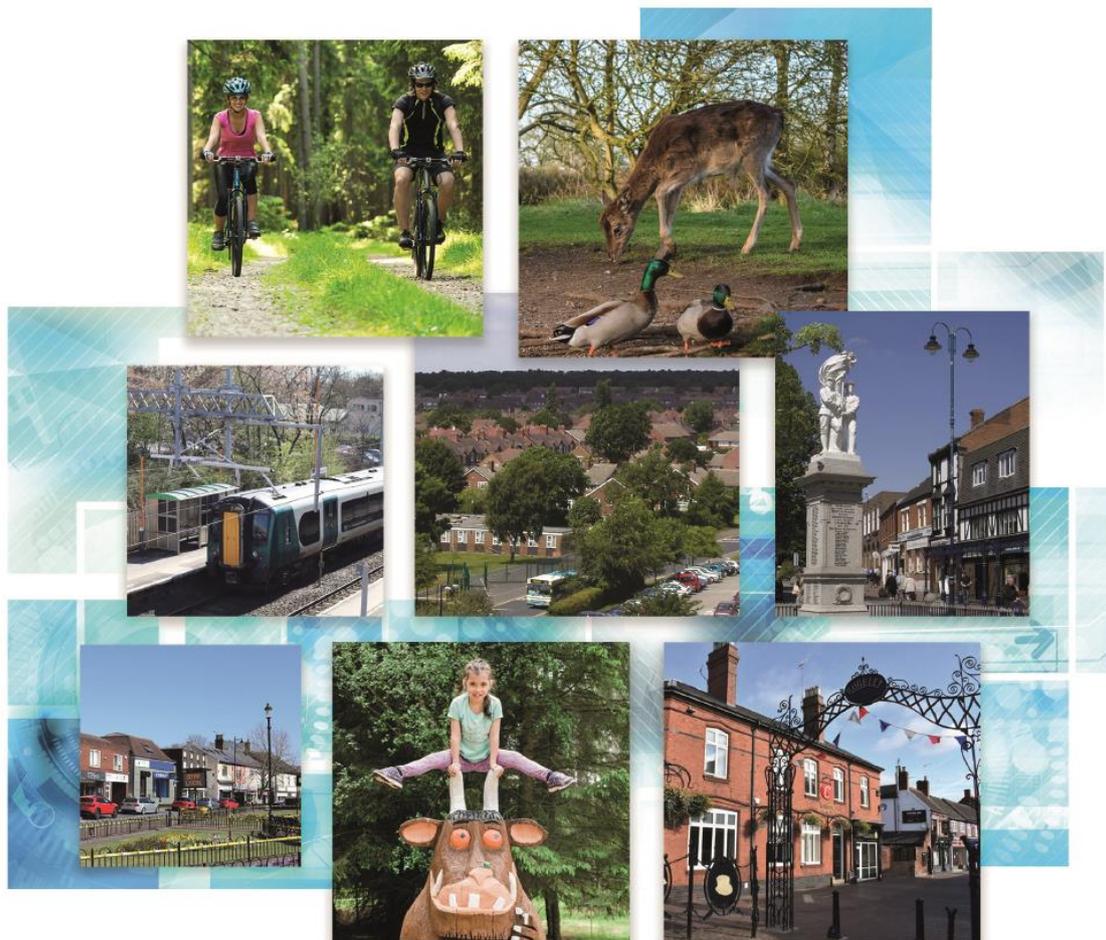


District Needs Analysis

2021



District Needs Analysis 2021

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All of the statistical information included in this document was current at the time of writing during March 2021. 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 2021-2024. The document 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 or aggregated using different methods. 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.

The District Needs Analysis and Cannock Chase Council's Corporate Plan 2021 -2024

The District Needs Analysis provides key socioeconomic information about Cannock Chase which relates thematically to the priorities and strategic objectives identified in Cannock Chase Council's Corporate Plan 2021-2024. The Corporate Plan outlines the following priorities for the District:

- Supporting Economic Recovery
- Supporting Health and Wellbeing
- Financially Resilient Council

This document concentrates on statistical information about the Cannock Chase District and its residents. Therefore there is little content included which relates to the third corporate priority focused on the financial actions of Cannock Chase Council. However, the document does highlight key socioeconomic issues across the District which may inform how the Council approaches service delivery in the future.

