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Key Decision:	No
Report Track:	Cabinet: 12/07/18

CABINET
12 JULY 2018
DISTRICT NEEDS ANALYSIS AND WARD PROFILES 2018

1 Purpose of Report

- 1.1 To provide Members with a revised set of evidence based documents, including a District-wide analysis of demographic, social and economic statistics, with profiles of key statistical data at Ward level.

2 Recommendations

- 2.1 That Members note the report and Appendices that form the evidence base.
- 2.2 That Members approve the internal and external publication of the District Needs Analysis, District Profile and Ward Profiles.

3 Key Issues and Reasons for Recommendation

- 3.1 The key issues of this report and appendices are the range of statistical and perceptions data available to the Council in order to assist with and inform the priority setting and decision making processes. The information provided in the Appendices to this report is intended to highlight and illustrate the key areas of significance in the District; however it should be noted that due to the frequently changing nature of statistical information these documents are not intended to serve as a definitive position statement for the District.

4 Relationship to Corporate Priorities

- 4.1 This report supports the Council's Corporate Priorities as follows:

- (i) The District Needs Analysis and Ward Profiles contain key information relating to the District and form a substantial element of the evidence base used to inform the Council's corporate priorities.

5 Report Detail

- 5.1 The District Needs Analysis is intended to provide an overview of data concerning the key areas of significance in Cannock Chase, based on analysis and assessment, where appropriate in relation to local, regional and national comparators. The District Needs Analysis has been published since 2010, each year. The 2018 edition of this document is included as Appendix 1 to this report.
- 5.2 The District Needs Analysis is structured thematically in relation to the Council's priorities and strategic objectives as set out in the Corporate Plan 2018-2023, namely `Promoting Prosperity` and `Improving Community Wellbeing`. Data and analysis featured makes reference to:
- Population
 - Physically active and healthy lives
 - Education, skills and training
 - Adult skills and access to employment
 - Business enterprises
 - Housing
 - Living environment
- 5.3 Appendix 2 consists of the District Profile 2018. The District Profile features graphic illustrations of key data selected from the District Needs Analysis 2018.
- 5.4 Appendix 3 consists of an example Ward Profile, for Hagley. Ward profiles will be published for all 15 Wards in the District, however for reasons of concision and cost effectiveness only one example has been appended to this report.
- 5.5 The District Profile and Ward Profiles are intended to provide a user friendly overview of the key statistics available at this geographical level. The on-going publication of data at ward level has provided a significant range of comparable information and it is intended to review and revise Ward Profiles on an annual basis alongside the District Needs Analysis and the District Profile.

6 Implications

6.1 Financial

None

6.2 Legal

None

6.3 Human Resources

None

6.4 Section 17 (Crime Prevention)

None

6.5 Human Rights Act

None

6.6 Data Protection

None

6.7 Risk Management

None

6.8 Equality & Diversity

The evidence based documents include demographic information that forms an integral part of the considerations when Impact Assessing future policies with regard to Equality and Diversity.

6.9 Best Value

The evidence base documents include demographic, economic and social information integral to considering Best Value implications for decision making.

7 Appendices to the Report

- Appendix 1 District Needs Analysis 2018
- Appendix 2 District Profile 2018
- Appendix 3 Example Ward Profile – Hagley

Previous Consideration

None

Background Papers

None

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District Needs Analysis 2018

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All of the statistical information included in this document was current at the time of writing in May 2018. However, due to the frequently changing nature of statistical information, this report 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.

Methodology:

The annual `District Needs Analysis` is an assessment of statistical information for Cannock Chase which examines and highlights key social, environmental and economic issues in the District. The report forms a broad analysis of the most statistically significant socio-economic issues affecting the District and cannot therefore provide a comprehensive insight into all subjects or themes.

The data featured in this report has been drawn from a combination of both local and national sources including those produced by Staffordshire County Council and the Office for National Statistics (ONS). There may be statistical differences between data sources due to figures being generated from varying sources and consequent variations in the way that analysts have aggregated averages from within local or national contexts. In approaching statistics presented in this report, it is important to note that sources, particularly those relating to lower-level geographical areas or small counts of people, may present suppressed data scores to protect individual identity. Some data is taken from sample-based sources which estimate trends for the wider population.

Cannock Chase District Council's Corporate Plan 2018-2023 outlines the following priorities and strategic objectives for the district.

Priorities and strategic objectives for 2018-2023



Promoting Prosperity

- Establish McArthurGlen Designer Outlet Cannock as a major visitor attraction, and maximising the benefits it will bring to the District
- Increased housing choice
- Create a positive environment in which businesses in the District can thrive
- Increase the skill levels of residents and the amount of higher skilled jobs in the District
- Create strong and diverse town centres to attract additional customers and visitors
- Increase access to employment opportunities
- Commencement of regeneration of the Rugeley Power Station site

Improving Community Wellbeing

- Opportunities for healthy and active lifestyles
- Sustaining safe and secure communities
- Supporting vulnerable people
- Promoting attractive and healthy environments

Information included in the District Needs Analysis relates to these priorities and objectives, providing key socio-economic information about Cannock Chase and people living in the district.

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District Needs Analysis 2018: Key statistics

- **Population**

Cannock Chase's usual resident population was estimated to be 98,513 in mid-2016 (49,723 females and 48,790 males). The District's population is ageing faster than England – projections anticipate a rise of 23.1% in people aged 65+ by 2026, accompanied by a rise of 50% in those aged 85+.
- **Customer voice**

84% of respondents to the 'Feeling the Difference' survey aged 16-24 were satisfied with Cannock Chase as a place to live during 2015-2017. This was the lowest rate of satisfaction across the Staffordshire districts and below the Staffordshire average of 89%.
- **Physical activity**

Cannock Chase had the highest proportion of physically 'inactive' respondents in the Sport England Active Lives Survey across the eight Staffordshire districts in 2016/2017 with 34.8% of respondents undertaking fewer than 30 minutes of physical activity per week.
- **Life expectancy**

Life expectancy at birth was lower than the national average for both men and women in Cannock Chase during 2013-2015. Life expectancy was 8.9 years shorter for men and 5.1 years shorter for women living in the most deprived areas of the district compared to those living in the least deprived.
- **Adult obesity**

Data for the period 2015/16 identifies that 31.2% of adults in Cannock Chase are obese which was above the Staffordshire (27.5%), West Midlands (24.9%) and England (22.9%) averages and the second highest in Staffordshire.
- **Child obesity**

27.6% of children aged 4-5 in Cannock Chase were estimated to have excess weight during the period 2016/17, above the England average of 22.6%. A higher proportion of children aged 10-11 were estimated to have excess weight during this period at 36% which was similarly above the England average (34.2%).
- **Smoking and alcohol**

20.1% of people aged 18+ in Cannock Chase were current smokers in 2016 which was above the Staffordshire (15.4), West Midlands (15.4%) and England (15.5%) averages for the same period. Rates for hospital admissions and mortality due to conditions associated with smoking and alcohol are typically above the national average in the district.
- **GCSE attainment**

Data for 2016 reports that 47.3% of pupils attained GCSEs (English and Maths A*-C) in Cannock Chase. This was below the county, regional and national averages for the same period and the lowest in Staffordshire.

➤ **Unemployment**

2.6% of 18-24 year olds in Cannock Chase were claiming Jobseeker's Allowance in February 2018. The overall rate of claims for Jobseeker's Allowance (JSA) in Cannock Chase remains below regional and national averages. 1.4% of people aged 16-64 in the District claimed this benefit in February 2018.

➤ **Employment and health**

Data for 2016/17 indicates a gap of 43.9% in the employment rate between those with a long-term health condition and the overall employment rate in Cannock Chase. This was above the gap at regional (28.7%) and national (29.4%) levels and the highest in Staffordshire.

➤ **Qualification levels**

25.4% of residents in Cannock Chase were qualified to NVQ Level 4 and above in 2016. This was a lower proportion than in the West Midlands (31.5%) or Great Britain (38.2%) more widely.

➤ **Employee jobs**

The Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles provided the largest share of employment in Cannock Chase in 2016 at 25.6% of employee jobs. This proportion was over 10% higher than the Great Britain average (15.3%).

➤ **Business enterprises**

There were 3,400 business enterprises in Cannock Chase in 2017. Construction businesses comprised almost 20% of all enterprises in the district in 2017 (19.6%). 425 new business enterprises were 'born' in Cannock Chase during 2016.

➤ **House prices**

The average house price in Cannock Chase was £160,919 in January 2018. House price and earnings data from 2017 indicates that the average house price is around 6.4 times higher than the average annual income in the district. This was a smaller difference than at county, regional and national levels.

➤ **Crime and anti-social behaviour**

The Total Recorded Crime rate in Cannock Chase (rate per 1,000) during 2016/17 was 65.8 which was below the West Midlands (70.0) and England (74.1) averages. The rate of anti-social behaviour was the second highest in Staffordshire at 30.6 per 1,000 and above the regional rate of 27.5, although just below the England average of 30.7.

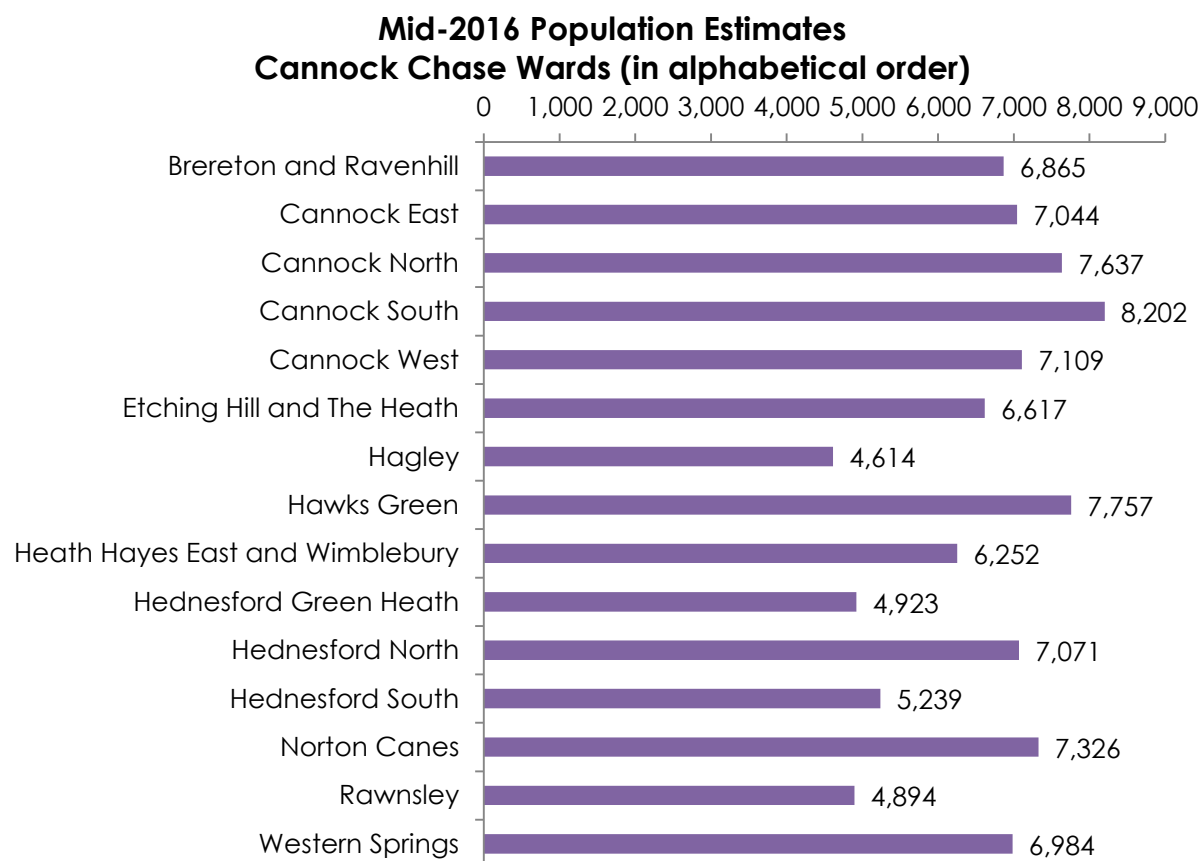
➤ **Living environment**

Cannock Chase Council achieved six Green Flag Awards in July 2017: for Hednesford Park, Elmore Park in Rugeley, Ravenhill Park in Brereton, Castle Ring in Cannock Wood, and Cannock Park.

Population

Annual change and future projections

Cannock Chase's usual resident population was 98,513 in 2016 (49,723 females and 48,790 males) which shows an increase of 0.02% from 2015.¹ The chart below shows the mid-2016 population estimate for each of the District's 15 Wards.²



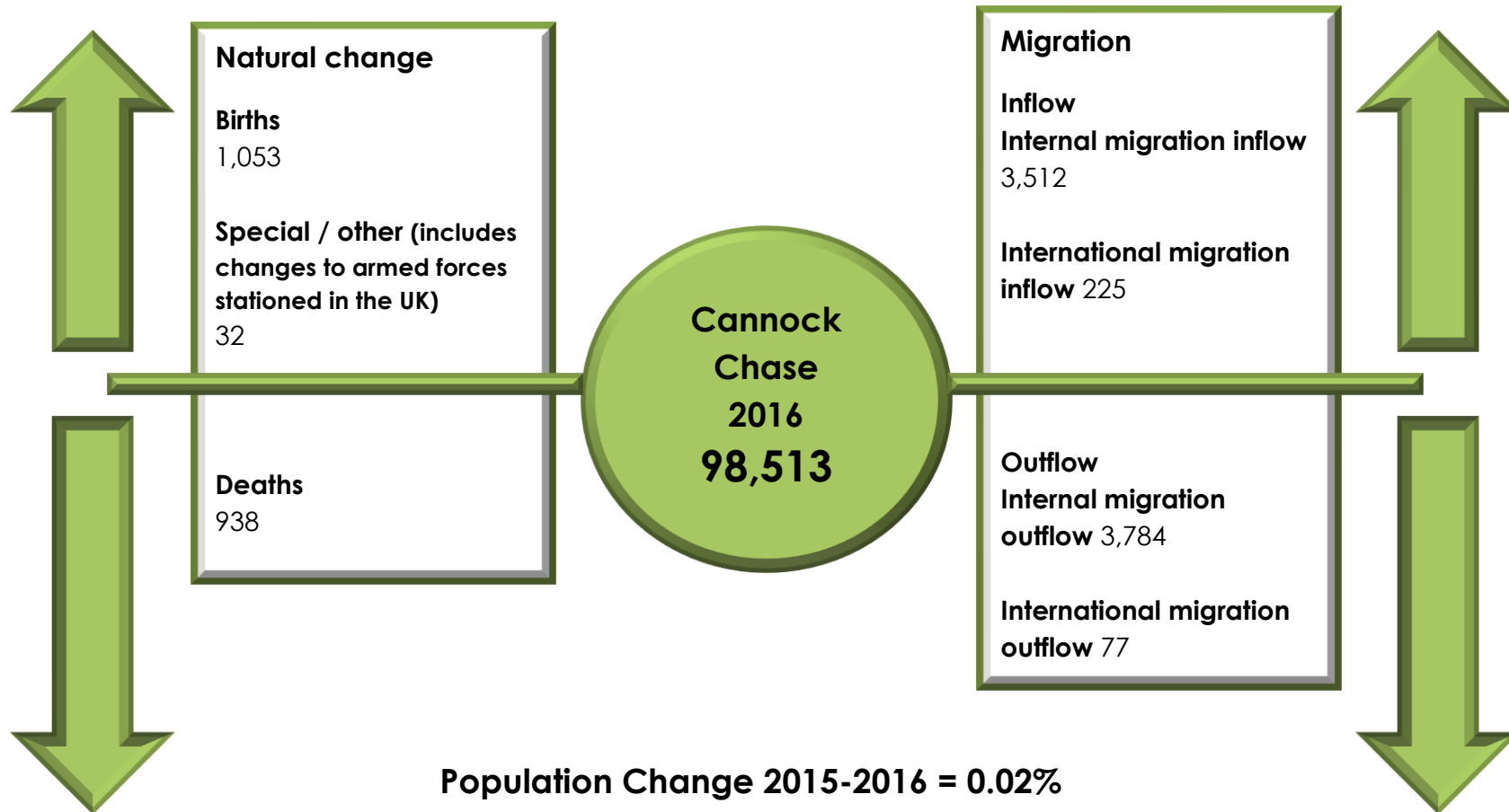
Source: Office for National Statistics, Ward Level Mid-Year Population Estimates (Experimental Statistics) October 2017. Please note that these figures will not round to the District population estimate of 98,513 as they were experimental and unrevised figures at time of publication.

The Ward with the largest population increase 2015/2016 was Cannock East with an annual rise of 2.6% in resident population. Heath Hayes East and Wimblebury saw the largest decrease in population with an annual population change of -1.4%. Cannock South remains the Ward with the largest resident population (8,202) and Hagley remains the smallest Ward with 4,614 residents.

¹ Revised Mid-2016 Population Estimates, Office for National Statistics (March 2018).

² Office for National Statistics, Ward Level Mid-Year Population Estimates (Experimental Statistics) October 2017. Please note that these population statistics were experimental statistics at the time of publication.

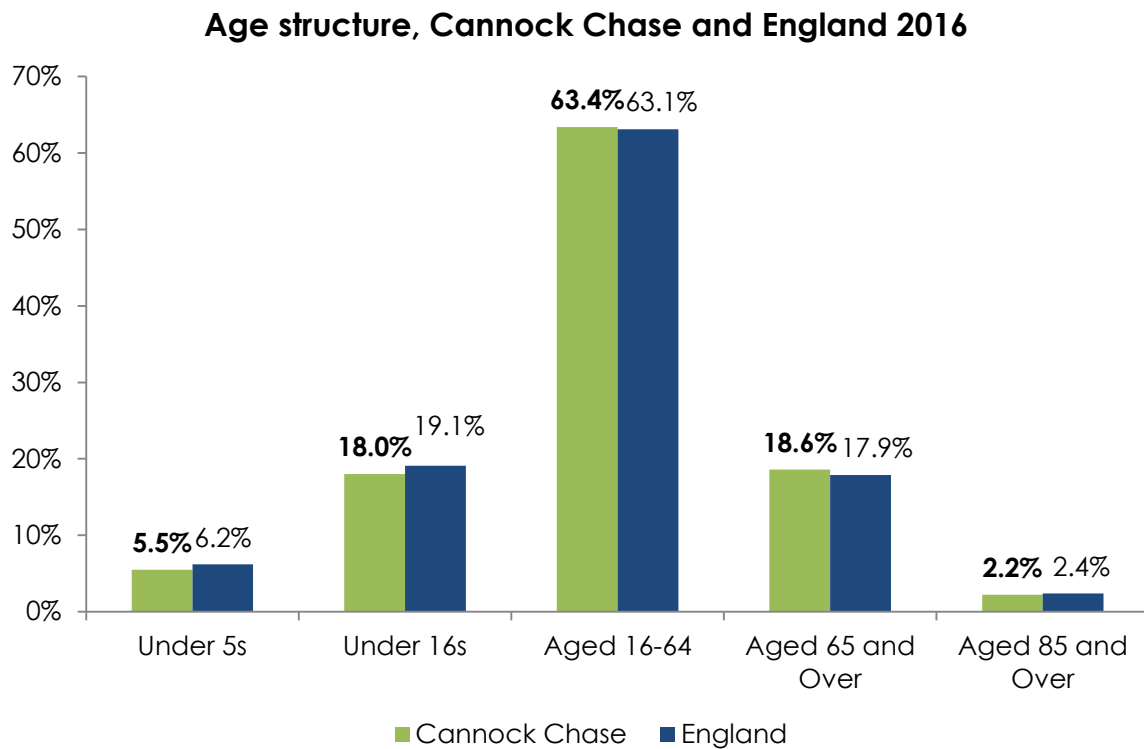
The graphic below illustrates how births, deaths and migration contributed to population change in Cannock Chase between 2015 and 2016.



Source: Office for National Statistics, Revised Mid-2016 Population Estimates: Pivot Table Analysis Tool for the UK (March 2018).

Age structure in Cannock Chase, 2016

The chart below illustrates the age structure of the Cannock Chase population in 2016 in relation to the England average.



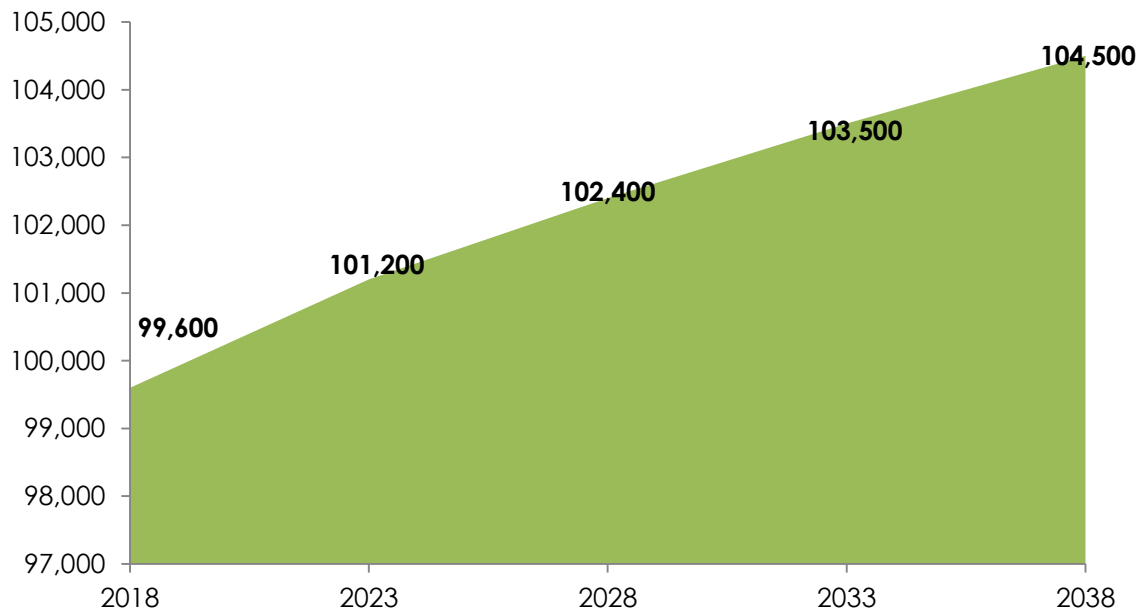
Source: Staffordshire County Council, *Cannock Chase Locality Profile (January 2018)*.

The proportion of younger residents in the District was below the national average in 2016 with a proportion of residents aged 65 and over that was higher than the average.

Population projections for Cannock Chase, 2014-2039

2014-based Subnational Population Projections produced by the Office for National Statistics (ONS) indicate that the Cannock Chase population will reach approximately 104,500 residents by 2038.

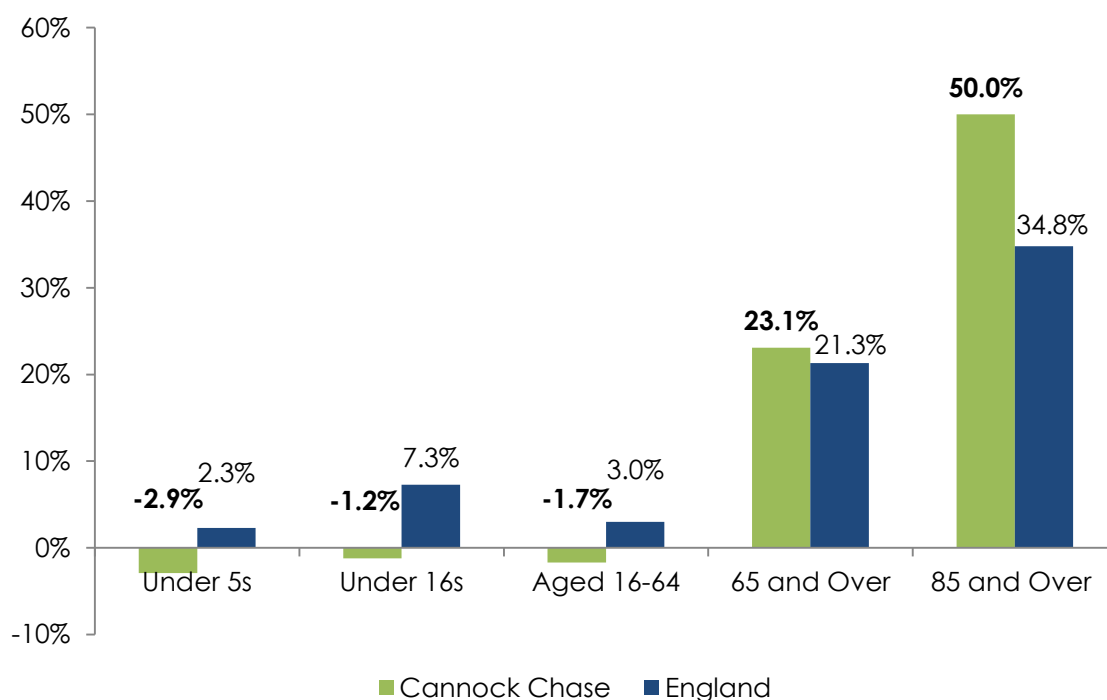
**Cannock Chase population projections
2018-2038**



Source: 2014-based Subnational Population Projections for England, Office for National Statistics. Adapted from data from the Office for National Statistics licensed under the Open Government Licence v.3.0.

The District population is anticipated to change in age profile during the period 2016-2026 with a decline in younger residents accompanied by a much larger increase in older-age residents, as illustrated on the chart below.

Population change in Cannock Chase: 2016-2026



Source: Staffordshire County Council, *Cannock Chase Locality Profile (January 2018)*.

The projected rise in population of people aged 65 and over is the third highest in Staffordshire after Tamworth (25.9%) and East Staffordshire (23.2%) illustrating the potential significance of an ageing population in Cannock Chase.

The Experian Mosaic Public Sector Segmentation Tool classifies the UK population into 15 geodemographic groups based on socio-economic factors. The most common geodemographic group in Cannock Chase in 2016 was 'Aspiring Homemakers' which comprised 20.7% of the District population (around 20,400 residents). This group includes younger families, couples and single people in their 20s and 30s living in suburbs or new estates and who are in full-time employment.³

In 2016, 28.7% of the Cannock Chase population was identified as experiencing financial stress (around 28,300). The figure is derived from the Mosaic profile which identifies an individuals' potential to become over-stretched and struggle with further payments.

³ Staffordshire County Council, *Cannock Chase Locality Profile (January 2018)*.

