

Report of:	Head of Governance and Corporate Services
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Key Decision:	No
Report Track:	Cabinet: 13/11/19

CABINET
13 NOVEMBER 2019
DISTRICT NEEDS ANALYSIS AND WARD PROFILES 2019-2020

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 (including the 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.
- 3.2 The style of the District Needs Analysis 2019-2020 has been revised in response to user feedback to be more concise and visual in order to enhance accessibility. Due to the wider use of 'infographics' in this year's report, the District Profile which was previously a standalone document has been included at the start of the District Needs Analysis document.

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 provide key socioeconomic information about Cannock Chase and the District's 15 Wards which relates directly to the priorities and strategic objectives identified in Cannock Chase Council's *Corporate Plan 2018-2023*.
- (ii) The District Needs Analysis and Ward Profiles form a substantial element of the evidence base used to inform the Council in setting its 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 2019-2020 edition of this document is included as Appendix 1 to this report. The District Needs Analysis has been published since 2010, each year.

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 (Our District and Residents)
- Housing
- Employment
- Business and Industry
- Education, Skills and Qualifications
- Physical Activity, Health and Community Wellbeing
- Safe and Secure Communities
- Living Environment

The District Needs Analysis 2019-2020 includes headline analysis of measures relating to Cannock Chase in The English Indices of Deprivation 2019 (IoD2019).

5.3 Appendix 2 consists of an example Ward Profile, for Brereton and Ravenhill. Ward profiles will be published for all 15 Wards in the District.

- 5.4 The District Profile included within the District Needs Analysis and the 15 Ward Profiles are intended to provide a user friendly overview of the key statistics available at these geographical levels. The ongoing 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 2019-2020

Appendix 2: Brereton and Ravenhill Ward Profile

Previous Consideration

None.

Background Papers

None.

District Needs Analysis 2019-2020



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All of the statistical information included in this document was current at the time of writing in September 2019. 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 in relation to the priorities outlined in the Council's *Corporate Plan 2018-2023*. The report forms a broad analysis of the most statistically significant socioeconomic 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. 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. It is important to note that some data is taken from sample-based sources which estimate trends for the wider population.

Contents

The District Needs Analysis and Cannock Chase Council's <i>Corporate Plan 2018-2023</i>	4
Cannock Chase Overview 2018	5
Cannock Chase District Profile	6
1. Our District and Residents	7
2. Promoting Prosperity	12
3. Improving Community Wellbeing	21

The District Needs Analysis and Cannock Chase Council's Corporate Plan 2018-2023

The District Needs Analysis provides key socioeconomic information about Cannock Chase which relates directly to the priorities and strategic objectives identified in Cannock Chase Council's *Corporate Plan 2018-2023*. The *Corporate Plan 2018-2023* outlines the following priorities and strategic objectives for the District



Promoting Prosperity

- Establishing McArthurGlen Designer Outlet 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

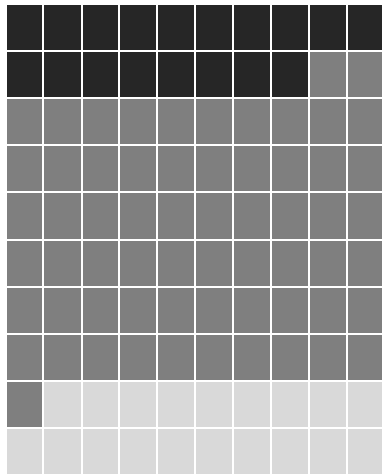
- Increase access to employment opportunities
- Commencement of regeneration of the Rugeley Power Station site

Improving Community Wellbeing

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

Where possible, the District Needs Analysis has been structured thematically in relation to the priorities identified in the *Corporate Plan 2018-2023*.

Cannock Chase Overview, 2018*

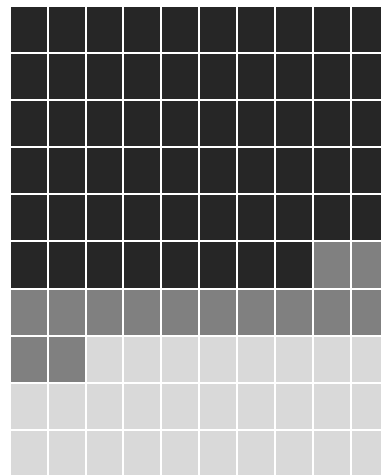


Age

Under 16s
17.9%

Working Age
(16-64)
63.2%

65 and Over
18.9%

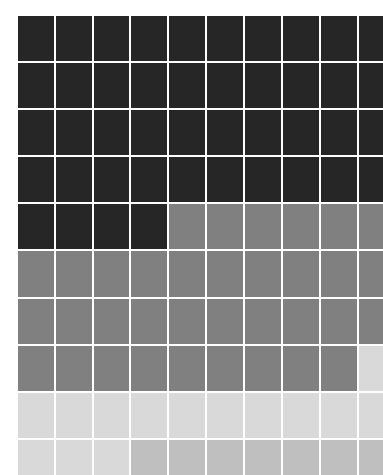


Physical Activity

Active
(150+ mins per week)
57.8%

Fairly Active
(30-149 mins per week)
14%

Inactive (<30 mins per
week)
28.2%



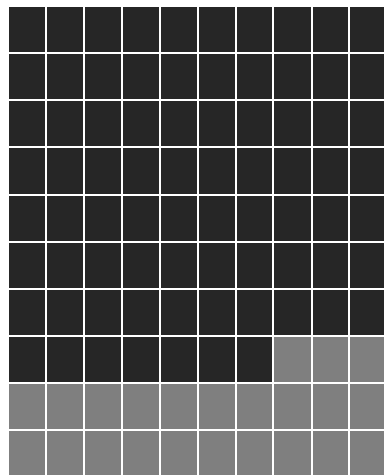
Health (2011)

Very Good Health
43.7%

Good Health
35%

Fair Health
14.5%

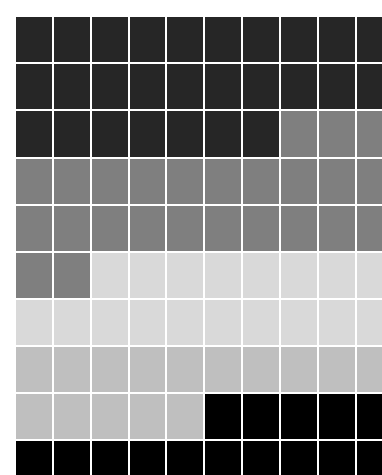
Bad Health and
Very Bad Health
6.8%



Economic Activity

Working Age (16-64)
Economically Active
77.1%

Working Age (16-64)
Economically
Inactive
22.9%



Qualifications

NVQ 4 and Above
26.6%

NVQ3 24.5%

NVQ 2 18%

NVQ 1 15.3%

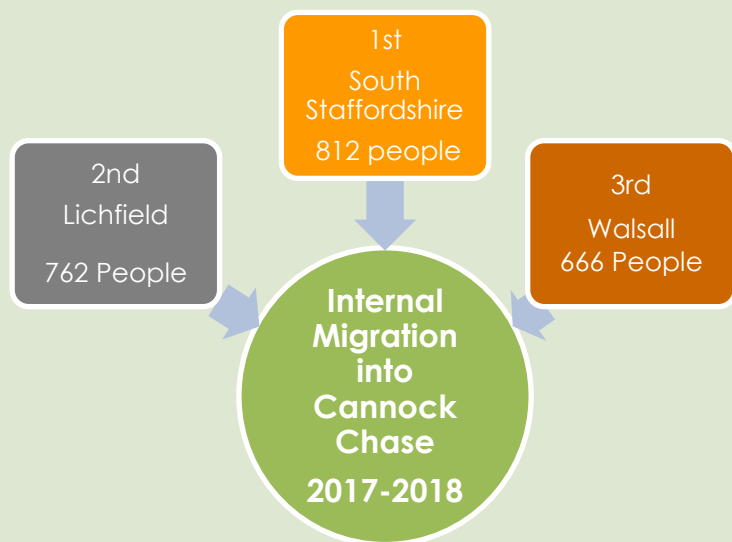
Other Qualifications or
No Qualifications
(estimated) 15%

* All statistics relate to 2018 or 2017/18 unless otherwise stated. Please note that 100 cell tables don't always match to 1 decimal place exactly as data are typically rounded up to the nearest 1 if 5 or more, and down to the nearest 1 if <5. Sources: Office for National Statistics; Sport England; Staffordshire County Council.

