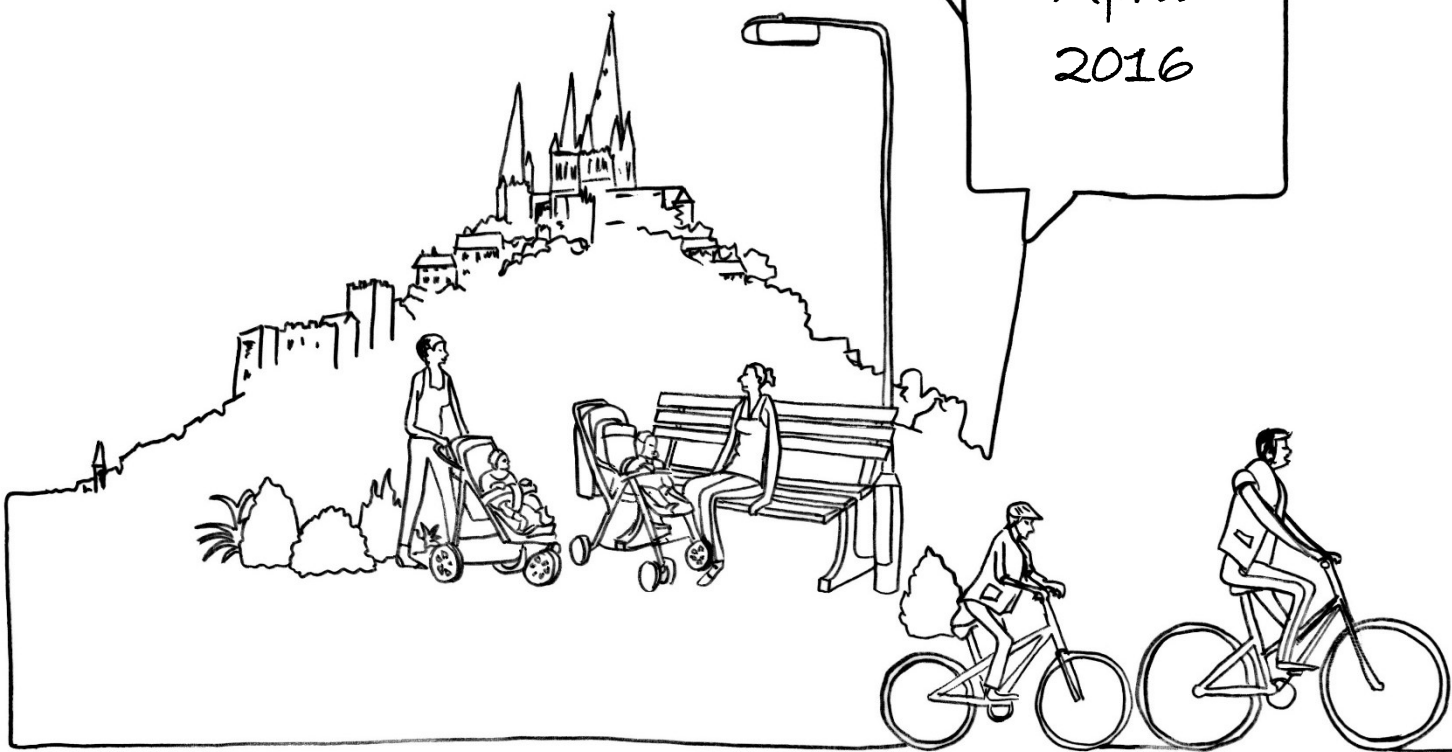


Cannock Chase: Locality Profile

Insight, Planning & Performance Team

Considerations for
commissioning

April
2016



Document Details

Title	Cannock Chase: Locality Profile
Date created	April 2016
Description	The purpose of the profile is to provide commissioners and practitioners with an evidence base to help understand residents' needs at a local level. It provides detail behind 'The Story of Staffordshire', links with the Community Safety Assessments and contributes to the Joint Strategic Needs Assessment.
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1 Introduction

Welcome to the 2016 Locality Profile for Cannock Chase. This profile identifies priorities at district and ward level to support the effective targeting of resources by providing a robust intelligence base across a wide range of indicators. The indicators cover the three Staffordshire partnership outcomes at district and ward level:

- Access more good jobs and feel the benefits of economic growth
- Be healthier and more independent
- Feel safer, happier and more supported in and by their community

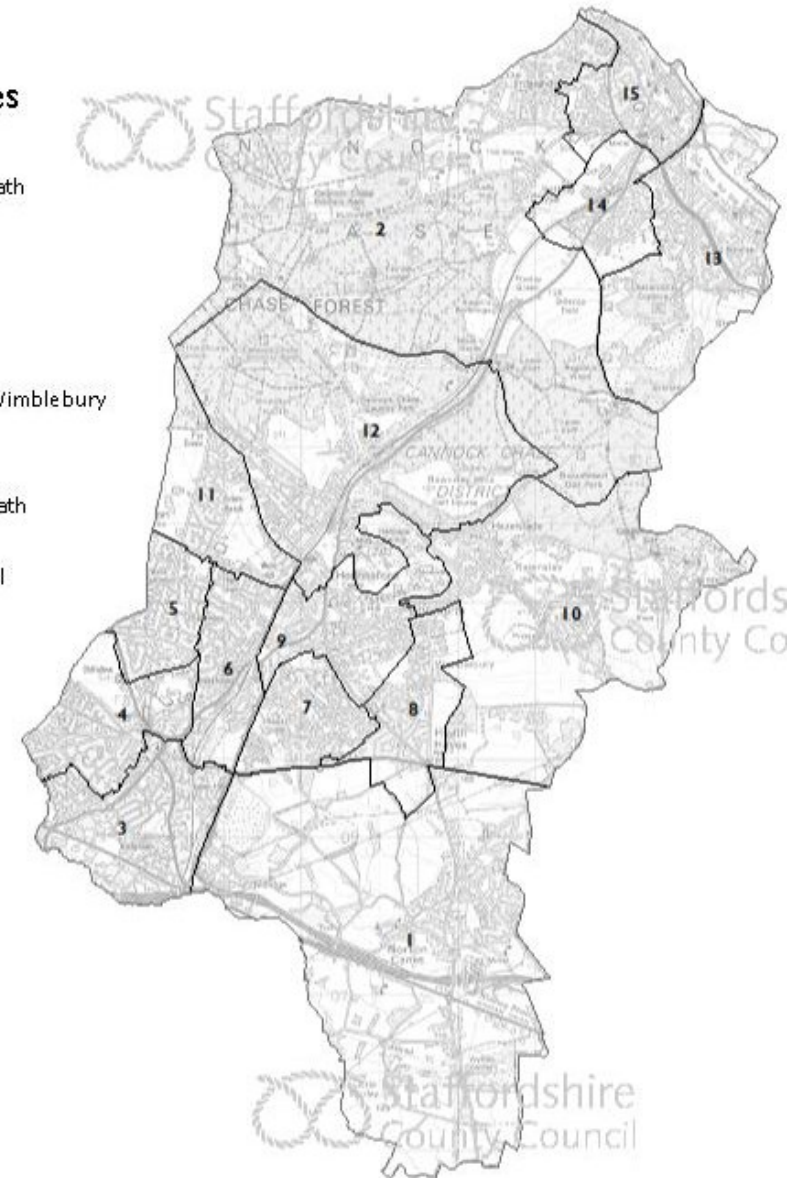
The Locality Profiles underpin the 'Story of Staffordshire' by providing the low-level detail behind the indicators included in the main document to allow users to see how they can respond to the key messages and take action where appropriate at a local level or for a particular group of people.

Information presented for smaller areas allows a greater understanding of the particular characteristics of different communities and of the variations in and between different populations which helps identify inequalities between areas and provides evidence for effective targeting.

They are intended to be used alongside other resources produced by the Insight, Planning & Performance Team, such as the Community Safety Assessments and the Joint Strategic Needs Assessment along with local intelligence and knowledge to support evidence-based commissioning.

Ward Boundaries

1. Norton Canes
2. Etching Hill and The Heath
3. Cannock South
4. Cannock West
5. Cannock North
6. Cannock East
7. Hawks Green
8. Heath Hayes East and Wimblebury
9. Hednesford South
10. Rawsley
11. Hednesford Green Heath
12. Hednesford North
13. Brereton and Ravenhill
14. Hagley
15. Weston Springs



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2 Summary of key challenges and considerations for commissioning

2.1 The population of Cannock Chase

- Cannock Chase is resident to 98,500 people. The population is slightly different from England. It has lower proportions of children under five, under 16 and older people aged 85 and over. There are however more people aged 16-64 in Cannock Chase compared to average.
- At ward level, Cannock North, Hagley and Hawks Green wards have high proportions of children under 16 compared with England whilst Brereton and Ravenhill, Cannock East, Cannock West, Etching Hill and The Heath, Norton Canes and Western Springs have high proportions of older people aged 65 and over.
- The overall population of Cannock Chase is projected to increase between 2014 and 2024 with a significant growth in people aged 65 and over (25%) and aged 85 and over (59%). The rate of increase in the number of older people in Cannock Chase is faster than the England average and equates to 3,400 additional residents aged 85 and over by 2024.
- There are nine lower super output areas (LSOAs) that fall within the most deprived national quintile in Cannock Chase, making up around 14% of the total population (13,500 people). These areas fall within Brereton and Ravenhill, Cannock East, Cannock North, Cannock South, Etching Hill and The Heath and Hednesford North.
- “Aspiring Homemakers” is the most common Mosaic group across Cannock Chase and makes up 21% (20,400) of the population. Some wards have high proportions of their populations in a single segmentation group, for example, -one in two residents who live in Hednesford Green Heath are in the “Aspiring Homemakers” group.

2.2 Be able to access more good jobs and feel the benefits of economic growth

- The proportion of children in Cannock Chase who reach a good level of development at the age of five is higher than average.
- GCSE attainment for Cannock Chase pupils is significantly worse than the England average. In addition there are inequalities within the district with achievement ranging from 25% in Cannock North ward to 59% in Hawks Green ward.
- Cannock Chase also has a higher than average proportion of children who are absent from school.
- Just over 4% (around 160) of young people were not in education, employment or training (NEETs) as at January 2015 for Cannock Chase. This is higher than the Staffordshire average. Three wards in Cannock Chase have particularly high levels of young people who are NEET: Cannock East, Cannock North and Cannock South.

- The percentage of adults aged 16-64 with NVQ level 1 or above is worse than the national average. Cannock Chase also has a higher number of adults with no qualifications compared to the national average. This may hinder economic growth in Cannock Chase.
- Unemployment and youth unemployment rates in Cannock Chase (as at February 2016) were lower than the national average.
- The average household income for Cannock Chase was £35,200 which is less than the Great Britain average (£40,000). Cannock Chase also has a higher than average proportion of households with an average income of under £20,000.
- The proportion of Cannock Chase residents aged 60 and over living in income deprived households is significantly worse than the national average.

2.3 Be healthier and more independent

- Overall life expectancy at birth in Cannock Chase is 79 years for men and 83 years for women, both similar to the national average. However men and women living in the most deprived areas of Cannock Chase live seven and five years less than those living in less deprived areas.
- Healthy life expectancy in Cannock Chase is 61 years for men and 62 years for women. Both men and women in Cannock Chase spend more of their lives in poor health than average.
- The number of Cannock Chase residents who die early due to cardiovascular disease is higher than the national average.
- Breastfeeding initiation and prevalence rates at six to eight weeks in Cannock Chase remain lower than the England rate.
- Around 29% of children aged four to five in Cannock Chase have excess weight (overweight or obese) with rates being higher than average. The prevalence of children who are either overweight or obese in Reception is higher in four wards: Cannock North, Cannock South, Etching Hill & the Heath and Hagley. Around 36% of children aged 10-11 have excess weight with prevalence particularly higher in three wards: Cannock North, Cannock South and Hednesford Green Heath.
- Despite the downward trend, teenage pregnancy rates in Cannock Chase are higher than England. Teenage pregnancy rates are particularly high in Cannock North and Cannock South.
- Around 170 children aged under five in Cannock Chase were admitted to hospital due to unintentional and deliberate injuries during 2013/14, with rates being higher than the England average. During the same period around 320 children under 15 were admitted for unintentional and deliberate injuries, with rates higher than England. More work needs to

be done to understand the numbers that are directly related to injuries and those that may have been prevented.