This is the second highest proportion across Staffordshire after Tamworth (29.9%) and above the England average of 28%.⁴

Customer voice

‘Feeling the Difference’ (FtD) is a bi-annual public opinion survey which provides an opportunity for residents of Staffordshire and Stoke-on-Trent to express views about their local area and public services. Combined results of four surveys provide meaningful results from a sample of 600 residents in Cannock Chase during March 2016 to September 2017. Across the four waves of the FtD Survey in this period, 68% of respondents identified that the level of crime is key in making the local area a good place to live, which is above the Staffordshire average of 63% (all Staffordshire including Stoke-on-Trent). A higher proportion of respondents in Cannock Chase recognised that roads and pavements needed improvement – 45% compared to a Staffordshire average of 35%. 30% of respondents in Cannock Chase with a very / fairly big problem agreed that public services were successfully dealing with such issues which were above the Staffordshire average of 24%.⁵

Young people aged 16-24 in Cannock Chase who responded to the Feeling the Difference survey between September 2015 and March 2017 reported a lower rate of satisfaction with their local area. 84% of respondents in this age group were satisfied with Cannock Chase as a place to live – the lowest rate of satisfaction across the Staffordshire districts and below the Staffordshire average of 89%.⁶

Customer communication: uptake of online services

The Office for National Statistics identifies that 90% of households in Great Britain had Internet access in 2017, an increase from 89% in 2016.⁷ 79% of the UK adult population are estimated to have Basic Digital Skills with Ipsos Mori reporting ‘significant increases in those claiming to be able to communicate, transact, create and problem solve online’ during 2017.⁸

⁴ Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018). For definition of this profile see Experian Financial Stress Data Profile (February 2017)

<https://www.experianintact.com/content/uk/documents/productSheets/FinancialStress.pdf>
⁵ Staffordshire Observatory, *Feeling the Difference Survey 2016-2017* (four waves of the Survey from March 2016 to September 2017).

⁶ Staffordshire County Council, *Health and Wellbeing Outcomes and Performance Report for Staffordshire* (August 2017).

⁷ Office for National Statistics, *Internet access – households and individuals: 2017* (August 2017)

⁸ Ipsos Mori, *Basic Digital Skills UK Report 2017* (Findings for the Lloyds Bank UK Consumer Digital Index 2017) (April 2017).

Research from 2015 showed that around 75% of adults were estimated to have Basic Digital Skills in Staffordshire, although this was slightly lower at 73% in Cannock Chase.⁹

Statistics relating to use of Cannock Chase Council's website demonstrates that the Council's online services are accessed and used for a number of purposes. The website had 1,137,412 page views in the period January 2017-December 2017 with 855,031 unique page views. Access by mobile devices accounted for 448,374 sessions. Among the most popular pages viewed were those relating to planning applications, housing, visitor information, making payments online, jobs, recycling and Council Tax.¹⁰

Deprivation in the district

The Index of Multiple Deprivation (IMD) 2015 ranked Cannock Chase as the most deprived District in Staffordshire. It was ranked 133 out of 326 local authorities in England.¹¹ Nine Lower Super Output Areas (LSOAs) in Cannock Chase are identified as falling within the most deprived national quintile – around 14% of the District population (13,500 people).¹²

Both the IMD 2015 and the Social Mobility Index 2017, which measures the chances available to young people from disadvantaged backgrounds to attain at school and obtain good employment and living standards, recognise that Cannock Chase experiences poorer performance for education and skills. However, the District is identified as having positive performance in terms of housing and living environment.¹³

Poverty and income deprivation

19% of children aged under 16 in Cannock Chase were in families which experienced income deprivation in 2015. This was the second highest rate in Staffordshire after Tamworth (19.7%), but below the England average of 19.9% for the same period. A slightly smaller proportion of older people in the District experienced income deprivation in 2015, with 17.9% of people aged 60 and over identified as living in income-deprived households.

⁹ Staffordshire County Council, *Digital Access: Staffordshire and the UK* (2015). No further local analysis has been identified subsequent to this 2015/2016 study.

¹⁰ Information relating to the Cannock Chase Council website courtesy of Darren Edwards, Information Manager, Cannock Chase Council, February 2018.

¹¹ DCLG, *The English Index of Multiple Deprivation (IMD) 2015 – Guidance*, 2015.

¹² Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

¹³ Social Mobility Commission, *State of the Nation 2017: Social Mobility in Great Britain* (November 2017).

However, this was the second highest rate in Staffordshire after Tamworth (18.1%) and was above the England average of 16.2%.¹⁴

Physically active and healthy lives

Sport England's Active Lives Survey was launched in 2015 to replace the Active People Survey. It measures levels of participation in sport and physical activity among adults aged 16+ based on a sample of respondents. In the case of Staffordshire, this sample is around 500 respondents in each District with the data for November 2016 to November 2017 representing levels of physical activity among 494 respondents from Cannock Chase.¹⁵

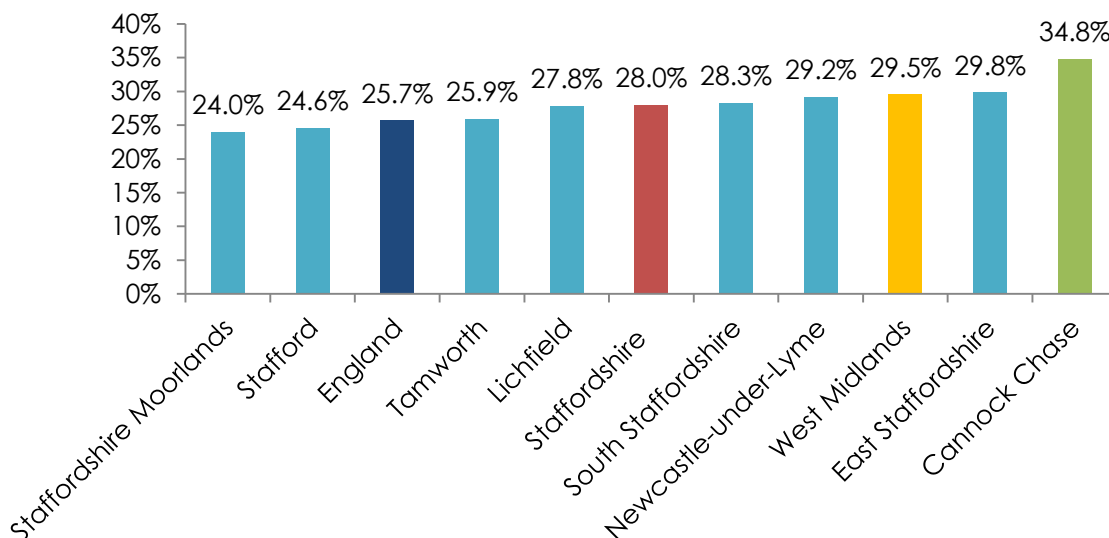
From the 494 respondents to the Active Lives Survey in the District, 55.5% reported being 'Active' – undertaking 150 or more minutes of moderate intensity physical activity per week.¹⁶ This showed a slight increase on figures for 2015-2016 when 55.1% of respondents reported undertaking this level of activity. In contrast, the proportion of 'fairly active' respondents who undertook between 30 and 149 minutes of physical activity fell from 14.6% in 2015-2016 to 9.7% in 2016-2017. Cannock Chase also had the highest proportion of 'inactive' respondents across Staffordshire in 2016-2017 with 34.8% of respondents undertaking fewer than 30 minutes of physical activity per week. This saw an increase of nearly 5% from 30.3% in 2015-2016 (4.5%).

¹⁴ Staffordshire County Council, *Cannock Chase Locality Profile* (October 2016); Children in Poverty, 2012, Public Health Outcomes Framework, Public Health England.

¹⁵ Sport England, *Active Lives Adult Survey November 16/17 Report* (March 2018).

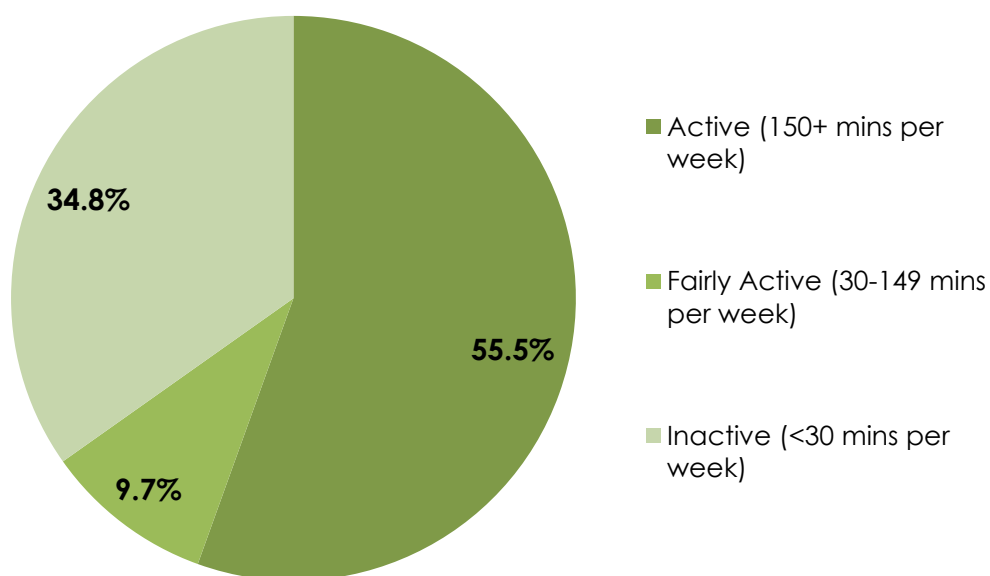
¹⁶ Sport England, *Active Lives Adult Survey November 16/17 Report* (March 2018). Moderate intensity activity includes the activities of walking, cycling, dance, fitness and sporting activities but excludes gardening which is outside of Sport England's remit.

**% 'Inactive' respondents
(<30 Minutes per week)**



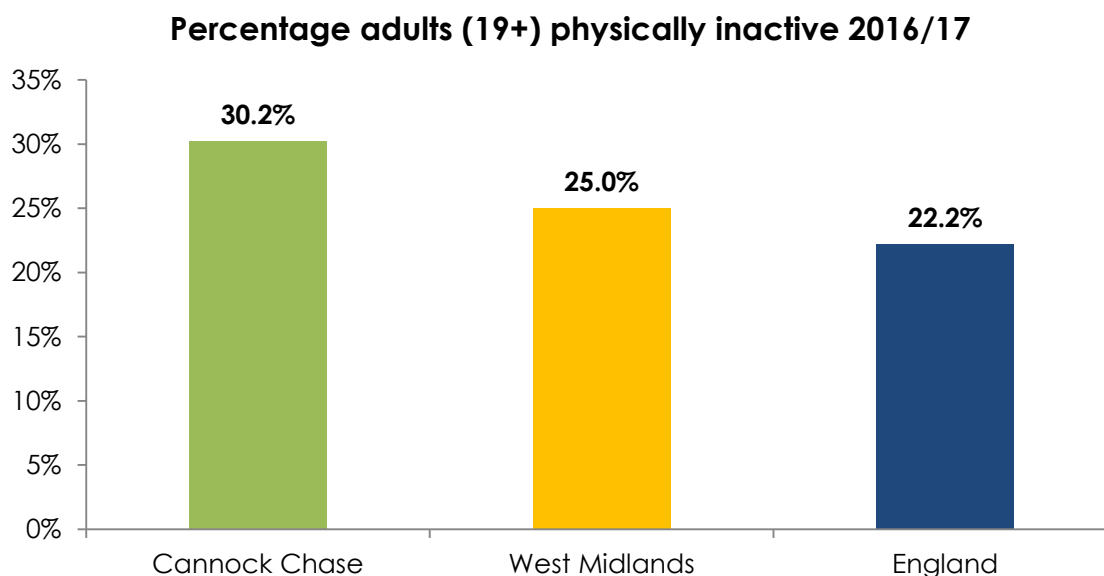
Source: Sport and Physical Activity Levels amongst Adults Aged 16+ Sport England, *Active Lives Adult Survey November 16/17 Report* (March 2018).

Physical activity in Cannock Chase, 2016-2017



Source: Sport and Physical Activity Levels among Adults Aged 16+ Sport England, *Active Lives Adult Survey November 16/17 Report* (March 2018). Please note that figures will not add up to 100% due to rounding.

Data from the Public Health Outcomes Framework relating to adults aged 19+ during 2016/17 identifies that 30.2% of adults in Cannock Chase were physically inactive, undertaking less than 30 minutes moderate intensity activity per week. This was above the West Midlands and England averages for the same period.



Source: Public Health England, Public Health Outcomes Framework

<https://fingertips.phe.org.uk/search/physically%20inactive#pat/6/ati/101/par/E12000005>

New opportunities for residents of Cannock Chase to participate in sport and active recreation include the development of a community multi-sport and recreation hub facility on the former stadium site in Cannock which began in May 2015. In March 2017, a 3G artificial grass pitch and pavilion opened at the site.

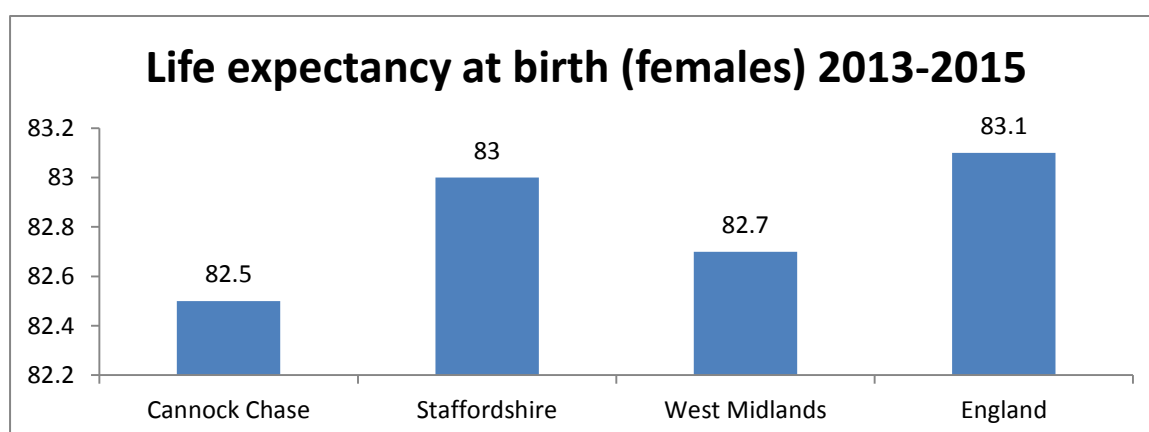
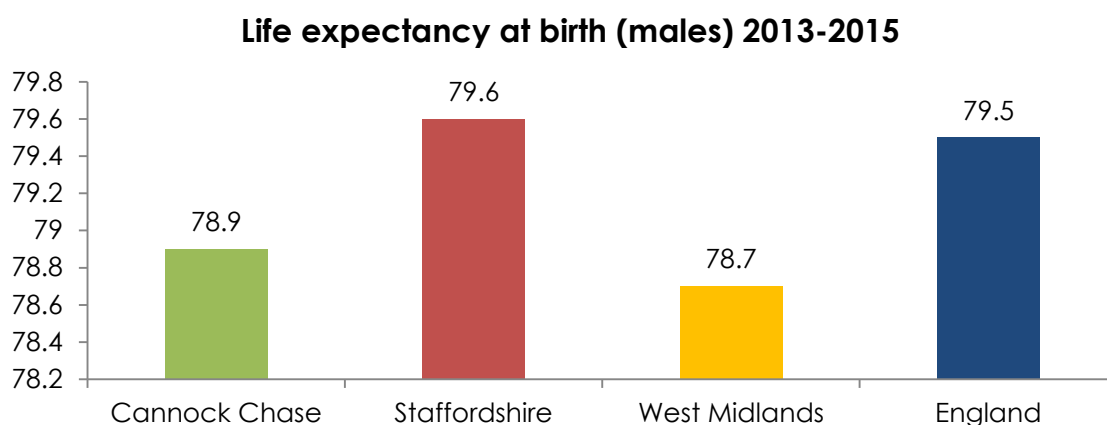
Key health inequalities

The 2016/17 Annual Report of NHS Cannock Chase Clinical Commissioning Group (CCG) and Staffordshire County Council's Health and Wellbeing Outcomes and Performance Report (August 2017) identify a number of local health inequalities, including life expectancy, smoking, alcohol, obesity and mental health.¹⁷

¹⁷ NHS Cannock Chase CCG, *Annual Report 2016-2017* (May 2017). Please note that NHS Cannock Chase CCG covers a population of 132,000 which exceeds the boundaries/population of Cannock Chase District; Staffordshire County Council, *Health and Wellbeing Outcomes and Performance Report for Staffordshire* (August 2017).

Life expectancy

Life expectancy at birth was lower than the national average for both men and women in Cannock Chase during the period 2013-2015. Male life expectancy in Cannock Chase was 78.9 years, compared to an England average of 79.5, while female life expectancy was 82.5 compared to 83.1 nationally.¹⁸



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

Significant gaps in life expectancy exist between men and women living in the most and least deprived areas of the District. Life expectancy is related to deprivation, with males living in the most deprived areas of Cannock Chase estimated to have a life expectancy 8.9 years shorter than males living in the least deprived areas between 2013 and 2015. The gap for female residents was lower with women in the most deprived areas of the District estimated to have a life expectancy around 5.1 years shorter than those in the least deprived.¹⁹

¹⁸ APHO Health Profile 2017: Cannock Chase; Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

¹⁹ APHO Health Profile 2017: Cannock Chase.

Healthy life expectancy

Healthy life expectancy estimates the number of years lived in good health whilst disability-free life expectancy estimates the number of years lived without a long-term physical or mental health condition that limits daily activities.²⁰

Data for 2009-2013 indicates that healthy life expectancy in England and Wales was 63.3 years for males at birth. Female healthy life expectancy at birth was slightly higher at 64.6 years.²¹ Healthy life expectancy in Cannock Chase for the same period was slightly lower for men, with males at birth expected to spend around 61.1 years in good health. Female healthy life expectancy in the District was also below the national average at 62.1 years.²²

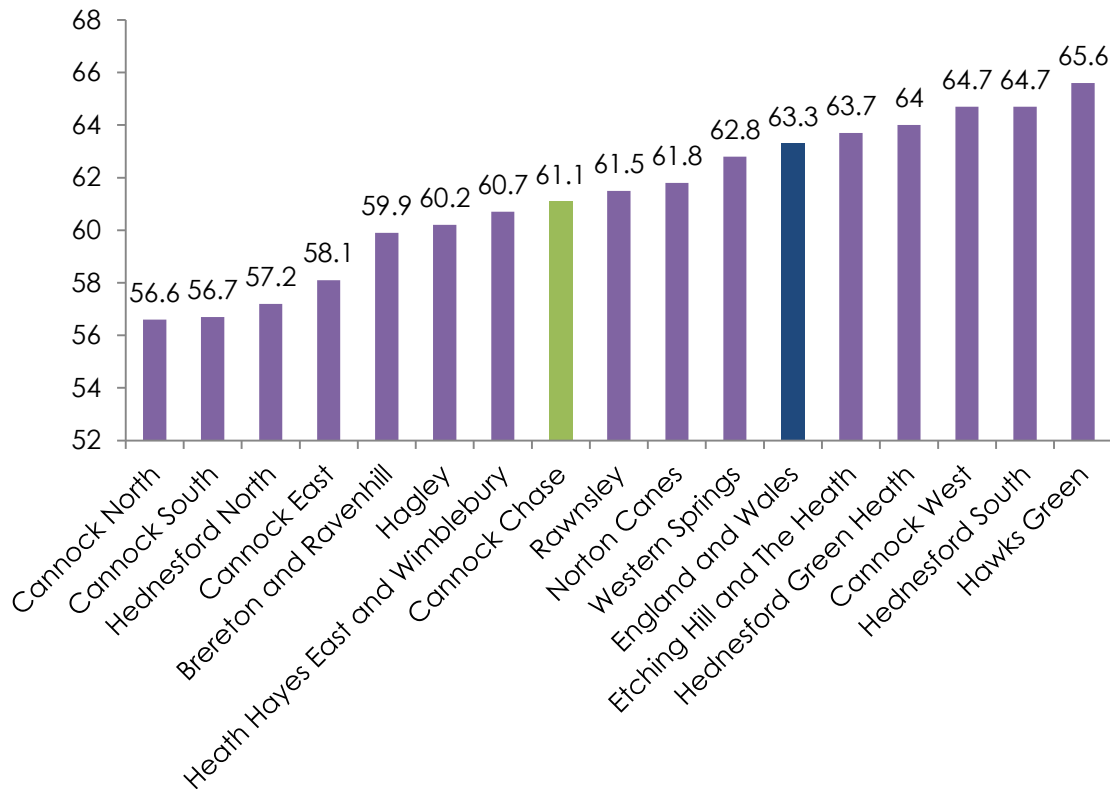
The charts below illustrate that healthy life expectancy at birth varied across the Cannock Chase Wards for both men and women during this period, with healthy life expectancy in some Wards being above or below both the District and national averages.

²⁰ Office for National Statistics, Health State Life Expectancies, UK: 2014 to 2016 <https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandlifeexpectancies/bulletins/healthstatelifeexpectanciesuk/2014to2016> (accessed March 2018).

²¹ Office for National Statistics, Health State Life Expectancy by Census Wards: England and Wales 2009 to 2013 (March 2018).

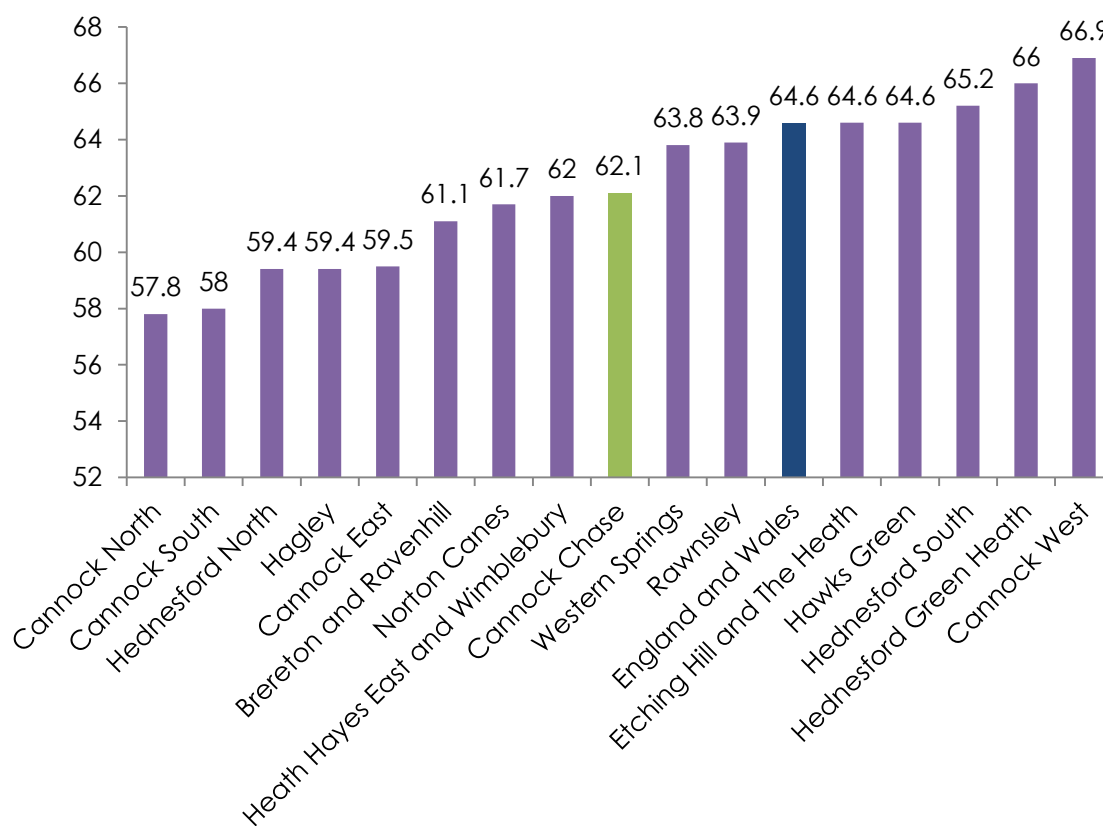
²² Data courtesy of Asim Butt, Office for National Statistics, March 2018 taken from User Requested Data 15th January 2016: Life Expectancies and Health Expectancies at Birth and at Age 65 by Sex for Local Authorities in England, 2009 to 2013. See also Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

**Healthy life expectancy at birth:
males, 2009-2013 (years)**



Source: Office for National Statistics, Health State Life Expectancy by Census Wards: England and Wales 2009 to 2013 (March 2018).

Healthy life expectancy at birth: females, 2009-2013 (years)



Source: Office for National Statistics, Health State Life Expectancy by Census Wards: England and Wales 2009 to 2013 (March 2018).

The England and Wales average for Disability-Free Life Expectancy (DFLE) at birth for men was 63.9 years during 2009-2013 and slightly higher for women at 64.8 years. Both males and females in Cannock Chase were estimated to experience fewer years without a disability which impaired their daily life with a DFLE of 61.2 years for men in the District and 62 years for women.²³

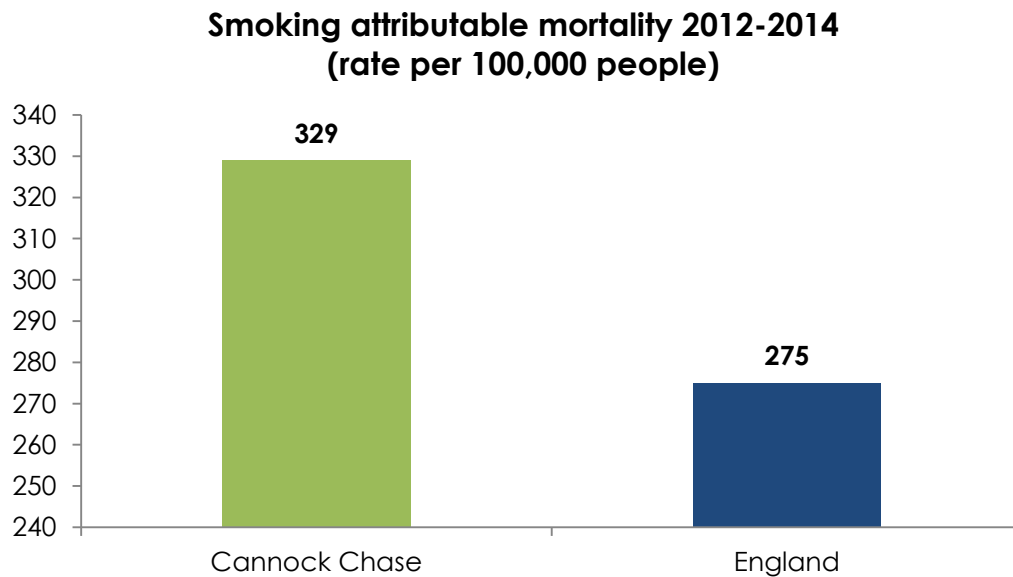
Smoking and alcohol

20.1% of people aged 18+ in Cannock Chase were current smokers in 2016 which was above the Staffordshire (15.4), West Midlands (15.4%) and England (15.5%) averages for the same period.²⁴

²³ Data courtesy of Asim Butt at Office for National Statistics, March 2018 taken from User Requested Data 15th January 2016: Life Expectancies and Health Expectancies at Birth and at Age 65 by Sex for Local Authorities in England, 2009 to 2013.