Our District and Residents



Mid-2018 Population Estimate
100,109 Persons

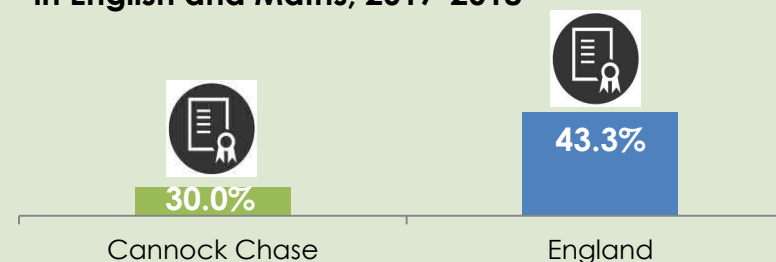


126

Cannock Chase ranked 126 in the Indices of Deprivation 2019 (1=most deprived, 317=least deprived)

Promoting Prosperity

GCSE:
% Achieving Grade 5 or above in English and Maths, 2017-2018

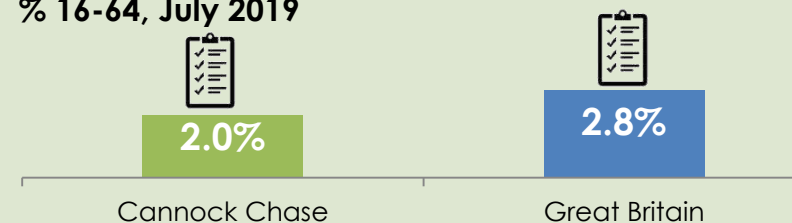


Largest Employment Sector, 2017
24.4% Employee Jobs in Wholesale and Retail Trade; Repair of Motor Vehicles and Motor Cycles



Business Enterprises, 2018
3,385 active business enterprises
20.5% Construction enterprises

Unemployment:
ONS Claimant Count
% 16-64, July 2019



Improving Community Wellbeing

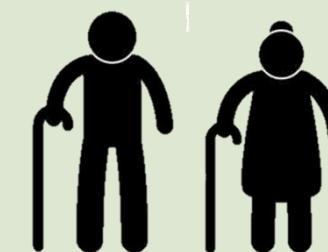
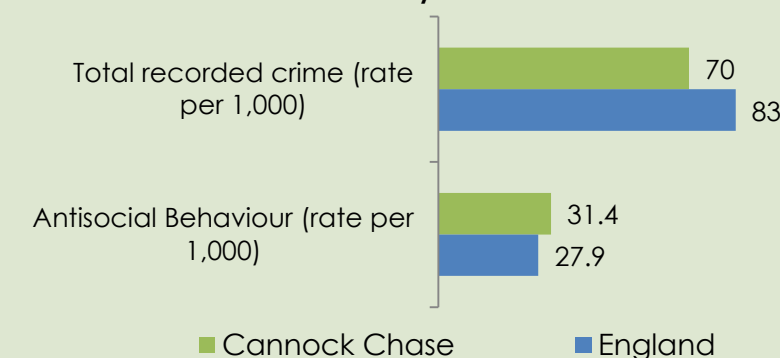


Physical Inactivity 2017/2018

28.2% do less than 30 mins physical activity per week

Higher than England avg. 25.1%

Crime and Antisocial Behaviour, 2017/2018



Ageing Population

19.8% rise in 65+ by 2027

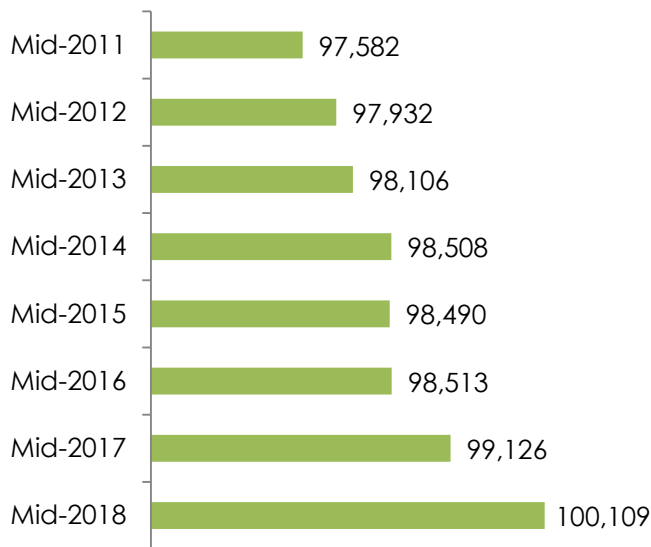
37.7% rise in 85+ by 2027

1. Our District and Residents

Population Change in Cannock Chase

Between 2017 and 2018 Cannock Chase saw the largest increase in population since 2011. The District population rose by 983 residents – a growth of 1% compared to the UK rate of 0.6% for the same period.¹

Mid-Year Population Change in Cannock Chase: No, Residents, 2011-2018



¹ All Population data sourced from Office for National Statistics, Population Estimates for the UK, England and Wales, Scotland and Northern Ireland: mid 2018 (June 2019); Office for National Statistics, Internal Migration by Local Authorities in England and Wales: mid-2018 (June 2019).

The main contributor to this population increase was internal migration – residential moves into the District by people from other local authorities. This generated a rise of 750 residents in Cannock Chase between June 2017 and June 2018.

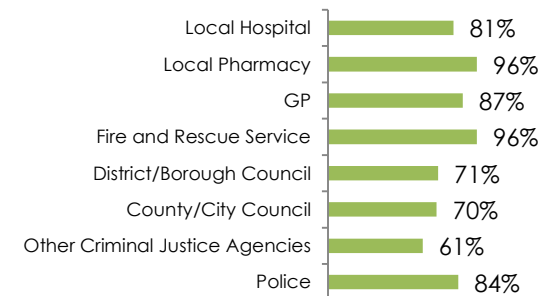
The majority of people who moved into Cannock Chase migrated from South Staffordshire and Lichfield. Data from the 2011 Census indicated that a significant proportion of residents from these neighbouring areas commuted into Cannock Chase for work. Residential moves into the District may be associated with employment or reflect the positive levels of housing affordability in Cannock Chase.

Resident Voice: Feeling the Difference and Cannock Chase Council's Website

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 2017 and September 2018. Across the four waves of the FtD Survey in this period

94% of respondents in Cannock Chase were satisfied with the local area. 66% of Cannock Chase respondents identified that the level of crime was the most important factor in making a good place to live, with 18% identifying that people using or dealing drugs was a significant problem in their area. Whilst 71% of respondents were satisfied with the overall level of service provided by the District Council, the highest rates of satisfaction were with GP services (87%), the Fire and Rescue Service (96%) and their local pharmacy (96%).²

Local Services: Percentage of Cannock Chase respondents very/fairly satisfied with the overall level of service provided by:



² Feeling the Difference public opinion survey via Staffordshire Observatory <https://www.staffordshireobservatory.org.uk/PublicVoice/what-local-people-think.aspx#.XRDqXsJYa70>

Personal Wellbeing in Cannock Chase

Analysis of personal wellbeing data by the Office for National Statistics (ONS) identifies that health, physical activity, education and employment are key factors affecting differences in ratings for well-being across local authorities in the West Midlands.³ Sample survey data from the Annual Population Survey indicates that life satisfaction and a sense that life is worthwhile was 'high' in Cannock Chase during March 2017 to March 2018. Following the decrease seen in 2016-2017, happiness has risen among the sample of Cannock Chase respondents to a rating within the ONS threshold for 'high' happiness. Self-reported anxiety among Cannock Chase respondents fell during 2017-2018 to within the ONS threshold 'low'.⁴

Deprivation in Cannock Chase

The English Indices of Deprivation 2019 (IoD 2019) measures relative levels of deprivation across the 32,844 lower super output areas (LSOAs) and 317 local

³ Office for National Statistics, Personal Well-Being in the UK: April 2017-March 2018 (September 2018).
⁴ It is important to note that estimates for anxiety in Cannock Chase are considered acceptable but not precise.