Contents

1. Our District and Residents	4
1.1 COVID-19 in Cannock Chase	4
1.2 Population and Households	6
2. Supporting Health and Wellbeing	9
2.1 Health Inequalities	9
2.2 Healthy and Active Lifestyles	10
2.3 Supporting Vulnerable Communities	13
2.4 Environmental Health	16
3. Supporting Economic Recovery	18
3.1 Economic Activity and Employment	18
3.2 Cannock Chase Business, Economy and Skills	23
3.3 Affordable Housing	29

1. Our District and Residents



1.1 COVID-19 in Cannock Chase

Like many local authority districts across the UK, Cannock Chase has experienced social and economic impacts resulting from the global coronavirus pandemic. The COVID-19 pandemic was declared by the World Health Organisation on 11 March 2020 with a national lockdown enforced by the UK Government on 23 March 2020. This required businesses, including non-essential retail, to close and residents to stay at home for all but essential travel. In November 2020 and again in January 2021 further national lockdown measures were taken after a rapid increase of coronavirus cases and consequent hospitalisation caused increased pressure on the NHS. At the time of writing in March 2021 Cannock Chase had recorded 6,997 confirmed cases of COVID-19 and, very sadly, 281 coronavirus-related deaths across the District. 41,000 people in the District had received their first dose of vaccination against coronavirus by 14th March 2021 with this number expected to increase rapidly as vaccine rollout moves forward.

Socio-economic impacts of COVID-19

Beyond the health impacts of the pandemic, lockdown has had a detrimental economic impact on trade, workforce and turnover for businesses forced to close, particularly in sectors such as retail, hospitality and arts entertainment. Lockdown has also had a major social impact on the lives of residents in Cannock Chase, with restrictions imposed on people mixing outside their own household as well as the closure of schools and hospitality venues.

During summer 2020 Staffordshire County Council surveyed 399 residents in the District about the impact of the COVID-19 pandemic on their lives. 63% of respondents identified that the pandemic had a negative impact, with the most significant negative being 'not seeing friends and wider family' – a factor which was recognised by 80% of respondents. However, respondents also identified positive impacts such as enjoying more time outdoors in their local area (50%), as well as being able to work from home (50%) and spend more time with immediate family and children (47%).¹

¹ Cannock District Covid-19 Response table from the Covid-19 Residents' Survey, conducted by Staffordshire County Council in summer 2020.

Amongst those who felt the most significant impact of the pandemic were people identified to be Clinically Extremely Vulnerable and required to shield within their households. During the summer of 2020 4,700 vulnerable residents were contacted by Cannock Chase Council and offered assistance through the Council's Community Vulnerability Hub. Work to support these people involved the efforts of many third sector organisations and community volunteers. COVID-19's impact on galvanising community voluntary action is evident in Staffordshire's COVID-19 Resident Survey, with 50% of respondents in Cannock Chase recognising that they had provided help or support to others in the local community.² By March 2021 6,500 local people were identified by the NHS as Clinically Extremely Vulnerable. Of these, the Hub is in frequent contact with 165 people, offering practical support and social contact. These contacts have also been used to assess the extent of vaccination rollout to clinically vulnerable people across the County.³

Key Workers in Cannock Chase



During 2019 28.6% of people in employment in Cannock Chase were classed as 'Key Workers'. This was the second lowest proportion across the eight Staffordshire districts and similar to proportions in East Staffordshire (28.8%) and Newcastle-under-Lyme (28.1%).