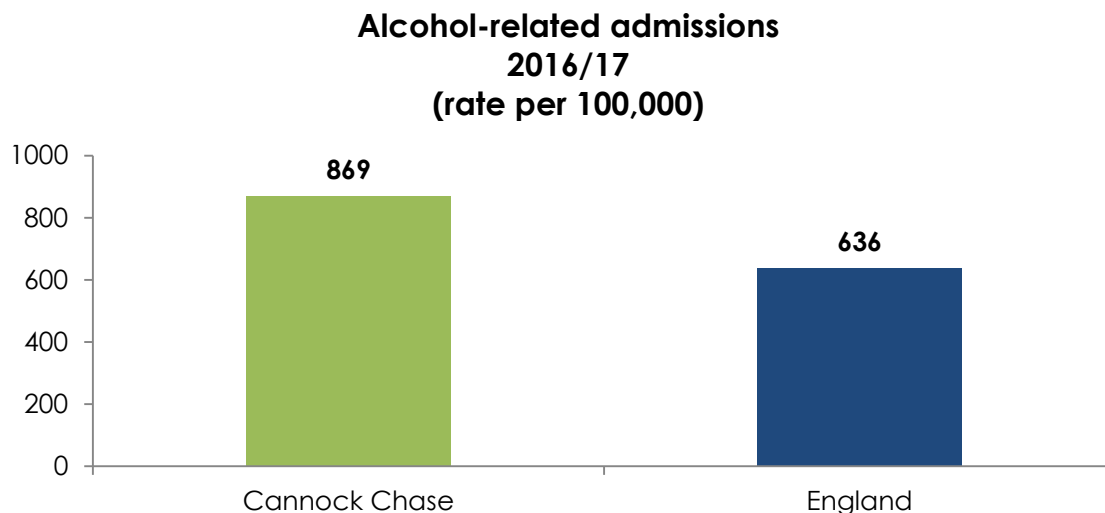
²⁴ Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The chart below illustrates that the rate of smoking attributable mortality in Cannock Chase was considerably higher than the national rate during the period 2012-2014.



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

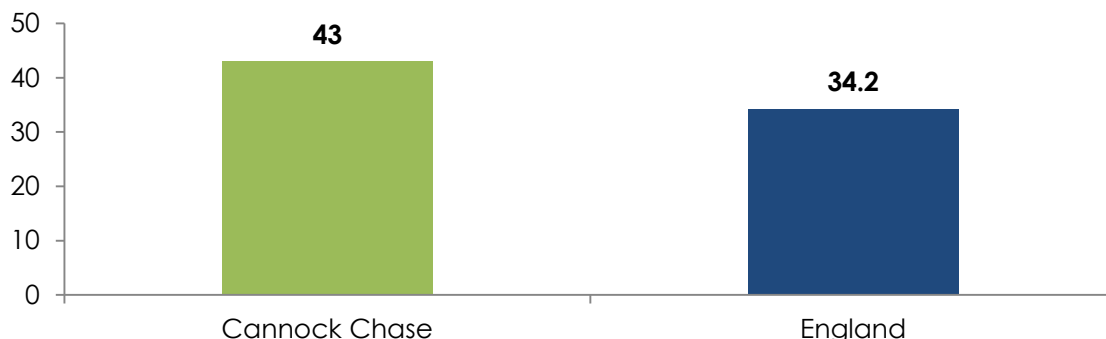
The rate of admission episodes for alcohol-related conditions in Cannock Chase was above the England rate of 636 per 100,000 during the period 2016/17 at a rate of 869.



Source: Public Health England, *Local Alcohol Profiles for England* (February 2018).

The rate of under-18s admitted to hospital for alcohol-specific conditions in the period 2014/15 - 2016/17 was also above the England average at a rate of 43 per 100,000.

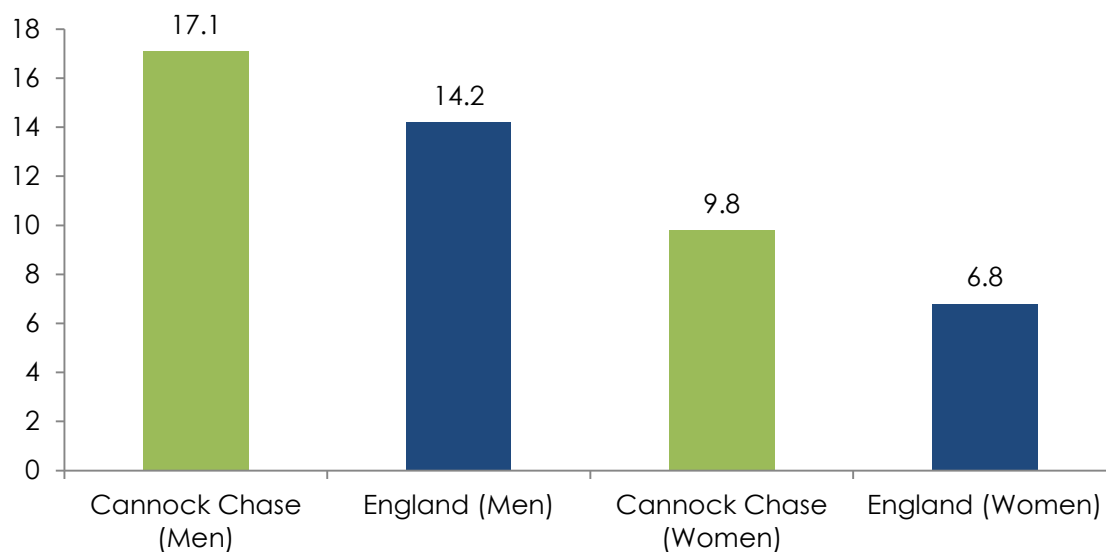
**Admission episodes for alcohol-specific conditions
under 18s
2014/15-2016/17
(rate per 100,000)**



Source: Public Health England, Local Alcohol Profiles for England (February 2018).

Rates for alcohol-specific mortality were above the England averages during the period 2014-2016 for both men and women.

**Alcohol-specific mortality, 2014-2016
(rate per 100,000)**

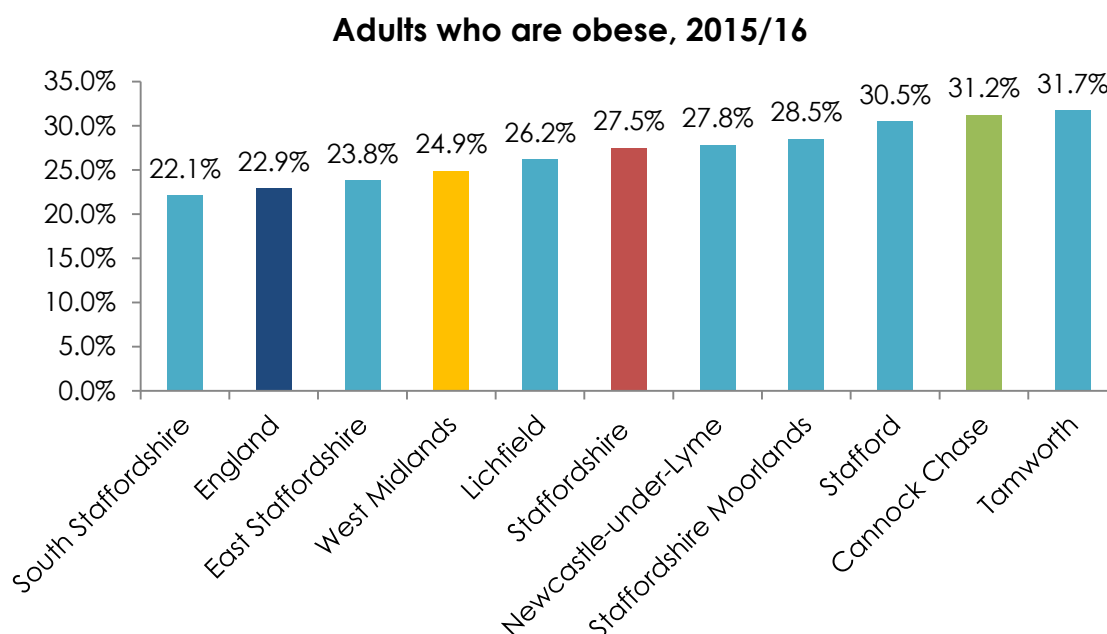


Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

Data relating to smoking and alcohol illustrates the impact of these lifestyle factors on health and local healthcare services in Cannock Chase.

Obesity

Data for the period 2015/16 identifies that 31.2% of adults in Cannock Chase are obese which was above the Staffordshire (27.5%), West Midlands (24.9%) and England (22.9%) averages and the second highest in Staffordshire.



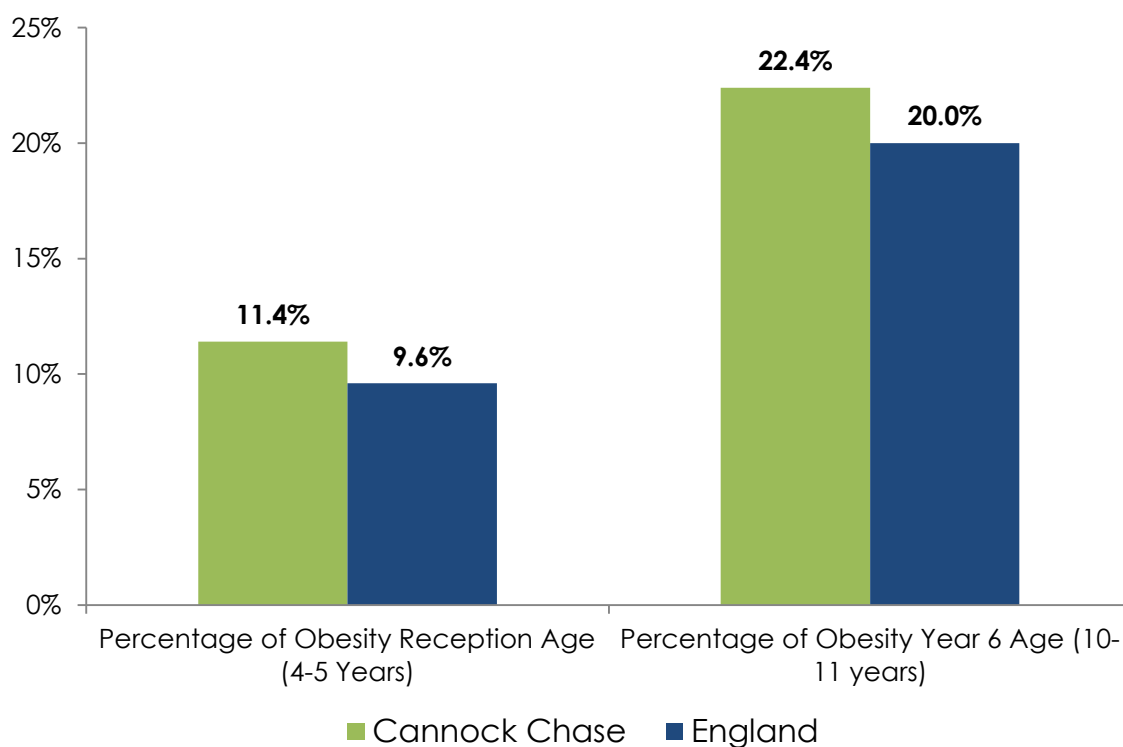
Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

52.8% of the adult population in Cannock Chase were estimated to be meeting the recommended '5-a-day' portions of fruit and vegetables on a 'usual day' in 2015/16. This was below estimates at County (56.1%), Regional (56.1%) and National (56.8%) levels for the same period and the second lowest in Staffordshire after Tamworth (51.7%).²⁵

27.6% of children aged 4-5 in Cannock Chase were estimated to have excess weight during the period 2016/17, above the England average of 22.6%. A higher proportion of children aged 10-11 were estimated to have excess weight during this period at 36% which was similarly above the England average (34.2%). The chart below illustrates that obesity among children in Cannock Chase is also higher than the national average.

²⁵ Public Health England, Public Health Outcomes Framework; Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

Prevalence of obesity among children, 2016-2017



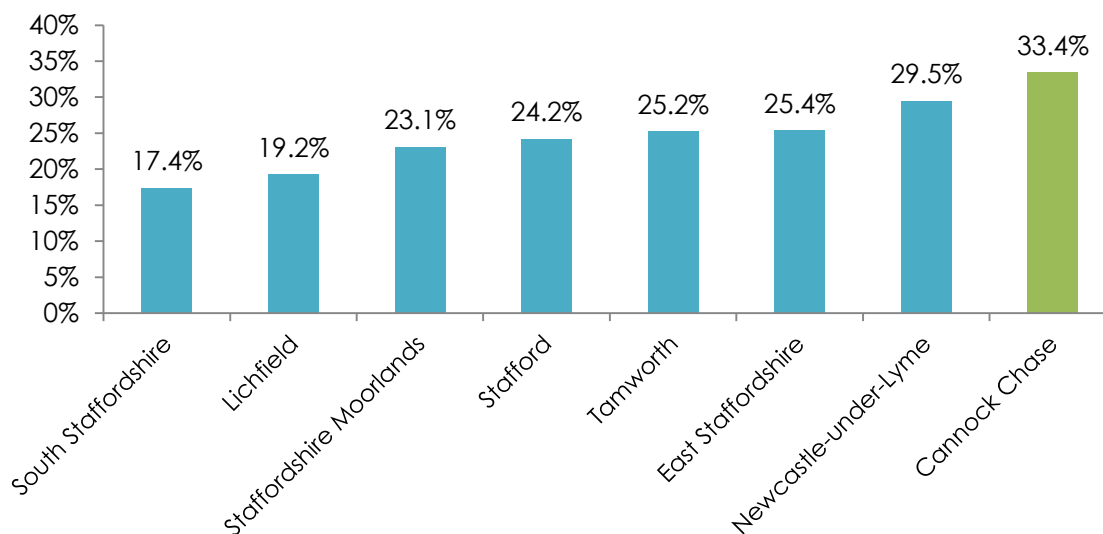
Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

Obesity and environment

Food outlet data from June 2017 indicates that 33.4% of all food outlets in Cannock Chase are takeaways.²⁶ Whilst the District does not have the highest number of takeaways in the county, takeaways comprised a larger proportion of food outlets in Cannock Chase than in any other Staffordshire district in June 2017.

²⁶ Takeaways are defined in the Food Environment Assessment Tool as fast food and takeaway outlets, fast food delivery services, fish and chip shops and bakeries.

Percentage of takeaways as a proportion of all food outlets, Staffordshire districts, June 2017



Source: All data relating to food outlets sourced from the Food Environment Assessment Tool (FEAT) 2017, UKCRC Centre for Diet and Activity Research (CEDAR), University of Cambridge, www.feat-tool.org.uk (October 2017).

Cannock Chase also has the highest rate of takeaway outlets per resident population based on outlet density data from June 2017 and 2011 Census population data with a rate of 1.19 outlets per 1,000 population (the next nearest was East Staffordshire with a rate of 1.14).²⁷

²⁷ Food Environment Assessment Tool (FEAT) 2017, UKCRC Centre for Diet and Activity Research (CEDAR), University of Cambridge, www.feat-tool.org.uk (October 2017).

Depression

Data for depression prevalence among adults aged 18+ indicates that the proportion of people registered with depression was above the England average in Cannock Chase during 2016/17 with a prevalence of 11.2% compared to a national rate of 9.1%.²⁸ Cannock Chase, Newcastle-under-Lyme (11.3%) and Tamworth (11.1%) had a depression prevalence rate above 11% in 2016/2017.

Ageing population and dementia

The 2016/2017 Annual Report of NHS Cannock Chase CCG identifies a high concentration of older residents within the area covered by Cannock Chase CCG with projections that the number of residents in this age group will increase faster locally than nationally.²⁹ Population projections estimate an additional 5,400 residents aged 65 and over will be living in Cannock Chase by 2026. This emphasises the potential significance for the District of social and economic implications associated with an older-age population.³⁰

Cannock Chase could be disproportionately affected by health issues which are particularly associated with older age, such as dementia. Dementia prevalence in Cannock Chase during the period 2016/2017 was 0.8% - similar to the Staffordshire County average of 0.9%.³¹ The estimated dementia diagnosis rate for Cannock Chase was above the England average of 66.4% in 2016/17 at 69.0%.³²

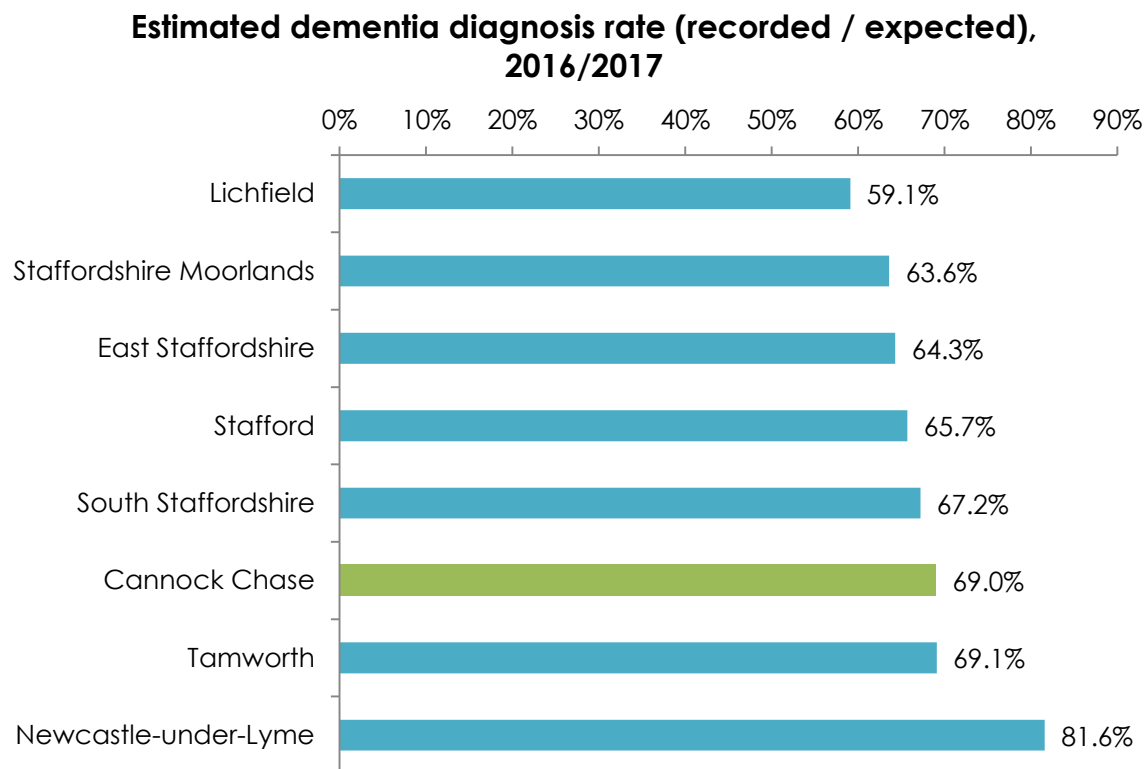
²⁸ Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

²⁹ *NHS Cannock Chase CCG, Annual Report 2016-2017* (May 2017). Please note that NHS Cannock Chase CCG covers a population of 132,000 which exceeds the boundaries/population of Cannock Chase District.

³⁰ Staffordshire County Council, *Cannock Chase: Locality Profile* (January 2018).

³¹ Staffordshire County Council, *Cannock Chase: Locality Profile* (January 2018).

³² Staffordshire County Council, *Cannock Chase: Locality Profile* (January 2018).



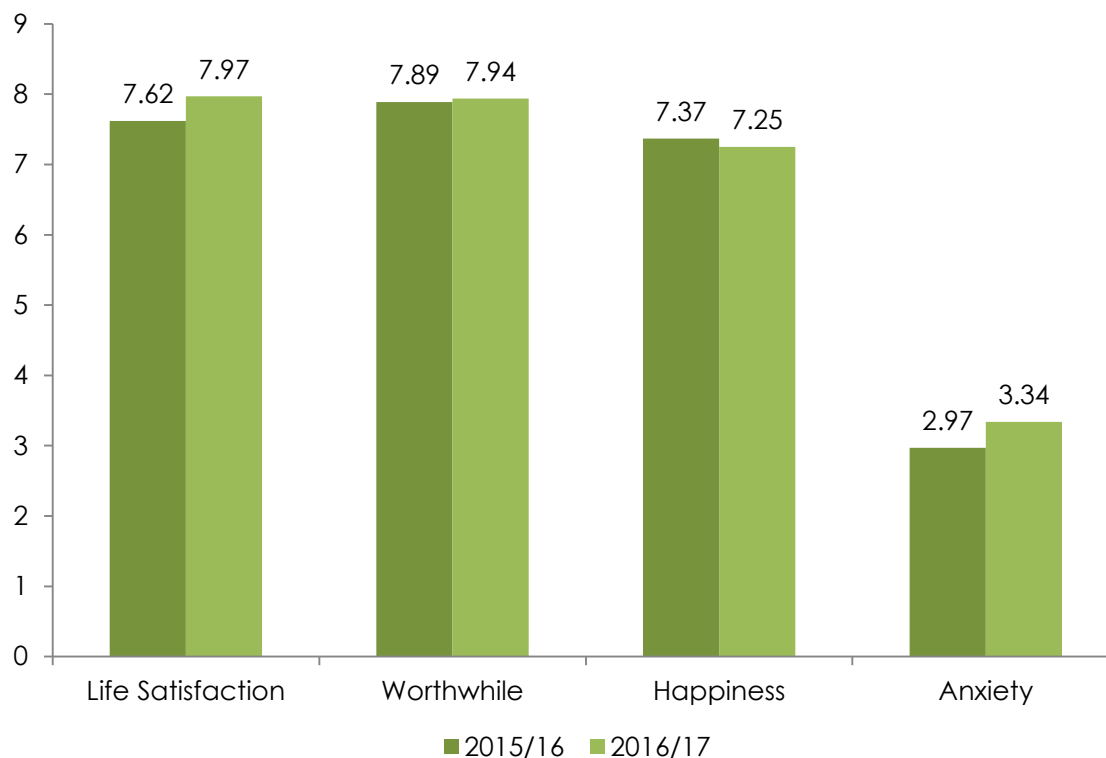
Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

Personal well-being

Results from the Office for National Statistics' Annual Population Survey (APS) for 2016/2017 indicate that respondents in Cannock Chase reported a higher rate of life satisfaction than in 2015/16. While the APS showed an increase in ratings for perceptions of life being worthwhile among respondents in the District, this was combined with a decrease in self-reported happiness and a rise in rates of self-reported anxiety. Respondents in Cannock Chase reported feeling more anxious (3.34) than those in Staffordshire (2.83), the West Midlands (2.80) and England (2.91).³³

³³ Office for National Statistics, *Headline Estimates of Personal Wellbeing*, April 2016-March 2017.

Personal wellbeing in Cannock Chase, 2015/16 and 2016/17



For Life Satisfaction, Worthwhile, Happiness and Anxiety 0 = not at all and 10 = completely. For Anxiety a higher score represents a higher rate of anxiety.

Source: Office for National Statistics, Personal Well-Being in the UK Local Authority Update April 2016-March 2017 (November 2017).

Health management

76% of Cannock Chase respondents to the Feeling the Difference survey from March 2016 to September 2017 reported being very / fairly satisfied with the overall level of service provided by their local hospital. This was considerably below the Staffordshire (all Staffordshire including Stoke-on-Trent) average of 84%.³⁴ Data from the 2016/17 GP Patient Survey identified that around 65% of Staffordshire residents feel supported to manage their health condition. The Cannock Chase average was below this at 60% which was the lowest rate across the eight Staffordshire districts.³⁵

³⁴ Staffordshire Observatory, *Feeling the Difference Survey 2016-2017* (four waves of the Survey from March 2016 to September 2017).

³⁵ Staffordshire County Council, *Health and Wellbeing Outcomes and Performance Report for Staffordshire* (August 2017).

Education, skills and training

The Indices of Multiple Deprivation 2015 ranked Cannock Chase as the most deprived district in Staffordshire for education, skills and training. More recently, the Social Mobility Index (SMI) published by the Social Mobility Commission in November 2017 identifies that Cannock Chase performs below average for a number of indicators relating to school provision and educational attainment among disadvantaged young people.³⁶

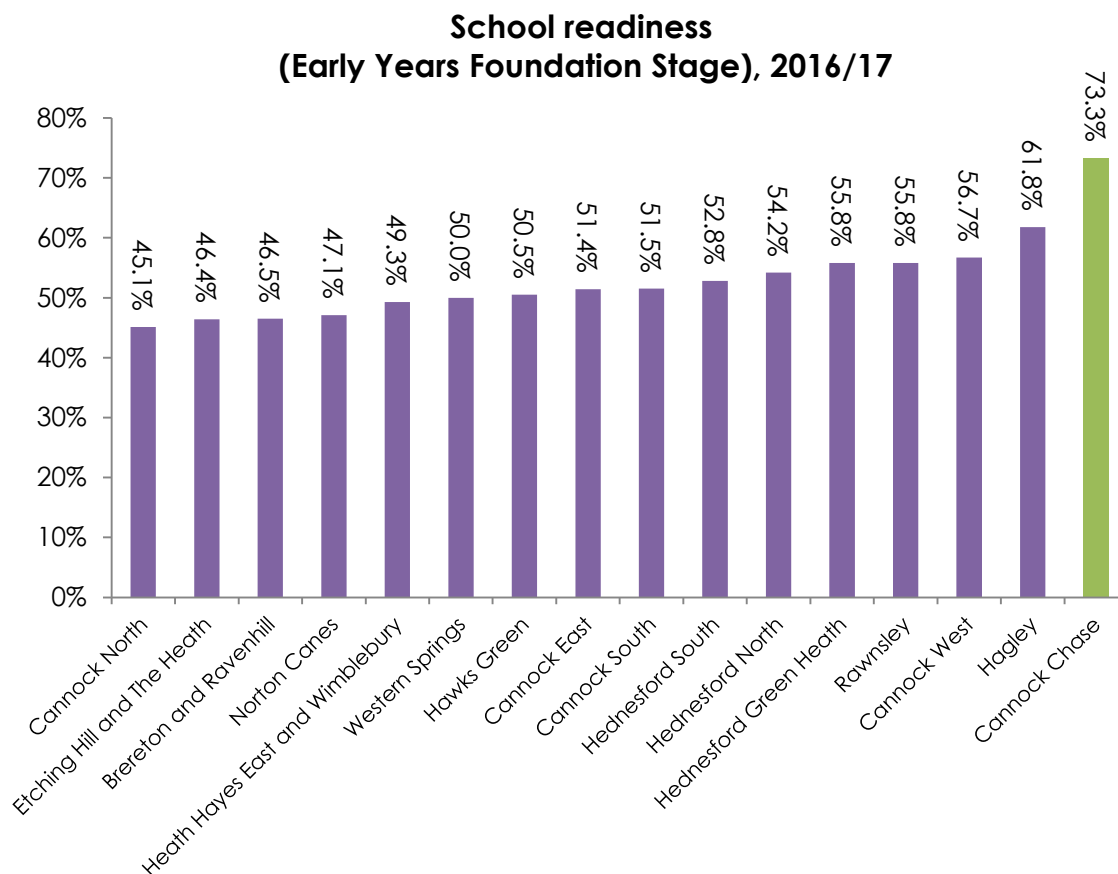
Early Years and Key Stage Two attainment

Whilst the District has been identified as experiencing deprivation in relation to education and skills, it is significant that 73.3% of children in the District were recognised as being ready for school at the end of the Early Years Foundation Stage in 2016/17 which was above the England average of 70.7%.³⁷

The chart below illustrates how the percentage of pupils deemed ready for school varied across the different Wards in Cannock Chase in 2016/17:

³⁶ Social Mobility Commission, *State of the Nation 2017: Social Mobility in Great Britain* (November 2017).