- During 2013/14 the rate of hospital admissions caused by asthma, diabetes or epilepsy in children under 19 in Cannock Chase was higher than the England average.
- There is a higher proportion of residents in Cannock Chase with a limiting long-term illness compared to the national average, particularly amongst children under 16 and those aged 65 and over.
- The number of people on depression registers in Cannock Chase is higher than the national average.
- Smoking prevalence for adults in Cannock Chase is similar to the national average. However smoking-attributable mortality in Cannock Chase is higher than the England average.
- Around seven in ten adults have excess weight (either obese or overweight) which is higher than the national average. The proportion of people who are obese in Cannock Chase is also higher than the England average.
- Less than half of Cannock Chase adults meet the recommended levels of physical activity. Around three in ten Cannock Chase adults are physically inactive, higher than the England average (equating to around 26,000 people).
- The proportion of older people in Cannock Chase who take up flu vaccination or their offer of a pneumococcal vaccine is lower than average.

2.4 Feel safer, happier and more supported

- Based on data from the Feeling the Difference survey, 90% of Cannock Chase respondents were satisfied with the area as a place to live. However this is a reduction on previous years.
- Cannock Chase has a lower proportion of lone pensioner households compared to the national average. However, four wards have higher proportions of households with lone pensioners: Cannock North, Cannock South, Cannock West and Western Springs.
- Based on data from the 2011 Census, more residents in Cannock Chase provide unpaid care compared to the England average. This equates to around 11,820 people. In particular, 16% (2,510 people) of residents aged 65 and over provide unpaid care which is higher than the England average of 14%.
- Around one in ten Cannock Chase households are living in fuel poverty and 30% live in non-decent housing.
- A higher proportion of the population in Cannock Chase provide unpaid care compared to the national average.

- The lowest quartile house price in Cannock Chase was 5.6 times the lowest quartile income and lower than the England average of 6.5.
- Overall rates of crime and anti-social behaviour in Cannock Chase continue to fall and are lower than the national average; they are however higher than the Staffordshire average. Cannock South ward has a significantly high rate of crime; Cannock South, Hednesford North and Western Springs wards have high rates of anti-social behaviour. There are also four wards with high rates of violent crime: Cannock North, Cannock South, Hednesford North and Western Springs.

3 Cannock Chase district priority matrix

3.1 Prioritisation matrix methodology

A range of indicators, across a number of themes, are included in these profiles. A number of these indicators have been selected to provide commissioners and practitioners with an understanding of priority issues at a district level. Priorities are identified by assessing performance against comparators (mainly England) and direction of travel alongside the numbers of residents that are affected by the issue.

The most current data sets available have been used (at time of writing), however reporting time periods may vary; please see the metadata for full details of data sources.

The priority classifications are as follows and detailed in the matrix below (Figure 1):

- **High priority** - where performance is worse than average and the numbers in the population are large.
- **Possible concern** - where performance is worse than average but the numbers in the population are small **OR** where performance is better than average, but the numbers in the population are large.
- **Low priority** - where performance is better than average and the numbers in the population are small.

It is intended that these priorities are not targeted in isolation, but are indicative of the broader commissioning needs of the population and communities at large.

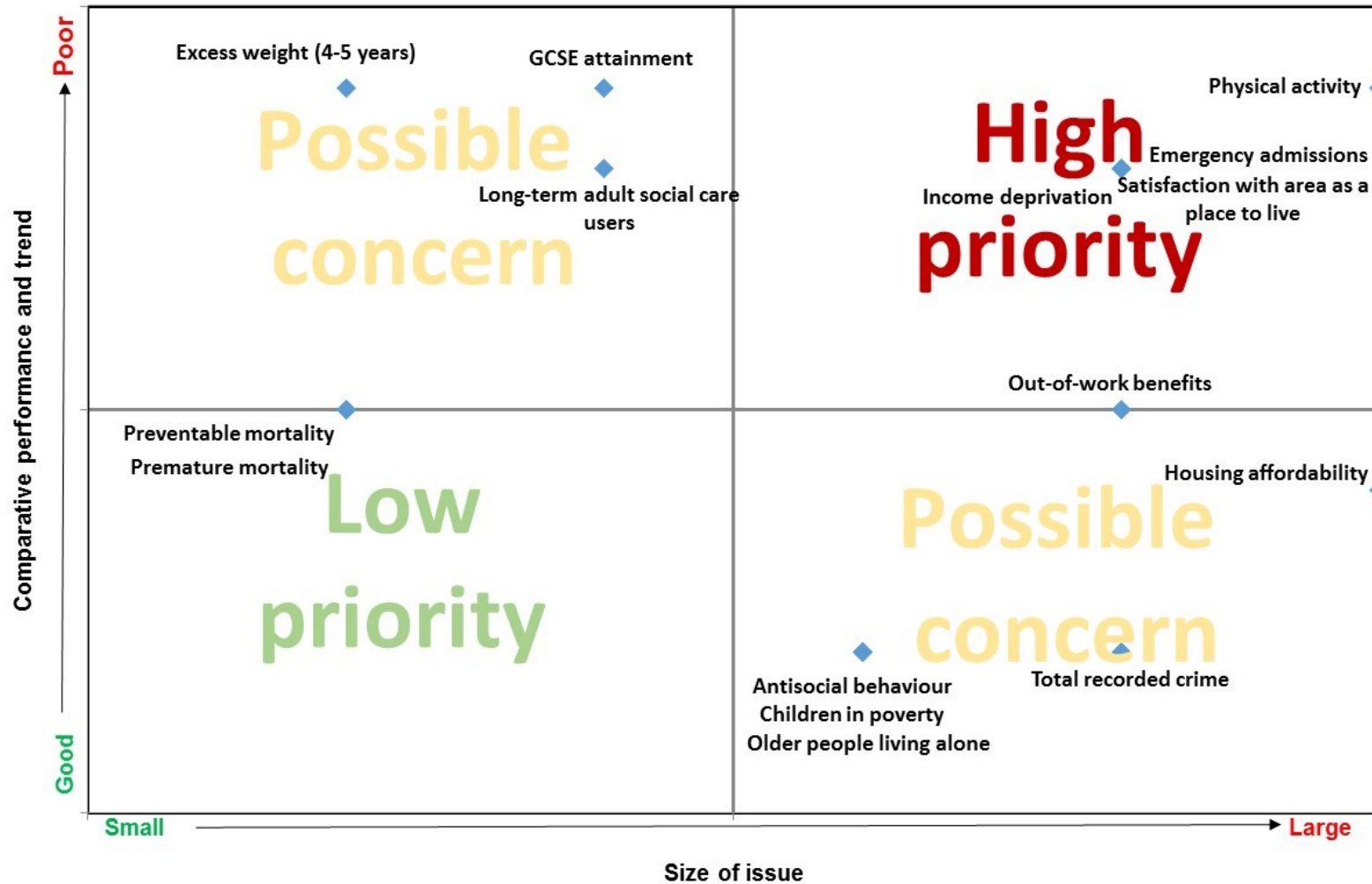
Figure 1: District priority matrix

comparative performance and trend	poor	Possible concern	High priority
	good	Low priority	Possible concern
		small	large
		size of the issue	

Compiled by Insight, Planning and Performance Team, Staffordshire County Council

Figure 2, using the matrix described on the previous page, shows where a number of key indicators for the district fall in terms of prioritisation.

Figure 2: Cannock Chase prioritisation matrix



Compiled by Insight, Planning and Performance Team, Staffordshire County Council

4 Cannock Chase ward level 'risk' index - to identify areas with the poorest outcomes

By identifying those wards with higher levels of need resources can be targeted more effectively. A combination of twelve indicators has been used to identify areas with high levels of need in Cannock Chase. These are:

- Income Deprivation, 2015
- Children in poverty (under 16s), 2013
- Premature mortality (under 75s), 2010-2014
- Preventable mortality (all ages), 2010-2014
- Emergency (unplanned) admissions, 2014/15
- Long-term adult social care users, 2014/15
- Out of work benefits, August 2015
- GCSE attainment (five or more A*-C GCSEs including English and mathematics), 2015
- Total recorded crime, 2014/15
- Anti-social behaviour, 2014/15
- Excess weight (children aged four to five), 2012/13-2014/15
- Older people living alone, 2011

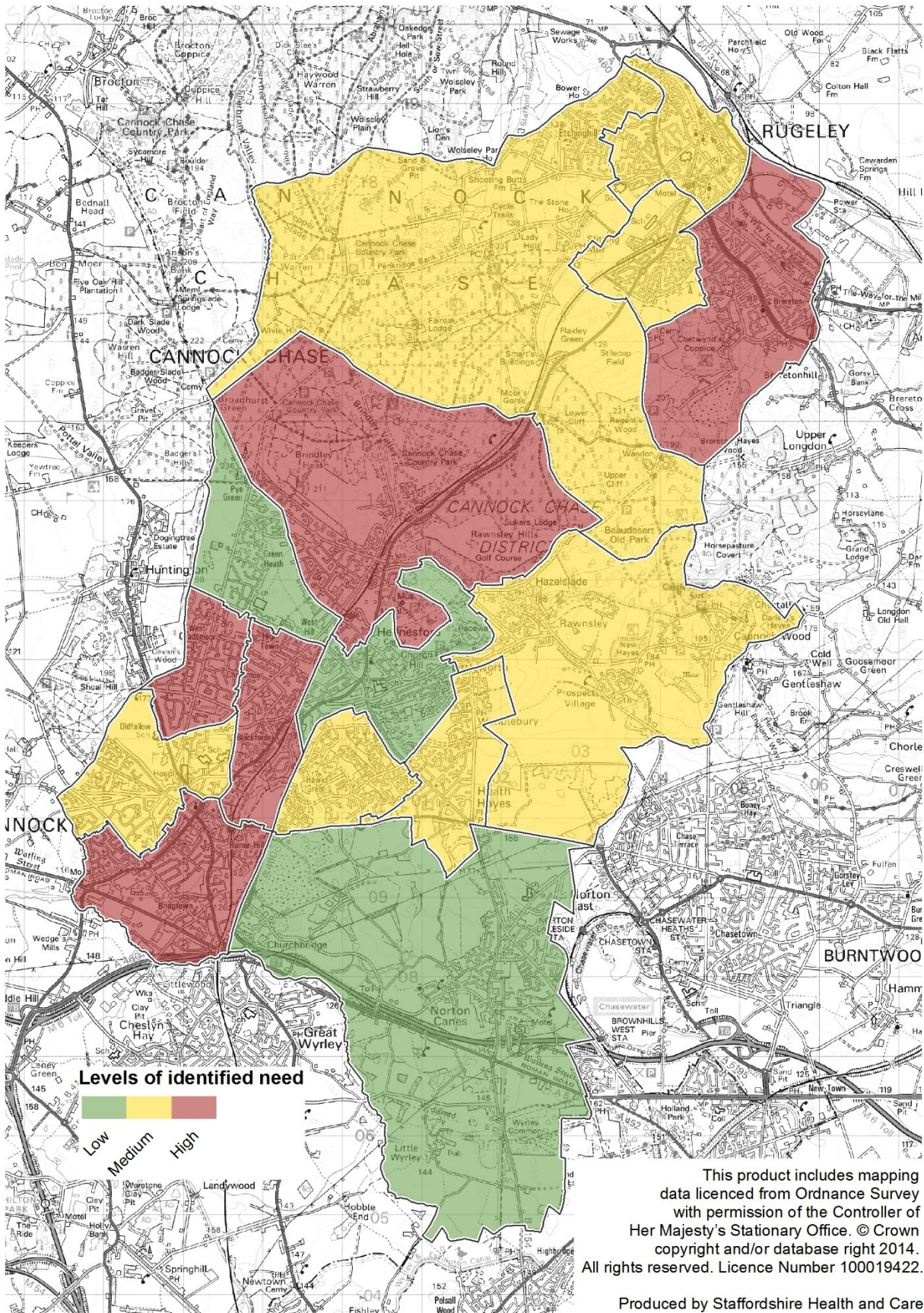
Wards that **perform worse than the England average** for none of the indicators (low need), for one to three of the indicators (medium need) and for four or more indicators (high need) are highlighted in Table 1 and Map 1.

Table 1: Ward level 'risk' index

Ward name	Child poverty	Excess weight (Reception)	GCSE attainment	Income deprivation	Out-of-work benefits	All crime	Anti-social behaviour	Lone pensioners	Emergency admissions	Long-term adult social care users	Premature mortality	Preventable mortality	Total indicators performing worse than England	Index
Brereton and Ravenhill	✓			✓	✓				✓				4	High
Cannock East	✓			✓	✓				✓		✓	✓	6	High
Cannock North	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓	10	High
Cannock South	✓	✓	✓	✓	✓	✓	✓	✓		✓			9	High
Cannock West								✓					1	Medium
Etching Hill and The Heath		✓											1	Medium
Hagley		✓			✓				✓				3	Medium
Hawks Green										✓			1	Medium
Heath Hayes East and Wimblebury										✓	✓	✓	3	Medium
Hednesford Green Heath													0	Low
Hednesford North	✓		✓	✓	✓		✓		✓				6	High
Hednesford South													0	Low
Norton Canes													0	Low
Rawnsley			✓							✓			2	Medium
Western Springs							✓	✓					2	Medium

Compiled by Insight, Planning and Performance Team, Staffordshire County Council

Map 1: Ward level 'risk' index



5 Cannock Chase district level indicator matrix

The information in the following matrix is mainly benchmarked against England and colour coded using a similar approach to that used in the [Public Health Outcomes Framework tool](#).