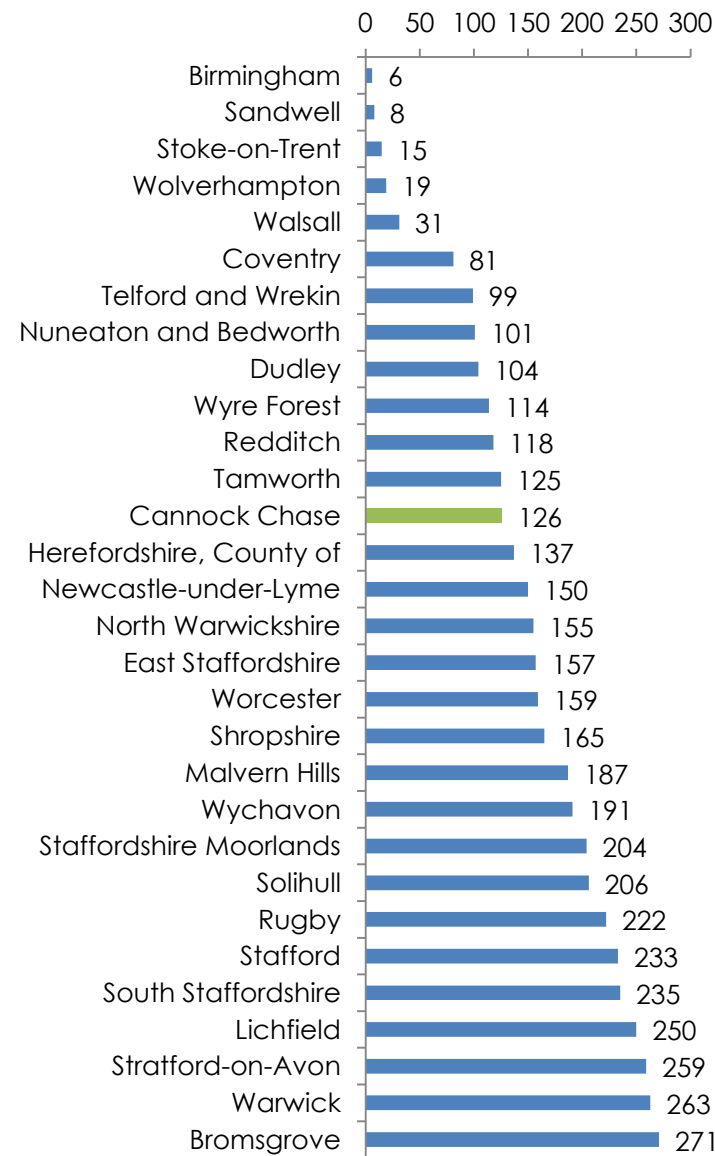
authority districts in England based on seven domains of deprivation: income, employment, education, health, crime, barriers to housing and services and living environment. The IoD 2019 'provides a place-based insight into deprivation' and ranks each of these geographies 'according to their level of deprivation relative to that of other areas'. The 317 local authority districts in 2019 are ranked from the most deprived (1) to the least deprived (317), with additional rankings of relative deprivation for each of the seven domains.⁵

Cannock Chase is ranked overall as the 126th most deprived local authority district in England. The chart to the right illustrates the ranking of all local authority districts in the West Midlands – Cannock Chase is ranked 13th most deprived in the Region.⁶

The following page features a map illustrating deprivation across the Cannock Chase Wards based on IoD 2019 data.

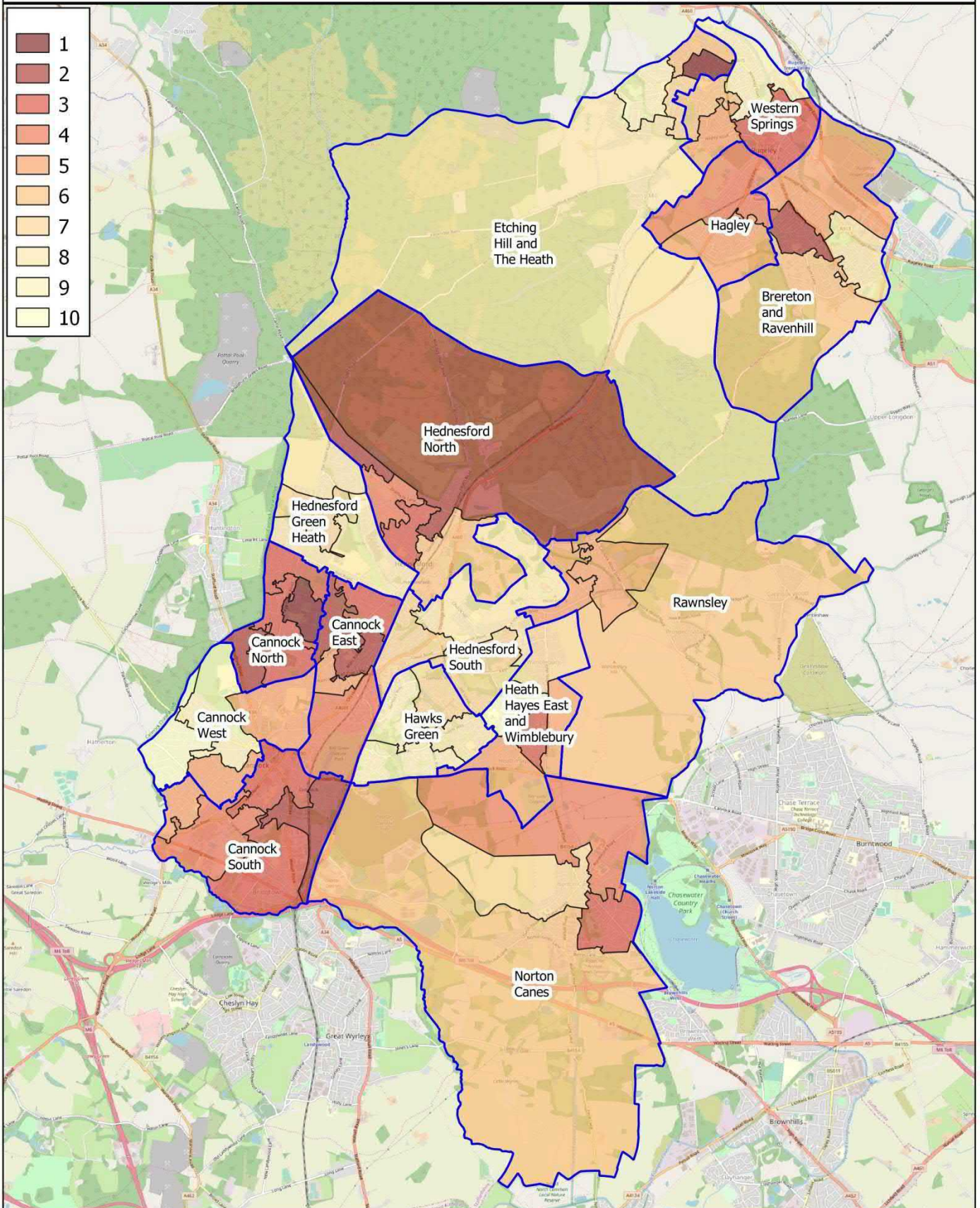
⁵ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) Statistical Release (September 2019).
⁶ Cannock Chase rankings for deprivation across the seven domains of the IoD 2019 are featured throughout this District Needs Analysis. Further detailed analysis of IoD 2019 data for Cannock Chase and the District's Wards will be produced later in 2019/2020.

Indices of Deprivation 2019: IMD – Rank of Average Rank, West Midlands (1=most deprived; 317=least deprived)



Cannock Chase Wards in the Index of Multiple Deprivation 2019

Deciles of Deprivation (1 = most deprived 10% of LSOAs nationally;
10 = least deprived 10% of LSOAs nationally)



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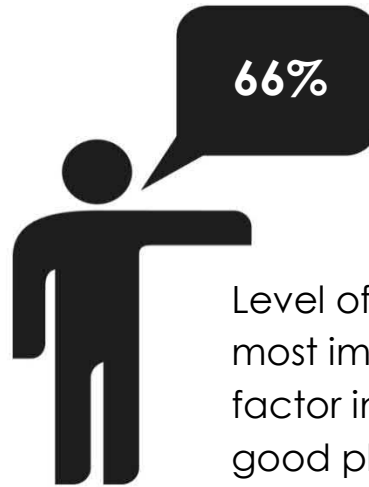
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Our District and Residents: Key Statistics



Mid-2018 Population Estimate
100,109 Persons



Level of crime most important factor in making a good place to live.

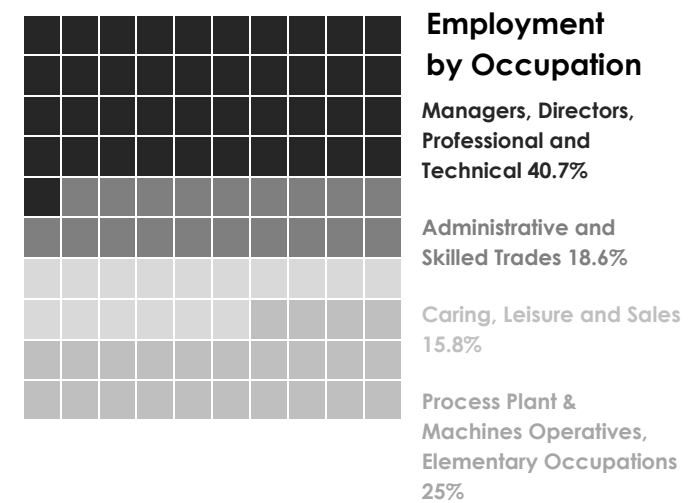
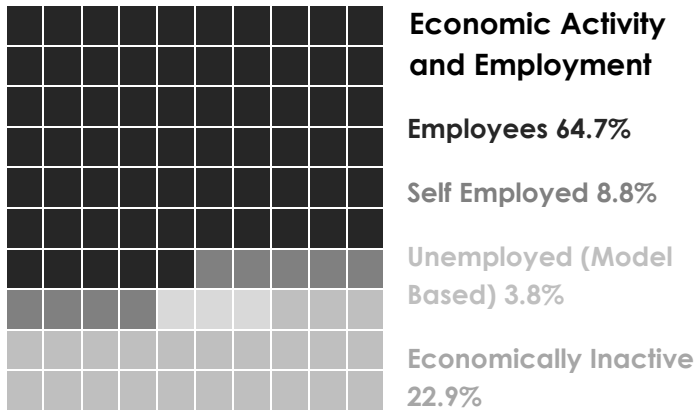