³⁷ Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

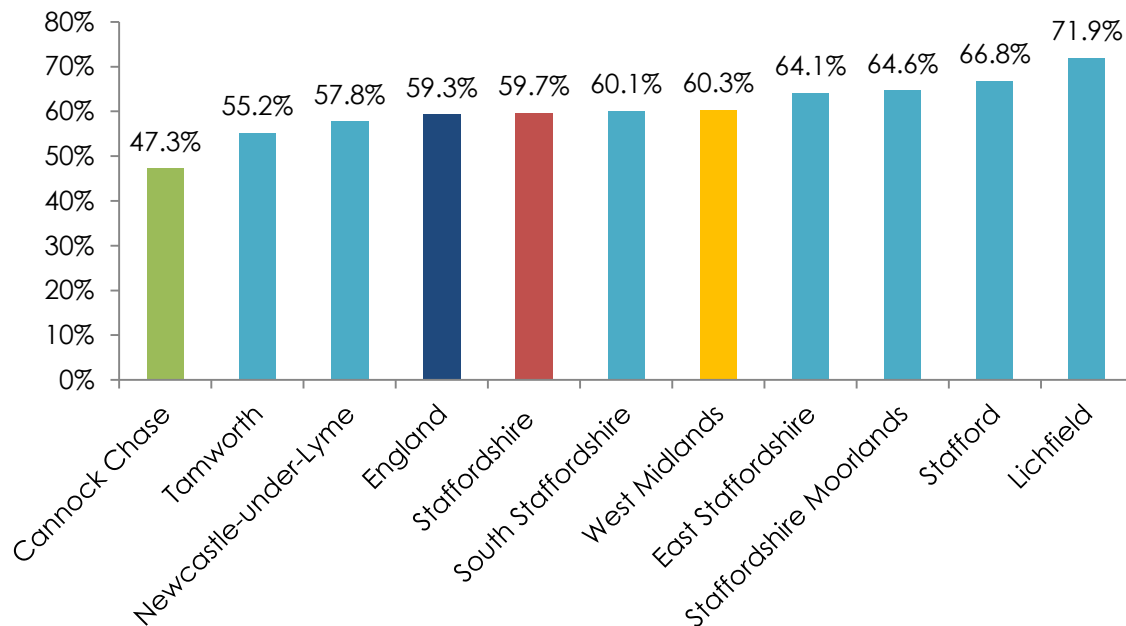
Provisional data for 2017 indicates that 60% of Cannock Chase pupils in Key Stage 2 achieved the expected standard in reading, writing and mathematics. This was similar to the England average of 61%.³⁸

Key Stage Four attainment

Data for 2016 reports that 47.3% of pupils attained GCSEs (English and Maths A*-C) in Cannock Chase. The chart below illustrates that this was below the county, regional and national averages for the same period and the lowest in Staffordshire.

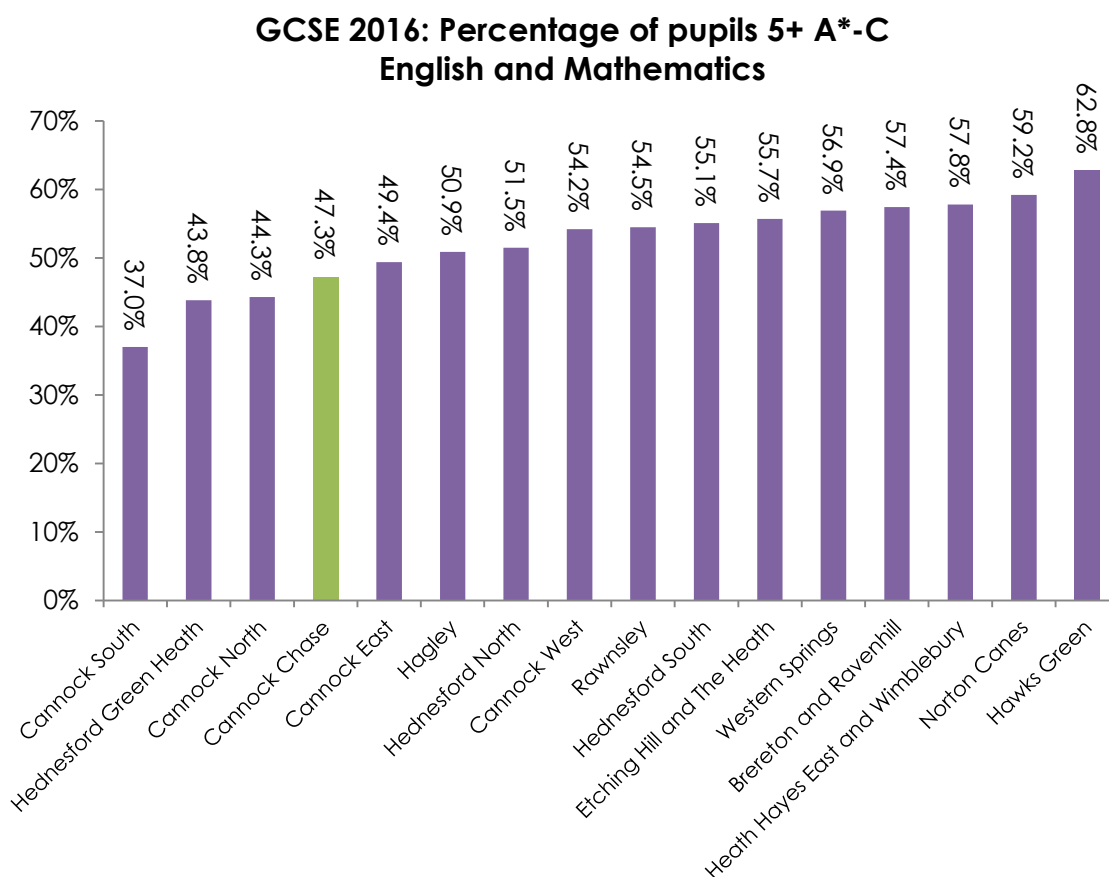
³⁸ Staffordshire County Council, *JSNA – Health and Wellbeing Outcomes Report for Staffordshire* (November 2017).

GCSE 2016: Percentage of pupils 5+ A*-C English and Mathematics



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The chart below illustrates how GCSE attainment varied across the different Wards in Cannock Chase in 2016. There was a difference of more than 25% (25.8%) between the percentage of pupils attaining GCSEs A*-C in English and Mathematics in Cannock South and Hawks Green. Attainment was above the District average of 47.3% in the majority of Wards.



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

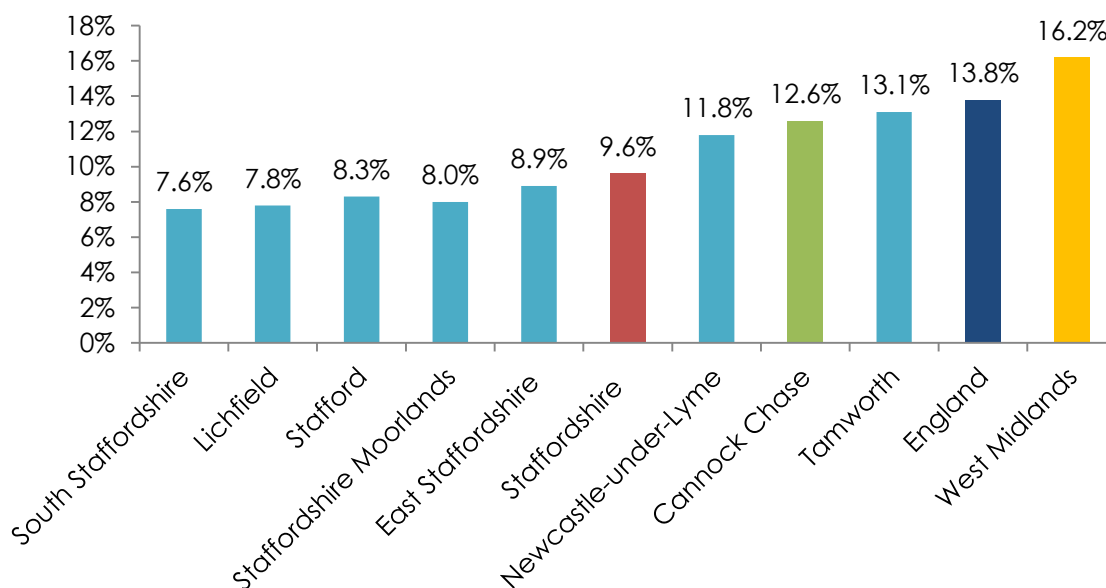
Key Stage Four and eligibility for Free School Meals (FSM)

Data for previous years has illustrated that GCSE attainment among pupils eligible for Free School Meals (FSM) in Cannock Chase is between 20% and 25% lower than that of all pupils.³⁹

In January 2017, 12.6% of students in Cannock Chase were claiming free school meals. Whilst this was lower than in 2016 (12.8%), the proportion of FSM pupils in 2017 was the second highest in Staffordshire after Tamworth (13.1%). However, the Cannock Chase rate was below the West Midlands and England averages as the chart below illustrates.

³⁹ See Cannock Chase Council, *District Needs Analysis 2012-present*. Figure relates to the proportion of FSM pupils who attained 5+ A*-C grades at GCSE including English and Mathematics. A child is eligible for Free School Meals if their parent/guardian or the child themselves is in receipt of a range of income-based benefits. For a full definition of the current eligibility criteria see <https://www.gov.uk/apply-free-school-meals>

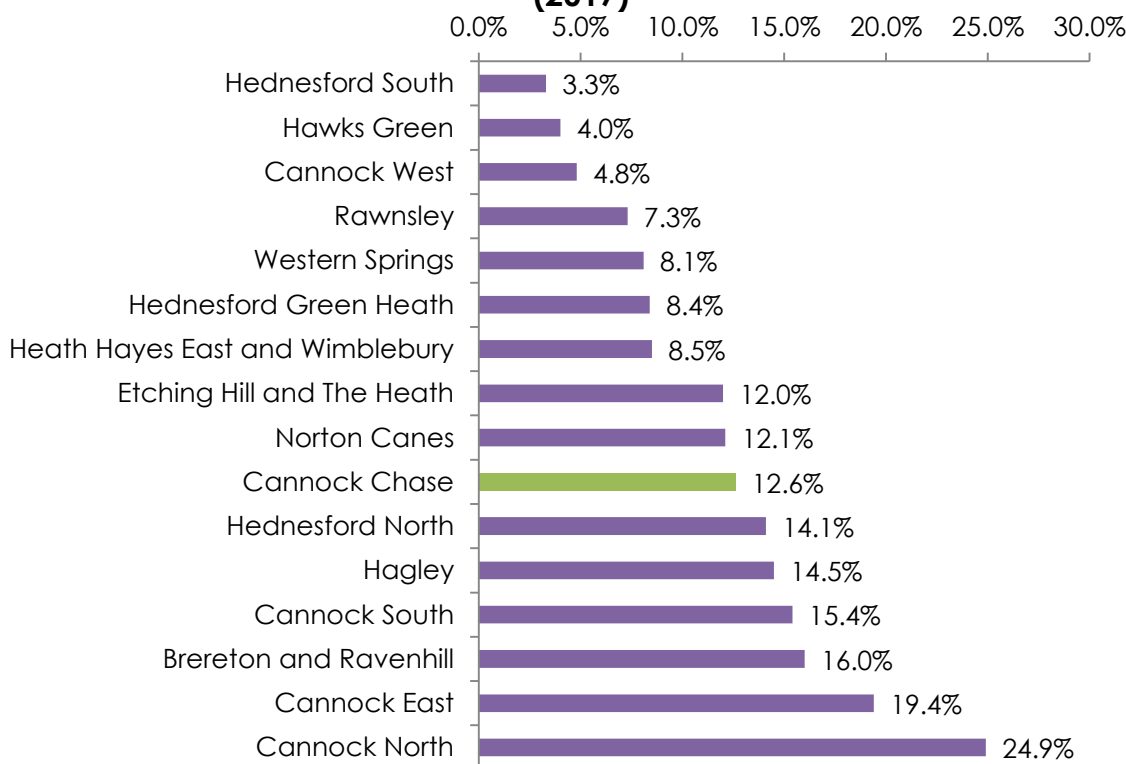
Proportion of pupils claiming Free School Meals (FSM) 2017



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The proportion of pupils claiming Free School Meals at Ward level in Cannock Chase is illustrated below. In the majority of Wards the proportion of students claiming free school meals fell below the District average in 2017.

Percentage of children who claim Free School Meals (2017)



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

School performance at Key Stage Four

School performance data published by the Department for Education in 2017 reflects the introduction of new performance measures 'Progress 8' and 'Attainment 8'. The 'Attainment 8' score given to a school indicates how well pupils have performed in up to eight qualifications including English, Maths, Sciences, History, Geography and languages.

School	Attainment 8 Score
Staffordshire University Academy	40.5 points
The Hart School	45.4 points
Cardinal Griffin Catholic College	45.9 points
Kingsmead School	43.1 points
Cannock Chase High School	45.9 points
Norton Canes High School	33.4 points
Local Authority Average	44.9 points
England Average	44.6 points

Source: Department for Education, School and College Performance <https://www.gov.uk/school-performance-tables> (accessed January 2018)

The school performance data above illustrates a varying level of performance in secondary schools across the District, with attainment ranging from 33.4 points to nearly 46 points across key subjects. It is significant that the England average for attainment in this context was slightly below the local authority average in 2017.⁴⁰

⁴⁰ Department for Education, School and College Performance <https://www.gov.uk/school-performance-tables> (accessed January 2018)

Key Stage 5 / Post-16 attainment

Data from the Department of Education records the average grade and points score which pupils achieved at A Level across secondary schools in Cannock Chase.

School	No. Students with an A Level exam entry	Average Grade	Average Point Score
Staffordshire University Academy	14	D+	23.33
The Hart School	73	C	28.47
Cardinal Griffin Catholic College	58	C	30.41
Kingsmead School	66	C-	25.17
Cannock Chase High School	69	C-	28.33
Norton Canes High School	36	D	21.36
Staffordshire State-Funded Schools/Colleges	-	C	28.53
England All Schools and Colleges		C+	32.39

Source: Department for Education, School and College Performance <https://www.gov.uk/school-performance-tables> (accessed January 2018)

Whilst some schools in Cannock Chase had an average grade of C in line with the Staffordshire benchmark, the table above illustrates that average points score fell below the England average across all schools in the District.

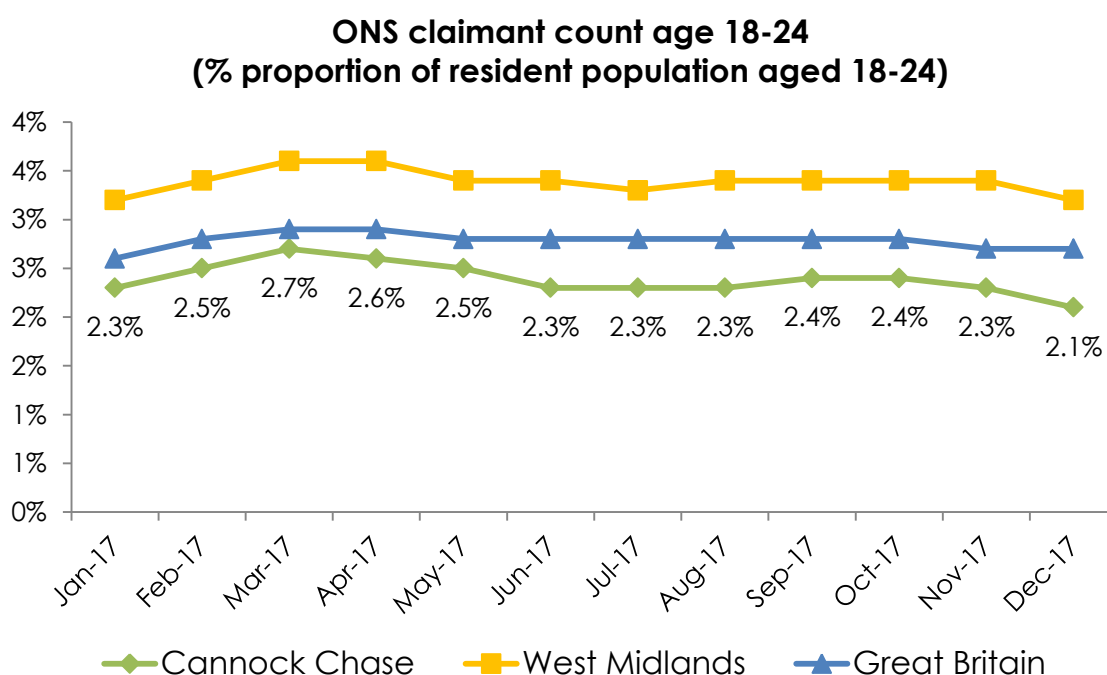
Data relating to student destinations after Key Stage 5 (2015/16 destinations for the 2014/15 cohort) indicates that the majority of students in Cannock Chase from state-funded schools / colleges who entered into a sustained education destination entered into further education at a Higher Education Institution (35 of 54 students, 64.8%).⁴¹

⁴¹Department for Education, Parliamentary Constituencies Table PC1: Student Destinations after Key Stage 5 (state-funded mainstream schools and colleges) Year: 2015/16 destinations for the 2014/15 cohort), February 2018.

Youth unemployment

2.6% of 18-24 year olds in Cannock Chase were claiming benefits for unemployment in February 2018. This was slightly above the Staffordshire average (2.0%) but below the average rate in the West Midlands (3.5%) and Great Britain (2.9%) during the same period.⁴²

The chart below illustrates that unemployment among young people in the District (aged 18-24) remained below regional and national levels throughout 2017.



Source: NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

Apprenticeships

Figures for Apprenticeship Programme Starts demonstrate that there were 1,200 apprenticeships started in Cannock Chase during 2016/2017. This saw a decrease of 6.3% on 2015/2016 figures when there were 1,280 apprenticeship programme starts in the District.⁴³

⁴² NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics. Note that claimant count data includes both people claiming Jobseeker's Allowance and Universal Credit for unemployment. This measure is currently in development and these statistics are therefore defined as experimental.

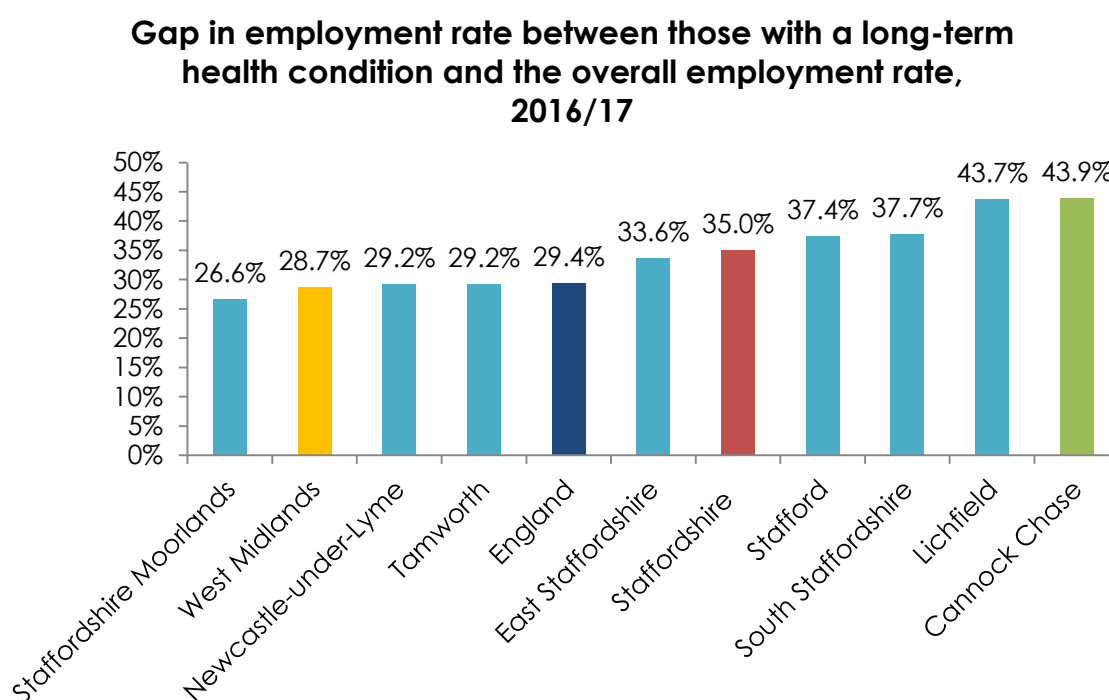
⁴³ Department for Education, Apprenticeship Geography Data Tool, FE Data Library: Apprenticeships, Local Authority Data on Apprenticeship Starts <https://www.gov.uk/government/statistical-data-sets/fe-data-library-apprenticeships#history> (accessed February 2018).

Adult skills and access to employment

Health and employment

Benefit claimant data from the Department for Work and Pensions (DWP) indicates that 3,950 people in Cannock Chase were claiming Employment and Support Allowance (ESA) / Incapacity Benefits in November 2016 - 6.3% of people in the District aged 16-64. This was above the Great Britain average (6.1%) but in line with the West Midlands average (6.3%). The Cannock Chase claimant rate saw an annual decrease of 0.2% between November 2015 (6.5%) and November 2016.⁴⁴

Statistics relating to the proportion of claimants for benefits associated with disability and long-term health conditions indicate how health inequalities impact on employment in Cannock Chase. Data for 2016/17 indicates a gap of 43.9% in the employment rate between those with a long-term health condition and the overall employment rate in Cannock Chase. This was above the gap at regional (28.7%) and national (29.4%) levels and the highest in Staffordshire.⁴⁵



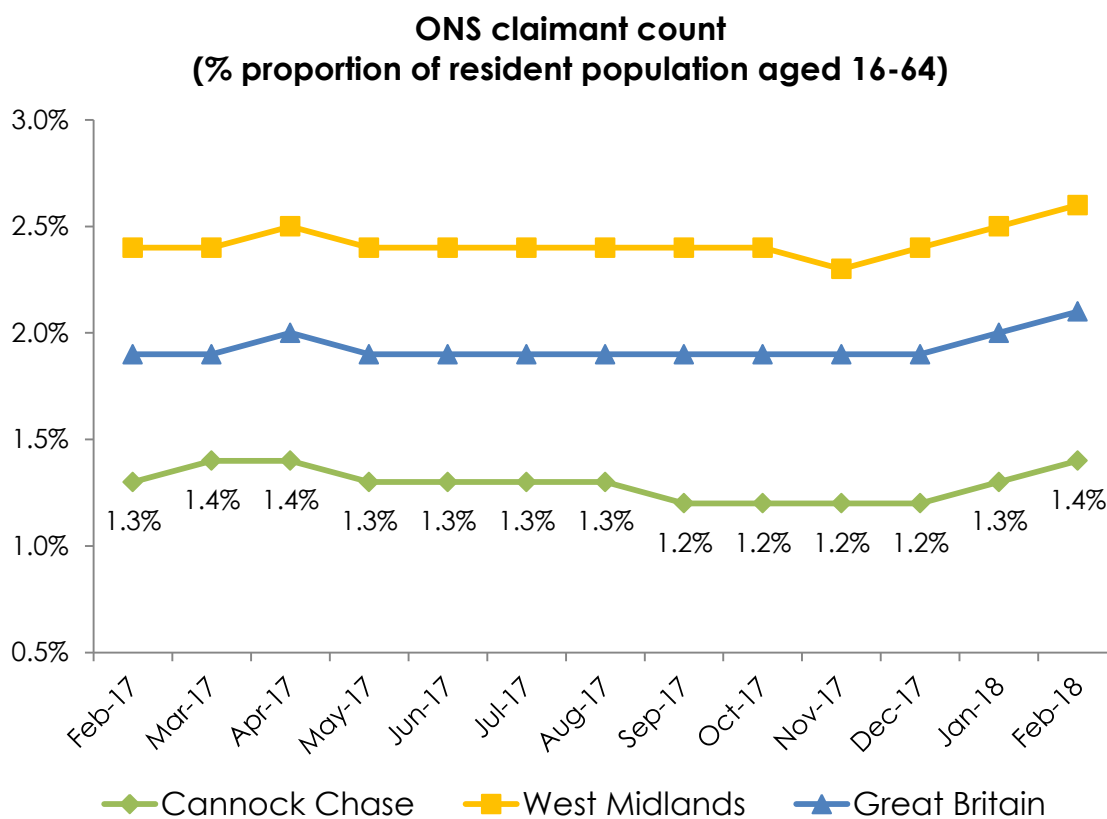
Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

⁴⁴DWP Benefit Claimants, NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

⁴⁵ Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

Unemployment

The overall rate of claims for unemployment benefit in Cannock Chase fluctuated during the 12 months to February 2018 but remained considerably below regional and national averages during this period. 1.4% of people aged 16-64 in the District claimed this benefit in February 2018.⁴⁶



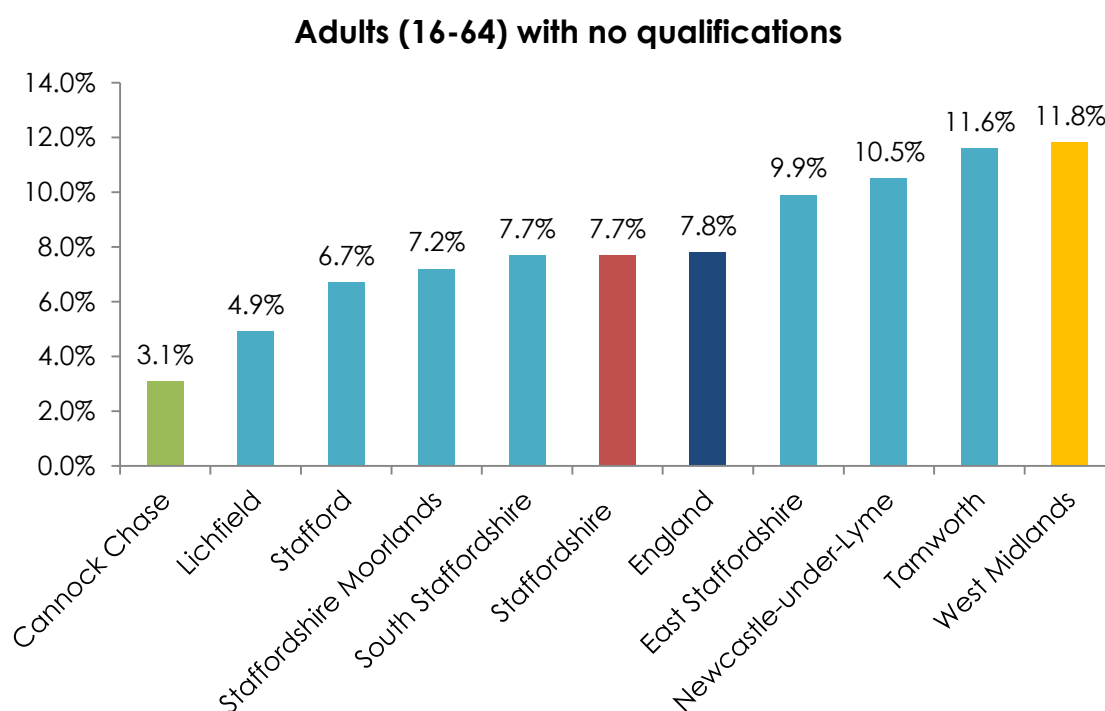
Source: NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

⁴⁶ NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics. Note that claimant count data includes both people claiming Jobseeker’s Allowance and Universal Credit for unemployment. This measure is currently in development and these statistics are therefore defined as experimental.