It is important to remember that a green box may still indicate an important problem, for example rates of childhood obesity are already high across England so even if an area does not have a significantly high rate this does not mean that it is not a locality issue and should be considered alongside local knowledge.

Compared to England: Better Similar Worse Lower Similar Higher Suppressed / not tested / not available

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Population characteristics												
Mid-year population estimate	2014	98,500	115,700	102,100	126,100	110,700	132,200	97,800	77,100	860,200	5,713,300	54,316,600
Percentage under five	2014	5.8% (5,700)	6.3% (7,300)	5.1% (5,200)	5.0% (6,400)	4.5% (5,000)	5.0% (6,600)	4.7% (4,600)	6.3% (4,900)	5.3% (45,600)	6.4% (364,800)	6.3% (3,431,000)
Percentage under 16	2014	18.2% (18,000)	19.2% (22,200)	17.1% (17,400)	16.5% (20,900)	15.6% (17,300)	16.7% (22,100)	16.2% (15,900)	19.6% (15,100)	17.3% (148,900)	19.5% (1,114,200)	19.0% (10,303,600)
Percentage aged 16-64	2014	64.0% (63,100)	62.5% (72,300)	60.3% (61,500)	63.8% (80,400)	61.6% (68,100)	62.1% (82,100)	60.4% (59,000)	63.6% (49,000)	62.3% (535,600)	62.5% (3,569,500)	63.5% (34,475,400)
Percentage aged 65 and over	2014	17.8% (17,500)	18.3% (21,100)	22.7% (23,100)	19.7% (24,800)	22.8% (25,200)	21.2% (28,100)	23.4% (22,900)	16.8% (12,900)	20.4% (175,700)	18.0% (1,029,600)	17.6% (9,537,700)
Percentage aged 85 and over	2014	2.1% (2,100)	2.3% (2,600)	2.5% (2,600)	2.4% (3,100)	2.7% (3,000)	2.7% (3,500)	2.7% (2,700)	1.7% (1,300)	2.4% (20,800)	2.4% (134,400)	2.3% (1,275,500)
Dependency ratio per 100 working age population	2014	56.3	59.9	65.9	56.9	62.5	61.1	65.6	57.2	60.6	60.1	57.6
Dependency ratio of children per 100 working age population	2014	28.5	30.7	28.4	26.0	25.4	26.9	26.9	30.8	27.8	31.2	29.9
Dependency ratio of older people per 100 working age population	2014	27.8	29.2	37.6	30.9	37.0	34.2	38.7	26.4	32.8	28.8	27.7
Population change between 2014 and 2024	2014-2024	3.4% (101,900)	6.6% (123,400)	5.2% (107,400)	2.5% (127,700)	2.2% (111,100)	3.8% (137,700)	1.7% (99,100)	4.1% (80,900)	3.7% (889,200)	5.5% (6,015,200)	7.1% (58,072,600)
Population change between 2014 and 2024 - under five	2014-2024	-4.6% (-5,400)	-0.9% (-7,200)	-2.1% (-5,100)	-2.3% (-6,200)	-0.7% (-4,900)	-2.7% (-6,500)	-6.2% (-4,400)	-4.3% (-4,700)	-2.8% (-44,400)	1.0% (366,700)	1.1% (3,468,100)
Population change between 2014 and 2024 - under 16s	2014-2024	-0.4% (-17,800)	5.8% (23,400)	1.5% (17,700)	2.8% (21,300)	1.7% (17,500)	-0.1% (-22,000)	0.2% (15,900)	1.2% (15,500)	1.7% (151,100)	6.5% (1,179,700)	8.5% (11,129,200)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Population change between 2014 and 2024 - ages 16-64	2014-2024	-1.6% (-62,200)	1.3% (73,300)	-0.4% (-61,100)	-2.5% (-77,100)	-5.1% (-62,800)	-1.4% (-81,200)	-5.1% (-55,600)	-2.2% (-48,300)	-2.1% (-521,600)	1.3% (3,609,400)	2.7% (35,384,100)
Population change between 2014 and 2024 - 65 and over	2014-2024	25.4% (22,000)	25.3% (26,700)	22.9% (28,500)	17.9% (29,300)	22.0% (30,700)	22.0% (34,500)	20.2% (27,600)	31.4% (17,100)	22.7% (216,500)	18.9% (1,226,100)	21.3% (11,559,300)
Population change between 2014 and 2024 - 85 and over	2014-2024	58.6% (3,400)	54.7% (4,200)	73.5% (4,500)	40.5% (4,300)	70.2% (5,100)	54.4% (5,600)	55.7% (4,200)	64.9% (2,200)	58.3% (33,500)	44.2% (195,200)	42.2% (1,819,800)
Proportion of population living in rural areas	2014	9.1% (9,000)	21.8% (25,200)	29.5% (30,200)	20.4% (25,700)	39.8% (44,000)	32.0% (42,300)	30.4% (29,800)	0.0% (0)	24.0% (206,300)	14.7% (841,800)	17.0% (9,260,900)
Proportion of population from minority ethnic groups	2011	3.5% (3,400)	13.8% (15,700)	5.4% (5,400)	6.7% (8,400)	5.4% (5,800)	7.4% (9,700)	2.5% (2,400)	5.0% (3,800)	6.4% (54,700)	20.8% (1,167,500)	20.2% (10,733,200)
Index of multiple deprivation (IMD) 2015 weighted score	2015	20.9	18.8	12.7	18.5	12.5	13.5	15.2	20.3	16.4	25.2	21.8
Percentage in most deprived IMD 2015 quintile	2015	13.7% (13,500)	17.7% (20,400)	3.9% (4,000)	11.2% (14,100)	1.3% (1,500)	5.4% (7,100)	4.6% (4,500)	17.5% (13,500)	9.1% (78,600)	29.3% (1,675,800)	20.2% (10,950,600)
Percentage in second most deprived IMD 2015 quintile	2015	29.8% (29,300)	16.6% (19,200)	10.7% (10,900)	29.1% (36,700)	9.7% (10,800)	12.4% (16,400)	18.1% (17,700)	21.9% (16,900)	18.4% (157,900)	18.6% (1,061,500)	20.5% (11,133,400)
Mosaic profile - most common geodemographic group	2015	H Aspiring Homemakers	L Transient Renters	B Prestige Positions	F senior security	B Prestige Positions	A Country Living	A Country Living	H Aspiring Homemakers	H Aspiring Homemakers	M - Family Basics	H Aspiring Homemakers
Mosaic profile - percentage of population in the most common group	2015	20.7% (20,400)	13.8% (16,000)	16.9% (17,200)	13.0% (16,400)	14.7% (16,300)	15.1% (20,000)	15.8% (15,500)	23.4% (18,100)	12.5% (107,800)	11.6% (659,700)	10.0% (5,397,000)
Be able to access more good jobs and feel benefits of economic growth												
Child poverty: children under 16 in low-income families	2015	19.0% (3,400)	16.0% (3,500)	12.6% (2,200)	16.6% (3,500)	11.5% (2,000)	11.4% (2,500)	11.4% (1,800)	19.7% (3,000)	14.7% (22,000)	22.5% (248,200)	19.9% (2,016,100)
Households with children where there are no adults in employment	2011	4.1% (1,700)	3.4% (1,600)	2.6% (1,100)	3.2% (1,700)	2.3% (1,000)	2.4% (1,300)	2.3% (1,000)	4.7% (1,500)	3.1% (10,900)	4.8% (111,200)	4.2% (922,200)
School readiness (Early Years Foundation Stage)	2015	69.4% (750)	66.1% (970)	72.2% (820)	69.2% (860)	70.9% (790)	73.3% (970)	69.5% (740)	69.0% (660)	69.9% (6,580)	64.3% (46,980)	66.3% (434,280)
Pupil absence (compared to Staffordshire)	2015	4.5%	4.1%	4.1%	4.4%	4.1%	4.0%	4.1%	4.8%	4.2%	n/a	n/a
Children with special educational needs	2015	18.7% (2,680)	16.6% (2,810)	15.1% (1,990)	16.1% (2,320)	16.0% (2,010)	16.0% (2,550)	12.6% (1,550)	19.3% (2,160)	16.3% (18,070)	16.0% (147,570)	15.4% (1,301,450)
Children who claim free school meals	2015	13.8% (1,980)	12.0% (2,030)	9.4% (1,240)	15.2% (2,190)	8.8% (1,100)	9.6% (1,530)	8.8% (1,090)	15.9% (1,780)	11.7% (12,940)	17.8% (155,750)	15.1% (1,189,840)
KS2 results - Level 4 or above in reading, writing and mathematics	2015	80.3% (810)	77.4% (1,030)	81.8% (960)	84.8% (1,070)	77.7% (830)	81.5% (1,020)	78.8% (830)	77.6% (680)	80.1% (7,240)	79.0% (50,770)	80.0% (454,980)
GCSE attainment (five or more A*-C GCSEs including	2015	46.6% (470)	58.5% (850)	60.5% (560)	51.5% (620)	54.7% (650)	59.6% (640)	63.3% (810)	51.5% (430)	56.1% (5,030)	55.1% (33,870)	53.8% (328,760)

Compared to England:

