

Cannock Chase District Profile

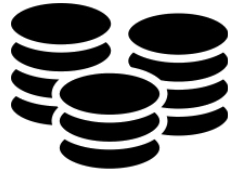
2023





Around 100,500 people were living in Cannock Chase in 2021 across 43,500 households.

Three-bedroom semi-detached houses/bungalows formed the largest proportion of housing in 2021.



21.7% children under 16 were living in relative low-income families in 2020/2021. 15.3% people aged 60 and over were living in income deprived households in 2019.



21.2% of business enterprises were in the industry group Construction in 2022. Construction, Retail and Education formed the most popular employment industries in 2021.



Cannock Chase had the highest proportion of residents who travelled to work by driving a car or van of all English local authorities at 64%.



In 2021 22% residents aged 16+ identified having no qualifications which was above the England average of 18%.



73.7% adults 18+ were overweight or obese in 2020/2021 - above the England average of 63.5%.



6.4% residents identified that they experienced 'bad' or 'very bad' general health in 2021. This was the highest proportion across Staffordshire and above the England average.



Cannock Chase had the largest proportion of residents across Staffordshire providing unpaid care in 2021 at 10.3%.

Cannock Chase District Profile 2023

This document summarises key socioeconomic statistical information for Cannock Chase taken largely from the Office for National Statistics Census 2021. The Office for National Statistics website explains the potential impact of the COVID-19 pandemic on Census 2021 data and all statistics from Census 2021 should be interpreted with reference to this supporting information.

For all data enquiries including those relating to Census 2021, please contact Helen Maiden, Research and Information Officer at Cannock Chase Council
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Population:



Population and Age:

- Census 2021 estimates a population of around 100,500 Persons in Cannock Chase in March 2021. This shows an increase of 3,100 residents in the decade between 2011 and 2021.
- Census 2021 data indicates that Cannock Chase is in the top 40% most densely populated English local authority areas.
- Of the total population of the District in 2021, around 17.9% were aged 15 years and under, 62.6% were of working age (16-64) and 19.5% were aged 65+. The largest age group was age 50-64, comprising 21.3% of residents.
- The District population is projected to rise by 6% in the decade 2022 to 2032 with the largest increase anticipated in the age group 85 and over (46%). The population aged 65 and over is projected to rise by 23% during the same period.
- Life expectancy for men living in Cannock Chase was 78.4 years in 2018-2020, with female residents expecting to live slightly longer to 82.6

years of age on average. This was similar to the Regional average but below the National average. (Staffordshire Observatory, Area Data 2022 [Area data - Staffordshire Observatory](#))

Why does this data matter?

Data indicates that the population is rising in an area which already experiences high population density. The population is also ageing, with an increasing proportion of older people. This has implications for infrastructure, housing and public services. Below-average life expectancy suggests that older residents in Cannock Chase may experience health inequalities and a growing ageing population could increase demand for access to agencies supporting health and wellbeing.

Armed Forces Veterans:

- In Census 2021 3,414 Cannock Chase residents identified that they had previously served in the UK Armed Forces - around 4.2% of the District population.