Qualifications

Sample-based data from the Annual Population Survey (APS) estimates that more than 25% of residents in Cannock Chase were qualified to NVQ Level 4 and above in 2016 (25.4%). This was a lower proportion than in the West Midlands (31.5%) or Great Britain (38.2%) more widely.⁴⁷

However, the proportion of residents aged 16-64 in the District with no qualifications was estimated to be the lowest in Staffordshire in 2016 and below regional and national averages.



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

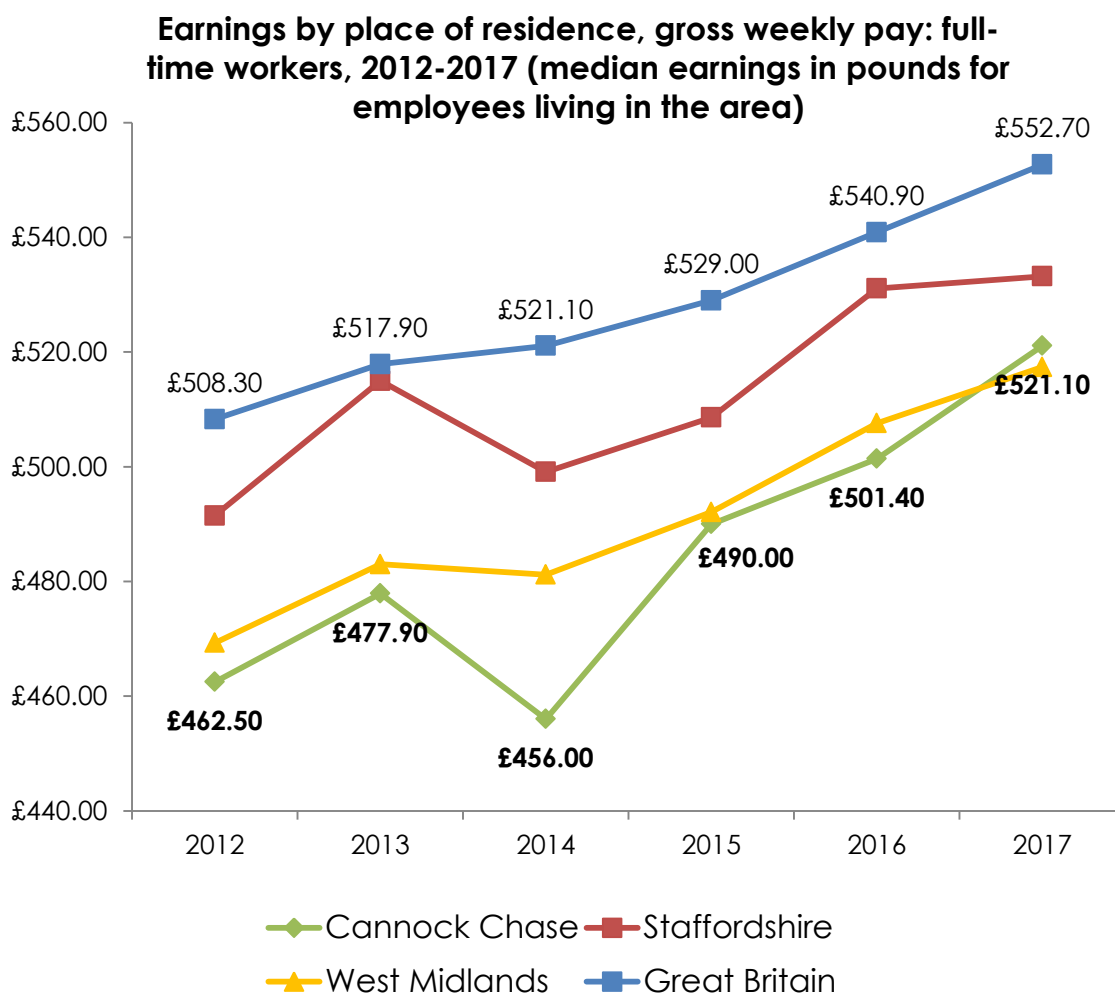
This sample-based estimate is important given projections in 2016 by the UK Commission for Employment and Skills of a 'growing demand for formal qualifications' and 'a strong bias towards higher skilled occupations' in the future labour market.⁴⁸

⁴⁷ The Annual Population Survey, a sample-based survey, has low confidence levels at District geography. Statistics published on the basis of this survey should be considered in the context of such issues of statistical reliability and interpreted as an indicator of trends.

⁴⁸ Labour Market Profile for Cannock Chase, Office for National Statistics via NOMIS; UKCES, *Working Futures 2014-2024* (April 2016).

Earnings

Gross weekly pay for full-time workers living in Cannock Chase remained below national average in 2017, although earnings were slightly above the regional average as the chart below illustrates. Weekly earnings saw a larger annual increase in the District than in Staffordshire, the West Midlands and Great Britain more widely between 2016 and 2017. This has contributed to narrow the gap in pay between Cannock Chase, Staffordshire and Great Britain.



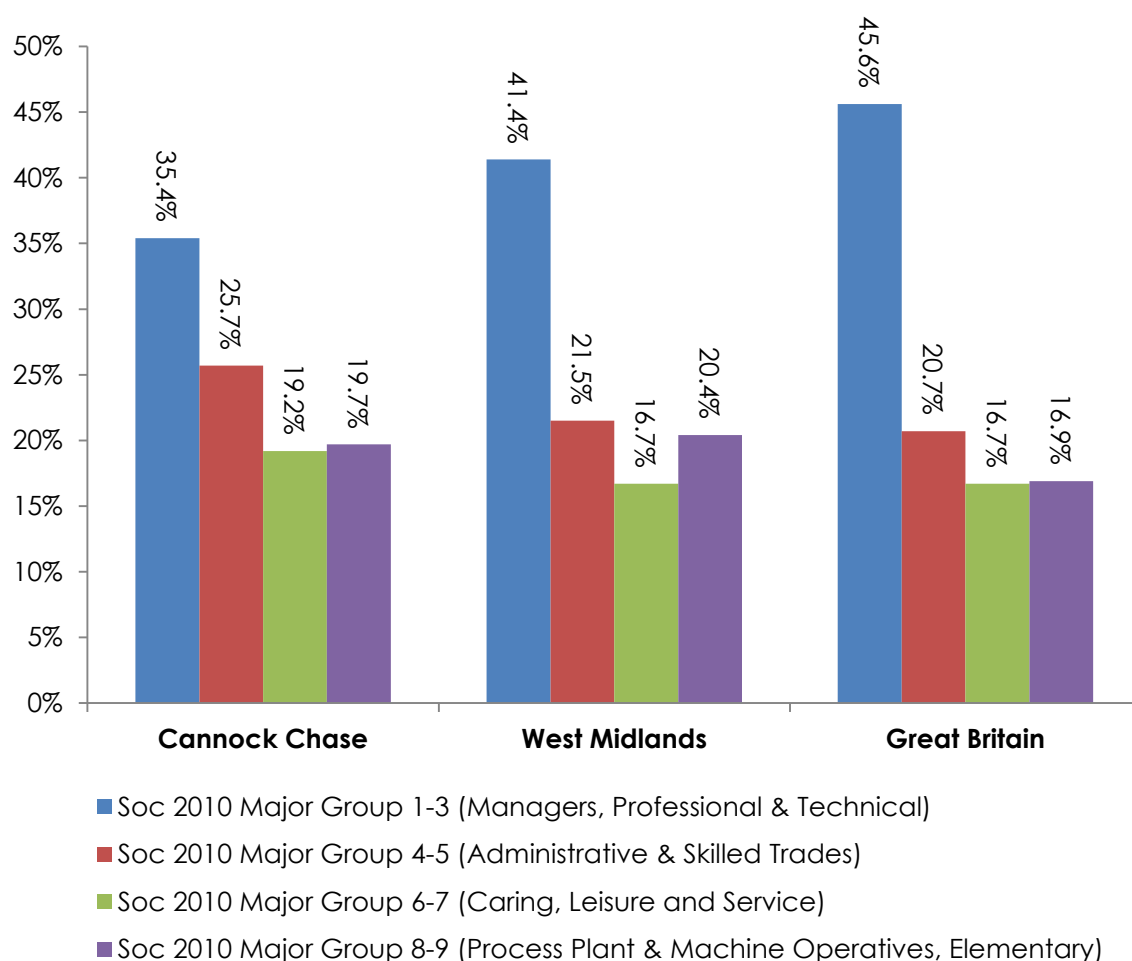
Source: Office for National Statistics, Annual Survey of Hours and Earnings. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

Employment by occupation

35.4% of persons aged 16+ in employment in Cannock Chase were employed in SOC 2010 Major Group 1-3 occupations in the period October 2016 - September 2017. However, the proportion of residents working in these roles associated with higher skills and earnings was below the West Midlands and Great Britain averages for the same period.

The chart below illustrates the proportion of residents working in different occupational groups during the period October 2016 to September 2017.

**Employment by occupation
(October 2016-September 2017)**



Source: Office for National Statistics, Annual Population Survey. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

The chart above shows that the proportion of Cannock Chase residents working in Soc 2010 Major Group 6-7 and 8-9 occupations – roles in caring, leisure and service industries as well as in elementary occupations - was above the national average during this period.

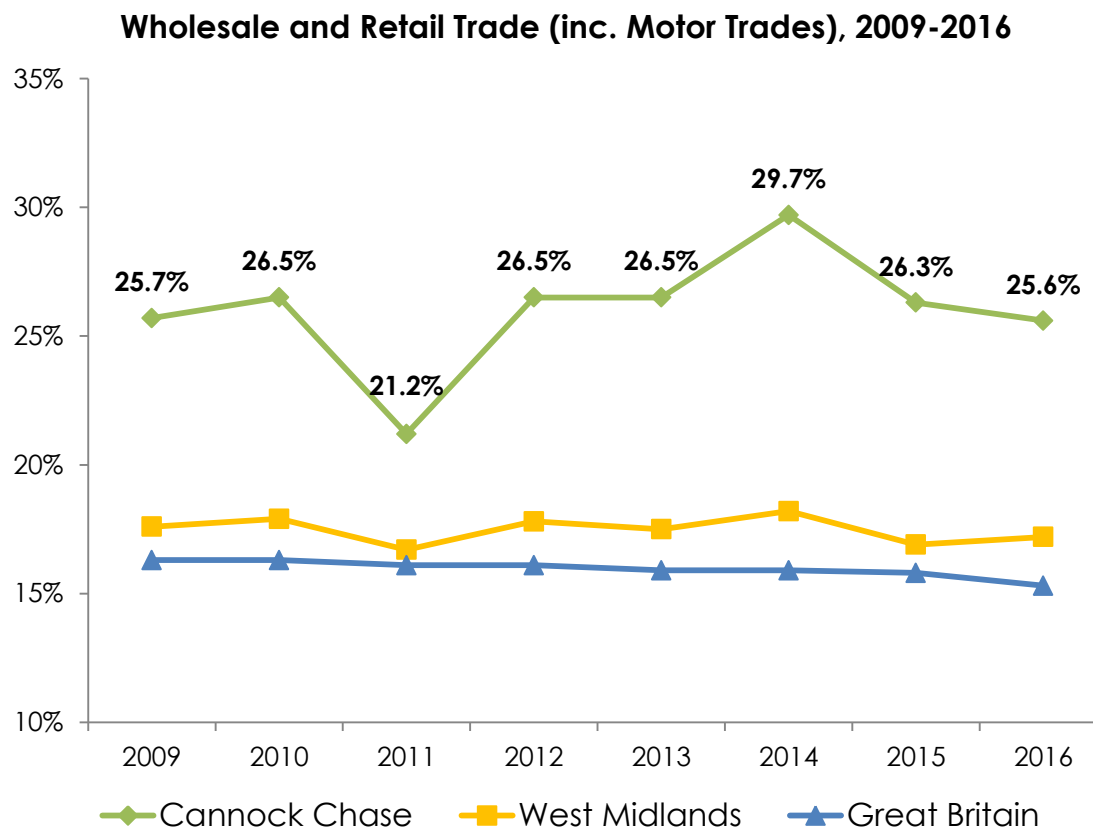
Employee jobs by industry

Data from the Office for National Statistics indicates that there were 45,000 total jobs in Cannock Chase in 2016 with a jobs density of 0.72 jobs to population aged 16-64. This jobs density ratio was below the West Midlands ratio (0.79) and the Great Britain ratio (0.84).⁴⁹ Full-time jobs comprised 69.2% of the 39,000 total employee jobs in Cannock Chase during 2016 with part-time jobs accounting for 30.8% of roles. The proportion of full-time jobs was higher in Cannock Chase than in the West Midlands (67.8%) and Great Britain (67.8%).⁵⁰

The Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles provided the largest share of employment in Cannock Chase in 2016 at 25.6% of employee jobs. This proportion was 8.4% higher than in the West Midlands (17.2%) and over 10% higher than the Great Britain average (15.3%). The chart below shows that the percentage of jobs in this sector over the period 2009-2016 has been consistently above regional and national averages in Cannock Chase.

⁴⁹ Office for National Statistics, Jobs Density. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics. Total jobs includes employees, self-employed, government-supported trainees and HM Forces.

⁵⁰ Office for National Statistics, Business Register and Employment Survey. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics. Total employee jobs excludes farm-based agriculture, self-employed, government-supported trainees and HM Forces.



Source: Office for National Statistics, Business Register and Employment Survey. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

Jobs in this sector are largely sales and retail assistants, but also include managers, motor mechanics and engineers, drivers, accounts clerks and office assistants.⁵¹ It is significant for the District labour market that sectoral projections published by the UK Commission for Employment and Skills (UKCES) in 2016 forecast growth in output and employment within the Wholesale and Retail Sector over the decade 2014-2024.⁵²

Manufacturing (12.8%), Transportation and Storage (10.3%) and Human Health and Social Work Activities (10.3%) also provided significant proportions of employee jobs in Cannock Chase in 2016.⁵³

⁵¹ UKCES, Wholesale and Retail: Sector Skills Assessment 2012 (November 2012).

⁵² UKCES, *Working Futures 2014-2024* (April 2016).

⁵³ Office for National Statistics, Business Register and Employment Survey. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

Business enterprises in Cannock Chase

Cannock Chase has seen a number of key business and employment developments in recent years. These include Kingswood Lakeside, a retail logistics site developed in partnership with the West Midlands Combined Authority, Staffordshire County Council and the Greater Birmingham and Solihull Local Enterprise Partnership.

Cannock Chase Council's grant programme Let's Grow approved 10 grants in 2016/17 to support small and medium businesses, with additional funding of £40,000 allocated in 2017/18. The Council's Discretionary Business Rates Scheme has supported seven businesses to secure and create jobs in the District.

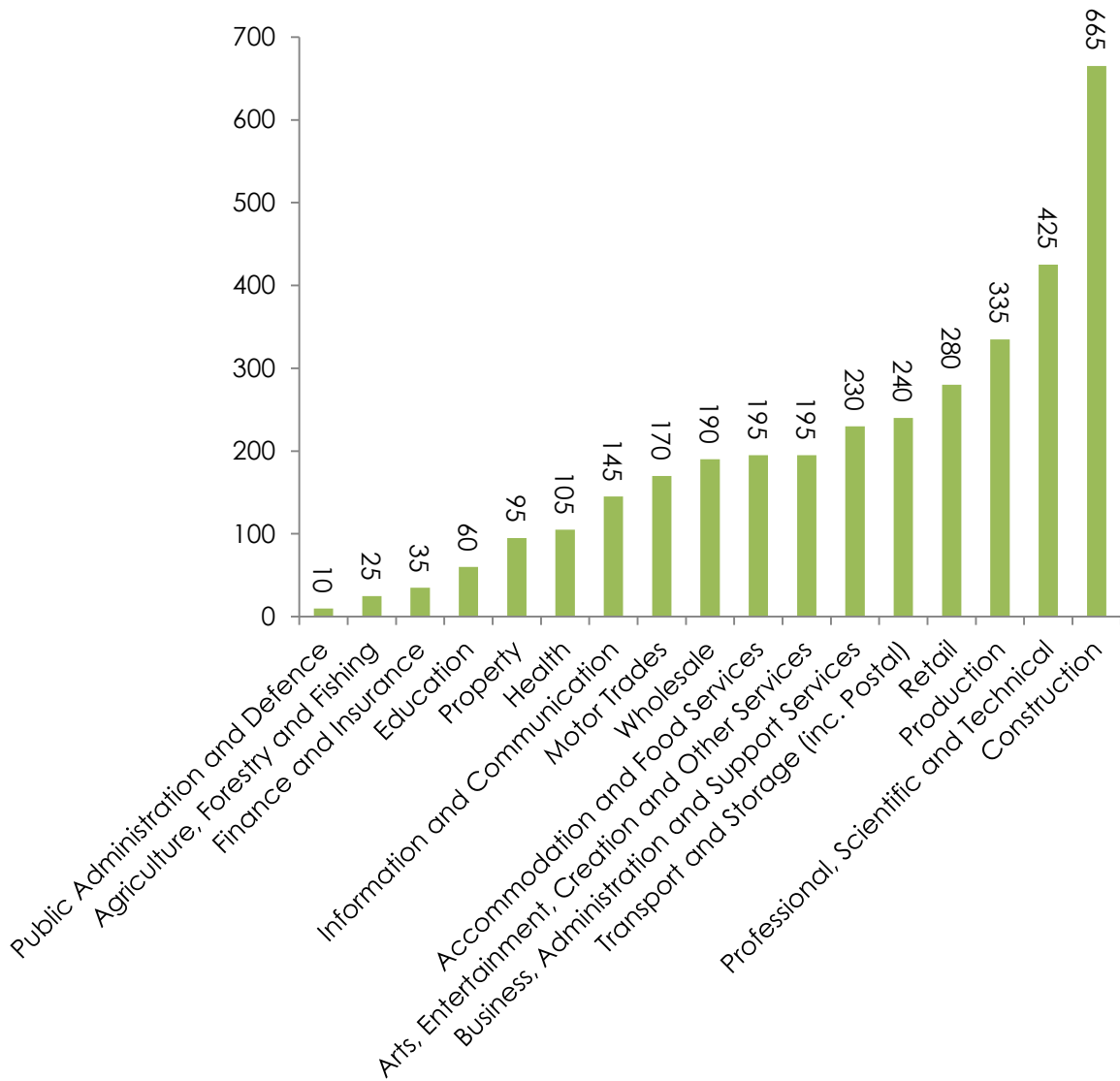
McArthurGlen Designer Outlet Cannock, due for completion in 2020, is anticipated to bring over 80 shops, 1,200 jobs and around 3.5 million visitors each year into Cannock Chase.

Data from the Office for National Statistics Inter-Departmental Business Register (IDBR) indicates a count of 3,400 enterprises in Cannock Chase in 2017. This has seen an increase of 3.7% from 3,280 enterprises in 2016.⁵⁴

Construction businesses in Cannock Chase comprised almost 20% of all enterprises in the District in 2017 (19.6%). The chart below illustrates the sector divisions between the 3,400 business enterprises in Cannock Chase in 2017.

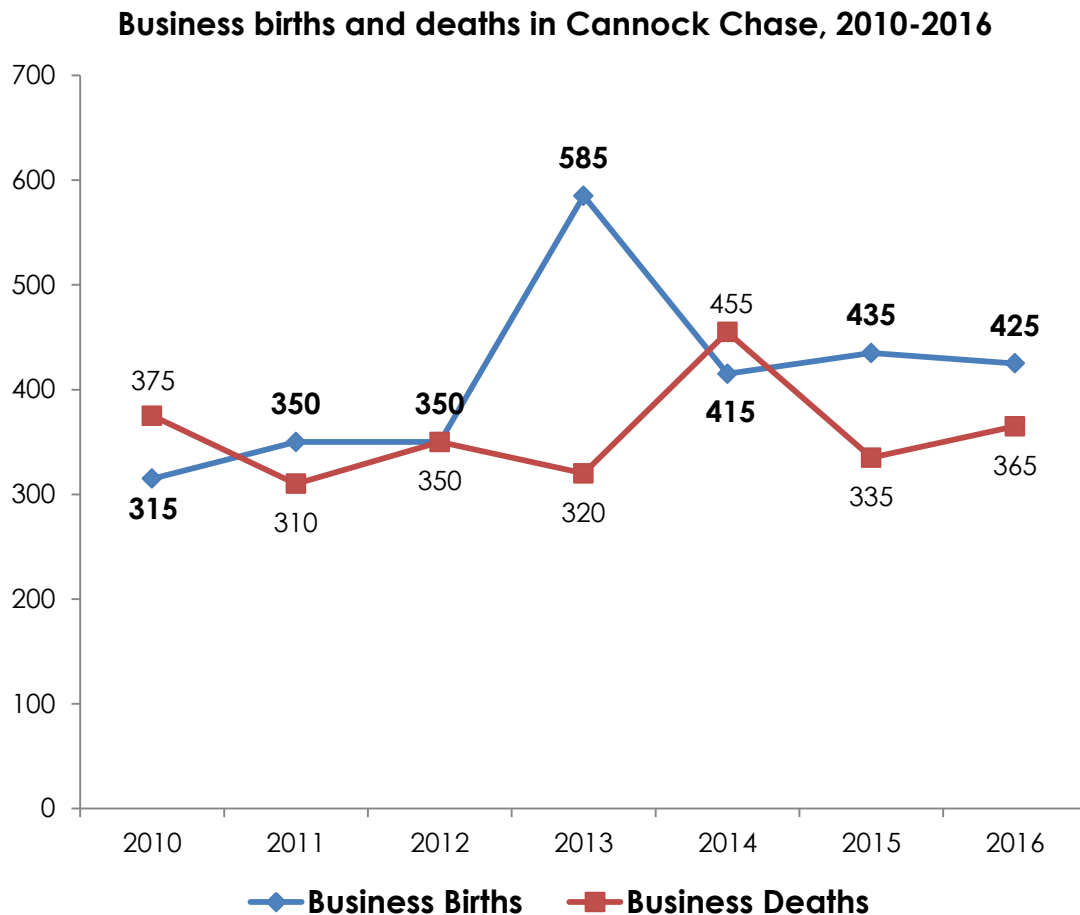
⁵⁴ Office for National Statistics, Inter-Departmental Business Register. NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

UK business entities (Count) 2017: Cannock Chase



Source: Office for National Statistics, Inter-Departmental Business Register (IDBR). NOMIS Labour Market Profile for Cannock Chase, Office for National Statistics.

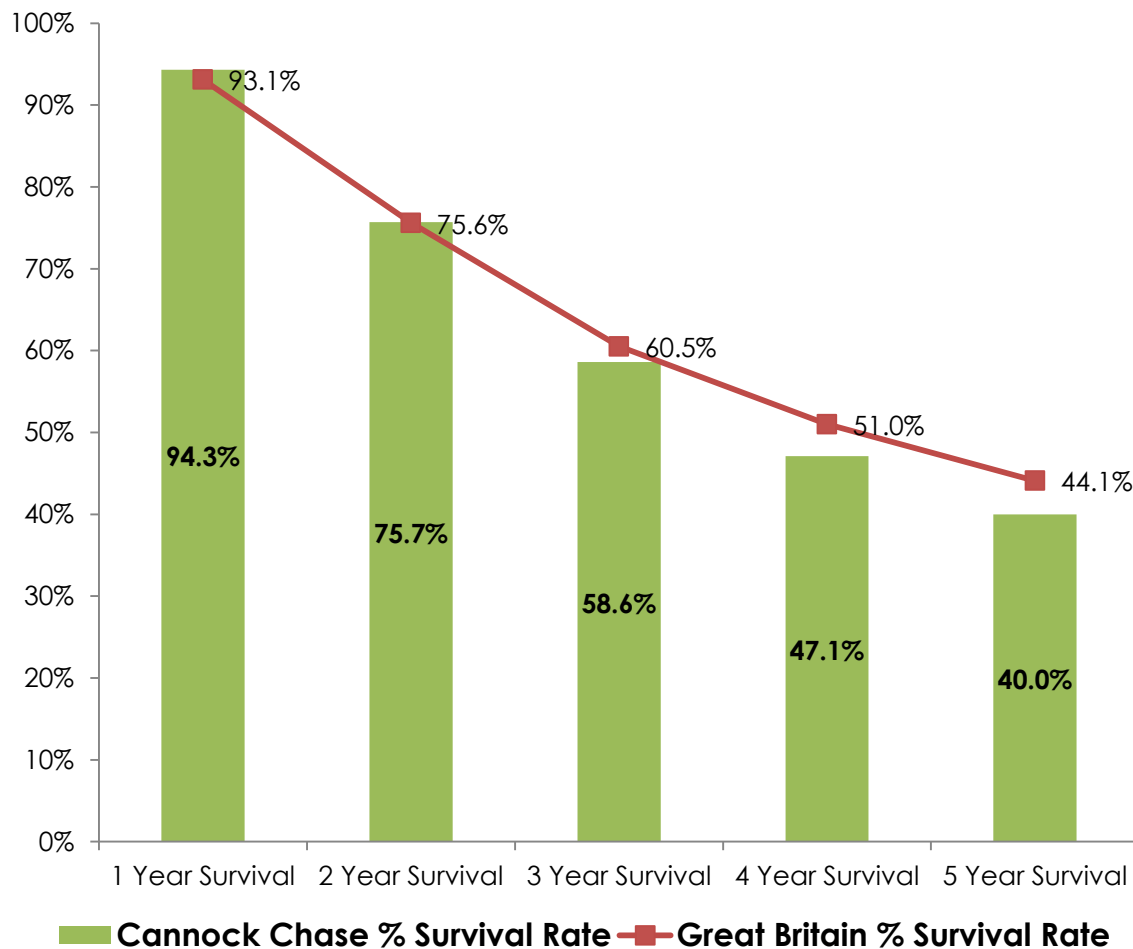
425 new business enterprises were 'born' in Cannock Chase during 2016 alongside 365 business 'deaths'. The chart below illustrates that the number of business 'deaths' has exceeded the number of new business enterprises born in the District in some years. However, following the decline after the peak of business births in 2013, the number of births has exceeded the number of deaths since 2015.



Source: Office for National Statistics, Business Demography (November 2017)

Of the 435 businesses born in Cannock Chase in 2015, 89.7% survived their first year – this is the same as the Great Britain rate for one-year survival of businesses born in 2015. The chart below illustrates the survival rates for businesses born in 2011.

**Survival of businesses
born in Cannock Chase in 2011
(Great Britain business survival rate shown in red)**



Source: Office for National Statistics, Business Demography (November 2017)

The majority of business enterprises in Cannock Chase employed a small number of staff in 2017 with 75% of enterprises having an employment size band of fewer than 5 staff (2,540 – 74.7% of 3,400 enterprises). 30% of enterprises in Cannock Chase had a turnover of between £100,000 and £249,000 in March 2017, described in business terminology as 'solid performers'. The majority of enterprises in the District have a turnover below £1m (3,045 – 90% of 3,400 enterprises).⁵⁵

⁵⁵ Office for National Statistics sourced from the Inter Departmental Business Register (IDBR) taken on 10th March 2017 (November 2017).