Better

Similar

Worse

Lower

Similar

Higher

Suppressed / not tested / not available

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
English and mathematics)												
Young people not in education, employment or training (NEET) (compared to Staffordshire)	Jan-2015	4.2% (160)	2.9% (120)	2.6% (90)	3.8% (170)	2.4% (90)	3.4% (150)	1.8% (60)	3.8% (110)	3.1% (960)	n/a	n/a
Adults with NVQ level 1 or above (16-64)	2014	77.1% (47,800)	76.6% (55,300)	87.1% (51,400)	82.5% (63,700)	87.9% (59,400)	88.6% (72,900)	86.3% (49,900)	81.2% (40,200)	83.5% (440,700)	79.9% (2,806,200)	85.1% (28,972,100)
Adults with no qualifications (16-64)	2014	16.6% (10,300)	18.8% (13,600)	9.3% (5,500)	12.2% (9,400)	7.4% (5,000)	5.7% (4,700)	10.6% (6,100)	12.5% (6,200)	11.5% (60,700)	13.2% (462,300)	8.6% (2,933,000)
People in employment (aged 16-64)	October 2014 - September 2015	77.7% (48,000)	76.4% (55,000)	79.1% (49,200)	73.2% (56,300)	73.0% (48,900)	72.9% (59,500)	78.4% (45,300)	74.6% (37,300)	75.4% (399,400)	70.7% (2,503,200)	73.6% (25,164,000)
Out-of-work benefits	Aug-2015	9.1% (5,730)	7.3% (5,290)	6.1% (3,780)	8.7% (6,980)	5.8% (3,950)	6.4% (5,240)	7.0% (4,120)	8.4% (4,100)	7.3% (39,190)	10.2% (365,360)	8.9% (3,064,290)
Unemployment (16-64 year olds claiming jobseekers allowance)	Feb-2016	1.2% (760)	1.0% (710)	0.6% (400)	1.2% (990)	1.1% (730)	0.7% (610)	0.8% (490)	0.8% (390)	0.9% (5,050)	2.2% (79,230)	1.8% (622,550)
Youth unemployment (16-24 year olds claiming jobseekers allowance)	Feb-2016	1.5% (170)	1.4% (170)	1.0% (100)	1.3% (230)	1.5% (180)	1.0% (140)	0.9% (90)	1.0% (90)	1.2% (1,140)	2.5% (16,970)	2.1% (130,290)
Gap in the employment rate between those with a long-term health condition and the overall employment rate	2013/14	13.2%	8.2%	3.7%	8.1%	-0.5%	7.4%	13.7%	43.5%	11.7%	9.6%	8.7%
People with a learning disability who live in stable and appropriate accommodation	2014/15	52.8% (110)	45.3% (110)	45.5% (70)	50.4% (130)	61.8% (110)	55.0% (170)	54.5% (120)	52.5% (70)	52.2% (890)	62.6% (7,510)	73.3% (91,080)
Sickness absence - employees who had at least one day off in the previous week	2010-2012	1.0%	1.6%	0.7%	2.1%	3.6%	1.4%	3.4%	0.5%	1.9%	2.3%	2.5%
Sickness absence - working days lost due to sickness absence	2010-2012	1.0%	1.4%	0.7%	1.8%	2.6%	0.8%	2.8%	0.5%	1.5%	1.5%	1.6%
Average household income	2012	£35,200	£37,800	£45,900	£34,600	£43,300	£41,700	£36,200	£36,800	£39,000	£35,600	£40,000
Households with an income under £20K (compared to Great Britain)	2012	35.4% (14,220)	35.7% (16,770)	26.7% (10,970)	39.3% (20,910)	28.4% (12,610)	30.9% (16,660)	35.8% (14,970)	32.7% (10,150)	33.2% (117,250)	38.6% (885,220)	34.6% (9,061,170)
Disability living allowance claimants	Aug-2015	5.7% (5,590)	3.7% (4,310)	4.0% (4,050)	5.0% (6,340)	3.9% (4,310)	3.8% (4,970)	4.5% (4,440)	5.4% (4,150)	4.4% (38,130)	4.8% (273,550)	4.6% (2,514,690)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Older people aged 60 and over living in income-deprived households	2015	17.9% (4,010)	13.2% (3,520)	11.1% (3,170)	14.0% (4,400)	12.5% (3,910)	10.0% (3,500)	11.6% (3,360)	18.1% (3,020)	13.1% (28,890)	18.2% (237,020)	16.2% (1,954,600)
People aged 65 and over in employment	October 2014-September 2015	S	14.2% (3,300)	12.7% (3,500)	7.0% (1,800)	10.7% (2,800)	6.7% (1,600)	14.0% (2,500)	S	9.7% (16,600)	8.8% (90,000)	10.5% (979,800)
Be healthier and more independent												
General fertility rates per 1,000 women aged 15-44	2014	59.3 (1,100)	69.3 (1,440)	58.5 (980)	54.1 (1,290)	51.7 (910)	54.0 (1,200)	54.5 (850)	60.1 (900)	57.7 (8,670)	64.1 (70,120)	62.2 (661,500)
Infant mortality rate per 1,000 live births	2012-2014	4.9 (17)	4.6 (20)	3.8 (11)	5.4 (20)	3.6 (10)	4.8 (18)	3.1 (8)	6.0 (17)	4.6 (121)	5.5 (1,178)	4.0 (8,029)
Smoking in pregnancy	2013/14	11.7% (120)	12.2% (170)	12.9% (100)	14.6% (170)	12.6% (100)	12.6% (140)	14.9% (120)	13.1% (100)	13.0% (1,020)	13.2% (8,850)	12.0% (75,910)
Low birthweight babies - full term babies (under 2,500 grams)	2014	7.1% (80)	8.4% (120)	7.2% (70)	7.3% (100)	5.5% (50)	6.2% (70)	6.6% (60)	8.1% (70)	7.1% (620)	8.6% (5,990)	7.4% (48,280)
Breastfeeding initiation rates	2014/15	62.3% (690)	70.9% (1,390)	73.7% (730)	53.5% (1,290)	65.6% (740)	64.8% (400)	58.9% (790)	64.7% (970)	66.0% (6,990)	66.4% (66,850)	74.2% (634,380)
Breastfeeding prevalence rates at six to eight weeks	2014/15	26.1% (310)	32.0% (450)	36.8% (280)	39.7% (490)	31.4% (250)	38.0% (430)	40.3% (300)	19.8% (200)	32.8% (2,700)	40.9% (26,820)	43.9% (274,090)
Diphtheria, tetanus, polio, pertussis, haemophilus influenza type b (Hib) at 12 months	2014/15	96.3% (1,180)	94.1% (1,360)	97.2% (750)	97.7% (1,160)	97.4% (850)	97.5% (1,170)	98.5% (790)	96.8% (980)	96.8% (8,230)	94.9% (66,920)	94.2% (624,800)
Measles, mumps and rubella at 24 months	2014/15	95.5% (1,280)	93.3% (1,440)	95.7% (800)	98.8% (1,190)	92.9% (810)	93.8% (1,230)	98.4% (870)	94.8% (1,000)	95.3% (8,620)	93.5% (68,860)	92.3% (638,450)
Measles, mumps and rubella (first and second doses) at five years	2014/15	88.4% (1,090)	90.1% (1,360)	91.8% (770)	96.3% (1,150)	90.1% (780)	90.3% (1,180)	95.7% (900)	93.1% (1,040)	91.8% (8,260)	90.6% (63,990)	88.6% (614,890)
Children aged three with tooth decay	2013/14	S	11.4% (170)	0.0% (0)	2.2% (30)	2.3% (20)	9.0% (130)	4.8% (50)	0.0% (0)	4.0% (370)	10.1% (7,230)	11.7% (77,890)
Children aged five with tooth decay	2011/12	26.2%	21.8% (300)	18.0% (200)	29.0% (380)	13.7% (150)	25.5% (360)	17.1% (160)	19.7% (180)	21.6% (2,000)	26.0% (17,910)	27.9% (177,480)
Unplanned hospital admissions due to alcohol-specific conditions (under 18) (rate per 100,000)	2011/12-2013/14	82 (50)	27 (20)	37 (20)	26 (20)	28 (20)	60 (50)	45 (30)	50 (30)	44 (230)	39 (1,460)	40 (13,730)
Excess weight (children aged four to five)	2014/15	28.5% (290)	20.7% (270)	22.2% (230)	22.3% (260)	24.8% (290)	19.4% (240)	25.1% (250)	22.9% (200)	23.1% (2,030)	23.1% (15,440)	21.9% (133,640)
Excess weight (children aged 10-11)	2014/15	35.3% (330)	34.3% (440)	29.0% (300)	37.0% (440)	35.7% (360)	30.9% (340)	31.8% (290)	32.4% (250)	33.4% (2,740)	35.8% (21,620)	33.2% (176,580)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available	
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Obesity (children aged four to five)	2014/15	11.1% (110)	9.4% (120)	7.1% (70)	8.1% (100)	11.1% (130)	7.2% (90)	9.1% (90)	9.9% (90)	9.1% (800)	10.2% (6,820)	9.1% (55,450)
Obesity (children aged 10-11)	2014/15	20.7% (190)	19.5% (250)	15.2% (160)	21.9% (260)	21.4% (210)	15.2% (170)	17.2% (160)	18.1% (140)	18.7% (1,530)	21.2% (12,790)	19.1% (101,360)
Modelled prevalence of children aged 15 who are regular smokers	2009-2012	10.1% (110)	8.5% (110)	9.0% (110)	9.5% (130)	8.7% (110)	9.1% (130)	8.7% (100)	10.3% (90)	9.2% (900)	n/a	8.7% (54,560)
Under-18 conception rates per 1,000 girls aged 15-17	2014	27.1 (50)	26.7 (50)	24.4 (40)	31.1 (70)	15.7 (30)	24.4 (50)	15.2 (30)	42.0 (60)	25.5 (380)	26.5 (2,730)	22.8 (21,280)
Chlamydia diagnosis (15-24 years) (rate per 100,000)	2014	1,972 (240)	2,022 (270)	1,834 (200)	1,327 (250)	1,412 (180)	1,625 (250)	1,768 (180)	1,908 (170)	1,699 (1,740)	1,854 (13,910)	2,018 (137,990)
Hospital admissions caused by unintentional and deliberate injuries in children under 15 (rate per 10,000)	2013/14	192 (320)	102 (210)	95 (160)	113 (220)	89 (140)	189 (390)	101 (150)	91 (130)	124 (1,720)	116 (12,080)	112 (107,430)
Hospital admissions caused by unintentional and deliberate injuries in young people aged 15-24 (rate per 10,000)	2013/14	154 (180)	116 (160)	105 (120)	114 (210)	161 (210)	141 (220)	145 (150)	149 (140)	134 (1,390)	132 (9,880)	137 (93,780)
Unplanned hospitalisation for asthma, diabetes and epilepsy in under 19s (ASR per 100,000)	2013/14	417 (90)	573 (150)	247 (50)	492 (120)	448 (90)	372 (100)	397 (80)	245 (50)	408 (730)	394 (5,220)	313 (38,270)
Children with a limiting long-term illness (under 16)	2011	4.5% (830)	3.4% (740)	3.6% (630)	3.6% (760)	3.5% (610)	3.8% (850)	3.5% (550)	4.4% (670)	3.8% (5,630)	4.0% (43,970)	3.7% (372,140)
Depression prevalence (ages 18+)	2014/15	8.0% (6,100)	6.7% (7,010)	6.7% (5,070)	8.5% (8,900)	5.8% (4,650)	7.2% (7,330)	8.4% (5,990)	9.3% (6,260)	7.5% (51,310)	7.6% (356,620)	7.3% (3,305,360)
Mental health prevalence	2014/15	0.7% (620)	0.6% (790)	0.7% (630)	0.8% (970)	0.5% (470)	0.7% (850)	0.8% (680)	0.7% (570)	0.7% (5,580)	0.9% (50,610)	0.9% (500,450)
Suicides and injuries undetermined (ages 15+) (ASR per 100,000)	2012-2014	8.0 (20)	9.9 (30)	11.1 (30)	11.3 (40)	10.0 (30)	13.9 (50)	11.0 (30)	10.2 (20)	10.8 (230)	10.9 (1,500)	10.6 (14,100)
Self-harm admissions (ASR per 100,000)	2014/15	201 (200)	224 (260)	146 (140)	259 (330)	155 (170)	256 (320)	189 (170)	192 (150)	207 (1,730)	203 (11,710)	191 (105,770)
Learning disabilities prevalence	2014/15	0.5% (480)	0.5% (660)	0.4% (340)	0.4% (520)	0.3% (300)	0.3% (420)	0.4% (370)	0.5% (400)	0.4% (3,500)	0.5% (28,410)	0.4% (252,450)
Limiting long-term illness	2011	20.7% (20,200)	17.7% (20,110)	18.1% (18,270)	20.8% (25,820)	18.7% (20,210)	18.2% (23,830)	21.1% (20,460)	17.9% (13,750)	19.2% (162,650)	19.0% (1,062,060)	17.6% (9,352,590)
Smoking prevalence (18+)	2014	18.3% (14,300)	16.3% (14,800)	13.4% (11,000)	14.9% (15,300)	9.7% (8,800)	12.9% (13,800)	14.3% (11,400)	9.0% (5,400)	13.7% (94,800)	16.9% (754,900)	18.0% (7,687,800)
Smoking attributable mortality (ASR per 100,000)	2011-2013	346 (520)	277 (510)	229 (430)	324 (700)	251 (530)	242 (580)	253 (490)	273 (290)	272 (4,050)	283 (25,850)	289 (245,710)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Alcohol-related admissions (narrow definition) (ASR per 100,000)	2014/15 provisional	682 (660)	739 (830)	589 (630)	862 (1,070)	613 (730)	715 (970)	667 (680)	595 (430)	690 (6,000)	691 (37,570)	635 (330,170)
Alcohol-specific mortality - men (ASR per 100,000)	2012-2014	16.8 (30)	16.5 (30)	12.8 (20)	20.1 (40)	11.8 (20)	9.1 (20)	16.1 (30)	19.7 (20)	15.0 (190)	19.0 (1,490)	16.1 (12,020)
Alcohol-specific mortality - women (ASR per 100,000)	2012-2014	7.9 (10)	6.6 (10)	11.2 (20)	14.3 (30)	6.4 (10)	7.5 (20)	12.3 (20)	8.1 (10)	9.4 (120)	8.6 (700)	7.4 (5,740)
Adults who are overweight or obese (excess weight)	2012-2014	69.5% (56,030)	69.0% (64,470)	66.7% (56,540)	67.8% (71,290)	69.6% (64,970)	68.3% (75,200)	65.7% (53,810)	73.8% (45,750)	68.6% (478,760)	66.6% (3,063,550)	64.6% (28,428,950)
Adults who are obese	2012-2014	30.5% (24,560)	26.3% (24,560)	24.8% (21,010)	25.9% (27,230)	25.3% (23,590)	25.3% (27,850)	23.2% (19,010)	30.1% (18,680)	26.2% (186,290)	26.1% (1,200,900)	24.0% (10,560,100)
Healthy eating - 5-a-Day (synthetic estimates)	2014	50.7% (40,840)	55.6% (51,950)	51.7% (43,780)	49.1% (51,690)	56.2% (52,500)	54.4% (59,950)	58.2% (47,630)	45.3% (28,080)	52.9% (376,430)	50.6% (2,325,060)	53.5% (23,543,020)
Physical activity in adults	2014	48.2% (38,860)	55.6% (51,950)	56.6% (47,910)	51.8% (54,450)	56.6% (52,840)	56.5% (62,270)	56.7% (46,450)	48.7% (30,210)	54.1% (385,030)	55.5% (2,550,560)	57.0% (25,105,950)
Physical inactivity in adults	2014	32.3% (26,000)	26.2% (24,440)	28.9% (24,430)	30.0% (31,610)	28.3% (26,460)	24.7% (27,180)	29.8% (24,380)	29.7% (18,410)	28.5% (202,950)	29.1% (1,340,080)	27.7% (12,206,450)