Poverty, Deprivation and COVID-19

Research has recognised the disproportionate socioeconomic impact of the coronavirus pandemic on the most deprived communities, with those living in poverty experiencing the worst health and economic outcomes. Statistics relating to deaths from COVID-19 published by the Office for National Statistics in June 2020 identified that 'people living in more deprived areas have continued to experience COVID-19 mortality rates more than double those living in less deprived areas'.⁴ Alongside experiencing higher rates of infection and mortality, people working in lower-paid and less secure employment have faced particular economic hardship resulting from the UK Government lockdowns. At the time of writing, a considerable proportion of the population both employed and self-employed, remain reliant on

² Cannock District Covid-19 Response table from the Covid-19 Residents' Survey, conducted by Staffordshire County Council in summer 2020.

³ Information courtesy of Policy & Performance Officer, Cannock Chase Council.

⁴ ONS, Deaths involving COVID-19 by Local Area and Socioeconomic Deprivation: Deaths Occurring between 1st March and 31st May 2020, June 2020.

Government support with concern over the economic outcomes for these people once Government support schemes are closed. In March 2021 Staffordshire County Council reported that, alongside Tamworth, Cannock Chase had the highest proportion of residents reliant on Government support in the County. 22% of residents in the District were in receipt of out-of-work benefits (including Universal Credit), the Coronavirus Job Retention Scheme or the Self-Employment Income Support Scheme.⁵

1.2 Population and Households



Population

Between 2018 and 2019 the population of Cannock Chase rose by 0.65% to 100,762 residents. The working age population aged 16-64 comprised 62.9% of the population, slightly above the West Midlands (61.7%) and England (62.4%) averages. 19.2% of the population of Cannock Chase were aged 65+ in Mid-2019 which was higher than the West Midlands (18.6%) and England (18.4%) averages.⁶ Population density in the District – the number of people per square mile – was the second highest in Staffordshire after Tamworth (2486 ppsqm) in 2019 at a rate of 1277 people per square mile. This reflects the largely urban, commercial and residential environment of Cannock Chase District.⁷

What has caused population growth in Cannock Chase?



Since mid-2014 Cannock Chase has experienced an increase of 2.3% in population with a higher proportion of births than deaths. However, the most numerically significant contributor to population growth has been internal migration – residential moves into the District by people from other local authorities. A large number of people who have moved into Cannock Chase in recent years migrated from South Staffordshire, Lichfield and Walsall.¹

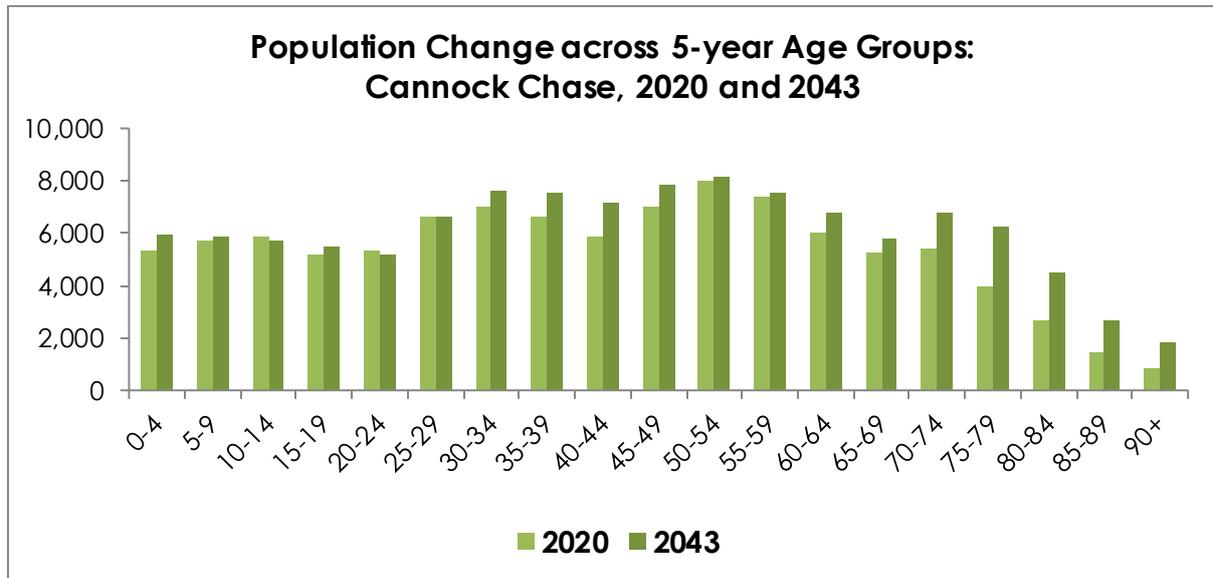
2018-based population estimates project that the District's population will rise to 115,178 residents by 2043. The chart below illustrates how the age of the

⁵ Staffordshire County Council, Economic Bulletin March 2021.