Housing

Accessibility to housing and services

The Social Mobility Index 2017 ranks Cannock Chase as having above average performance in terms of average house prices compared to the median annual salary of employees who live in the local area. Performance is also above average for the percentage of families with children who own their own home.⁵⁶ This reflects the District's positive ranking for the physical and financial accessibility of housing and local services in the Indices of Multiple Deprivation (IMD) 2015.⁵⁷

Local authority housing

Housing data indicates a total of 5,158 local authority owned dwellings in Cannock Chase as at 1 April 2018 as listed in the table below. The pie chart shows that the majority of local authority owned dwellings in the District were one bedroom properties.

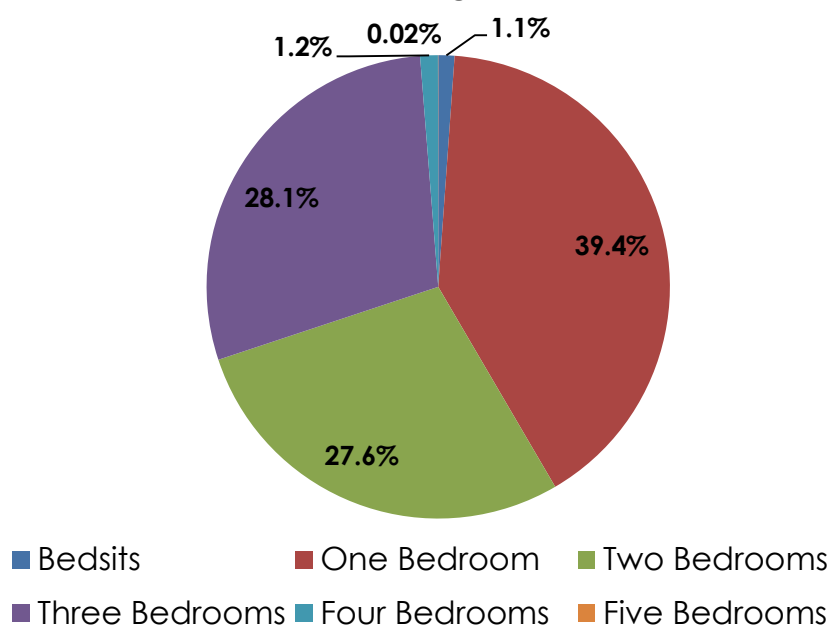
Type of Dwelling	Number
Bedsits	56 (1.1%)
One Bedroom	2,033 (39.4%)
Two Bedrooms	1,448 (27.6%)
Three Bedrooms	1,556 (28.1%)
Four Bedrooms	64 (1.2%)
Five Bedrooms	1 (0.02%)
Total	5158

Source: Local Authority Housing Statistics 2017-2018, Courtesy of James Morgan, Housing Strategy Officer, Cannock Chase Council. Please note that percentage figures as stated may not add exactly to 100% due to rounding.

⁵⁶ Social Mobility Commission, *State of the Nation 2017: Social Mobility in Great Britain* (November 2017).

⁵⁷ DCLG, *Indices of Multiple Deprivation, 2015* (September 2015)

Local authority owned housing in Cannock Chase, 2018



Source: Local Authority Housing Statistics 2017-2018, Courtesy of James Morgan, Housing Strategy Officer, Cannock Chase Council. Please note that percentage figures as stated may not add exactly to 100% due to rounding.

103 dwellings received work to prevent them from becoming non-decent in terms of Decent Homes Standard delivery in 2016-2017. Cannock Chase Council received 74 Right to Buy (RTB) applications during this period with 35 RTB sales completed.⁵⁸ 61 applications were received in 2017-2018 and 28 sales completed.⁵⁹

Housing requirements

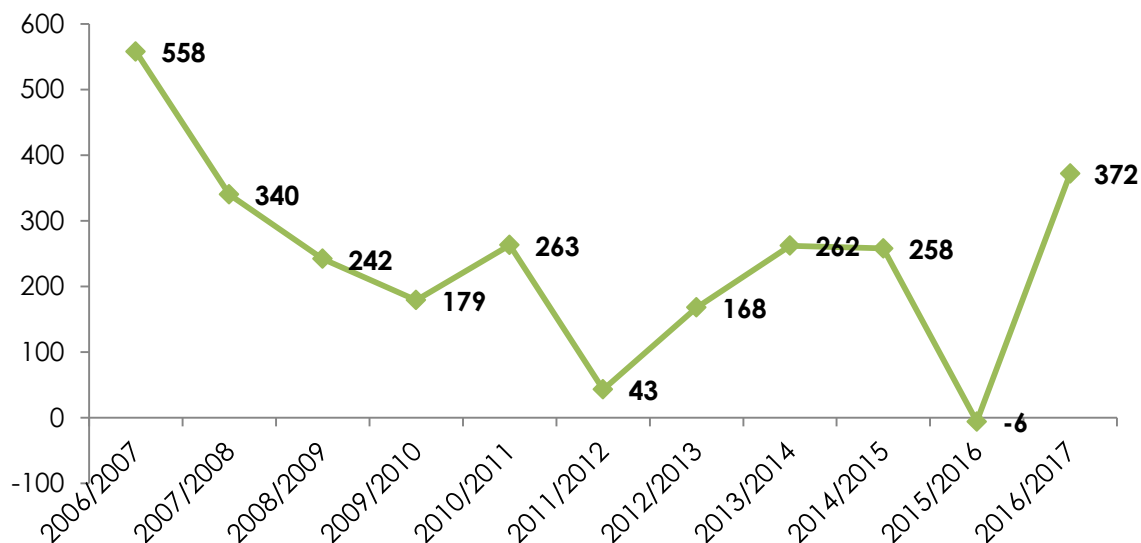
Cannock Chase Council's Strategic Housing Land Availability Assessment (SHLAA) outlines a housing requirement of 5,300 dwellings for the District by 2028 with an annual completion rate of 241 dwellings.⁶⁰ The SHLAA published in October 2017 provides an overview of the progress on housing delivery in Cannock Chase since 2006/7 illustrated on the chart below:

⁵⁸ Local Authority Housing Statistics 2015-2016 (DCLG), Courtesy of James Morgan, Housing Strategy Officer, Cannock Chase Council.

⁵⁹ Local Authority Housing Statistics 2017-2018, Courtesy of James Morgan, Housing Strategy Officer, Cannock Chase Council.

⁶⁰ Cannock Chase Council, *Strategic Housing Land Availability Assessment* (October 2017)

Net dwelling completions, Cannock Chase 2006-2017



Source: Cannock Chase Council, *Strategic Housing Land Availability Assessment* (October 2017).

Following negative net housing completions in 2015/2016 explained in the `District Needs Analysis 2017`, there has been no shortfall in delivery during 2016/2017 with a managed delivery target of 238 dwellings per annum for 2017 going forward.⁶¹

Housing market

The average house price in Cannock Chase was £160,919 in January 2018. This was over £24,500 (£24,683) lower than the Staffordshire average for the same period (£185,602), and was also below both the West Midlands Region (£175,677) and the Great Britain (£228,538) averages. The average house price at District level saw an annual increase of 3.4% which was below the increase at county, regional and national levels for the same period (Staffordshire 4.9%, West Midlands 6.8%, Great Britain, 4.9%). The total sales volume for Cannock Chase was 126 properties in November 2017.⁶²

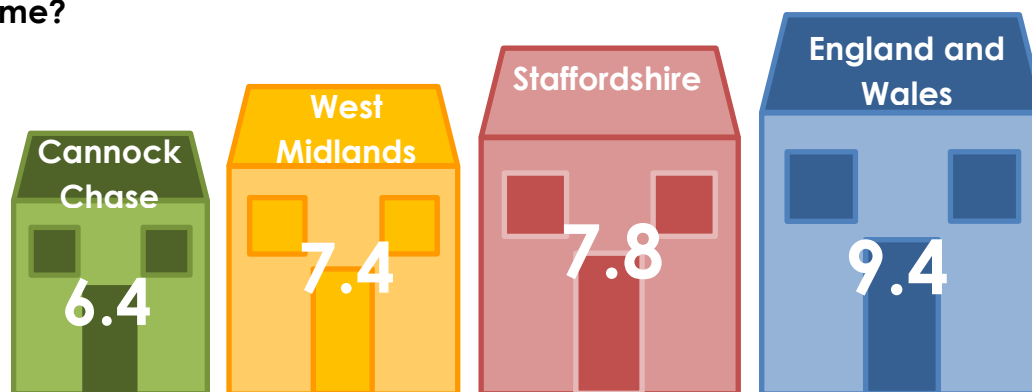
⁶¹ Cannock Chase District Council, *Cannock Chase Local Development Framework Strategic Housing Land Availability Assessment (SHLAA)*, September 2016, pp. 12-13; Cannock Chase Council, *Strategic Housing Land Availability Assessment (SHLAA)*, October 2017.

⁶² HM Land Registry UK House Price Index <http://landregistry.data.gov.uk/app/ukhpi> (January 2018). Please note that this data is regularly updated and figures are therefore subject to revision.

Housing affordability

There were 190 affordable housing completions during 2017-2018.⁶³ It is possible to consider the affordability of housing in Cannock Chase by comparing the average house price in the District to average income.⁶⁴ Comparing the average house price in Cannock Chase for April 2017 (£154,863) to the median gross annual pay for all employee jobs in the District in the tax year that ended in April 2017 (£24,028) indicates that the average house price is 6.4 times higher than the average annual income. As the graphic below illustrates, this was a smaller difference than at county, regional and national levels.

How many times greater is average house price than average annual income?



Source: Office for National Statistics, Annual Survey of Hours and Earnings, 2017; HM Land Registry UK House Price Index <http://landregistry.data.gov.uk/app/ukhpi> (January 2018).

In addition, annual pay in Cannock Chase (£24,028) was above median annual pay in Staffordshire (£22,760), West Midlands (£22,259) and Great Britain (£23,562) in 2017. Whilst this has positive implications in terms of the affordability of housing for residents of Cannock Chase, it is important to note that some residents may have lower earnings which could impact on their access to home ownership in the District.

⁶³Affordable Housing Delivery data courtesy of, Housing Strategy Officer, Cannock Chase Council.

⁶⁴Average house price figures are based on data relating to April 2017. The latest available data relating to average annual pay for all employee jobs is based on annual data ending in April 2017. However, these datasets can be compared to provide an indication of the difference between average income and house price. Office for National Statistics, Annual Survey of Hours and Earnings, 2017 Provisional Results, Table 8.7a Annual Pay – Gross (£) for all employee jobs UK, 2017; HM Land Registry UK House Price Index <http://landregistry.data.gov.uk/app/ukhpi> (January 2018). Please note that the median figure from the ASHE is used as it provides a better indication of typical pay than the mean measurement and is the preferred measure of average earnings by the Office for National Statistics.

Living environment

Cannock Chase was ranked as the second least deprived district in Staffordshire for its living environment in The Indices of Multiple Deprivation (IMD) 2015 with reference to housing, air quality and road traffic accidents.

Satisfaction with the local area

92% of Cannock Chase respondents to the Feeling the Difference survey from March 2016 to September 2017 were very / fairly satisfied with the local area during this period which was similar to the proportion across other Staffordshire districts.

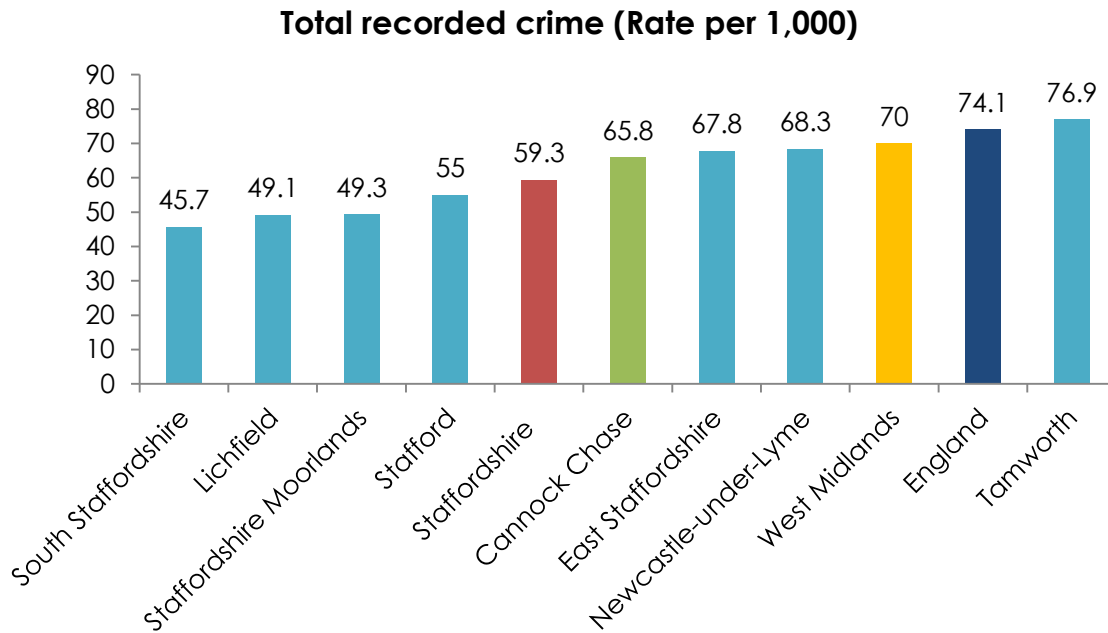
30% of Cannock Chase respondents with a very / fairly big problem strongly agreed / agreed that public services were successfully dealing with their issues which was above the Staffordshire (all Staffordshire including Stoke-on-Trent) average of 24%.

67% of Cannock Chase respondents were very / fairly satisfied with the overall level of service provided by the District Council which was again above the Staffordshire (all Staffordshire including Stoke-on-Trent) average of 60%. Levels of satisfaction with the overall level of service provided by the Police and also the Fire and Rescue service were also above the Staffordshire average, although Cannock Chase respondents were less satisfied with the services of their GP and local hospital.⁶⁵

Community safety

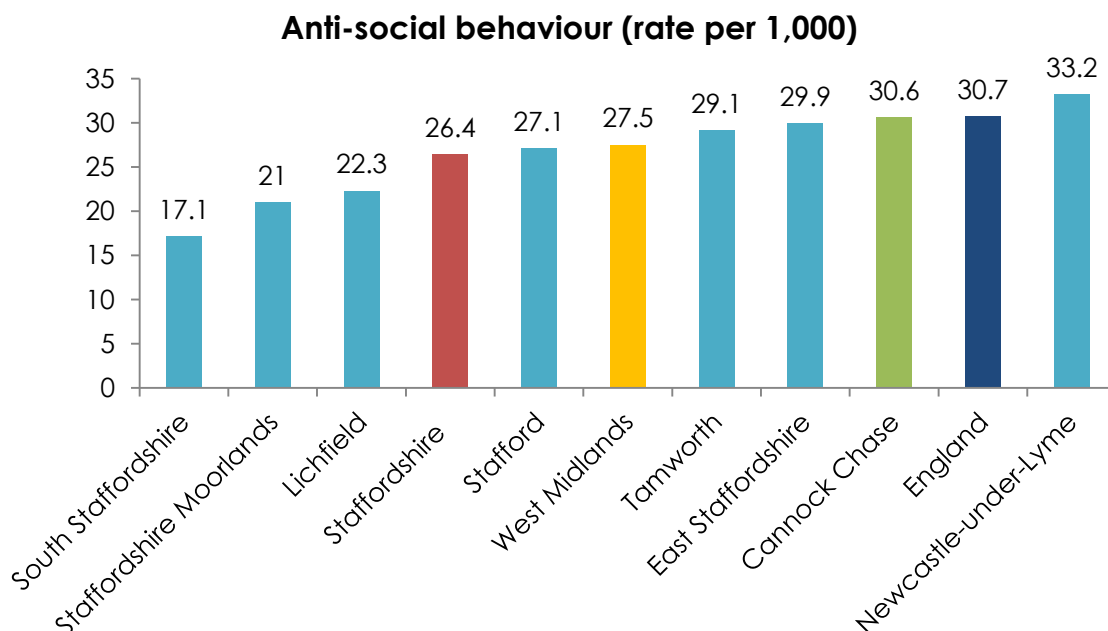
The Total Recorded Crime rate in Cannock Chase (rate per 1,000) during 2016/17 was 65.8 which was above the County average of 59.3. However, the District rate was below the West Midlands (70.0) and England (74.1) averages and below rates elsewhere in Staffordshire during the same period.

⁶⁵ Staffordshire Observatory, Feeling the Difference Survey 2016-2017 (four waves of the Survey from March 2016 to September 2017).



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The rate of anti-social behaviour in Cannock Chase during 2016/17 was the second highest in Staffordshire at 30.6 per 1,000 and above the regional rate of 27.5, although just below the England average of 30.7.



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

The rate of violent crime was above the Staffordshire average of 18.9 per 1,000 in Cannock Chase during 2016/17 with a District rate of 20.9. Alcohol-related crime was similarly higher than the County rate of 5.1 per 1,000 in Cannock Chase with a rate of 5.5 per 1,000.⁶⁶

98% of Cannock Chase respondents to the Feeling the Difference survey from March 2016 to September 2017 reported feeling very / fairly safe outside in their local area during the daytime which matched the Staffordshire average. This fell to 84% after dark, although remained above the Staffordshire (all Staffordshire including Stoke-on-Trent) average of 82%. This could reflect the relatively high level of satisfaction with the service provided by the Police and reported by Cannock Chase respondents during 2016/17 as illustrated in the table below.⁶⁷

% who strongly agree / tend to agree that local police:	Cannock Chase	Staffordshire (all Staffordshire including Stoke-on-Trent)
Can be relied upon to be there when you need them	75%	73%
Can be relied on to deal with minor crimes	60%	57%
Taking everything into account have confidence in local police	82%	80%

Source: Staffordshire Observatory, Feeling the Difference Survey 2016-2017 (four waves of the Survey from March 2016 to September 2017).

6% of Cannock Chase respondents reported that they had been a victim of crime in the last twelve months, although 13% of respondents reported feeling very / fairly likely to be a victim of crime in their local area. This highlights the disparity between perceptions of crime and actual crime which may reflect residents' perceptions of community safety in their local area.⁶⁸

⁶⁶ Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

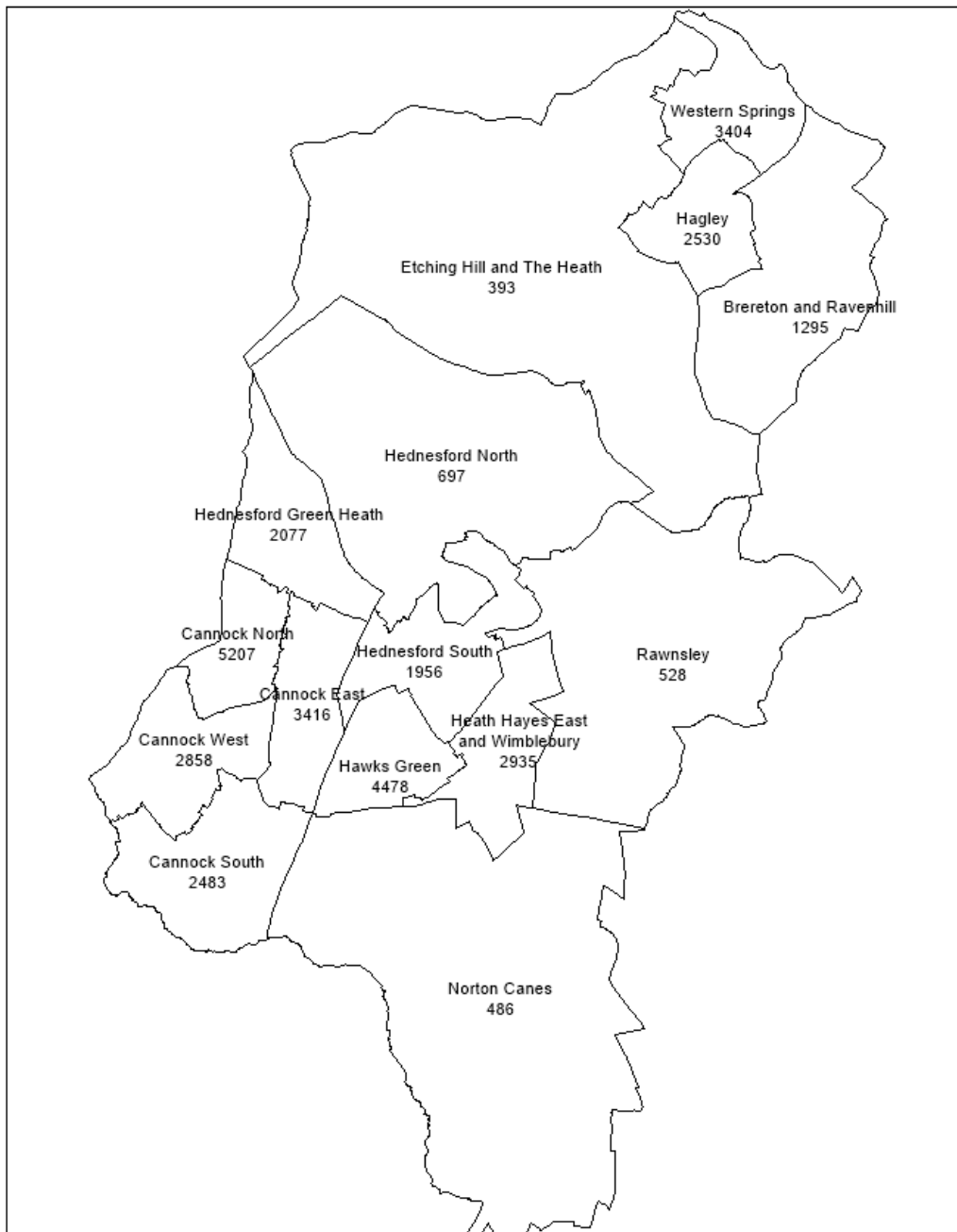
⁶⁷ Staffordshire Observatory, Feeling the Difference Survey 2016-2017 (four waves of the Survey from March 2016 to September 2017).

⁶⁸ Staffordshire Observatory, Feeling the Difference Survey 2016-2017 (four waves of the Survey from March 2016 to September 2017).

Population density and urban / rural classification

Population density varies across the District, with a higher density of residents per square km in some Wards than others in 2015, as the map below illustrates.

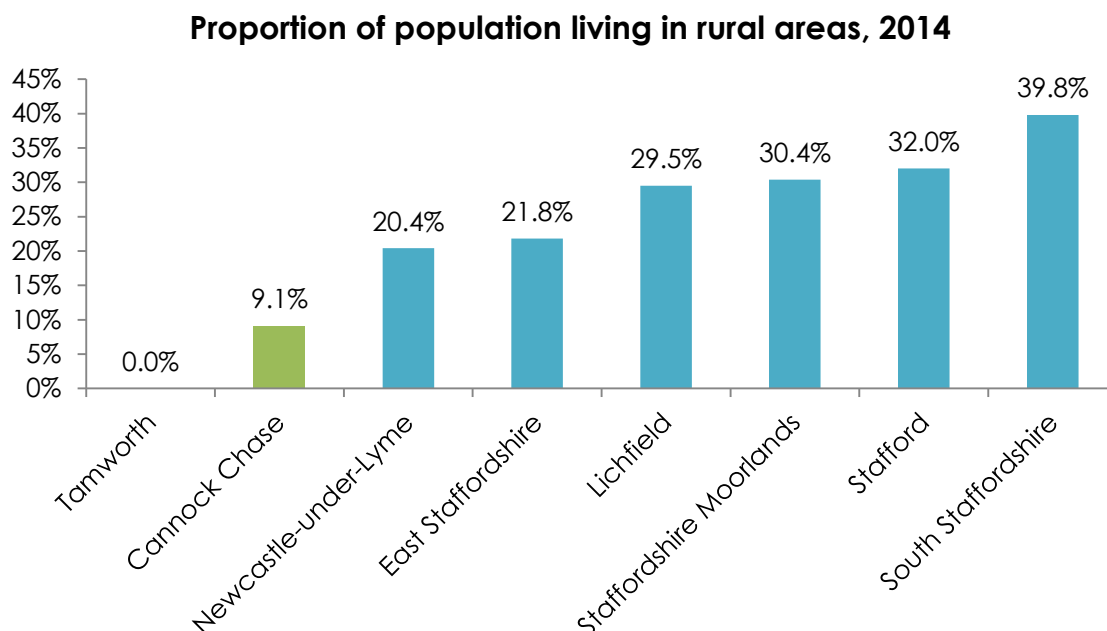
Population density, Cannock Chase Wards 2015



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Source: Population Density Data from Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

9.1% of the Cannock Chase population were living in rural areas in 2014. This was the lowest rate in Staffordshire after Tamworth (0.0%) which demonstrates the predominantly urban character of the District.⁶⁹



Source: Staffordshire County Council, *Cannock Chase Locality Profile* (January 2018).

Brownfield / greenfield development

Promoting development on brownfield (or previously developed) land is fundamental to sustainable land use, supporting socio-economic regeneration and protecting the environment.⁷⁰ 49% of new and converted dwellings were built on previously developed land in the District during 2016-2017.⁷¹

Waste and recycling

44.1% of household waste in Cannock Chase was recycled between April 2017 and March 2018. This is slightly lower than levels of recycling in previous years which have been closer to 50%. 21,200 tonnes of residual household waste was collected between April 2017 and March 2018. There were 425 incidents of fly tipping in the District during 2017/2018, a reduction from 484 incidents in 2016/2017.

⁶⁹ Staffordshire County Council, *Cannock Chase Locality Profile* (April 2016)

⁷⁰ Environment Agency, Brownfield Land Redevelopment, <http://www.environment-agency.gov.uk/research/library/position/41237.aspx>

⁷¹ Information courtesy of, Planning Policy, Cannock Chase Council, March 2018.

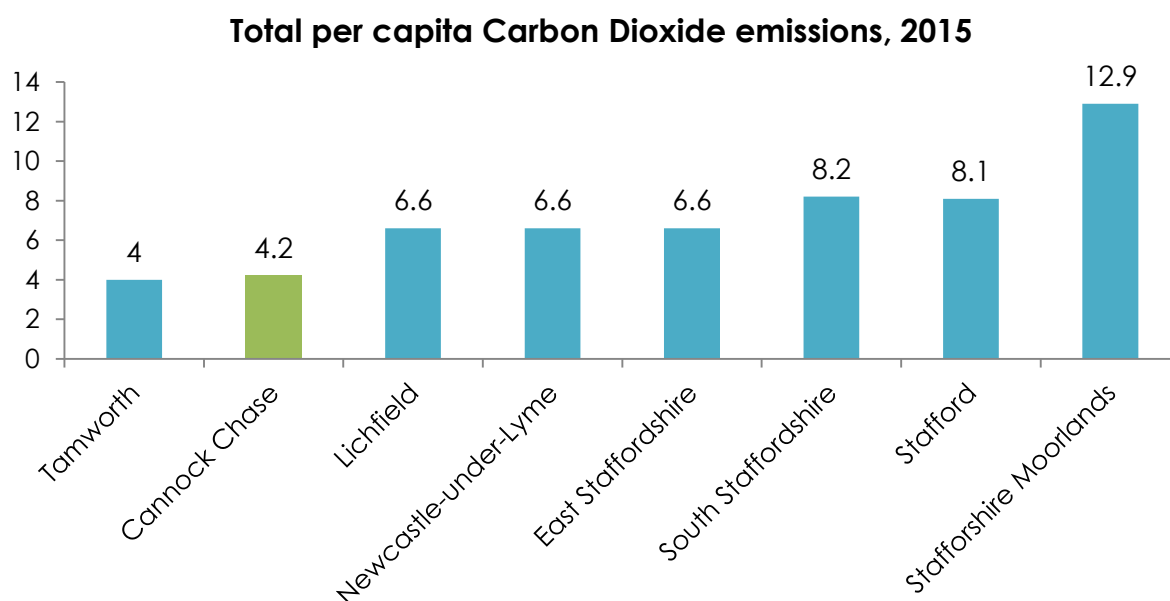
Flooding

September 2017 saw the completion of the Rugeley flood defence scheme developed through a partnership between Cannock Chase Council, The Environment Agency, Stoke-on-Trent and Staffordshire Local Enterprise Partnership and Staffordshire County Council. The scheme will protect current facilities and support future developments from flooding.