Acute sexually transmitted infections (rate per 100,000)	2014	713 (700)	654 (760)	511 (520)	483 (610)	473 (520)	571 (760)	445 (440)	554 (430)	550 (4,730)	706 (40,310)	791 (429,440)
Late HIV diagnosis	2014	S	33.3% (4)	50.0% (4)	75.0% (6)	83.3% (5)	63.6% (7)	S	66.7% (4)	60.3% (35)	53.5% (454)	45.0% (5,847)
Seasonal flu - people aged 65 and over	2014/15	70.9% (12,710)	70.1% (17,160)	69.9% (14,190)	72.8% (18,310)	73.0% (16,490)	72.7% (19,410)	69.2% (14,390)	72.0% (10,700)	71.4% (121,740)	72.3% (772,000)	72.7% (7,154,860)
Seasonal flu - people aged under 65 at risk	2014/15	50.8% (5,300)	48.8% (6,820)	48.4% (4,570)	52.9% (7,240)	51.6% (4,820)	51.6% (6,300)	51.3% (4,720)	47.6% (4,600)	50.4% (44,000)	51.9% (339,540)	50.3% (3,033,390)
Pneumococcal vaccine in people aged 65 and over	2014/15	62.8% (11,090)	66.2% (16,070)	68.3% (13,940)	62.9% (15,690)	63.4% (13,310)	65.2% (17,290)	62.9% (12,980)	69.1% (8,400)	64.8% (107,100)	68.5% (692,010)	69.8% (6,604,520)
Limiting long-term illness in people aged 65 and over	2011	60.9% (9,230)	51.4% (9,470)	48.2% (9,370)	57.4% (12,500)	49.4% (10,650)	48.5% (11,740)	53.3% (10,450)	55.8% (6,060)	52.6% (79,470)	54.1% (494,380)	51.5% (4,297,930)
Limiting long-term illness in people aged 75 and over	2011	77.4% (4,890)	67.8% (5,520)	67.1% (5,080)	72.4% (7,120)	66.4% (5,940)	65.9% (6,850)	70.2% (5,870)	71.1% (3,130)	69.4% (44,400)	69.5% (286,580)	66.6% (2,551,290)
Asthma prevalence	2014/15	5.9% (5,800)	6.1% (7,740)	5.9% (5,460)	6.2% (7,140)	5.9% (5,580)	5.7% (7,100)	6.8% (5,690)	6.4% (5,340)	6.1% (49,870)	6.2% (361,870)	6.0% (3,340,480)
Atrial fibrillation prevalence	2014/15	1.8% (1,700)	1.7% (2,240)	1.9% (1,820)	2.0% (2,560)	2.2% (2,100)	2.0% (2,540)	2.3% (2,010)	1.5% (1,320)	1.9% (16,280)	1.7% (98,780)	1.6% (926,550)
Chronic kidney disease prevalence (ages 18+)	2014/15	4.0% (3,090)	4.3% (4,470)	3.6% (2,700)	4.0% (4,170)	4.6% (3,630)	3.9% (4,000)	4.3% (3,060)	4.2% (2,840)	4.1% (27,960)	4.6% (214,570)	4.1% (1,859,960)
Chronic obstructive pulmonary disease prevalence	2014/15	2.3% (2,180)	1.7% (2,220)	1.8% (1,680)	2.3% (2,940)	1.6% (1,530)	1.5% (1,870)	2.0% (1,760)	2.0% (1,670)	1.9% (15,850)	1.8% (108,370)	1.8% (1,034,580)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Coronary heart disease prevalence	2014/15	4.1% (3,900)	3.3% (4,290)	3.8% (3,500)	3.7% (4,790)	3.9% (3,740)	3.7% (4,620)	4.2% (3,670)	3.4% (2,920)	3.7% (31,430)	3.4% (199,910)	3.2% (1,843,810)
Diabetes prevalence (ages 17+)	2014/15	7.1% (5,530)	6.8% (7,170)	6.7% (5,090)	7.1% (7,560)	6.8% (5,450)	6.3% (6,520)	7.5% (5,440)	6.7% (4,600)	6.9% (47,350)	7.3% (346,340)	6.4% (2,913,540)
Hypertension prevalence	2014/15	15.5% (14,840)	13.9% (18,310)	15.6% (14,570)	15.9% (20,300)	17.0% (16,430)	15.6% (19,570)	18.4% (16,060)	13.7% (11,730)	15.6% (131,800)	14.8% (881,680)	13.8% (7,833,780)
Stroke or transient ischaemic attacks prevalence	2014/15	1.9% (1,860)	1.7% (2,220)	1.9% (1,790)	2.3% (3,000)	2.1% (1,990)	2.1% (2,630)	2.5% (2,210)	1.8% (1,530)	2.0% (17,230)	1.8% (108,500)	1.7% (981,840)
Dementia prevalence	2014/15	0.8% (740)	0.8% (1,000)	0.7% (670)	1.0% (1,300)	0.9% (850)	0.8% (990)	0.8% (710)	0.5% (460)	0.8% (6,720)	0.7% (43,300)	0.7% (419,070)
Estimated dementia diagnosis rate (recorded / expected)	2014/15	69.1%	63.8%	54.2%	65.5%	61.0%	59.4%	53.0%	55.8%	60.6%	61.1%	61.2%
Emergency (unplanned) admissions (ASR per 1,000)	2014/15	104 (10,050)	101 (11,820)	87 (9,370)	112 (14,190)	75 (8,720)	102 (13,740)	87 (9,060)	106 (7,790)	96 (84,720)	n/a	103 (5,615,710)
Acute ambulatory care sensitive (ACS) conditions (ASR per 100,000)	2014/15	1,183 (1,140)	1,447 (1,690)	1,241 (1,320)	1,724 (2,190)	1,278 (1,480)	1,177 (1,610)	1,315 (1,360)	1,459 (1,080)	1,354 (11,870)	1,417 (82,500)	1,277 (700,690)
Chronic ambulatory care sensitive (ACS) conditions (ASR per 100,000)	2014/15	691 (690)	923 (1,110)	726 (860)	901 (1,230)	604 (790)	538 (810)	709 (830)	892 (670)	737 (6,980)	861 (50,680)	807 (445,730)
Long-term adult social care users (ASR per 1,000)	2014/15	18 (1,740)	19 (2,230)	16 (1,740)	17 (2,240)	15 (1,880)	18 (2,580)	16 (1,840)	21 (1,450)	17 (15,700)	n/a	16 (886,790)
People receiving social care who receive self-directed support	2014/15	73.4% (610)	52.4% (520)	45.6% (310)	67.5% (550)	69.0% (530)	50.2% (540)	56.8% (610)	57.4% (420)	64.4% (5,010)	83.9% (36,640)	83.7% (384,150)
Proportion of people using social care who receive direct payments	2014/15	23.1% (190)	22.5% (220)	18.6% (130)	24.1% (200)	28.6% (220)	25.5% (270)	27.9% (300)	25.1% (180)	25.4% (1,980)	24.7% (10,790)	26.3% (120,860)
Permanent admissions to residential and nursing care homes for people aged 65 and over (rate per 100,000)	2014/15	723 (120)	630 (130)	484 (110)	768 (190)	156 (150)	644 (180)	670 (150)	689 (90)	642 (1,130)	657 (6,760)	669 (63,790)
People aged 65 and over who were still at home 91 days after discharge from hospital into reablement / rehabilitation services	2014/15	89.0% (240)	84.6% (130)	93.8% (90)	84.6% (210)	83.6% (240)	89.8% (280)	89.9% (260)	93.0% (70)	88.6% (350)	80.0% (3,710)	82.1% (35,930)
Falls admissions in people aged 65 and over (ASR per 100,000)	2014/15	2,013 (340)	2,310 (490)	1,927 (420)	2,470 (610)	2,038 (490)	2,077 (580)	2,036 (450)	2,392 (290)	2,149 (3,660)	2,130 (22,590)	2,125 (211,520)
Hip fractures in people aged 65 and over (ASR per	2014/15	587 (100)	637 (140)	527 (120)	626 (160)	535 (140)	627 (170)	623 (140)	636 (80)	598 (1,030)	594 (6,380)	571 (57,710)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available	
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
100,000)												
Accidental mortality (ASR per 100,000)	2012-2014	28.7 (80)	34.9 (110)	28.2 (90)	30.5 (110)	22.0 (70)	25.3 (100)	25.5 (80)	33.5 (60)	28.0 (690)	25.7 (4,070)	22.3 (33,590)
Accidental mortality in people aged 65 and over (ASR per 100,000)	2012-2014	100 (50)	120 (70)	106 (70)	98 (70)	82 (60)	90 (70)	89 (60)	138 (40)	100 (480)	83 (2,500)	70 (19,830)
Mortality from accidental falls (ASR per 100,000)	2012-2014	16.8 (40)	18.5 (60)	14.7 (50)	18.0 (60)	10.2 (40)	13.4 (60)	14.2 (50)	18.7 (30)	15.2 (370)	10.8 (1,680)	8.0 (11,740)
Excess winter mortality	August 2011 to July 2014	20.1% (160)	15.2% (150)	18.6% (170)	21.2% (240)	22.5% (230)	12.7% (150)	21.4% (210)	7.2% (40)	17.8% (1,350)	16.1% (7,750)	15.6% (69,040)
Life expectancy at birth - males (years)	2012-2014	79.3	79.3	80.0	78.6	80.5	80.2	80.1	79.3	79.7	78.9	79.5
Life expectancy at birth - females (years)	2012-2014	83.1	82.8	83.6	82.9	83.4	83.6	83.1	82.7	83.2	82.9	83.2
Healthy life expectancy at birth - males (years)	2009-2013	61.1	63.5	65.4	62.2	65.6	65.5	64.1	62.6	63.9	62.2	63.5
Healthy life expectancy at birth - females (years)	2009-2013	62.1	65.3	66.6	63.5	66.3	66.6	65.3	63.0	65.0	63.2	64.8
Inequalities in life expectancy - males (slope index of inequality) (years)	2012-2014	6.7	6.6	5.2	8.8	5.0	6.5	4.2	7.0	6.6	9.2	9.1
Inequalities in life expectancy - females (slope index of inequality) (years)	2012-2014	4.9	6.7	10.0	6.7	7.7	7.5	3.5	6.8	6.3	6.8	6.9
Under 75 mortality rate from all causes (ASR per 100,000)	2012-2014	357 (910)	337 (1,000)	294 (920)	355 (1,190)	288 (970)	289 (1,090)	305 (930)	343 (680)	318 (7,680)	357 (51,020)	337 (449,160)
Mortality from causes considered preventable (various ages) (ASR per 100,000)	2012-2014	195 (540)	191 (620)	165 (560)	200 (740)	158 (580)	159 (660)	163 (540)	195 (410)	176 (4,640)	193 (30,190)	183 (267,250)
Under 75 mortality rate from cancer (ASR per 100,000)	2012-2014	140 (360)	146 (440)	118 (380)	136 (460)	138 (470)	125 (470)	127 (390)	145 (280)	133 (3,250)	146 (20,690)	142 (186,420)
Under 75 mortality rate from all cardiovascular diseases (ASR per 100,000)	2012-2014	96 (240)	71 (210)	66 (210)	80 (270)	59 (200)	65 (240)	65 (200)	75 (150)	71 (1,710)	80 (11,220)	76 (99,240)
Under 75 mortality rate from respiratory disease (ASR per 100,000)	2012-2014	29.8 (80)	26.7 (80)	22.8 (70)	39.1 (130)	22.5 (80)	23.6 (90)	30.3 (90)	28.3 (50)	27.7 (670)	34.0 (4,760)	32.6 (42,180)
Under 75 mortality rate from liver disease (ASR per 100,000)	2012-2014	16.9 (40)	14.1 (40)	15.4 (50)	19.7 (70)	15.9 (50)	12.4 (50)	16.7 (50)	18.0 (40)	16.0 (390)	19.2 (2,770)	17.8 (24,190)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Mortality from communicable diseases (ASR per 100,000)	2012-2014	54.7 (130)	55.7 (170)	54.8 (170)	79.0 (270)	51.6 (180)	61.4 (250)	71.4 (220)	64.1 (100)	61.9 (1,500)	62.6 (9,630)	63.2 (91,400)
End of life: proportion dying at home or usual place of residence	2014/15	45.7% (390)	46.4% (470)	46.0% (450)	36.8% (430)	41.8% (450)	45.9% (600)	43.0% (450)	39.3% (240)	43.2% (3,480)	43.3% (22,190)	45.6% (214,410)
Feel safer, happier and more supported												
Lone parent households	2011	10.1% (4,100)	9.7% (4,600)	8.2% (3,400)	9.6% (5,000)	8.3% (3,700)	8.4% (4,700)	8.4% (3,500)	11.6% (3,700)	9.2% (32,600)	11.3% (258,700)	10.6% (2,339,800)
Owner occupied households	2011	69.7% (28,350)	70.1% (33,140)	76.2% (31,400)	69.5% (36,560)	76.3% (33,920)	72.1% (40,160)	80.0% (33,420)	68.7% (21,730)	72.8% (258,670)	65.6% (1,504,320)	64.1% (14,148,780)
Privately rented households	2011	12.1% (4,940)	15.1% (7,150)	9.5% (3,930)	10.5% (5,510)	8.5% (3,770)	12.9% (7,210)	9.8% (4,100)	11.0% (3,480)	11.3% (40,090)	14.0% (321,670)	16.8% (3,715,920)
Socially rented households	2011	16.9% (6,880)	13.5% (6,370)	13.2% (5,450)	18.7% (9,840)	13.9% (6,190)	13.7% (7,620)	8.9% (3,700)	19.3% (6,110)	14.7% (52,150)	19.0% (435,170)	17.7% (3,903,550)
Living rent free households	2011	1.2% (490)	1.3% (590)	1.1% (450)	1.3% (670)	1.3% (580)	1.3% (720)	1.3% (560)	0.9% (300)	1.2% (4,350)	1.5% (33,750)	1.3% (295,110)
Households with no central heating	2011	1.6% (650)	3.9% (1,860)	1.6% (670)	1.8% (960)	1.9% (820)	1.9% (1,060)	2.4% (990)	1.9% (590)	2.1% (7,600)	2.9% (67,170)	2.7% (594,560)
Overcrowded households	2011	3.0% (1,220)	3.1% (1,480)	2.4% (980)	2.7% (1,390)	2.2% (960)	1.9% (1,080)	1.9% (800)	2.7% (850)	2.5% (8,750)	4.5% (102,550)	4.6% (1,024,470)
Estimated private sector households failing to meet decent homes standard	2009	29.6% (9,040)	38.7% (14,800)	31.6% (10,610)	35.9% (15,020)	32.2% (11,900)	33.0% (14,620)	41.5% (15,340)	25.9% (6,090)	34.1% (97,400)	36.7% (648,250)	36.0%
Fuel poverty	2013	10.2% (4,140)	13.9% (6,610)	9.8% (4,060)	12.1% (6,410)	9.9% (4,440)	11.2% (6,260)	12.1% (5,060)	10.1% (3,200)	11.3% (40,190)	13.9% (320,000)	10.4% (2,347,000)
Housing affordability ratio (ratio of lower quartile house price to lower quartile earnings)	2013	5.6	5.7	7.1	5.2	6.5	6.7	5.5	6.8	6.1	n/a	6.5
Statutory homelessness - homelessness acceptances per 1,000 households	2014/15	0.8 (30)	2.3 (110)	1.3 (50)	0.2 (10)	0.6 (30)	0.4 (20)	1.7 (70)	5.2 (170)	1.4 (500)	3.4 (8,040)	2.4 (54,430)
Access to private transport - households with no cars or vans	2011	20.2% (8,210)	21.4% (10,120)	13.6% (5,590)	22.1% (11,630)	13.2% (5,880)	17.5% (9,740)	14.8% (6,200)	20.6% (6,510)	18.0% (63,890)	24.7% (566,620)	25.8% (5,691,250)
Satisfied with area as a place to live (compared to Staffordshire)	March 2014 - September 2015	90.3%	90.2%	89.3%	94.5%	92.1%	95.8%	93.6%	92.0%	90.3%	n/a	n/a
Residents who felt fearful of being a victim of crime (compared to Staffordshire)	March 2014 - September 2015	13.1%	15.7%	18.5%	10.9%	9.2%	6.2%	10.9%	20.2%	13.1%	n/a	n/a