Life Satisfaction, Life Worthwhile and Happiness 'high' in Cannock Chase, 2017-2018

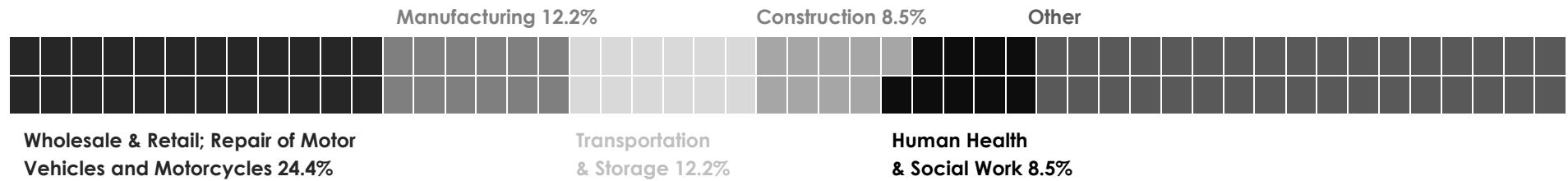


2. Promoting Prosperity

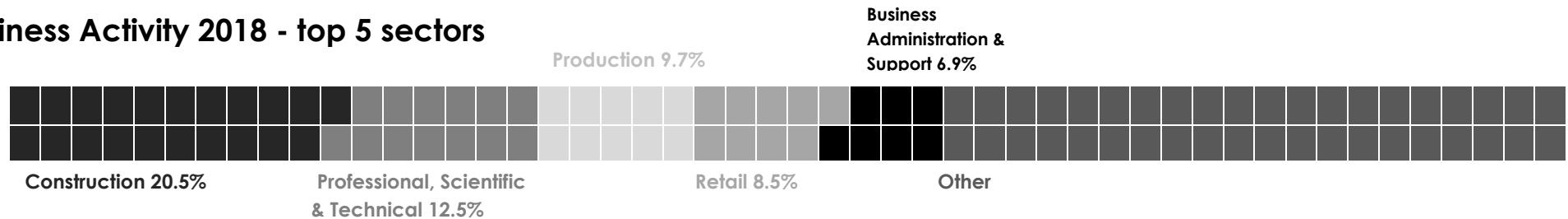
Cannock Chase jobs and businesses*



Employee Jobs 2017 – top 5 sectors



Business Activity 2018 - top 5 sectors



* All statistics relate to 2018 or 2017/18 unless otherwise stated. Please note that 100 cell tables don't always match to 1 decimal place exactly as data are typically rounded up to the nearest 1 if 5 or more, and down to the nearest 1 if <5. Source: Office for National Statistics.

Increasing Housing Choice

There are an estimated 42,000 households in Cannock Chase, projected to rise to 44,000 over the next decade to 2028 and to 46,000 by 2038. Reflecting population trends, the number of younger households is forecast to decrease, accompanied by a rise in the number of older-age households in which the eldest economically active person is aged 65 or over.⁷

The average house price in Cannock Chase was £184,688 in 2018. This was below the Staffordshire (£217,858), West Midlands (£227,456) and England (£297,447) averages. There were 1,584 residential property sales in Cannock Chase in 2018.⁸

At the end of March 2019 there were 5,145 local authority owned dwellings in Cannock Chase, the majority of which were one bedroom properties (2,209). 86 dwellings received work to prevent them from becoming non-decent in terms of

⁷ Office for National Statistics, 2016-based household projections for local authorities and higher administrative areas in England (September 2018); Office for National Statistics, Households Projections for England – Household Type Projections: 2016-based (December 2018). Please note that these are new statistics subject to revision and may change.

⁸ HM Land Registry, Average Prices and Volumes of Sales for Cannock Chase 2018 <http://landregistry.data.gov.uk/app/standard-reports>

Decent Homes Standard delivery in 2018-2019. Cannock Chase Council received 65 Right to Buy (RTB) applications during this period with 27 RTB sales completed.⁹

Cannock Chase Council's Strategic Land Availability Assessment (SHLAA) outlines a requirement of 5,300 dwellings for the District by 2028 with a managed delivery target of 200 dwellings per annum based on completions between 2006/07 to 2017/18 (3,304 dwellings). There were 625 net completions in 2017/18, exceeding the annual requirement.¹⁰

There were 70 new affordable homes built in Cannock Chase during 2018-2019.¹¹ It is possible to consider the affordability of housing in the District by comparing the average house price in the District to average income.¹² Comparing the

⁹ Local Authority Housing Statistics 2018-2019, courtesy of Housing Strategy Officer, Cannock Chase Council.

¹⁰ Cannock Chase Council, *Strategic Land Availability Assessment* (August 2018).

¹¹ Affordable Housing Delivery data, courtesy of Housing Strategy Officer, Cannock Chase Council.

¹² Average house price figures are based on data relating to 2018. The latest available data relating to average annual pay for all employee jobs is based on annual data ending in April 2018. 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, 2018 Provisional Results, Table

average house price in Cannock Chase for 2018 (£184,688) to the median gross annual pay for all employee jobs in the District in the tax year that ended in April 2018 (£23,806) indicates that the average house price is 7.8 times higher than average annual income. This was a smaller difference than at County (9.2), Regional (10) and National levels (12.3).¹³ The median private rent in Cannock Chase was £550 per month between September 2017 and September 2018 which was below the England average of £690 per month.¹⁴

Cannock Chase is ranked positively at 273 out of the 317 local authority districts in England for barriers to housing and services in the IoD 2019, where 317 is the least deprived. Cannock Chase is just outside

8.7a Annual Pay – Gross (£) for all employee jobs UK, 2018; HM Land Registry, Average Prices and Volumes of Sales for Cannock Chase 2018

<http://landregistry.data.gov.uk/app/standard-reports>. 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.

¹³ Whilst this is positive in terms of housing affordability in the District, it is important to note that some residents may have lower earnings which could impact on their access to home ownership in the District.

¹⁴ Local Government Association/Residential Analysts, *Understanding Local Housing Markets: Cannock Chase* (July 2019).

the least deprived 10% of local authority districts nationally for this domain which measures the physical and financial accessibility of housing and local services.¹⁵

Employment

79.6% of Cannock Chase residents aged 16-64 were economically active between April 2018 and March 2019. 75.7% were in employment which was above the West Midlands (73.8%) and Great Britain (75.4%) averages. The rate of claims for unemployment benefit in the District remained below the England average during this period and stood at 2% of residents aged 16-64 in July 2019.¹⁶

Of the 41,000 employee jobs in Cannock Chase in 2017, 28,000 were full-time and 13,000 part-time. The ratio of jobs to working-age population in Cannock Chase (0.74) was below the West Midlands (0.82) and Great Britain (0.86) averages in 2017. Continuing the trend seen in recent years, Wholesale and Retail Trade; Repair of Motor Vehicles and Motor Cycles provided the largest proportion of employee jobs in

Cannock Chase in 2017 at 24.4% of all employee jobs. This was the second highest proportion in the West Midlands and above the Great Britain average (15.2%).¹⁷ Experian data identifies that Wholesale and Transport was the industrial sector with the highest proportion of workforce jobs in the District in 2018. Indeed, the high level of growth in employee jobs in Cannock Chase has been attributed to 'the burgeoning wholesale and distribution sector in the District'.¹⁸ Manufacturing and Transportation and Storage both provided the second highest proportion of employee jobs in Cannock Chase in 2017 at 12.2% - a rate above the West Midlands and Great Britain averages for employee jobs in both industries.¹⁹

There were 37,866 private sector jobs in Cannock Chase in 2017. Private Sector employment has grown by 32.9% in the District since 2010 – a greater proportion of growth than Birmingham (21%).²⁰ 41.1% of

persons aged 16+ in employment in Cannock Chase were employed in SOC 2010 Major Group 1-3 occupations in the period April 2018-March 2019. Whilst this was below the West Midlands (42.3%) and Great Britain (46.8%) averages, the proportion of Cannock Chase residents working in these roles associated with higher skills and earnings has grown since 2017.²¹

Gross weekly pay for full-time workers living in Cannock Chase was £530.00 in 2018, close to the West Midlands average of £536.60 but below the Staffordshire average of £551.40 and Great Britain average of £571.10. Gross weekly pay for full-time workers employed in Cannock Chase was lower, at £496.00 in 2018 – around £40 below the West Midlands average and below the Great Britain average (£570.90).²²

Cannock Chase is ranked 89 out of 317 local authority districts in England for employment in the IoD 2019 where 1 is the most deprived and 317 the least deprived.