Air quality

Reducing air quality pollution has benefits for the health of people in Cannock Chase and the District's living environment. Currently, Cannock Chase Council has three Air Quality Management Areas (AQMAs) to address exceedances of nitrogen dioxide (NO₂); on the A5 Watling Street and A5190 Cannock Road, and Heath Hayes. A fundamental element of the planning process for new residential and business developments is protecting residents in new properties from poor air quality and addressing the potential for developments to introduce new sources of emissions.⁷²

A reduction in greenhouse gases is a key element in decreasing the impact of climate change on health and the environment.⁷³ Figures for 2015 indicate that Cannock Chase's per capita carbon dioxide emissions were the second lowest in Staffordshire.



⁷² Information courtesy of Stephen Moore, Pollution Control Officer, Cannock Chase Council, March 2018.

⁷³ West Midlands Public Health Observatory, Climate Change and Health, <http://www.wmpho.org.uk/topics/climatechangeandhealth.aspx>

Source: UK Local Authority and Regional Carbon Dioxide Emissions National Statistics: 2005-2015, Department for Business, Energy & Industrial Strategy, June 2017. Courtesy of Anthony Morris, Recycling and Climate Change Officer, Cannock Chase Council.

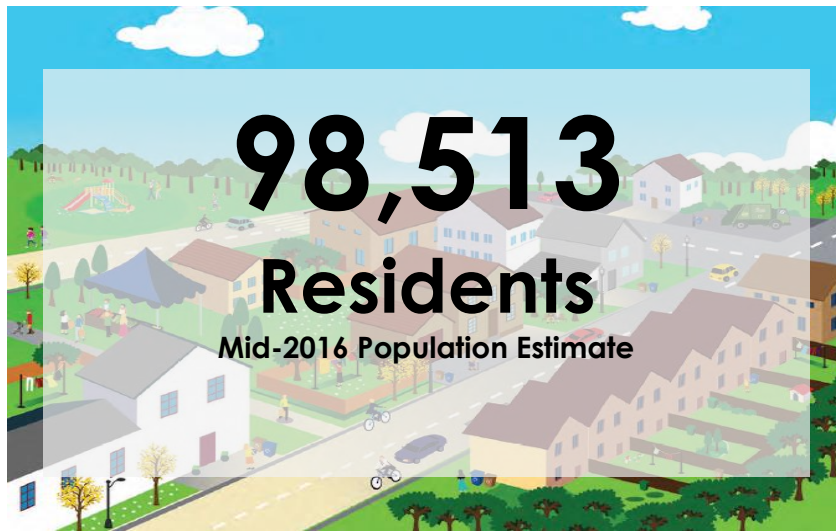
Promoting attractive and healthy environments

Cannock Chase Council achieved six Green Flag Awards in July 2017: for Hednesford Park, Elmore Park in Rugeley, Ravenhill Park in Brereton, Castle Ring in Cannock Wood, and Cannock Park. The awards recognise parks and green spaces which have the highest possible environmental standards, are beautifully maintained and have excellent visitor facilities.⁷⁴

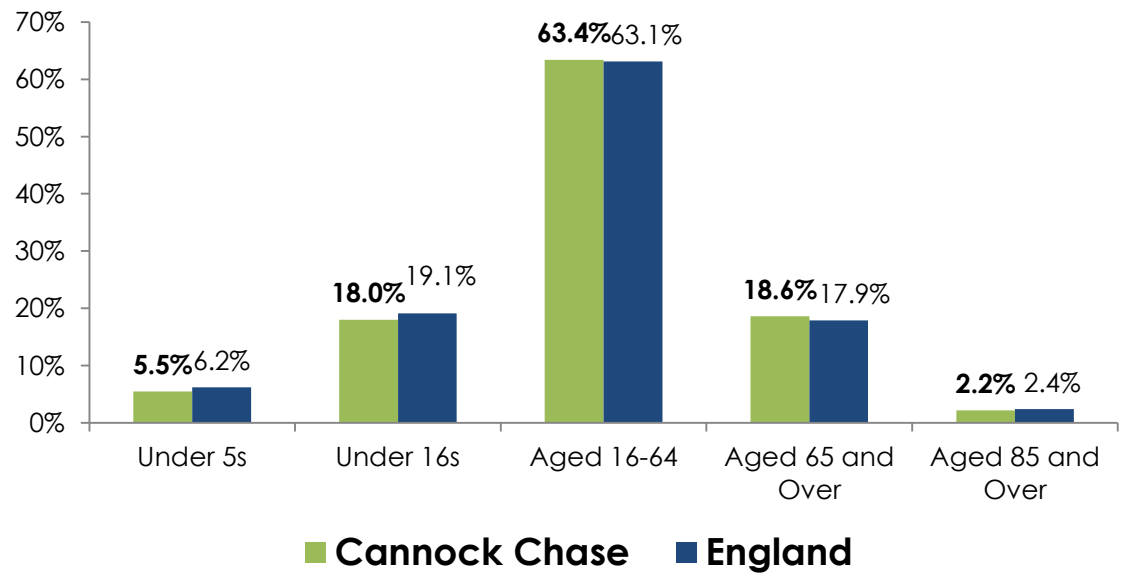
⁷⁴ Information courtesy of, Parks and Open Spaces Manager, Cannock Chase Council, February 2018.

Cannock Chase District Profile 2018

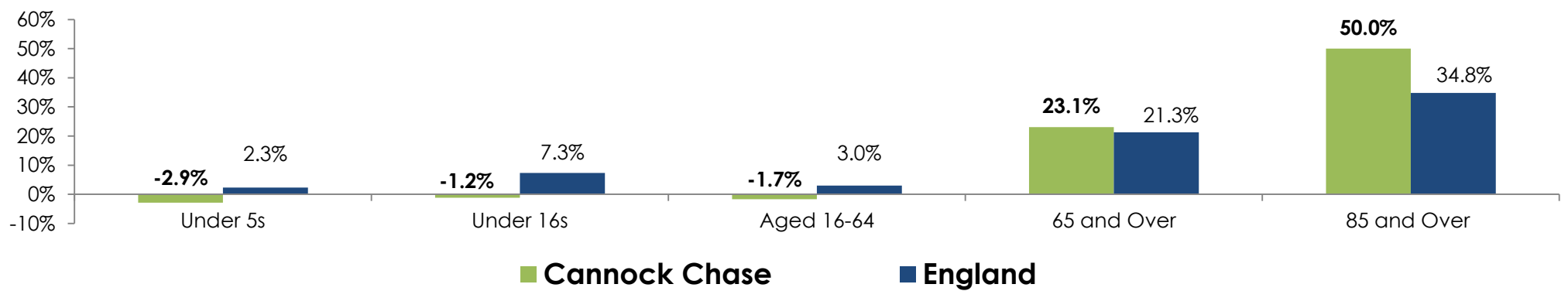
Population



Age structure, Cannock Chase and England 2016

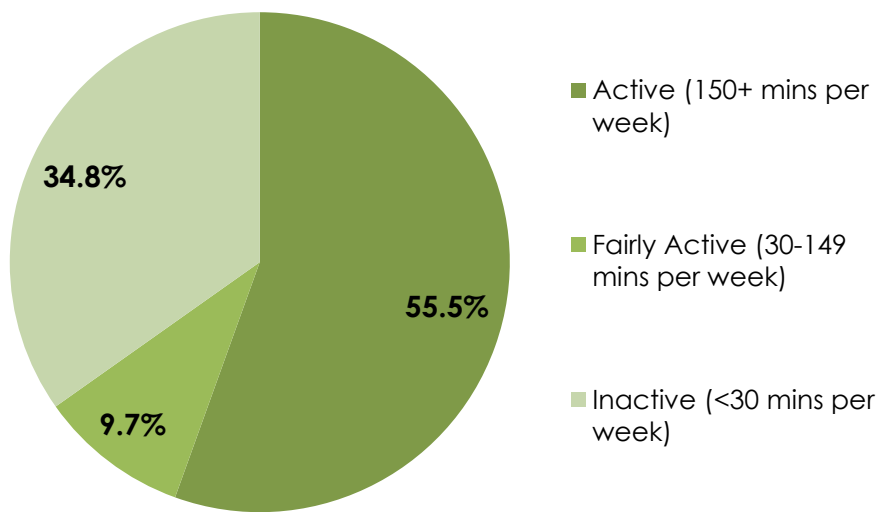


Population change in Cannock Chase: 2016-2026

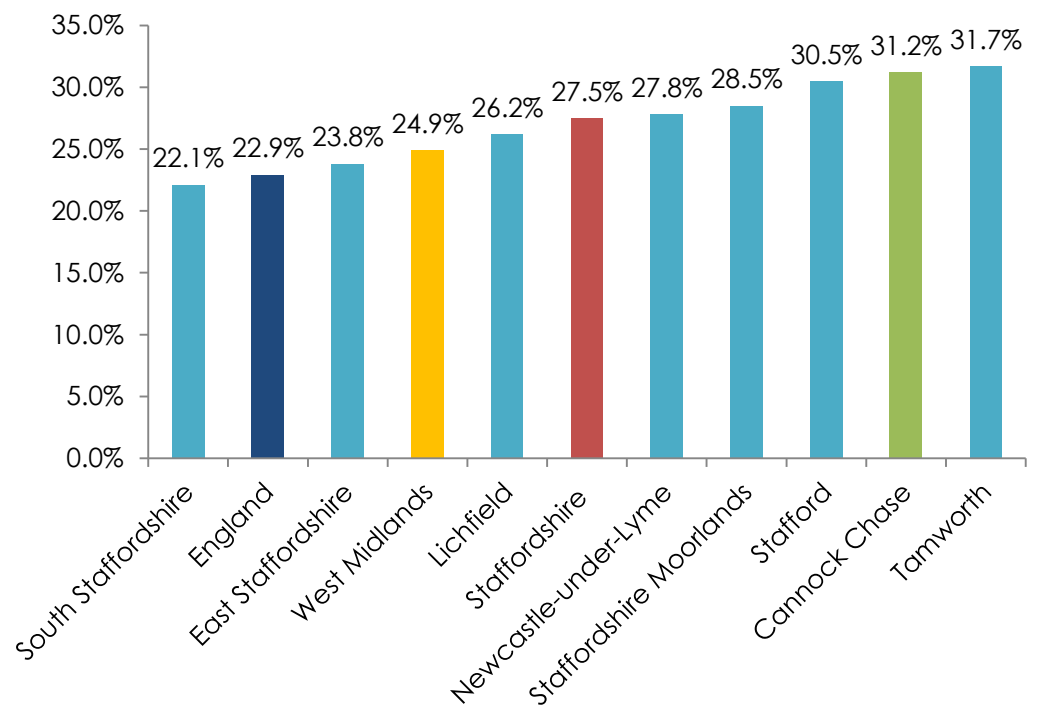


Physically active and healthy lives

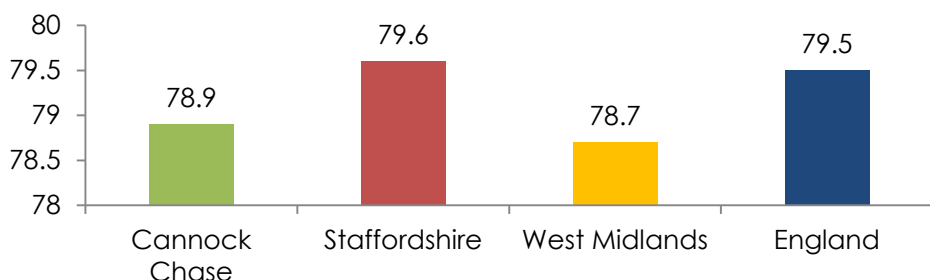
Physical activity in Cannock Chase, 2016-2017



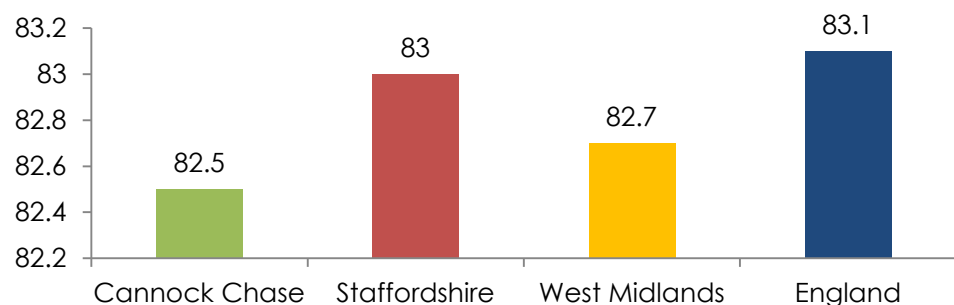
Adults who are obese, 2015-2016



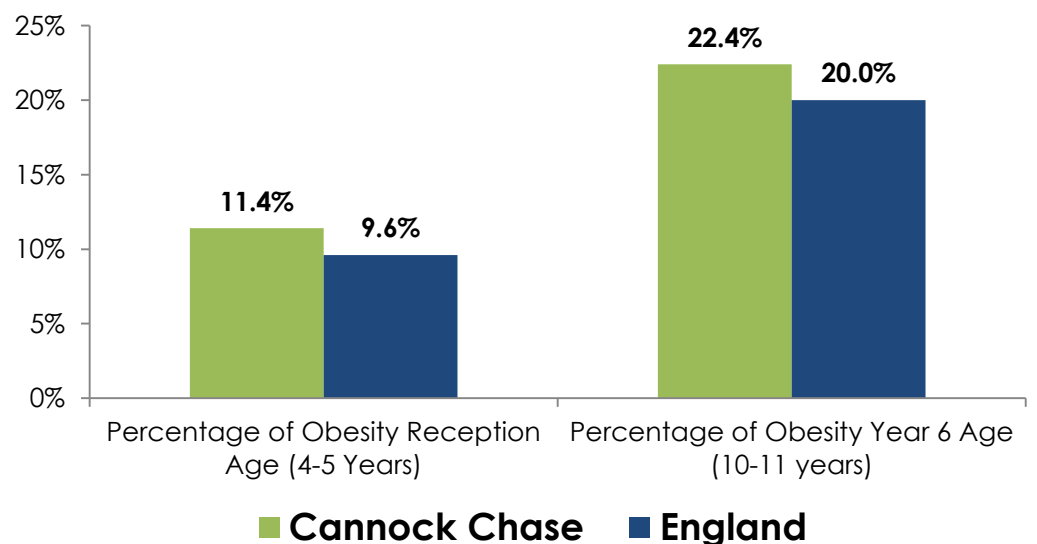
Life expectancy at birth (males) 2013-2015



Life expectancy at birth (females) 2013-2015

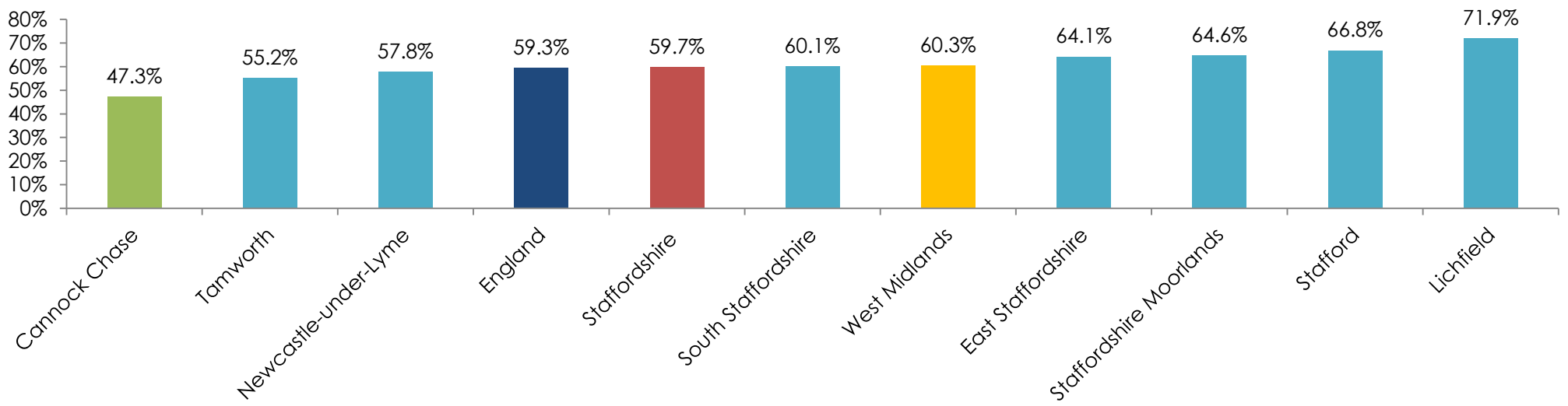


Prevalence of obesity among children, 2016-2017

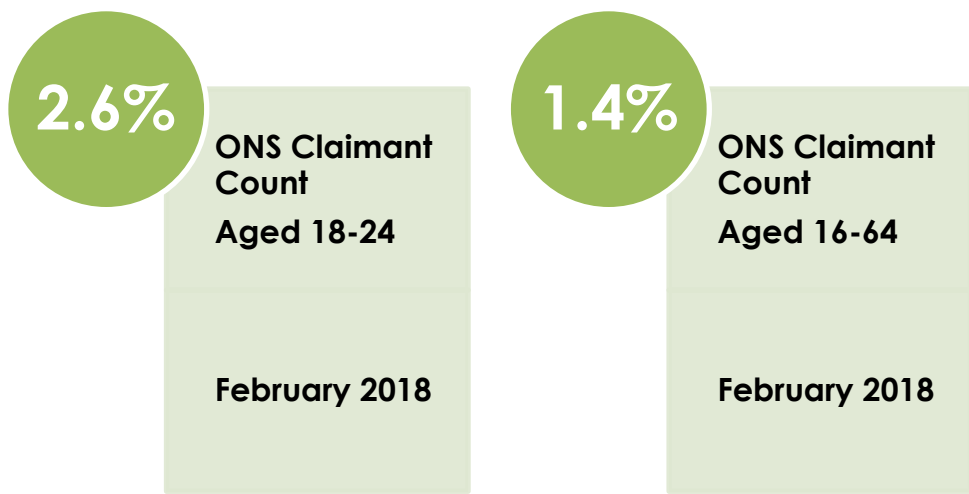


Education and employment

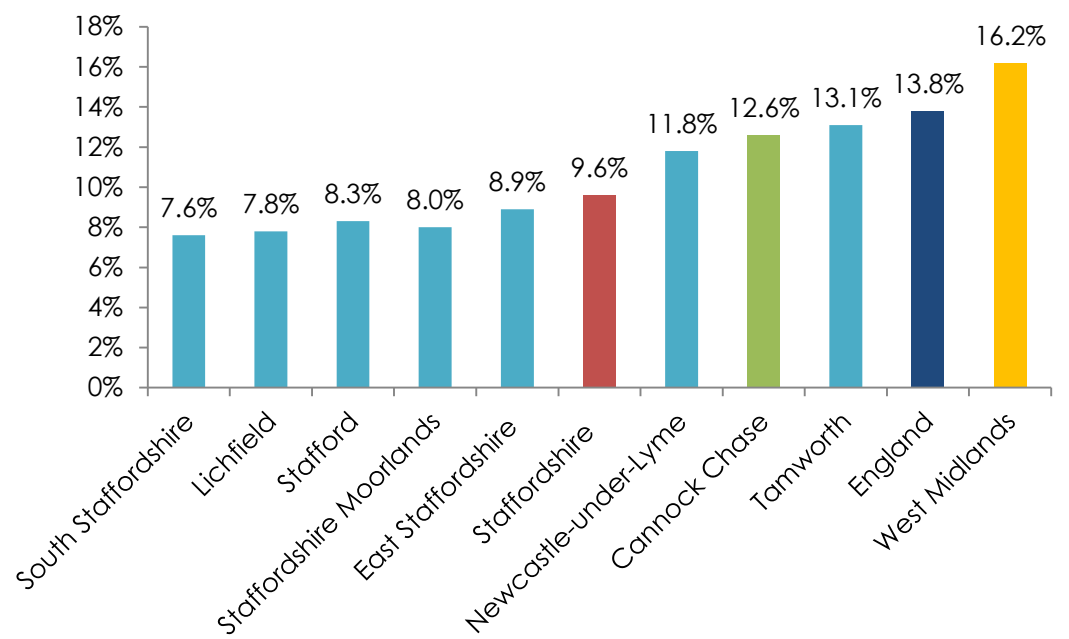
GCSE 2016: percentage of pupils 5+ A*-C English and Mathematics



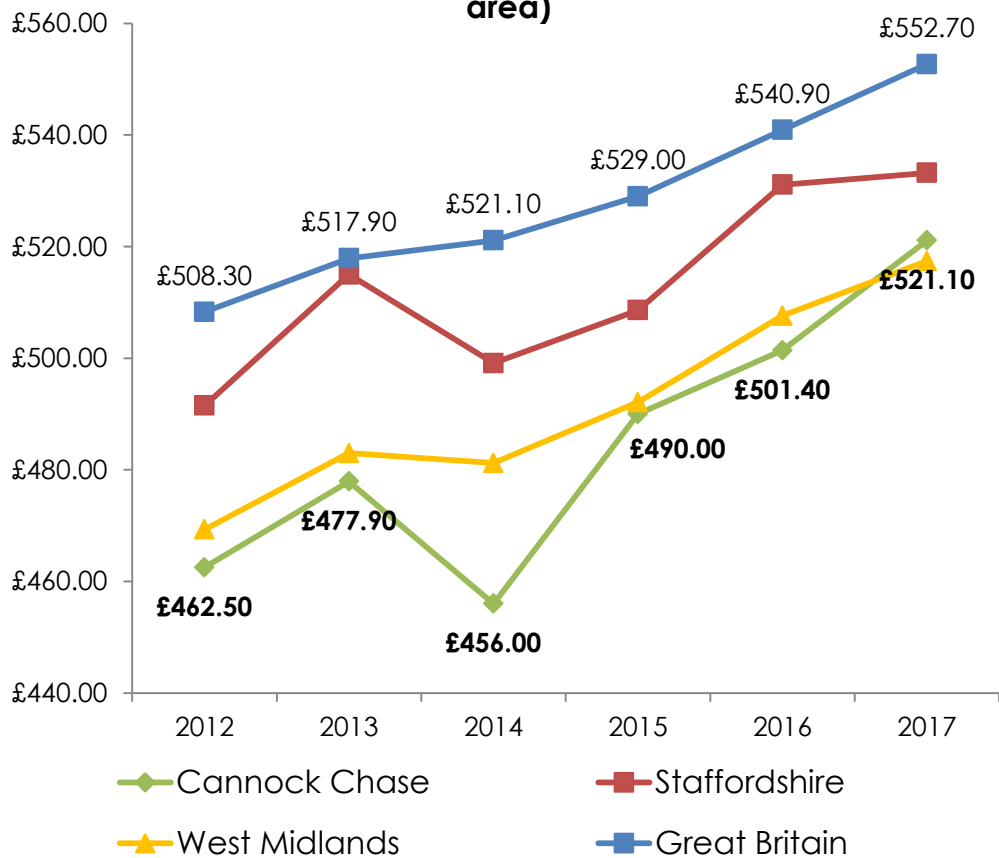
Unemployment Benefit Claimant Rate, February 2018



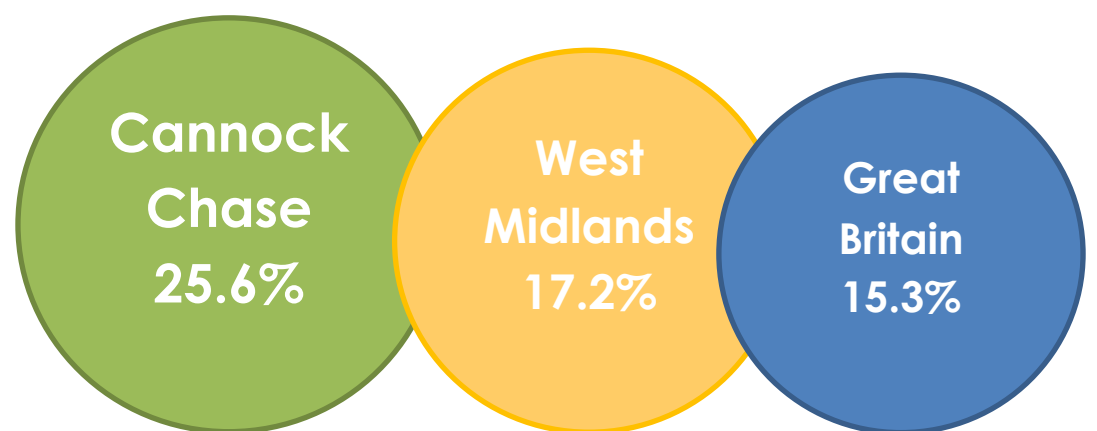
Proportion of pupils claiming Free School Meals (FSM) 2017



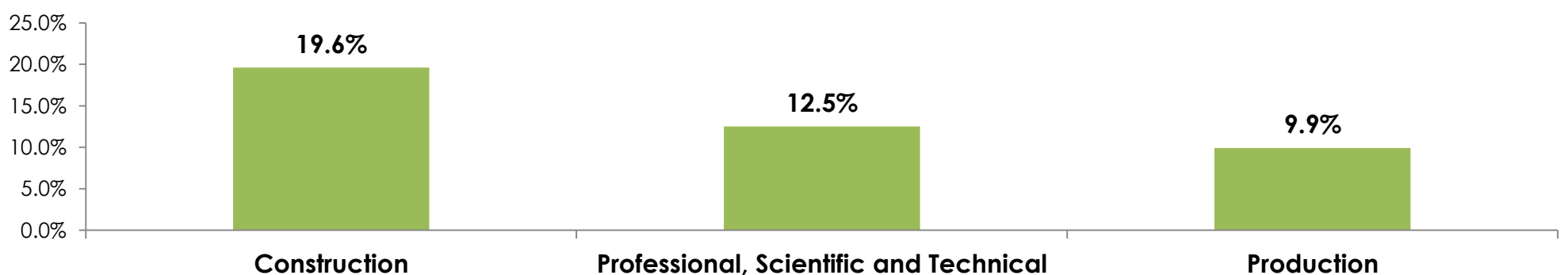
Earnings by Place of Residence, Gross Weekly Pay: Full-Time Workers, 2012-2017 (median earnings in pounds for employees living in the area)



Percentage of employee jobs in Wholesale and Retail Trade (inc. Motor Trades), 2016