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available	
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
People who have experienced crime (compared to Staffordshire)	March 2014 - September 2015	6.0%	5.3%	8.7%	7.7%	6.2%	4.5%	6.2%	9.8%	6.8%	n/a	n/a
Total recorded crime (rate per 1,000)	2014/15	53.7 (5,290)	50.2 (5,800)	36.0 (3,680)	51.4 (6,480)	36.2 (4,000)	41.6 (5,500)	36.2 (3,540)	59.3 (4,580)	45.2 (38,870)	56.9 (325,200)	61.7 (3,353,970)
Violent crime (rate per 1,000)	2014/15	14.0 (1,380)	13.4 (1,550)	8.8 (900)	15.2 (1,910)	8.0 (890)	11.3 (1,500)	11.2 (1,100)	16.7 (1,290)	12.2 (10,510)	12.7 (72,800)	13.4 (729,500)
Anti-social behaviour (rate per 1,000)	2014/15	28.7 (2,820)	24.9 (2,880)	19.7 (2,020)	28.6 (3,610)	17.1 (1,890)	22.2 (2,930)	18.8 (1,840)	26.3 (2,030)	23.3 (20,020)	28.5 (162,710)	33.4 (1,814,620)
Alcohol-related crime (compared to Staffordshire) (rate per 1,000)	2014/15	4.0 (390)	4.0 (460)	2.5 (250)	3.8 (480)	1.9 (210)	3.3 (440)	2.4 (240)	4.6 (350)	3.3 (2,820)	n/a	n/a
Domestic abuse (compared to Staffordshire) (rate per 1,000)	2014/15	5.6 (550)	5.3 (610)	3.4 (350)	6.3 (800)	3.2 (350)	4.3 (570)	4.2 (410)	6.6 (510)	4.8 (4,150)	n/a	n/a
Sexual offences (rate per 1,000 population)	2013/14	1.0 (100)	1.3 (150)	0.7 (70)	1.3 (160)	0.7 (70)	1.1 (150)	0.9 (90)	1.3 (100)	1.0 (890)	1.0 (5,860)	1.0 (54,020)
Re-offending levels (adults)	2013/14	21.0% (140)	20.5% (160)	17.4% (80)	22.8% (190)	18.2% (80)	19.9% (150)	19.5% (90)	24.5% (150)	20.8% (1,040)	n/a	25.2% (117,860)
Re-offending levels (juveniles)	2013/14	30.6% (10)	38.2% (10)	44.4% (10)	28.6% (10)	47.2% (20)	40.7% (20)	60.0% (30)	45.7% (20)	42.1% (140)	n/a	38.0% (15,990)
Lone pensioner households	2011	11.4% (4,640)	12.4% (5,860)	12.2% (5,030)	13.5% (7,120)	13.3% (5,930)	12.8% (7,120)	13.5% (5,640)	10.9% (3,430)	12.6% (44,770)	12.6% (289,570)	12.4% (2,725,600)
Older people feeling safe at night (people aged 65 and over) (compared to Staffordshire)	March 2014 - September 2015	83.1%	66.7%	74.6%	83.3%	79.3%	82.8%	74.2%	80.9%	77.7%	n/a	n/a
Provision of unpaid care	2011	12.1% (11,820)	10.1% (11,470)	11.5% (11,570)	11.9% (14,730)	12.5% (13,540)	11.5% (15,040)	12.9% (12,550)	10.6% (8,120)	11.6% (98,830)	11.0% (614,890)	10.2% (5,430,020)
Provision of unpaid care by people aged 65 and over	2011	16.1% (2,510)	13.3% (2,540)	15.4% (3,110)	15.0% (3,380)	15.3% (3,440)	14.7% (3,710)	15.3% (3,120)	14.8% (1,650)	15.0% (23,450)	14.5% (136,870)	13.8% (1,192,610)

6 Cannock Chase ward level indicator matrix

The information in the following matrix is mainly benchmarked against England and colour coded using a similar approach to that used in the [Public Health Outcomes Framework tool](#).

It is important to remember that a green box may still indicate an important problem, for example rates of childhood obesity are already high across England so even if an area does not have a significantly high rate this does not mean that it is not a locality issue and should be considered alongside local knowledge.

Compared to England:	Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Brereton and Ravenhill	Cannock East	Cannock North	Cannock South	Cannock West	Etching Hill and The Heath	Hagley	Hawks Green	Heath Hayes East and Wimblebury	Hednesford Green Heath	Hednesford North	Hednesford South	Norton Canes	Rawnsley	Western Springs	Cannock Chase	Staffordshire	West Midlands	England
Demographics																			
Mid-year population estimate (000s), 2014	6.8	6.9	7.6	8.0	7.1	6.7	4.6	7.8	6.4	5.0	7.1	5.3	7.3	5.0	6.9	98.5	860.2	5,713.3	54,316.6
% under five, 2014	7% (450)	6% (390)	7% (540)	7% (580)	5% (320)	5% (350)	7% (310)	7% (540)	5% (320)	5% (230)	6% (420)	5% (240)	5% (360)	6% (280)	6% (390)	6% (5,710)	5% (45,620)	6% (364,840)	6% (3,430,960)
% under 16, 2014	19% (1,330)	17% (1,170)	21% (1,590)	19% (1,530)	14% (1,020)	17% (1,160)	21% (940)	22% (1,710)	19% (1,190)	16% (820)	18% (1,270)	17% (920)	18% (1,310)	17% (860)	17% (1,160)	18% (17,960)	17% (148,850)	20% (1,114,220)	19% (10,303,560)
% aged 16-64, 2014	61% (4,160)	62% (4,260)	63% (4,810)	64% (5,160)	60% (4,260)	63% (4,200)	65% (3,000)	71% (5,500)	66% (4,220)	67% (3,330)	66% (4,700)	64% (3,400)	63% (4,600)	64% (3,200)	61% (4,260)	64% (63,050)	62% (535,580)	62% (3,569,490)	63% (34,475,350)
% aged 65 and over, 2014	20% (1,350)	21% (1,420)	16% (1,230)	17% (1,350)	25% (1,800)	20% (1,340)	14% (650)	8% (590)	16% (1,000)	17% (840)	16% (1,120)	18% (970)	19% (1,420)	18% (910)	22% (1,520)	18% (17,530)	20% (175,730)	18% (1,029,580)	18% (9,537,710)
% aged 75 and over, 2014	9% (640)	8% (570)	8% (580)	8% (650)	12% (850)	7% (470)	6% (290)	3% (230)	6% (400)	7% (330)	7% (490)	7% (390)	8% (560)	8% (400)	10% (720)	8% (7,540)	9% (76,260)	8% (470,940)	8% (4,374,840)
% aged 85 and over, 2014	3% (170)	2% (160)	2% (160)	2% (180)	4% (250)	2% (100)	1% (70)	1% (70)	2% (120)	1% (70)	2% (120)	2% (110)	2% (110)	3% (140)	4% (260)	2% (2,110)	2% (20,790)	2% (134,400)	2% (1,275,520)
Dependency ratio per 100 working age population, 2014	64	61	59	56	66	60	53	42	52	50	51	55	59	55	63	56	61	60	58
Dependency ratio of children per 100 working age population, 2014	32	27	33	30	24	28	31	31	28	25	27	27	28	27	27	28	28	31	30
Dependency ratio of older people per 100 working age population, 2014	33	33	26	26	42	32	22	11	24	25	24	29	31	29	36	28	33	29	28