¹⁵ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) (September 2019).

¹⁶ Office for National Statistics via NOMIS Labour Market Profile for Cannock Chase, July 2019.

¹⁷ Office for National Statistics via NOMIS Labour Market Profile for Cannock Chase, July 2019.

¹⁸ Cannock Chase Council Economic Development Needs Assessment (April 2019).

¹⁹ Office for National Statistics via NOMIS Labour Market Profile for Cannock Chase, July 2019.

²⁰ GBSLEP KPI Report (November 2018), courtesy of Head of Economic Prosperity, Cannock Chase Council.

²¹ Office for National Statistics via NOMIS Labour Market Profile for Cannock Chase, July 2019.

²² Office for National Statistics via NOMIS Labour Market Profile for Cannock Chase, July 2019. This data is median earnings in pounds.

Employment deprivation is measured based on the proportion of the working age population in an area involuntarily excluded from the labour market. However, the District is ranked more positively for income with a ranking of 112 out of 317 based on the proportion of the population experiencing deprivation relating to low income.²³

Business and Industry

'In recent years Cannock Chase has seen prolonged job growth and inward investment, predominantly related to logistics, seeking to build on the benefits of the District's proximity to the regional and national highway network'.²⁴

2018 figures record the highest number of active business enterprises in Cannock Chase since 2012 with 3,385 enterprises active in the District. Enterprises in the Broad Industry Group Construction continued to dominate in 2018 with a growth of 4.5% - an increase of 30 enterprises since March 2017. Business enterprises in the Construction industry now comprise 20.5% of all enterprises, showing

an increase of 0.9% from 19.6% in 2017. Business enterprises in the Professional, Scientific & Technical sector (425, 12.6%) and the Production sector (330, 9.7%) were the second and third largest group of enterprises in the District respectively.²⁵

Of the 425 businesses born in Cannock Chase in 2016, 90.6% survived their first year. This was slightly lower than the Staffordshire rate of 92.5% for one-year survival of businesses and also below the West Midlands (92.3%) and Great Britain (91.6%) averages. However, the gap between the District rate and the Great Britain rate for five-year survival was only 0.3% in 2017.²⁶ The majority of Cannock Chase business enterprises (74.4%) had a small employment size band of up to four employees, whilst only 0.6% had an employment size band of more than 100 staff. Over 30% of business enterprises in Cannock Chase had a turnover of between £100,000 and £249,000 in March 2018.²⁷

²⁵ Office for National Statistics, UK Business: Activity, Size and Location (November 2018).
²⁶ Office for National Statistics, Business Demography, October 2018.
²⁷ Office for National Statistics, UK Business Size, Activity Location, November 2018.

Gross Value Added (GVA) in Cannock Chase was estimated at £1,832m for 2017 (figures in rounded £million). 2017 data indicates that Cannock Chase saw the highest annual GVA growth across all West Midlands Districts/Boroughs within the Greater Birmingham and Solihull LEP (GBSLEP) at 9.11%.²⁸ GVA per head in Cannock Chase was estimated at £18,441 in 2016 - below Staffordshire (£19,138), West Midlands (£21,823) and UK (£26,621) averages. This may be attributed to the proportion of residents commuting out of the District for work.²⁹ The Broad Industry Group GHI: Distribution, Transport, Accommodation and Food had the highest total GVA in Cannock Chase at £530m – 29.2% of the District's total GVA in 2016. This Group includes the sector Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles which

²⁸ Data courtesy of GBSLEP sourced from Office for National Statistics, Regional Gross Valued Added (Balanced) Local Authority by NUTS1 Region (December 2018).

²⁹ Cannock Chase Council, GVA for Cannock Chase (October 2018). Please note GVA figures are work-place based. GVA per head can therefore be misleading for areas where there are high levels of commuting. At the time of the 2011 Census, over 23,500 people living in Cannock Chase commuted out of the district for work and would therefore not be included in GVA estimates for the district but at the location of their workplace.

²³ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) (September 2019).

²⁴ Cannock Chase Council Economic Development Needs Assessment (April 2019).

typically provides the highest proportion of employee jobs in Cannock Chase.³⁰

Education, Skills and Qualifications

Cannock Chase had the lowest GCSE attainment across Staffordshire and across the West Midlands more widely in 2017-2018. 30% of pupils living in Cannock Chase achieved Grade 9-5 in English and Mathematics. This was considerably below the West Midlands (39.4%) and England (43.3%) averages for state-funded schools.³¹

In January 2018 12.3% of students in Cannock Chase were claiming free school meals. While this was lower than in 2017(12.6%), the proportion of FSM pupils in 2018 was the second highest in Staffordshire after Tamworth (13.8%). However, the Cannock Chase rate was below the West Midlands (15.5%) and England (13.2%) averages.³²

However, student destination data indicates that 95% of students who

completed Key Stage 4 went into sustained education or employment in 2016/17 which was slightly above the England average (94%). Of the 790 students who completed Key Stage 5, 87% moved into sustained education or employment in 2016/17 - 38% into Higher Education (NVQ Level 4+) and 29% into employment.³³ There were 670 Apprenticeship Starts in Cannock Chase during 2017-2018. The majority (330) of these were Advanced level apprenticeships and 280 starts were by students aged 25+. 8% of students who completed Key Stage 4 moved into sustained apprenticeships in 2016/17, similar to the 9% who started an apprenticeship after completing Key Stage 5.³⁴

3.8% of 18-24 year olds in Cannock Chase were claiming benefits for unemployment in July 2019. Whilst this rate has risen since the end of 2018 and was above the

³³ Department for Education, Destinations of Key Stage 4 and Key Stage 5 Students (October 2018). Data relates to 2016/17 destinations for the 2015/16 cohort. A sustained destination is defined as a continuous 6 month period in education, employment or apprenticeship.

³⁴ Department for Education, Apprenticeship Starts by Delivery in each Local Authority District by Provider and Level, 2017/2018 (ILR data); Department for Education, Destinations of Key Stage 4 and Key Stage 5 Students (October 2018). Data relates to 2016/17 destinations for the 2015/16 cohort.

Staffordshire average (3.0%), it is below the West Midlands average (4.6%) and the same as the Great Britain average (3.8%).

51.1% of people aged 16-64 in Cannock Chase were qualified to NVQ3+ level which is equivalent to 2 or more A Levels, advanced GNVQ and NVQ 3 in 2018. This was below the West Midlands estimate (51.9%) and the Great Britain estimate (57.8%) for the same period. 26.6% of people aged 16-64 had higher level qualifications of NVQ4+ in 2018 which was below the West Midlands (33.1%) and Great Britain (39.3%) averages.

Across the 7 domains of the IoD 2019, Cannock Chase is most deprived in the domain of education, skills and training which measures the lack of attainment and skills in the local population. Cannock Chase is ranked 37 out of 317 local authority districts for education deprivation, where 1 is the most deprived and 317 the least deprived. The District falls just outside the most deprived 10% of local authority districts nationally for this domain.³⁵

³⁵ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) (September 2019).

³⁰ Cannock Chase Council, *GVA for Cannock Chase* (October 2018)

³¹ Department for Education, *Key stage 4 and multi-academy trust performance 2018 (revised)* (January 2019).

³² Staffordshire County Council, *Cannock Chase Locality Profile Data Pack* (September 2018).

School Performance

The 'Attainment 8' score given to a school indicates how well pupils have performed in up to 8 qualifications including English, Maths, Sciences, History, Geography and languages at the end of Key Stage 4.