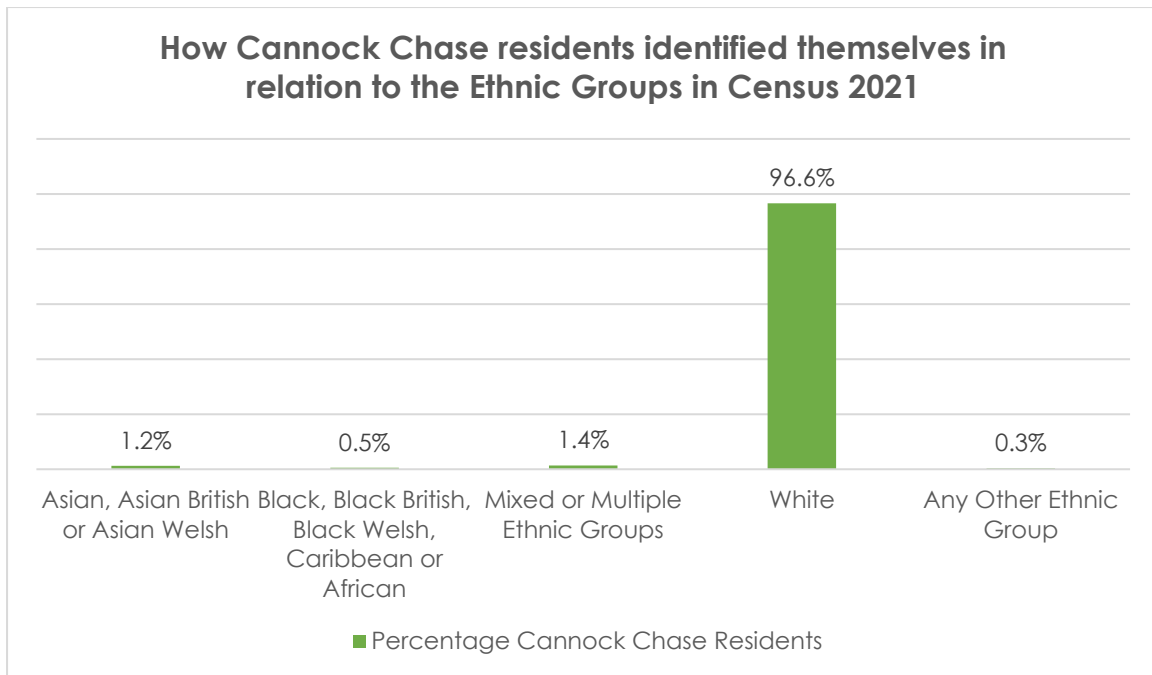
Why does this matter?

Data from Census 2021 about the armed forces community is essential for service providers and others who support veterans in line with the [Armed Forces Covenant](#).¹

Ethnicity:

- In Census 2021 94.5% of Cannock Chase residents identified with the ethnic group White: English, Welsh, Scottish, Northern Irish or British. The chart below shows how Cannock Chase residents identified their ethnicity in relation to the five major ethnic groupings in Census 2021:

¹ [Armed forces community \(veterans\) question development for Census 2021 - Office for National Statistics \(ons.gov.uk\)](#)



A full breakdown of all ethnic group identity categories used in Census 2021 can be found via Office National Statistics, Census 2021 [Census Maps - Census 2021 data interactive, ONS](#)

Country of Birth and National Identity:

- At the time of Census 2021, 96.4% of Cannock Chase residents identified that they were born in the UK. 3.2% of residents identified that they were born outside the UK.
- 97.6% of Cannock Chase residents identified themselves as having one or more UK identities only; 0.5% as having both a UK and non-UK identity, and 2% as having a non-UK identity only.

Gender Identity and Sexual Orientation:

- 95.35% of Cannock Chase residents who responded to the Census 2021 question on gender identity stated that they have a gender identity which is the same as that registered at birth. 0.33% of respondents identified that they had a gender identity different from their sex registered at birth.
- 92.08% of Cannock Chase residents aged 16+ who responded to the Census 2021 question on sexual orientation identified that they were straight or heterosexual. 2.51% of respondents across the District identified as Lesbian, Gay, Bisexual or Other (LGB+).

Why does this data matter?

The Census 2021 questionnaire asked a range of questions aimed at collecting data to better understand local communities and therefore support work on policy development and service provision. Some voluntary questions, such as those related to sexual orientation, collected data which would support local authorities to meet and monitor their requirements under the [Equality Act 2010](#).²

Housing:



Households:

- Census 2021 estimates that there were around 43,457 households in Cannock Chase in March 2021.
- The largest proportion of households in the District at the time of Census 2021 were semi-detached whole houses or bungalows at 46.7% of all households.
- At the time of Census 2021 three-bedroom households comprised the largest proportion of all households in the District (47.7%).
- Census 2021 indicates that more than 2% of households across Cannock Chase are overcrowded, with fewer bedrooms than required.

Tenure and Affordability:

- The same proportion of households in Cannock Chase are owned outright as those owned with a mortgage, loan or shared ownership at 33.9%. A higher proportion of households in the District are socially rented (16.2%) than privately rented/lived in rent-free (16%).
- The average house price in Cannock Chase in 2021 was £187,500 which was below the Regional average (£225,000) and the England average (£285,000). (Staffordshire Observatory, *Area Data 2022* [Area data - Staffordshire Observatory](#))

² [Sexual orientation question development for Census 2021 - Office for National Statistics \(ons.gov.uk\)](#)

- The affordability ratio (ratio of average house price to average gross earnings) in Cannock Chase in 2021 was 6.4, below both the Regional (7.6) and National (England, 9.1) average ratios. (Staffordshire Observatory, Area Data 2022 [Area data - Staffordshire Observatory](#))

Cars and Vans:

- 83.1% of households in the District had 1 or more cars or vans at the time of Census 2021.