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available			
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Indicator	Brereton and Ravenhill	Cannock East	Cannock North	Cannock South	Cannock West	Etching Hill and The Heath	Hagley	Hawks Green	Heath Hayes East and Wimblebury	Hednesford Green Heath	Hednesford North	Hednesford South	Norton Canes	Rawnsley	Western Springs	Cannock Chase	Staffordshire	West Midlands	England
Population density (people per square km), 2014	1,296	3,408	5,161	2,449	2,864	399	2,512	4,508	2,967	2,095	693	1,952	483	535	3,400	1,249	328	440	417
Minority ethnic groups, 2011 (%)	3% (220)	3% (210)	4% (280)	6% (430)	4% (300)	3% (210)	4% (180)	5% (350)	3% (180)	3% (160)	3% (230)	3% (160)	3% (200)	2% (120)	3% (210)	4% (3,420)	6% (54,680)	21% (1,167,510)	20% (10,733,220)
Index of multiple deprivation (IMD) 2015 weighted score, 2015	21	31	35	33	14	19	23	8	16	11	27	12	20	17	18	21	16	25	22
% in most deprived IMD 2015 national quintile, 2014	26% (1,790)	41% (2,840)	38% (2,910)	44% (3,540)	0% (0)	19% (1,300)	0% (0)	0% (0)	0% (0)	0% (0)	16% (1,110)	0% (0)	0% (0)	0% (0)	0% (0)	14% (13,490)	9% (78,630)	29% (1,675,770)	20% (10,950,610)
% in second most deprived IMD 2015 national quintile, 2014	0% (0)	38% (2,630)	62% (4,730)	56% (4,490)	31% (2,200)	0% (0)	49% (2,270)	0% (0)	24% (1,530)	0% (0)	61% (4,300)	0% (0)	56% (4,090)	0% (0)	45% (3,090)	30% (29,330)	18% (157,950)	19% (1,061,460)	20% (11,133,400)
Mosaic profile - most common group, 2015	M Family Basics	M Family Basics	M Family Basics	M Family Basics	B Prestige Positions	H Aspiring Homemakers	M Family Basics	D Domestic Success	H Aspiring Homemakers	H Aspiring Homemakers	K Modest Traditions	H Aspiring Homemakers	E Suburban Stability	G Rural Reality	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers	M Family Basics	H Aspiring Homemakers
Mosaic profile - % in the most common group, 2015	19% (1,290)	22% (1,500)	38% (2,890)	19% (1,540)	27% (1,930)	27% (1,800)	23% (1,070)	44% (3,400)	26% (1,690)	51% (2,530)	27% (1,890)	27% (1,450)	28% (2,040)	23% (1,160)	25% (1,720)	21% (20,430)	13% (107,840)	12% (659,740)	10% (5,397,020)
Be able to access more good jobs and feel benefits of economic growth																			
Income deprivation (IMD 2015) weighted score	18% (1,220)	22% (1,480)	26% (2,020)	24% (1,940)	12% (820)	13% (890)	15% (710)	8% (590)	15% (940)	10% (520)	20% (1,440)	9% (500)	17% (1,250)	14% (680)	14% (990)	16% (15,940)	12% (106,230)	18% (1,047,320)	16% (8,725,210)
Children under 16 in low-income families, 2013 (%)	21% (270)	26% (300)	28% (440)	27% (370)	12% (120)	16% (190)	20% (200)	8% (140)	12% (150)	12% (100)	22% (280)	5% (50)	18% (250)	12% (100)	16% (190)	18% (3,090)	14% (20,200)	21% (233,220)	19% (1,854,010)
School readiness (Early Years Foundation Stage), 2014 (%)	57% (60)	67% (50)	65% (70)	67% (60)	71% (40)	65% (40)	70% (50)	73% (80)	83% (60)	67% (30)	71% (60)	80% (40)	58% (40)	72% (40)	74% (60)	69% (780)	70% (6,130)	64% (45,560)	66% (434,280)
Pupil absence, 2015 (%)	5% (13,190)	5% (12,090)	6% (18,850)	5% (13,260)	4% (8,100)	5% (11,990)	4% (9,400)	4% (12,970)	4% (11,180)	4% (6,440)	5% (12,370)	4% (7,370)	5% (12,900)	5% (8,210)	5% (10,270)	5% (168,570)	4% (1,205,700)	n/a	n/a
Children who claim free school meals, 2015 (%)	20% (180)	19% (170)	27% (310)	21% (210)	7% (50)	13% (130)	21% (150)	6% (80)	7% (90)	4% (40)	13% (140)	4% (40)	14% (130)	9% (60)	10% (90)	13% (1,850)	11% (11,930)	18% (155,750)	15% (1,189,840)
KS2 results - Level 4 or above in reading, writing and mathematics, 2015 (%)	70% (60)	79% (40)	72% (60)	75% (50)	91% (60)	89% (80)	75% (60)	87% (80)	73% (50)	85% (50)	74% (50)	90% (50)	64% (50)	78% (40)	84% (50)	79% (820)	80% (6,770)	79% (50,770)	80% (454,980)
GCSE attainment (five or more A*-C GCSEs including English and mathematics), 2015 (%)	57% (40)	27% (20)	25% (20)	45% (30)	56% (40)	52% (50)	47% (30)	59% (50)	49% (30)	46% (20)	35% (30)	53% (30)	51% (40)	52% (30)	56% (40)	47% (480)	56% (4,480)	55% (33,870)	54% (328,760)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available			
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Indicator	Brereton and Ravenhill	Cannock East	Cannock North	Cannock South	Cannock West	Etching Hill and The Heath	Hagley	Hawks Green	Heath Hayes East and Wimblebury	Hednesford Green Heath	Hednesford North	Hednesford South	Norton Canes	Rawnsley	Western Springs	Cannock Chase	Staffordshire	West Midlands	England
Young people not in education, employment or training, Jan 2015 (%) (compared to Staffordshire)	4% (10)	9% (20)	8% (30)	7% (20)	2% (10)	3% (10)	3% (10)	2% (10)	S	3% (10)	5% (10)	S	3% (10)	3% (10)	2% (10)	4% (160)	3% (960)	n/a	n/a
Out-of-work benefits (%)	9% (420)	12% (570)	14% (730)	12% (690)	7% (310)	8% (350)	9% (320)	3% (210)	6% (310)	4% (160)	11% (560)	4% (170)	8% (390)	7% (240)	8% (360)	9% (5,730)	7% (39,190)	n/a	n/a
Unemployment (claimant counts), Feb 2016 (%)	1% (50)	2% (80)	2% (90)	2% (100)	1% (60)	1% (40)	1% (40)	1% (30)	1% (40)	1% (20)	2% (80)	1% (30)	1% (60)	1% (30)	1% (40)	1% (760)	1% (5,050)	2% (79,230)	2% (622,550)
Average household income (£000s), 2012	31	28	25	28	46	37	38	50	38	37	29	40	36	39	35	35	39	36	40
Households with an income under £20K, 2012 (%) (compared to Great Britain)	42% (1,150)	46% (1,510)	51% (1,600)	48% (1,610)	26% (810)	30% (830)	36% (630)	10% (260)	31% (780)	26% (490)	43% (1,370)	27% (590)	34% (1,040)	29% (570)	35% (1,000)	35% (14,220)	33% (117,250)	39% (885,220)	35% (9,061,170)
Households with an income over £50K, 2012 (%) (compared to Great Britain)	13% (360)	9% (290)	8% (240)	10% (320)	31% (970)	18% (500)	23% (400)	31% (800)	20% (500)	15% (290)	9% (300)	21% (460)	18% (530)	20% (390)	16% (450)	17% (6,800)	22% (79,180)	19% (438,950)	25% (6,567,240)
Older people aged 60 and over living in income-deprived households, 2014 (%)	17% (290)	22% (400)	26% (410)	26% (440)	11% (250)	11% (190)	15% (130)	15% (120)	23% (290)	12% (130)	24% (360)	14% (170)	20% (360)	16% (180)	15% (280)	18% (4,010)	13% (28,890)	18% (237,020)	16% (1,954,600)
Be healthier and more independent																			
General fertility rate per 1,000 women aged 15-44, 2012-2014	68 (90)	71 (90)	67 (100)	71 (120)	59 (70)	59 (70)	60 (60)	57 (100)	53 (70)	47 (50)	68 (90)	51 (50)	54 (70)	53 (50)	66 (80)	61 (1,150)	58 (8,770)	65 (71,750)	63 (673,420)
Low birthweight babies (under 2,500 grams), 2012-2014 (%)	7% (20)	8% (20)	8% (20)	6% (20)	7% (20)	4% (10)	8% (10)	5% (20)	9% (20)	8% (10)	9% (20)	8% (10)	6% (10)	7% (10)	4% (10)	7% (240)	7% (1,900)	8% (18,150)	7% (149,530)
Breastfeeding prevalence rates at six to eight weeks, 2014/15 (%)	24% (20)	19% (20)	20% (20)	23% (20)	17% (10)	35% (20)	31% (20)	30% (30)	26% (20)	28% (10)	24% (20)	32% (20)	30% (20)	28% (10)	30% (20)	26% (270)	34% (2,700)	41% (26,820)	44% (274,090)
Excess weight (children aged four to five), 2012/13 to 2014/15 (%)	27% (60)	26% (50)	29% (80)	32% (80)	24% (40)	29% (50)	29% (60)	26% (80)	24% (50)	23% (30)	27% (60)	27% (40)	27% (50)	24% (30)	26% (50)	27% (810)	24% (5,780)	23% (45,140)	22% (396,680)
Excess weight (children aged 10-11), 2012/13 to 2014/15 (%)	35% (70)	33% (60)	44% (90)	41% (80)	30% (50)	33% (70)	34% (50)	33% (80)	29% (50)	42% (60)	34% (70)	31% (50)	39% (80)	28% (30)	36% (60)	35% (940)	33% (7,250)	36% (61,610)	33% (511,970)
Obesity (children aged four to five), 2012/13 to 2014/15 (%)	9% (20)	10% (20)	15% (40)	10% (20)	12% (20)	11% (20)	10% (20)	10% (30)	8% (20)	11% (10)	11% (30)	13% (20)	9% (20)	11% (20)	13% (30)	11% (330)	9% (2,320)	10% (20,020)	9% (165,580)
Obesity (children aged 10-11), 2012/13 to 2014/15 (%)	22% (40)	19% (30)	28% (60)	22% (40)	19% (30)	20% (40)	22% (40)	14% (30)	13% (20)	21% (30)	21% (40)	16% (20)	20% (40)	16% (20)	23% (40)	20% (530)	18% (4,010)	21% (36,160)	19% (292,090)
Children aged 15 who have never smoked, 2009-2012 (% estimates)	74% (50)	70% (50)	70% (60)	70% (40)	77% (60)	77% (70)	75% (50)	78% (90)	75% (60)	77% (40)	72% (60)	78% (50)	76% (70)	75% (50)	75% (60)	75% (850)	76% (7,460)	n/a	77% (480,420)
Children aged 15 who are regular smokers, 2009-2012 (% estimates)	10% (10)	13% (10)	13% (10)	13% (10)	9% (10)	9% (10)	10% (10)	8% (10)	10% (10)	8% (0)	12% (10)	8% (0)	9% (10)	10% (10)	10% (10)	10% (110)	9% (900)	n/a	9% (54,560)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available			
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Indicator	Brereton and Ravenhill	Cannock East	Cannock North	Cannock South	Cannock West	Etching Hill and The Heath	Hagley	Hawks Green	Heath Hayes East and Wimblebury	Hednesford Green Heath	Hednesford North	Hednesford South	Norton Canes	Rawnsley	Western Springs	Cannock Chase	Staffordshire	West Midlands	England
Children aged 15 who are occasional smokers, 2009-2012 (% estimates)	4% (0)	5% (0)	4% (0)	5% (0)	5% (0)	4% (0)	4% (0)	5% (10)	5% (0)	4% (0)	5% (0)	4% (0)	4% (0)	5% (0)	5% (0)	4% (50)	4% (430)	n/a	4% (25,090)
Under-18 conception rates per 1,000 girls aged 15-17, 2011-2013	31 (10)	36 (10)	50 (20)	70 (30)	26 (10)	37 (10)	30 (10)	40 (20)	38 (10)	23 (10)	41 (10)	23 (10)	24 (10)	29 (10)	28 (10)	36 (200)	29 (1,350)	32 (10,070)	28 (78,150)
Limiting long-term illness (under 16), 2011 (%)	4% (50)	4% (50)	6% (100)	5% (70)	4% (40)	5% (60)	5% (50)	2% (40)	4% (50)	5% (40)	6% (70)	4% (40)	5% (80)	5% (40)	4% (50)	5% (830)	4% (5,630)	4% (43,970)	4% (372,140)
Limiting long-term illness (16-24), 2011 (%)	5% (720)	6% (860)	7% (830)	8% (900)	6% (680)	6% (740)	7% (540)	5% (880)	4% (700)	5% (560)	6% (800)	5% (560)	4% (760)	6% (550)	4% (690)	5% (10,790)	5% (87,760)	5% (639,580)	5% (5,901,810)
Unpaid care (under 16), 2011 (%)	1% (10)	1% (10)	1% (20)	2% (20)	2% (20)	1% (10)	1% (10)	1% (10)	1% (10)	1% (10)	2% (20)	2% (20)	1% (20)	1% (10)	1% (10)	1% (220)	1% (1,700)	1% (12,530)	1% (111,420)
Unpaid care (16-24), 2011 (%)	6% (40)	5% (50)	8% (60)	7% (70)	4% (20)	6% (40)	7% (40)	4% (30)	5% (30)	6% (40)	8% (60)	6% (30)	6% (50)	6% (40)	3% (20)	6% (620)	5% (4,380)	5% (35,280)	5% (302,360)
Disability Living Allowance claimants, Aug 2015 (%)	6% (420)	8% (520)	8% (630)	7% (570)	5% (340)	5% (340)	6% (290)	2% (190)	5% (320)	4% (210)	7% (520)	4% (220)	6% (440)	5% (250)	5% (350)	6% (5,590)	4% (38,130)	5% (273,550)	5% (2,514,690)
Limiting long-term illness, 2011 (%)	23% (1,520)	24% (1,710)	25% (1,850)	24% (1,870)	21% (1,490)	19% (1,310)	20% (950)	10% (770)	19% (1,210)	19% (920)	24% (1,670)	19% (980)	21% (1,540)	19% (950)	22% (1,460)	21% (20,200)	19% (162,650)	19% (1,062,060)	18% (9,352,590)
Fuel poverty, 2013 (%)	10% (290)	11% (360)	13% (380)	12% (410)	11% (330)	10% (280)	10% (190)	5% (150)	10% (250)	8% (160)	11% (340)	9% (190)	10% (310)	10% (200)	11% (320)	10% (4,140)	11% (40,190)	14% (320,000)	10% (2,347,000)
Limiting long-term illness in people aged 65 and over, 2011 (%)	62% (740)	64% (830)	71% (810)	67% (880)	53% (840)	50% (550)	67% (380)	50% (170)	63% (510)	60% (430)	69% (740)	59% (490)	60% (760)	52% (350)	60% (740)	61% (9,230)	53% (79,470)	54% (494,380)	52% (4,297,930)
Limiting long-term illness in people aged 75 and over, 2011 (%)	78% (410)	80% (430)	79% (430)	84% (540)	73% (540)	71% (240)	78% (180)	73% (70)	78% (240)	77% (210)	79% (400)	77% (240)	78% (380)	73% (180)	75% (400)	77% (4,890)	69% (44,400)	69% (286,580)	67% (2,551,290)
Excess winter mortality, Aug 2010-July 2015 (%)	20% (20)	12% (10)	42% (40)	11% (10)	25% (30)	1% (0)	36% (20)	19% (20)	13% (10)	6% (0)	24% (20)	-4% (0)	-2% (0)	11% (10)	18% (20)	16% (210)	19% (2,380)	19% (15,070)	18% (134,460)
Life expectancy at birth - males (years), 2010-2014	80	78	77	77	81	81	80	78	76	84	77	83	78	79	81	79	80	79	79
Life expectancy at birth - females (years), 2010-2014	85	83	84	85	86	84	85	79	81	88	82	85	84	82	82	83	83	83	83
All-age, all-cause mortality (ASR per 100,000), 2010-2014	878 (280)	968 (320)	994 (320)	991 (350)	771 (340)	852 (220)	894 (150)	1,907 (270)	1,344 (320)	694 (120)	1,076 (310)	829 (180)	954 (290)	1,245 (290)	1,017 (380)	991 (4,110)	973 (40,050)	990 (254,350)	966 (2,323,090)
Under 75 mortality rate from all causes (ASR per 100,000), 2010-2014	408 (120)	466 (150)	462 (130)	406 (120)	294 (110)	283 (100)	377 (60)	349 (60)	456 (120)	276 (60)	395 (120)	294 (70)	363 (130)	296 (60)	317 (100)	360 (1,510)	322 (12,790)	361 (84,900)	344 (751,650)
Mortality from causes considered preventable (various ages) (ASR per 100,000), 2010-2014	222 (70)	236 (80)	254 (80)	207 (70)	156 (60)	188 (70)	212 (40)	127 (30)	265 (70)	146 (30)	206 (70)	166 (40)	192 (70)	155 (40)	184 (70)	195 (890)	176 (7,600)	193 (30,190)	183 (267,250)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available			
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Indicator	Brereton and Ravenhill	Cannock East	Cannock North	Cannock South	Cannock West	Etching Hill and The Heath	Hagley	Hawks Green	Heath Hayes East and Wimblebury	Hednesford Green Heath	Hednesford North	Hednesford South	Norton Canes	Rawnsley	Western Springs	Cannock Chase	Staffordshire	West Midlands	England
Under 75 mortality rate from cancer (ASR per 100,000), 2010-2014	142 (40)	185 (60)	186 (50)	161 (50)	113 (40)	120 (40)	169 (30)	95 (20)	188 (50)	124 (30)	164 (50)	137 (30)	174 (60)	109 (20)	139 (40)	149 (620)	137 (5,470)	148 (34,320)	144 (310,350)
Under 75 mortality rate from all cardiovascular diseases (ASR per 100,000), 2010-2014	103 (30)	120 (40)	124 (40)	92 (30)	76 (30)	63 (20)	78 (10)	72 (10)	103 (30)	47 (10)	104 (30)	64 (20)	106 (40)	82 (20)	84 (30)	88 (370)	73 (2,880)	83 (19,250)	79 (170,500)
Under 75 mortality rate from respiratory disease (ASR per 100,000), 2010-2014	47 (10)	31 (10)	38 (10)	27 (10)	25 (10)	18 (10)	36 (10)	48 (10)	32 (10)	29 (10)	41 (10)	21 (10)	9 (0)	30 (10)	42 (10)	30 (120)	28 (1,100)	34 (7,890)	33 (69,950)
Under 75 mortality rate from liver disease (ASR per 100,000), 2010-2014	34 (10)	20 (10)	26 (10)	28 (10)	18 (10)	3 (0)	17 (0)	7 (0)	21 (10)	14 (0)	31 (10)	11 (0)	18 (10)	12 (0)	7 (0)	18 (80)	16 (640)	19 (2,770)	18 (24,190)
Mortality from communicable diseases (ASR per 100,000), 2010-2014	13 (0)	10 (0)	17 (10)	21 (10)	3 (0)	8 (0)	19 (0)	14 (0)	7 (0)	10 (0)	20 (10)	8 (0)	5 (0)	5 (0)	7 (0)	10 (40)	9 (360)	12 (2,760)	11 (24,240)
Emergency (unplanned) admissions (ASR per 1,000), 2014/15	115 (810)	114 (790)	118 (900)	112 (880)	90 (710)	103 (650)	143 (590)	108 (530)	95 (540)	78 (360)	119 (780)	100 (500)	93 (640)	108 (530)	111 (840)	106 (10,050)	98 (84,720)	n/a	104 (5,515,610)
Adult social care - long term care (ASR per 1,000), 2014/15	14 (100)	19 (140)	21 (150)	25 (190)	17 (160)	14 (90)	19 (70)	28 (90)	23 (120)	10 (40)	16 (100)	19 (100)	15 (100)	28 (150)	16 (140)	18 (1,740)	17 (15,700)	0 (0)	16 (886,790)
Feel safer, happier and more supported																			
Lone parent households, 2011 (%)	12% (330)	13% (400)	14% (400)	12% (400)	8% (230)	10% (270)	12% (220)	9% (240)	8% (220)	8% (160)	11% (350)	7% (150)	10% (320)	7% (150)	9% (260)	10% (4,100)	9% (32,600)	11% (258,750)	11% (2,339,820)
Owner occupied households, 2011 (%)	70% (1,920)	57% (1,800)	54% (1,610)	54% (1,860)	78% (2,370)	80% (2,190)	71% (1,300)	82% (2,300)	72% (1,900)	81% (1,660)	59% (1,830)	84% (1,810)	75% (2,300)	74% (1,460)	71% (2,060)	70% (28,350)	73% (258,670)	66% (1,504,320)	64% (14,148,780)
Privately rented households, 2011 (%)	11% (310)	13% (420)	9% (280)	15% (500)	11% (330)	9% (230)	17% (320)	13% (350)	13% (330)	12% (250)	15% (470)	9% (200)	9% (280)	10% (200)	16% (470)	12% (4,940)	11% (40,090)	14% (321,670)	17% (3,715,920)
Socially rented households, 2011 (%)	18% (490)	29% (920)	35% (1,040)	30% (1,040)	10% (320)	10% (280)	11% (210)	5% (130)	14% (360)	6% (120)	24% (740)	6% (130)	15% (470)	15% (290)	12% (340)	17% (6,880)	15% (52,150)	19% (435,170)	18% (3,903,550)
Living rent free households, 2011 (%)	1% (20)	1% (40)	2% (60)	2% (60)	1% (40)	1% (20)	1% (10)	0% (10)	1% (40)	1% (20)	2% (50)	1% (20)	1% (40)	1% (30)	1% (40)	1% (490)	1% (4,350)	1% (33,750)	1% (295,110)
Households with no central heating, 2011 (%)	1% (40)	1% (40)	1% (30)	2% (60)	1% (40)	1% (30)	1% (20)	3% (70)	1% (40)	1% (20)	2% (50)	3% (60)	2% (70)	2% (40)	2% (60)	2% (650)	2% (7,600)	3% (67,170)	3% (594,560)
Overcrowded households, 2011 (%)	2% (70)	5% (150)	5% (160)	5% (180)	2% (60)	2% (60)	3% (50)	1% (40)	3% (70)	3% (50)	4% (120)	2% (30)	3% (80)	3% (60)	2% (60)	3% (1,220)	2% (8,750)	4% (102,550)	5% (1,024,470)
Estimated private sector households failing to meet decent homes standard, 2009 (%)	32% (660)	32% (690)	33% (650)	37% (780)	31% (800)	27% (620)	30% (350)	13% (290)	25% (510)	26% (470)	33% (700)	26% (500)	36% (780)	32% (510)	31% (740)	30% (9,040)	34% (97,400)	37%	36%