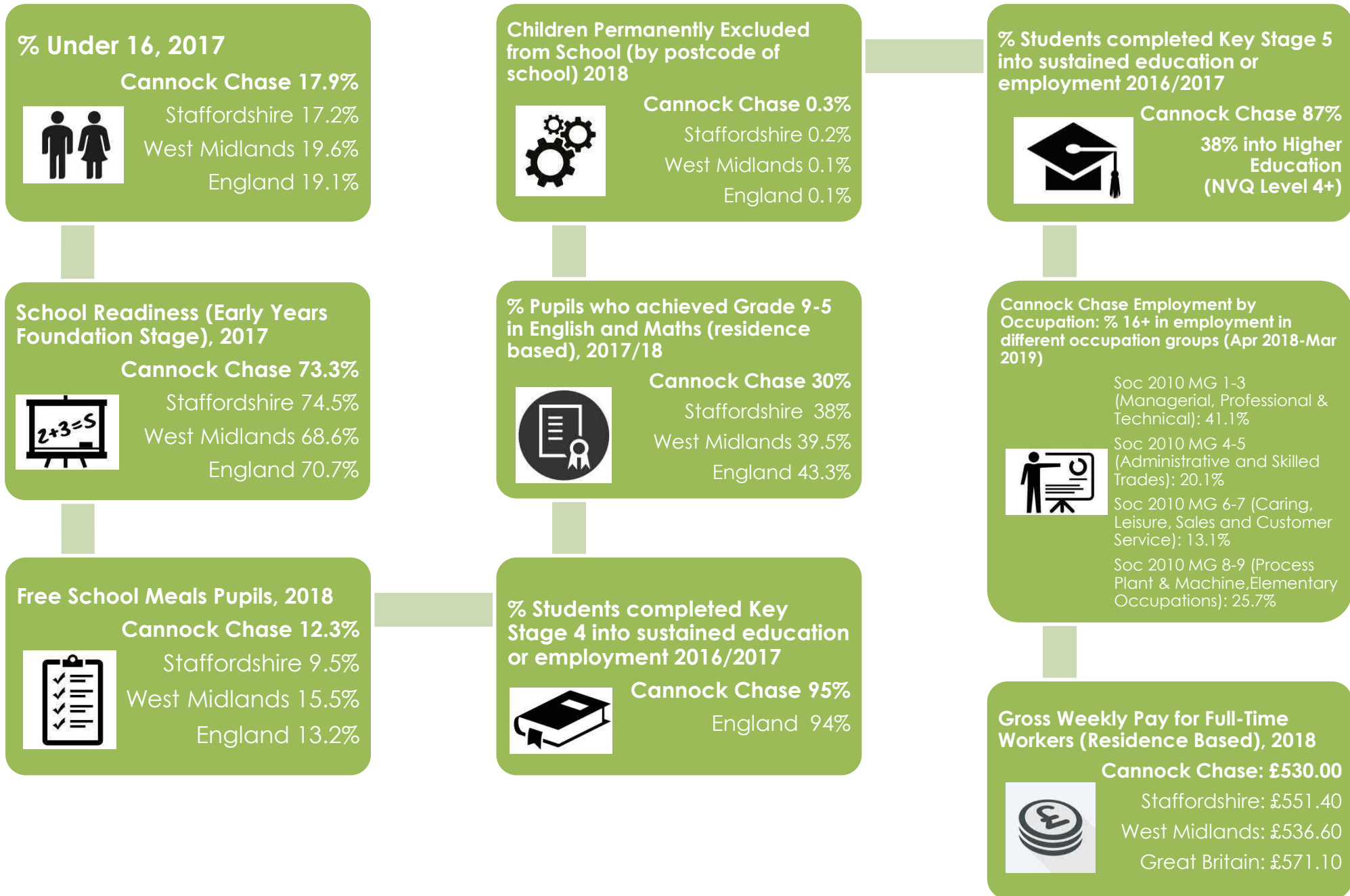
School	Attainment 8 Score, 2017/2018
Staffordshire University Academy	37.6 points
The Hart School	40.1 points
Cardinal Griffin Catholic College	45.3 points
Kingsmead School	43.5 points
Cannock Chase High School	42.3 points
Norton Canes High School	33.4 points
Local Authority Average	44.6 points
England Average	46.5 points

Data from the Department of Education records the average grade and points score which pupils achieved at A Level - Advanced level qualifications (Level 3) - across secondary schools in Cannock Chase in 2018.

School	Average Grade	Average Point Score
Staffordshire University Academy	D+	22.07
The Hart School	C	31.30
Cardinal Griffin Catholic College	C-	27.66
Kingsmead School	C	30.04
Cannock Chase High School	C	29.95
Norton Canes High School	D-	17.37
England All Schools and Colleges	C+	33.33

Source: Department for Education, School and College Performance <https://www.gov.uk/school-performance-tables> (accessed August 2019)

Education to Employment Pathway: Cannock Chase 2017-2018



Promoting Prosperity

Housing



£184,688
Average House Price
2018

5,145

Local Authority Owned Dwellings
March 2019



65 Right To Buy applications
received 2018-2019



70
New Affordable Homes Built
2018-2019



Average house price **7.8**
times higher than
average annual
income for all jobs
2018

Employment



79.6% aged 16-64
Economically
Active
2018-2019

75.7% in employment



Wholesale & Retail,
Manufacturing and
Transportation provided
highest proportion of
employee jobs, 2017 and 2018



37,866 Private Sector Jobs
2017
Growth of **32.9%** since 2010



2.0% residents aged
64 in receipt of out-of-
work benefits, July 2019

Business



3,385 active business
enterprises 2018

20.5% Construction
enterprises



74.4%
business enterprises
employed up to 4
employees, 2018



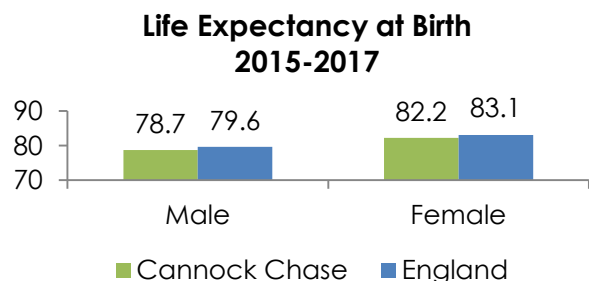
£530m
Distribution, Transport,
Accommodation and
Food = **29.2%** of
Cannock Chase's
total GVA 2016

3. Improving Community Wellbeing

Healthy and Active Lifestyles & Supporting Vulnerable People ³⁶

The IoD 2019 ranks Cannock Chase 106 out of the 317 local authority districts in England for health deprivation and disability where 1 is the most deprived and 317 the least deprived. The District is within the more deprived 50% of local authority districts for this domain which measures the risk of premature death and the impairment of quality of life through poor physical or mental health.³⁷

Life expectancy at birth in Cannock Chase was below the England average for both men and women between 2015 and 2017.



³⁶ For health-related data featured throughout this section, see Public Health England, Public Health Outcomes Framework

<https://fingertips.phe.org.uk/profile/public-health-outcomes-framework> (September 2019).

³⁷ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) (September 2019).

Men living in the most deprived areas of Cannock Chase had a life expectancy 6.9 years below that of their peers living in the least deprived areas of the District during 2015-2017. This was similar for women in Cannock Chase with those living in the most deprived areas of the District estimated to have a life expectancy shorter by 6.8 years.

74% of adults aged 18+ in Cannock Chase were classified as overweight or obese in 2017-2018. This increased by more than 4% from levels in 2016-2017 and is both above the England average (62%) and close to the highest in the West Midlands (Redditch 74.7%). The prevalence of excess weight (overweight and obesity) among Reception aged children (age 4-5) in Cannock Chase was 26.4% in 2017-2018. Whilst this fell from 27.6% in 2016-2017, prevalence remained above the England average of 22.4% in 2017-2018. Among Year 6 children (age 10-11), the prevalence of overweight and obesity increased from 36% in 2016-2017 to 37.1% in 2017-2018 and was similarly above the England average of 34.3%.

Data from Sport England indicates that levels of physical inactivity in Cannock Chase – the proportion of people doing

fewer than 30 minutes of physical activity per week - decreased during 2017-2018. 28.2% of respondents aged 16+ to the *Active Lives* survey identified as physically inactive in 2017-2018 compared to 34.8% in 2016-2017 – a fall of nearly 7% (6.6%). However, despite this annual decrease, physical inactivity in the District remains above the England average of 25.1%.³⁸ The proportion of adults meeting the recommended dietary guideline of 5-a-day fruit and vegetables on a usual day was 52.3% in Cannock Chase during 2017-2018. Although an increased from 50.4% in 2016-2017, this was below the England average of 54.8% in 2017-2018.

Smoking prevalence in adults aged 18+ is below the England average of 14.4% and the West Midlands Region average of 14.5% in Cannock Chase with 12.2% adults currently smoking in 2018. The rate of hospital admission episodes for alcohol-related conditions in the District was 812 per 100,000 persons in 2017-2018, considerably higher than the England rate of 632.

³⁸ Sport England, *Active Lives* survey November 2017/18 data

<https://www.sportengland.org/adultnov1718tables/> (April 2019).

Economic inactivity due to long-term sickness was above Regional and National averages in Cannock Chase during 2017-2018.³⁹ The gap in the employment rate between those with a long-term health condition and the overall employment rate was 15% in Cannock Chase during 2017-2018, above the England rate of 11.5%.

