment deprivation

District	Ward	LSOA	Population ¹	Households ¹
Newcastle-under-Lyme	Cross Heath	E01029554	1,428	715
Tamworth	Glascote	E01029845	1,105	475
Newcastle-under-Lyme	Knutton and Silverdale	E01029566	1,140	489
Stafford	Littleworth	E01029725	1,672	599
Newcastle-under-Lyme	Chesterton	E01029548	1,485	650
East Staffordshire	Eton Park	E01029427	1,497	630
Tamworth	Castle	E01029835	1,399	916
Staffordshire Moorlands	Biddulph East	E01029765	1,408	527
Newcastle-under-Lyme	Butt Lane	E01029543	1,264	469
East Staffordshire	Stapenhill	E01029450	1,540	610

Source: The English Indices of Deprivation 2007, Communities and Local Government
<http://www.communities.gov.uk/publications/communities/indicesdeprivation07>

Implications for service delivery

- The need to promote greater levels of competitiveness and productivity in the local economy will require local partners to encourage, and deliver the higher value added economy that Staffordshire is seeking. It will be important to nurture the development of a high value, high knowledge economy whilst maintaining the needs of the existing economic base.
- A key tenet in the improvement of the local economy will be the need to promote the development of skills, and raising the aspirations of the local workforce, and through the school age population – LAA indicators NI 163 and 165 will be key vehicles in improving these workforce skills and need to be addressed throughout Staffordshire.
- Narrowing the gap between the best performing areas and those which perform less well will offer challenges to service delivery. The priority to reduce worklessness throughout Staffordshire will be the primary goal of LAA indicator NI 152, with particular efforts towards reducing benefit dependency in the most challenging areas (43 Lower Super Output Areas with a claimant rate of 20% or above). The successful delivery of this priority will depend on a multi agency approach, concentrating on health and being fit to work, having the necessary skills to engage in work, and encouraging local businesses to recruit in partnership to identify which areas need the greatest help in reducing a culture of benefit dependency.
- The delivery of new housing under priority indicator NI 154 will require local planning authorities to ensure that adequate land is available for development at all times.
- As well as securing adequate land for housing in its totality, NI 155 will need to ensure contributions from developers through section 106 agreements to enable the significant jumps in affordable housing delivery from recent performance.
- The above priorities will all be subject to the conditions of the wider economy, with many commentators predicting a slow down in the global economy being heavily affected by rising oil prices and the so called “credit crunch”. Developer confidence could therefore have substantial influences on the performance of many of these priorities and their service delivery implications.

Government Priorities

1. [Raise the productivity of the UK economy](#) (PSA 1)
2. [Improve the skills of the population, on the way to ensuring a world-class skills base by 2020](#) (PSA 2)
3. [Promote world class science and innovation in the UK](#) (PSA 4)
4. [Deliver reliable and efficient transport networks that support economic growth](#) (PSA 5)
5. [Deliver the conditions for business success in the UK](#) (PSA 6)
6. [Improve the economic performance of all English regions and reduce the gap in economic growth rates between regions](#) (PSA 7)
7. [Maximise employment opportunity for all](#) (PSA 8)
8. [Halve the number of children in poverty by 2010-11, on the way to eradicating child poverty by 2020](#) (PSA 9)
9. [Raise the educational achievement of all children and young people](#) (PSA 10)
10. [Increase long term housing supply and affordability](#) (PSA 20)
11. [Lead the global effort to avoid dangerous climate change](#) (PSA 27)

Indicators in the Staffordshire LAA directly relevant to this area

- NI 80: Achievement of level 3 qualification by age 19
 - NI 117: 16 to 18 year olds not in employment, education or training (targeted to the most needy neighbourhoods)
 - NI 152: Working age population on out of work benefits (targeted to the most needy neighbourhoods)
 - NI 154: Net additional homes provided
 - NI 155: Number of affordable homes delivered (gross)
 - NI 163: Proportion of population aged 19 to 59 females and 19 to 64 males qualified to at least level 2 or higher
 - NI 165: Proportion of population aged 19 to 59 females and 19 to 64 males qualified to at least level 4 or higher
 - NI 172: Percentage of small businesses in an area showing employment growth
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