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available			
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Indicator	Brereton and Ravenhill	Cannock East	Cannock North	Cannock South	Cannock West	Etching Hill and The Heath	Hagley	Hawks Green	Heath Hayes East and Wimblebury	Hednesford Green Heath	Hednesford North	Hednesford South	Norton Canes	Rawnsley	Western Springs	Cannock Chase	Staffordshire	West Midlands	England
Households with no cars or vans, 2011 (%)	23% (630)	30% (950)	32% (950)	31% (1,080)	17% (530)	15% (420)	22% (410)	5% (150)	17% (430)	12% (250)	24% (750)	11% (230)	16% (500)	12% (240)	24% (690)	20% (8,210)	18% (63,890)	25% (566,620)	26% (5,691,250)
Total recorded crime (rate per 1,000), 2014/15	36 (250)	59 (410)	56 (430)	109 (880)	48 (340)	27 (180)	39 (180)	28 (220)	32 (210)	30 (150)	52 (370)	38 (200)	44 (320)	22 (110)	64 (440)	54 (5,290)	45 (38,870)	57 (325,200)	62 (3,353,970)
Violent crime (rate per 1,000), 2014/15	11 (80)	15 (100)	16 (130)	27 (220)	14 (100)	8 (60)	14 (70)	5 (40)	10 (70)	5 (20)	17 (120)	8 (40)	11 (80)	9 (40)	18 (130)	14 (1,380)	12 (10,510)	13 (72,800)	13 (729,500)
Antisocial behaviour (rate per 1,000), 2014/15	22 (150)	30 (200)	30 (230)	58 (460)	29 (200)	23 (160)	26 (120)	12 (90)	21 (130)	18 (90)	44 (310)	14 (70)	22 (160)	14 (70)	51 (350)	29 (2,820)	23 (20,020)	n/a	n/a
Domestic abuse (rate per 1,000), 2014/15 (compared to Staffordshire)	6 (40)	7 (50)	8 (60)	8 (60)	3 (20)	5 (30)	5 (20)	3 (20)	4 (30)	3 (20)	7 (50)	4 (20)	5 (30)	3 (20)	6 (40)	6 (550)	5 (4,150)	n/a	n/a
Lone pensioner households, 2011 (%)	13% (370)	13% (420)	14% (430)	14% (490)	14% (420)	9% (240)	10% (180)	3% (70)	10% (270)	9% (180)	12% (380)	10% (220)	11% (350)	9% (190)	15% (440)	11% (4,640)	13% (44,770)	13% (289,570)	12% (2,725,600)
Unpaid care, 2011 (%)	12% (770)	12% (850)	12% (860)	12% (940)	13% (910)	13% (870)	12% (540)	9% (700)	11% (710)	14% (680)	14% (960)	13% (710)	13% (950)	13% (660)	11% (730)	12% (11,820)	12% (98,830)	11% (614,890)	10% (5,430,020)
Unpaid care by people aged 65 and over, 2011 (%)	16% (200)	17% (220)	14% (170)	16% (210)	17% (270)	17% (190)	14% (90)	13% (60)	15% (140)	20% (140)	15% (160)	19% (160)	17% (210)	15% (110)	14% (180)	16% (2,510)	15% (23,450)	14% (136,870)	14% (1,192,610)