The proportion of the Cannock Chase population aged 65+ is forecast to increase by nearly a fifth by 2027 (19.8%), with a rise of 37.7% estimated in residents aged 85+.⁴⁰ This increase in older age people raises the profile of health conditions associated with older age, particularly dementia. Cannock Chase is a dementia-friendly District supported by the Cannock Chase Dementia Action Alliance formed in 2016. The estimated dementia diagnosis rate for people aged 65+ in the District in 2019 is 73.9% - above the England average of 68.7%.

Health related quality of life for older people in the District was below the England average in 2016-2017 when around 17.9% people aged 60+ were living

³⁹ Office for National Statistics, Annual Population Survey via NOMIS Local Authority Profile for Cannock Chase.

⁴⁰ Staffordshire County Council, Cannock Chase Locality Profile Data Pack (September 2018).

in income deprived households.⁴¹ 89% of people aged 65+ felt safe at night in Cannock Chase between November 2016 and April 2018 which was above the Staffordshire average of 85.6%⁴²

The 2011 Census revealed that a high proportion of Cannock Chase residents provided substantial amounts of unpaid care. In 2016-2017 62.2% of carers in the District identified that they had as much social contact as they would like. This was considerably higher than the Staffordshire (44.2%), West Midlands (36.9%) and England (35.5%) averages.⁴³

Safe and Secure Communities

The IoD 2019 ranks Cannock Chase 171 out of the 317 local authority districts in England for crime where 1 is the most deprived and 317 the least deprived. The District is within the least deprived 50% of local authority districts for this domain which measures the

⁴¹ Public Health England, Public Health Outcomes Framework

<https://fingertips.phe.org.uk/profile/public-health-outcomes-framework> (September 2019);

Staffordshire County Council, Cannock Chase Locality Profile Data Pack (September 2018).

⁴² Staffordshire County Council, Cannock Chase Locality Profile Data Pack (September 2018).

⁴³ Staffordshire County Council, Cannock Chase Locality Profile Data Pack (September 2018).

risk of personal and material victimisation at local level.⁴⁴

The total recorded crime rate in Cannock Chase was 70 per 1,000 in 2017/18. This was above the Staffordshire average of 62.9 but below the West Midlands (76.4) and England (83) averages. The rate of Anti-social behaviour in Cannock Chase was 31.4 per 1,000 in 2017/18 and was higher than the Staffordshire (26.3), West Midlands (27) and England (27.9) averages. Whilst the violent crime rate in the District (25.3 per 1,000) was also above County (21.7), Regional (22) and National (23.7) averages, the rate of alcohol-related crime fell from 5.5 per 1,000 in 2016/17 to 4.1 per 1,000 in 2017/18 and was below the Staffordshire and Stoke-on-Trent average of 4.8.⁴⁵

99% of Cannock Chase respondents to the Feeling the Difference Survey in 2017-2018 identified that they felt safe outside in their local area during daytime, although this fell to 86% after dark. Whilst 6% of respondents reported having been a victim of crime in the last 12 months, 17% felt likely to be a

⁴⁴ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) (September 2019).

⁴⁵ Staffordshire County Council, Cannock Chase Locality Profile Data Pack (September 2018).

victim of crime. This highlights the disparity between perceptions of crime and actual crime which may reflect residents' perceptions of community safety in their local area. 49% of respondents were satisfied with local visible police presence which was similar to the Staffordshire average (48%).⁴⁶

Attractive and Healthy Environments

The IoD 2019 ranks Cannock Chase 200 out of the 317 local authority districts in England for living environment where 1 is the most deprived and 317 the least deprived. The District is within the least deprived 50% of local authority districts for this domain which measures the quality of the local environment.⁴⁷

Promoting development on Brownfield (or previously developed) land is fundamental to sustainable land use, supporting socioeconomic regeneration and

protecting the environment.⁴⁸ 68% of dwellings were built on brownfield land in the District during 2018-2019.⁴⁹

Around 45.7% of household waste was sent for reuse, recycling and composting during 2018-2019. Continuing the trend of reduction since 2016/17, there were 366 incidents of fly-tipping reported during this period.⁵⁰

Cannock Chase Council has three air quality management areas ('AQMAs'), to address elevated nitrogen dioxide concentrations above national objectives primarily from road traffic sources. These locations are on the A5 Watling Street and A5190 Cannock Road, Heath Hayes. Air quality at these locations is showing some signs of improvement, although insufficient to revoke the AQMA status at the current time. Air Aware Staffordshire was launched in 2019 to raise awareness of the impact of poor air quality and influence commuting

behaviour for businesses and schools near to air quality management areas.⁵¹

⁴⁶ Feeling the Difference public opinion survey via Staffordshire Observatory
<https://www.staffordshireobservatory.org.uk/PublicVoice/what-local-people-think.aspx#.XRDqXsJYa70>

⁴⁷ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) (September 2019).

⁴⁸ Environment Agency, Brownfield Land Redevelopment, <http://www.environment-agency.gov.uk/research/library/position/41237.aspx>

⁴⁹ Information courtesy of, Planning Policy Officer, Cannock Chase Council, September 2019.

⁵⁰ Annual Performance Report 2018-2019 (June 2019), Cannock Chase Council.

⁵¹ Information courtesy of Pollution Control Officer, Cannock Chase Council.

Improving Community Wellbeing: Key Statistics



Life Expectancy 2015-2017

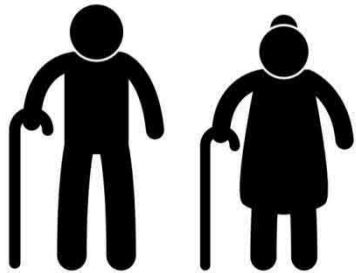
Males 78.7 Females 82.2
 England 79.6 England 83.1



Physical Inactivity 2017-2018

28.2% doing fewer than 30 mins of physical activity per week

Higher than England avg. of 25.1%



Ageing Population

19.8% rise in 65+ by 2027
 37.7% rise in 85+ by 2027



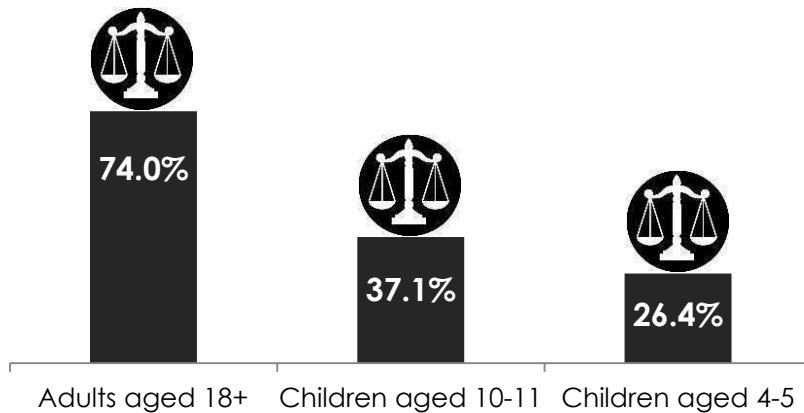
Crime and ASB

Total Recorded Crime rate per 1,000 2017/18 = 70

Antisocial Behaviour rate per 1,000 2017/18 = 31.4

86% feel safe after dark

Overweight and Obesity, 2017/18



45.7%

Household waste re-used, recycled and composted, 2018-2019

Keep in Touch and How to Contact Us

Thank you for reading this District Needs Analysis. For further information on the Council's Corporate Plan and services please get in touch using the contact information below.