Household Composition:

- Single family households comprising a cohabiting couple with no children formed the largest proportion of households in Cannock Chase at the time of Census 2021 (19.3%).
- Cannock Chase saw the West Midlands' largest percentage point fall in the share of households including a couple with dependent children from 22.1% in 2011 to 19.1% in 2021.

Why does this data matter?

Evidence relating to households in the District indicates growing need for affordable housing, particularly semi-detached three-bedroom homes. There is positive evidence relating to housing affordability in Cannock Chase, but social renting remains an important tenure option for the District population.

Health & Wellbeing:



Deprivation

- It is estimated that approximately 21.7% of children under 16 in Cannock Chase were living in relative low-income families in 2020/21. 15.3% of people aged 60 and over lived in income deprived households in 2019. (Staffordshire Observatory, Area Data 2022 [Area data - Staffordshire Observatory](#))

- Around 16.5% of households in the District were estimated to be in fuel poverty in 2020 which was above the England average of 13.2%. Census 2021 identified that 1% of households in Cannock Chase had no central heating.

Physical Activity and Healthy Eating:

- Levels of physical inactivity have fallen but remain above average in the District, with 27.6% of residents aged 16+ doing less than 30 minutes of physical activity per week during 2020-2021, compared to an England average of 27.2%. (Sport England, *Active Lives* [Active Lives | Sport England](#))
- 45.5% of Cannock Chase residents consumed the recommended '5-a-day' portions of fruit and vegetables in 2019/2020 which was below the County, Regional and National averages. 73.7% adults 18+ were overweight or obese in 2020/2021 which was above the County, Regional and National averages. (Staffordshire Observatory, *Area Data 2022* [Area data - Staffordshire Observatory](#); Public Health Outcomes Framework [Public Health Outcomes Framework - OHID \(phe.org.uk\)](#))

Limiting Illness and Disability:

- The proportion of Cannock Chase residents who assessed their daily activities as being limited a lot or a little by long-term physical or mental health conditions or illnesses in Census 2021 (including those related to old-age) was above the England average of 17.7% at 20.3%
- The proportion of residents who identified that their daily activities were limited a lot was 9% in Cannock Chase - the highest in Staffordshire. (Staffordshire Observatory Census 2021 Health, Disability and Unpaid Care Briefing [Census 2021 - Staffordshire Observatory](#))

General Health:

- The proportion of Cannock Chase residents who identified that they had 'very bad' or 'bad' health in Census 2021 was above the England average and the highest in Staffordshire at 6.4%.
- The proportion of residents identifying that they had 'very good health' was below the England average and the lowest in Staffordshire.

(Staffordshire Observatory Census 2021 Health, Disability and Unpaid Care Briefing [Census 2021 - Staffordshire Observatory](#))

Unpaid Care:

- Cannock Chase had the largest proportion of residents providing unpaid care across Staffordshire at the time of Census 2021 - 10.3%.
- The District had the highest proportion of residents who provided 20-49 hours of care per week (2.2%) and 50+ hours of care per week (3.3% joint with Tamworth). (Staffordshire Observatory Census 2021 Health, Disability and Unpaid Care Briefing [Census 2021 - Staffordshire Observatory](#))

Why does this data matter?

Data indicates that a relatively high proportion of children and older people across Cannock Chase are living in deprivation. The proportion of households in fuel poverty is also above the national average. Levels of physical inactivity in the District remain above the England average and the proportion of people consuming '5-a-Day' falls below comparator averages. This highlights the importance of health and wellbeing initiatives targeted at promoting physical activity and healthy diet. The persistence of health inequalities across Cannock Chase is evident from Census 2021 which highlights a high proportion of residents experiencing poor general health and life-limiting disability, as well as prevalent demand for unpaid care.