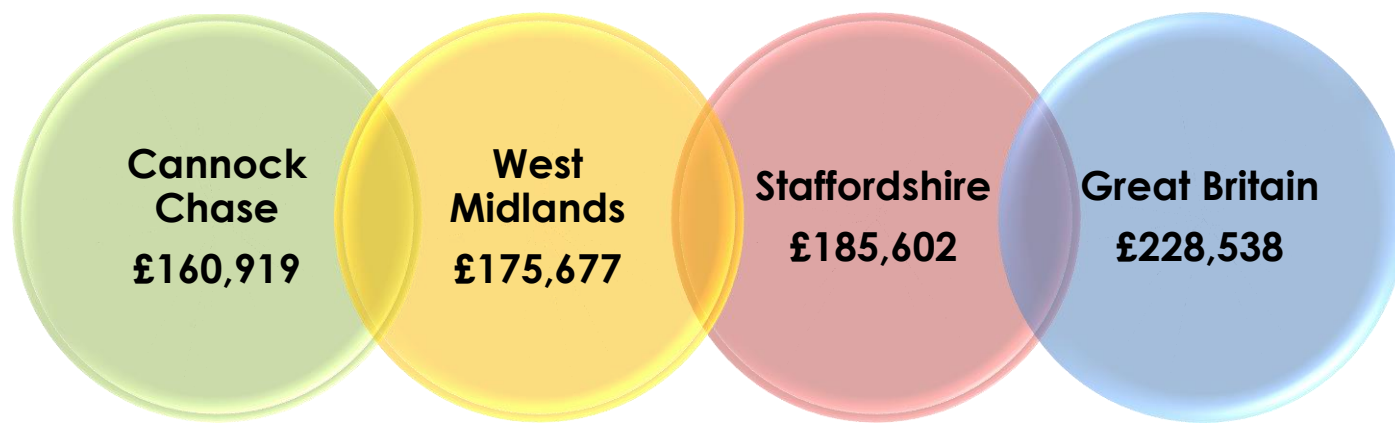


Top 3 Business enterprise groups in Cannock Chase, 2017 (% of all business enterprises)

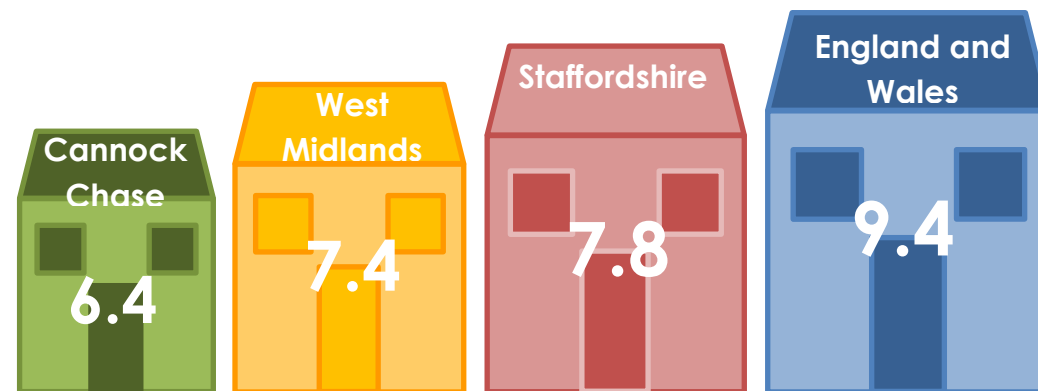


Housing

Average house prices, January 2018

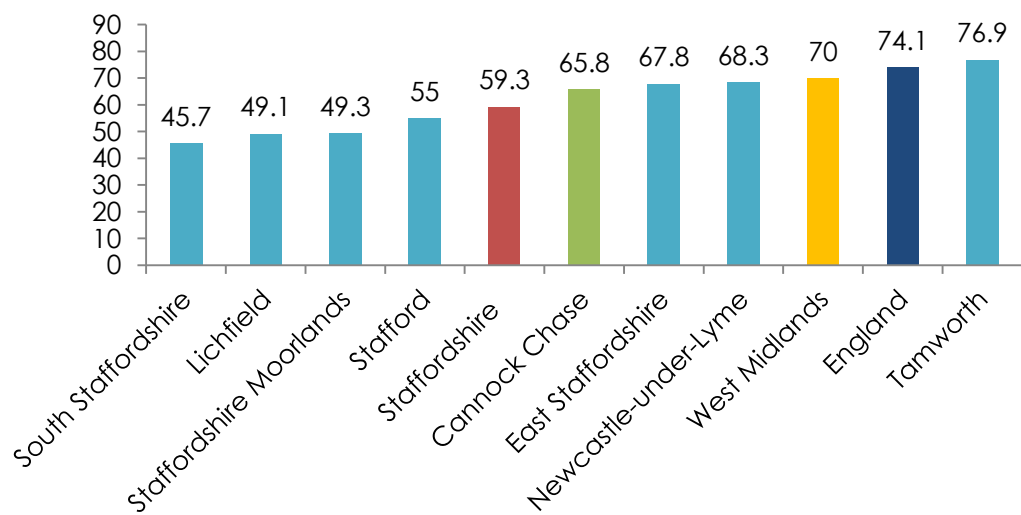


Housing affordability: How many times greater is average house price than average annual income?

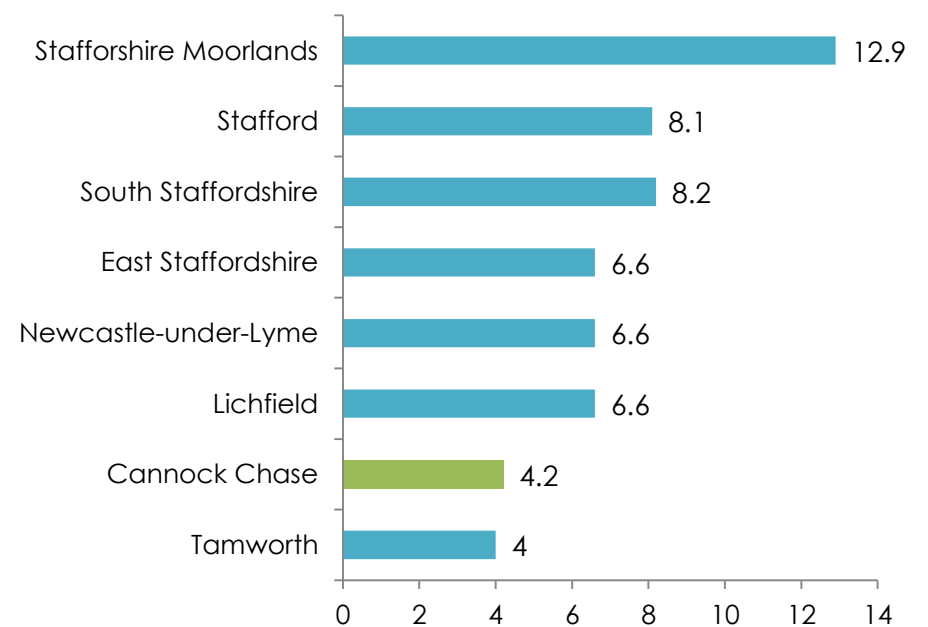


Living environment

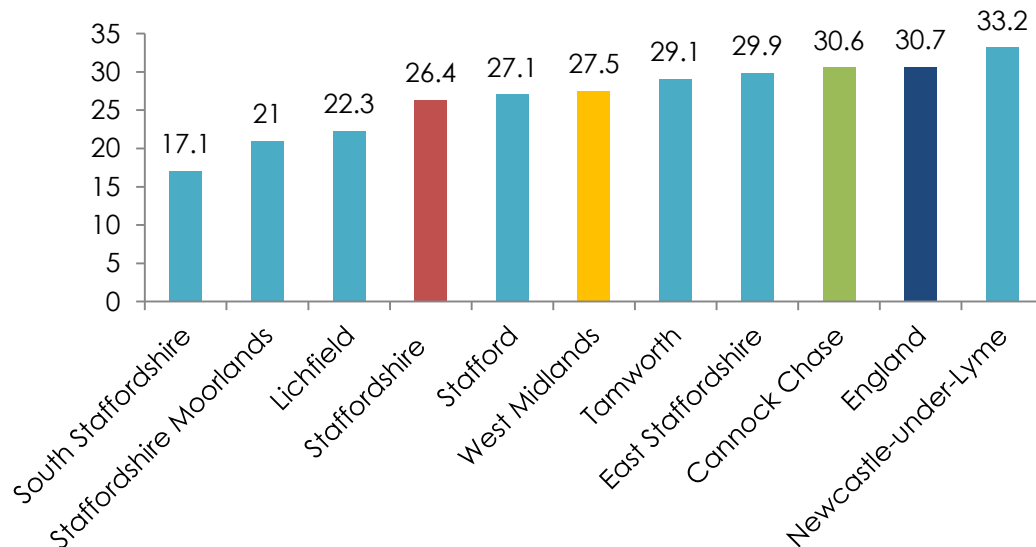
Total recorded crime (rate per 1,000)



Total per capita Carbon Dioxide emissions, 2015



Anti-social behaviour (rate per 1,000)

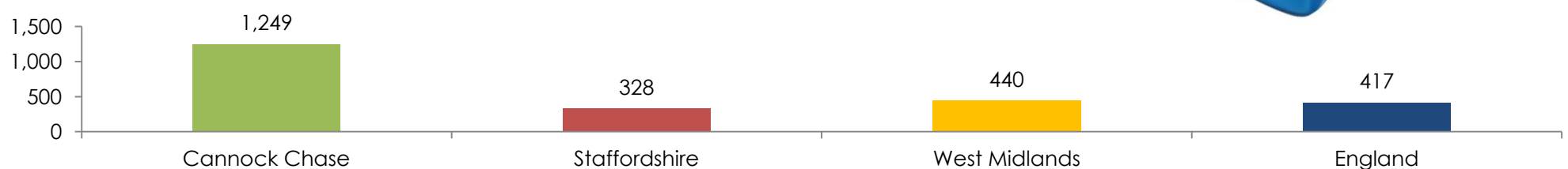


Percentage household waste recycled

Cannock Chase
Apr 2017 - March 2018



Population density (people per square km), 2014



Source: Cannock Chase Council, District Needs Analysis, 2018 Data sourced from Office for National Statistics and Staffordshire County Council, Cannock Chase: Locality Profile (January 2018)

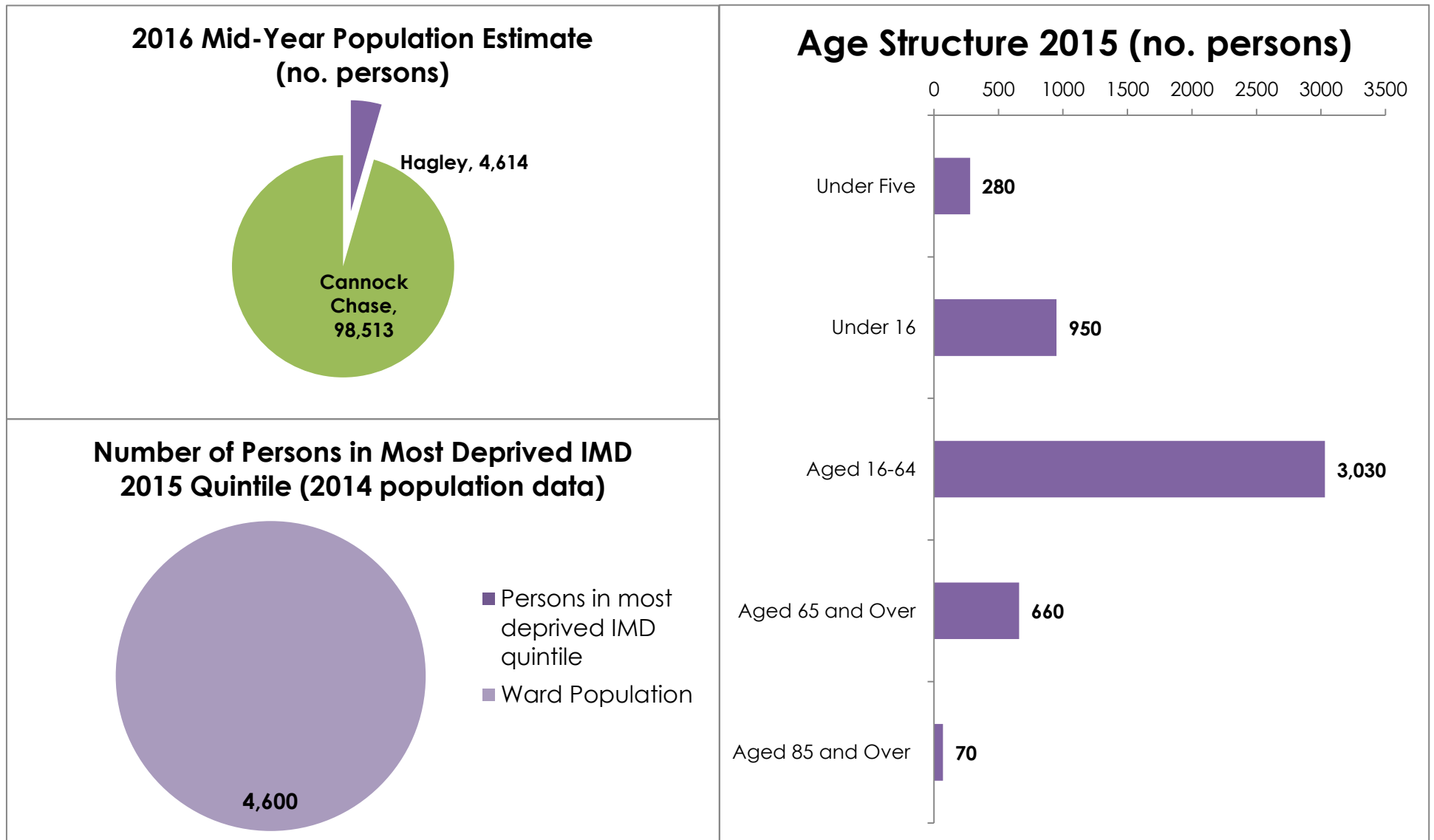
Produced by Policy & Communications, Cannock Chase Council, May 2018

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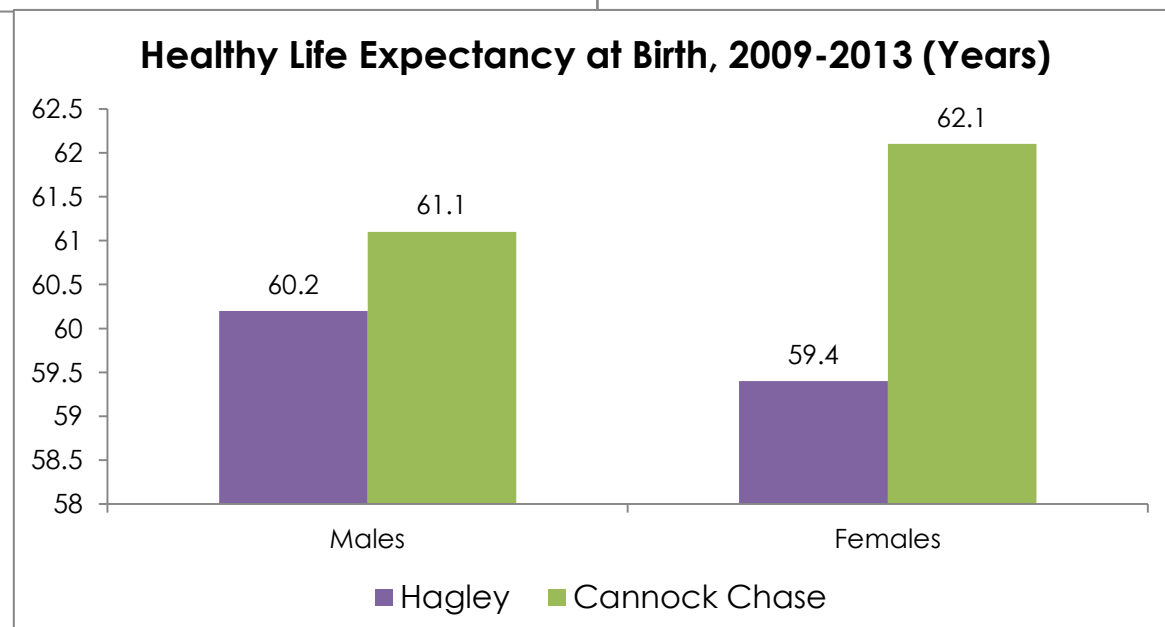
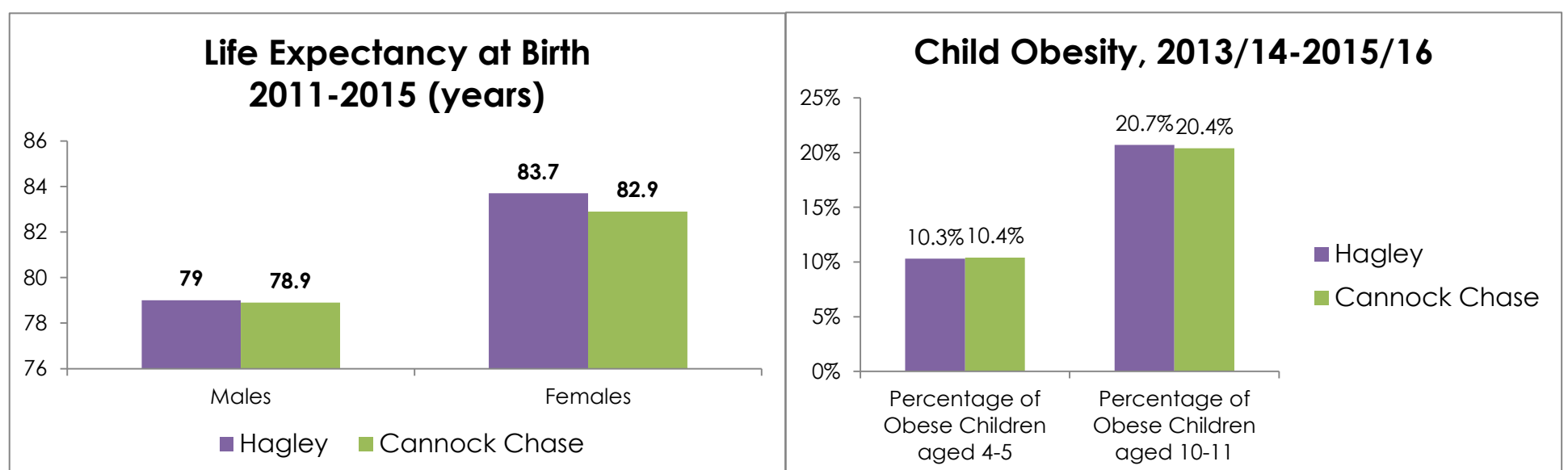


Ward Profile 2018: Hagley

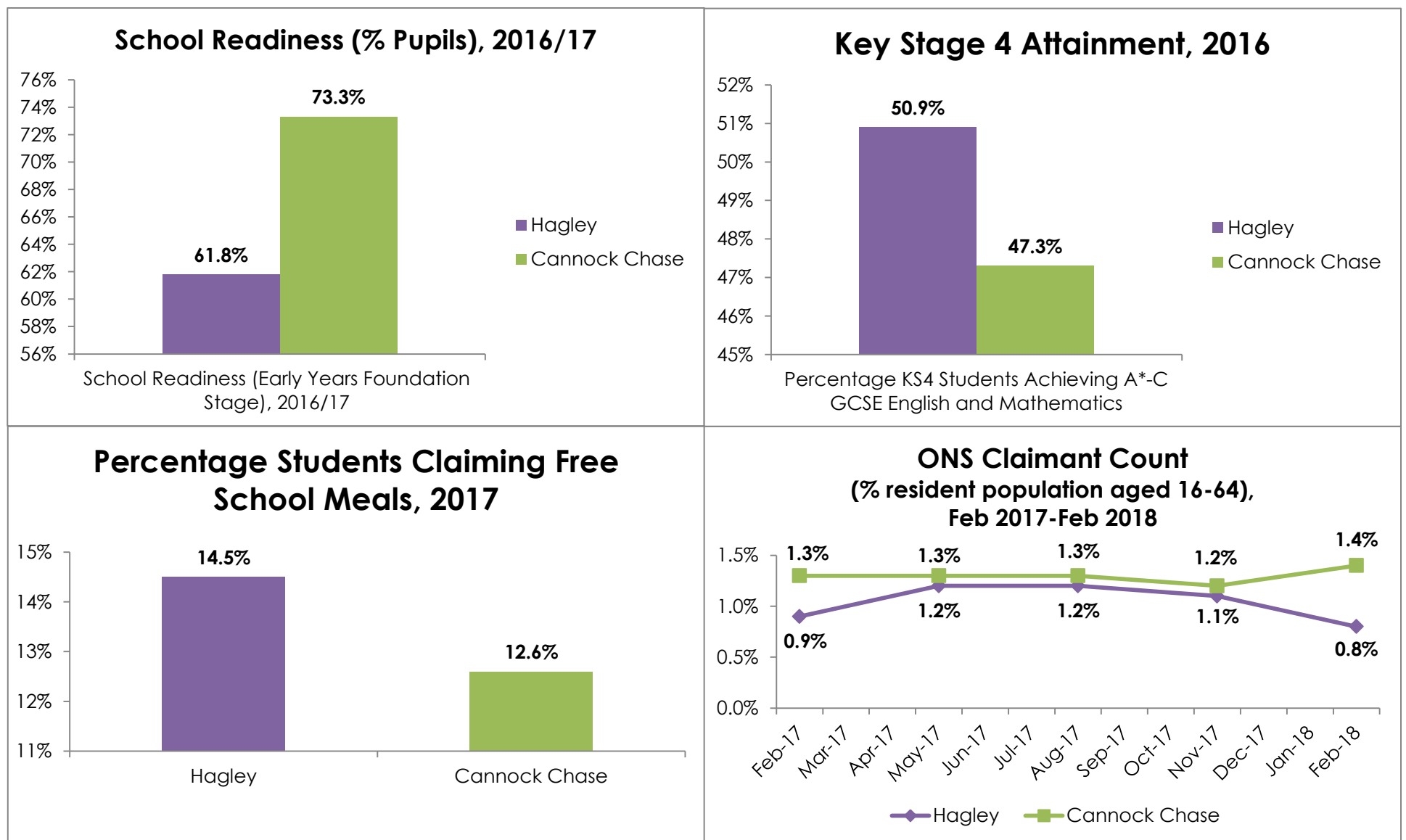
Population



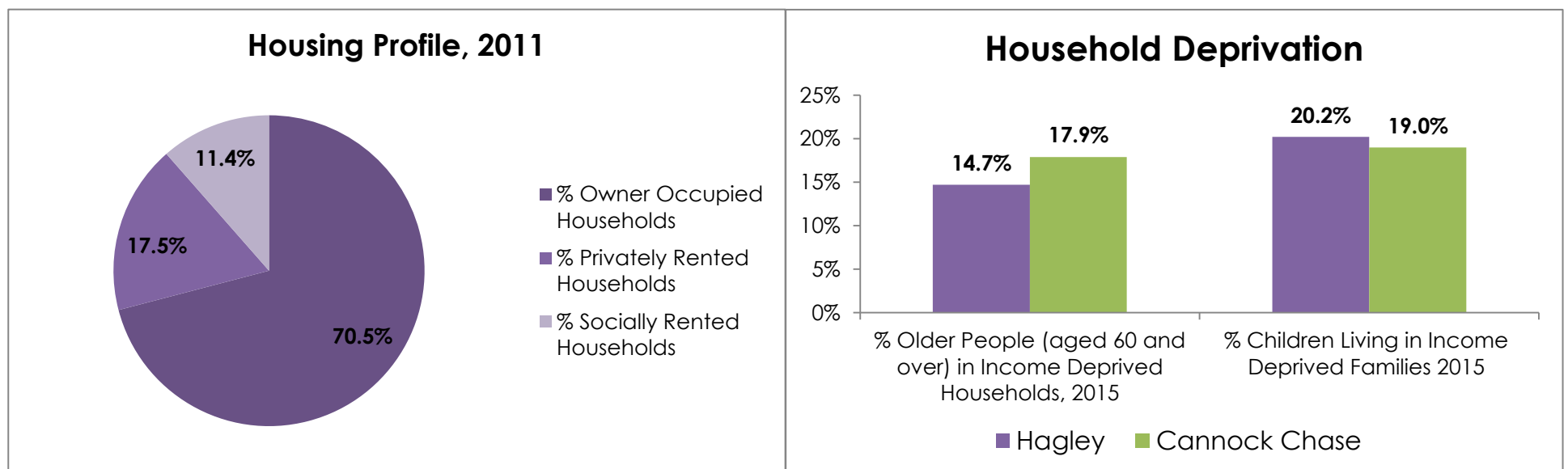
Physically Active and Healthy Lives



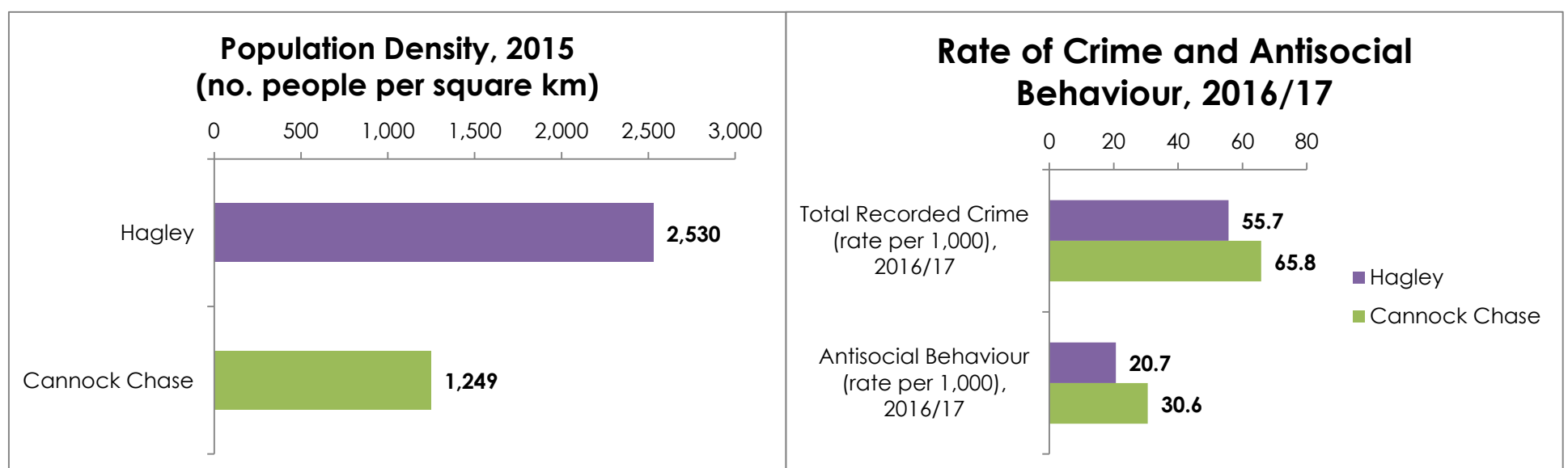
Education and Employment



Housing



Living Environment



Data sourced from Office for National Statistics and Staffordshire County Council, *Cannock Chase: Locality Profile* (January 2018)

Produced by Policy & Communications,
Cannock Chase Council, May 2018