Cannock Chase Council


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Tel: (01543) 462621

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www.cannockchasedc.gov.uk

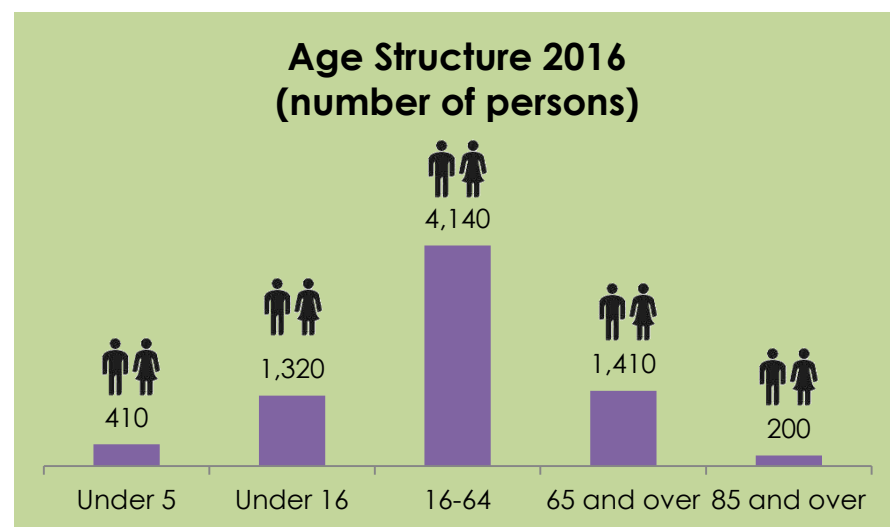
 **Search for 'Cannock Chase Life'**

 **@CannockChaseDC**

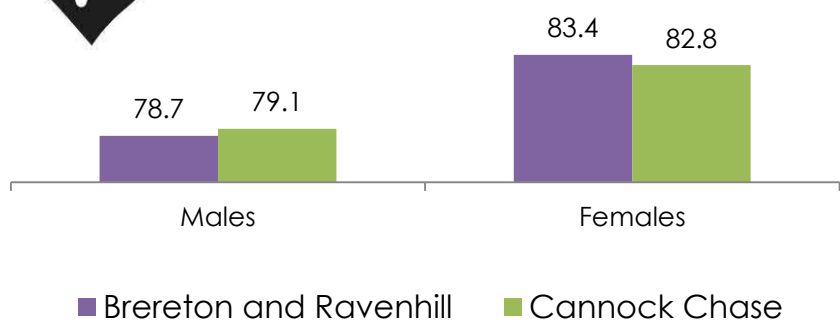
Brereton and Ravenhill



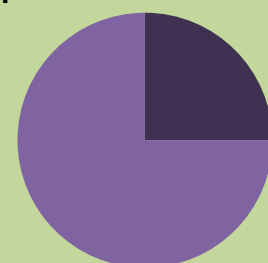
**Mid-2017
 Population Estimate
 6,922 persons**



Life Expectancy 2012-2016 (years)



Brereton and Ravenhill in the Index of Multiple Deprivation 2019

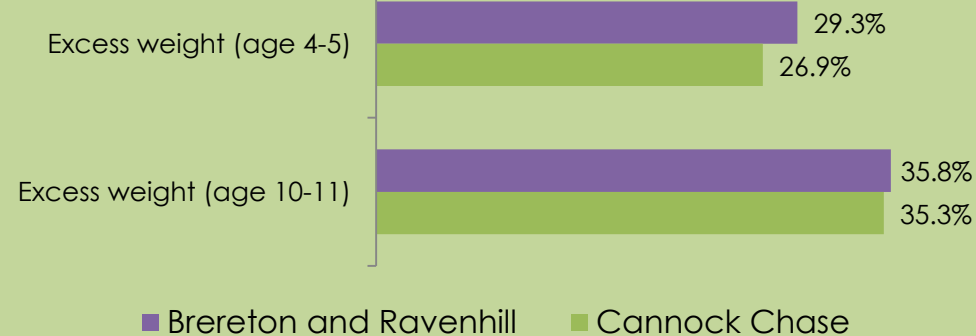


■ Most deprived 20% of LSOAs nationally

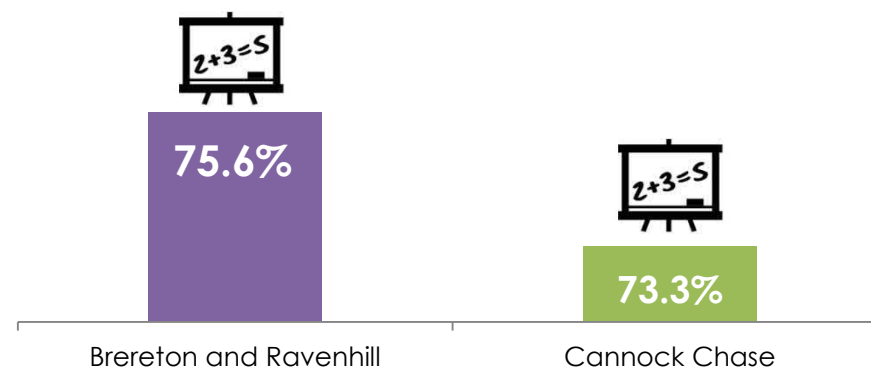
1 Lower Super Output Area (LSOA) in Brereton and Ravenhill is ranked within the most deprived 20% of LSOAs nationally.



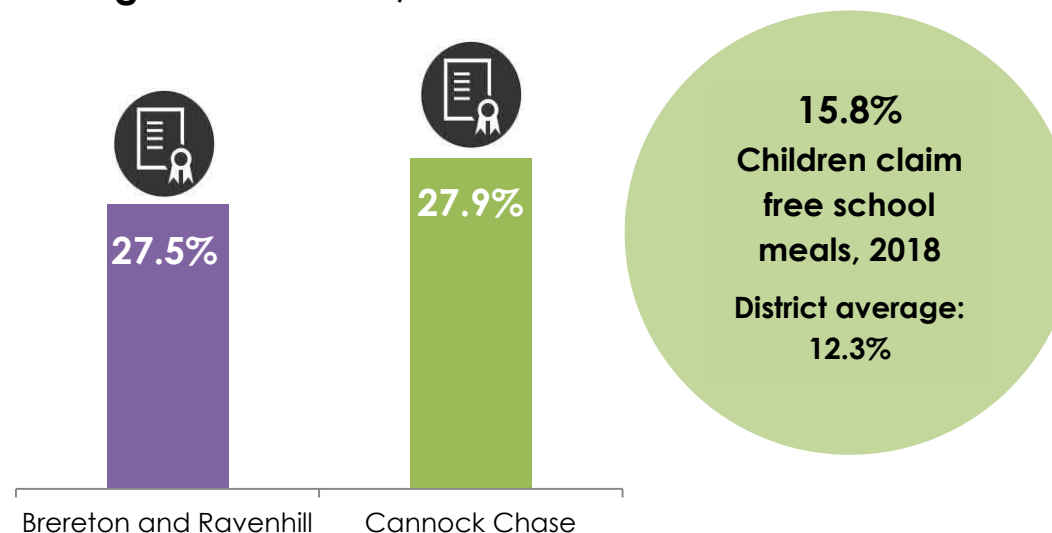
**Child Excess Weight
 2014/15-2016/17**



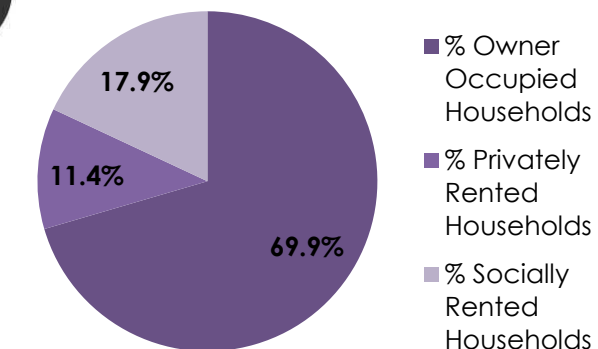
**School Readiness
 (Early Years Foundation Stage), 2017**



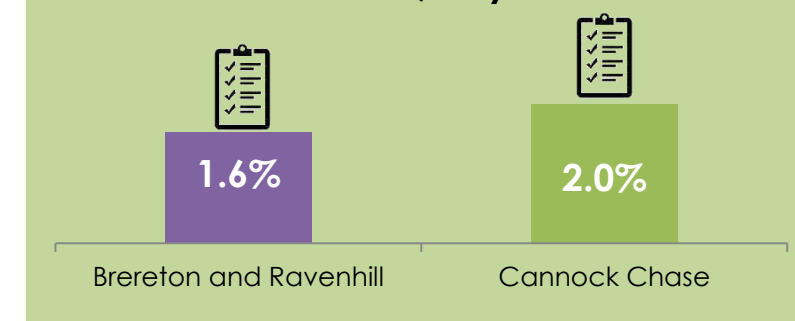
**GCSE:
 % Achieving Grade 5 or above
 in English and Maths, 2017**



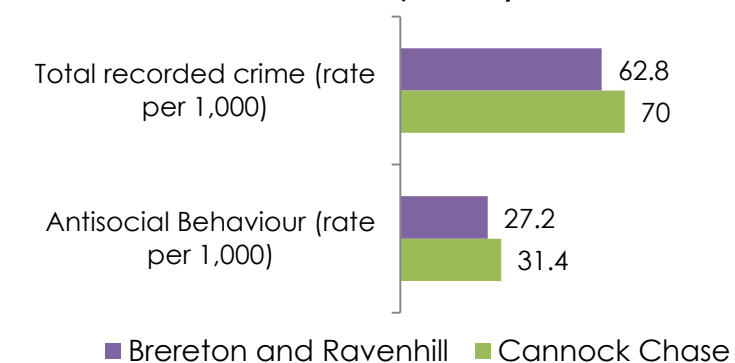
Housing Profile, 2011 Appendix 2



**Unemployment:
 ONS Claimant Count
 % 16-64, July 2019**



Crime and Antisocial Behaviour, 2017/18



Produced by Policy & Communications, September 2019 Sources: Office for National Statistics, Indices of Multiple Deprivation 2019 and Staffordshire County Council, Cannock Chase District Data Pack (September 2018). Please note percentage figures may not sum to 100% due to rounding.