Economy:



Business Enterprises and the Labour Market:

- There were 3,910 business enterprises in Cannock Chase in 2022 – 21.2% of these enterprises were in the broad industry group Construction. (Office for National Statistics [Activity, size and location - Office for National Statistics \(ons.gov.uk\)](#))
- The top three occupation groups in Cannock Chase at the time of Census 2021 were Skilled Trades Occupations (14.2%), Professional

Occupations (13.7%) and Associate Professional or Technical (11.8%)/Elementary Occupations (11.8%). The top three industries for those in employment were Construction and civil engineering, Retail trade (excluding motor vehicles) and Education.

- People resident in Cannock Chase in 2021 had average gross annual earnings of around £29,308 - below both the West Midlands average (£29,799) and the England average (£31,490). (Staffordshire Observatory, *Area Data 2022* [Area data - Staffordshire Observatory](#))

Economic Activity

- Cannock Chase had the second highest proportion across Staffordshire of residents aged 16 and over who identified that they were economically active at the time of Census 2021 (62.3%). This was also above the England average of 60.9%.
- 37.7% of District residents identified that they were economically inactive, the largest proportion of these being inactive due to being retired (22.9%). This was above the England average of 21.5%.
- Cannock Chase had the highest proportion across Staffordshire of residents who identified that they were economically inactive due to long-term sickness or disability at 4.8%.
- 72.2% of those in employment in Cannock Chase worked full-time hours, with 61% working between 31 and 48 hours per week. Of the 27.8% who worked part-time, the majority (19.2%) worked between 16 and 30 hours per week. (Staffordshire Observatory Census 2021 Labour Force and Travel to Work Briefing [Census 2021 - Staffordshire Observatory](#))
- 3.5% of people in Cannock Chase aged 16-64 were claiming out-of-work benefit (including Universal Credit) in May 2023. This was an increase on figures for May 2022 (3.1%) but below the Regional (4.9%) and National (3.7%) averages.

Qualifications

- Census 2021 indicates that 22% of residents in Cannock Chase identified themselves as having no qualifications which was above the England average of 18%.

- The proportion of the population aged 16+ who identified having Level 4 or above qualifications as their highest level of qualification (this includes Degree and postgraduate qualifications) was below the National average of 33.8% in Cannock Chase at 22.7%.
- In contrast, the proportion of people aged 16+ who identified that Apprenticeship was their highest level of qualification was above the National average of 5.3% in Cannock Chase at 6%. (Staffordshire Observatory, Census 2021 Education Headline Findings [Census 2021 - Staffordshire Observatory](#))

Travel to Work

- At the time of Census 2021, across Staffordshire, Cannock Chase had the lowest proportion of employed residents who stated that they worked mainly at or from home at 19.5%. This reflects the relatively high proportion of residents working in sectors and jobs that did not facilitate homeworking.
- Cannock Chase had the highest proportion of residents who travelled to work by driving a car or van of all English local authorities at 64% - above the England average of 44.5% and the Staffordshire average of 57.8%. (Staffordshire Observatory Census 2021 Labour Force and Travel to Work Briefing [Census 2021 - Staffordshire Observatory](#))
- 34.3% of Cannock Chase residents aged 16+ in employment travelled less than 10km to work in 2021, whilst 28.1% travelled 10km and over.

Why does this data matter?

Understanding trends in business and the labour market informs work to support employment and investment across the District. Evidence suggests that whilst Cannock Chase experiences relatively high levels of economic activity, long-term health issues and disability remain a barrier to the labour market for a proportion of the District population. Annual earnings also fall below average for Cannock Chase residents. Data indicates that the construction industry and skilled trades occupations play a leading role in business and employment across the District. Census 2021 highlights the major importance of car and van usage within the local labour market, with a significant proportion of residents travelling within a 10km radius for work.

Data Sources and Disclaimer:

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The statistical information included in this document was current at the time of writing in June 2023. However, due to the frequently changing nature of statistical information, this Profile is not intended to serve as a definitive position statement for the District, particularly as some data will have been revised since publication. Cannock Chase Council, while believing the information in this document to be correct at the time of publication, does not guarantee its accuracy nor does the Council accept any liability for any direct or indirect loss or damage or other consequences, however arising from the use of such information supplied.

Published by Policy and Communications, Cannock Chase Council, June 2023.