⁶ Office for National Statistics, Mid-2019 Population Estimates (June 2020).

⁷ Office for National Statistics, Population Profiles for Local Authorities in England (December 2020).

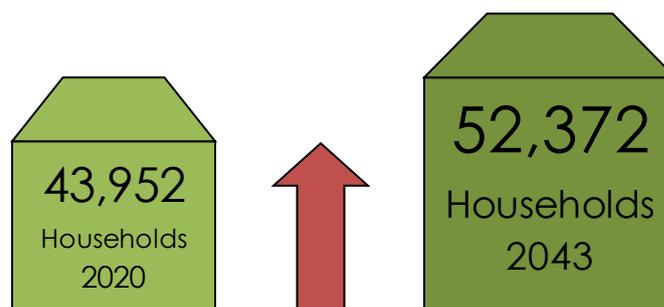
population is forecast to change during this period, with a rise in the proportion of older residents, particularly those aged 70+.⁸



Source: Office for National Statistics, 2018-Based Population Projections for Local Authorities: Table 2 (March 2020).

Households

2018-based projection forecasts indicate that the number of households in the District will rise to 52,372 by 2043. The number of households in Cannock Chase is estimated to rise by 21.8% between 2018 and 2043 – the highest increase in Staffordshire, but closely followed by East Staffordshire (20.8%) and Stafford (20.7%).⁹



Source: Office for National Statistics, Household Projections for England: 2018-Based (June 2020).

Household-type is also projected to change by 2043, reflecting the trend of an ageing population. Whilst the number of households across the majority of

⁸ Office for National Statistics, 2018-Based Population Projections for Local Authorities: Table 2 (March 2020).

⁹ Office for National Statistics, Household Projections for England: 2018-Based (June 2020).

age groups is expected to rise, the number of older-age households is forecast to see particular growth in the District. Households with a household reference person aged 75-84 are projected to increase by 78.8% in the period 2018-2043, whilst households with a household reference person aged 85+ are expected to increase by almost 100% (99.9%). The projected rise in one person households, particularly one person female households, could again reflect the impact of ageing on population and household demographics in the District.¹⁰

Personal Wellbeing



Analysis of personal wellbeing data by the Office for National Statistics (ONS) is based on sample survey data from the Annual Population Survey. This indicates that life satisfaction and a sense that life is worthwhile, as well as happiness, increased in Cannock Chase during the period 2019/2020 compared to data for 2018/2019. However, in contrast to the trend seen in recent years, self-reported anxiety increased among respondents in 2019/2020 although this remained within the ONS threshold 'low'. ONS has identified that health, physical activity, education and employment are key factors affecting differences in ratings for well-being across local authorities in the West Midlands.¹¹

¹⁰ Office for National Statistics, Household Projections for England: 2018-Based (June 2020).

¹¹ Office for National Statistics, Personal well-being estimates by Local Authority (July 2020); Office for National Statistics, Personal Well-Being in the UK: April 2017-March 2018 (September 2018). It is important to note that estimates for anxiety in Cannock Chase are typically considered acceptable but not precise. Please note that the data here relates to the period April 2019-March 2020 and therefore does not include much of the period covered by the coronavirus pandemic.

2. Supporting Health and Wellbeing

Cannock Chase experiences a range of health inequalities which impact on the welfare of the District and its residents. Life expectancy at birth and at age 65 was below the national average during 2017-2019, with inequalities in health and life expectancy related to deprivation across the District.¹²

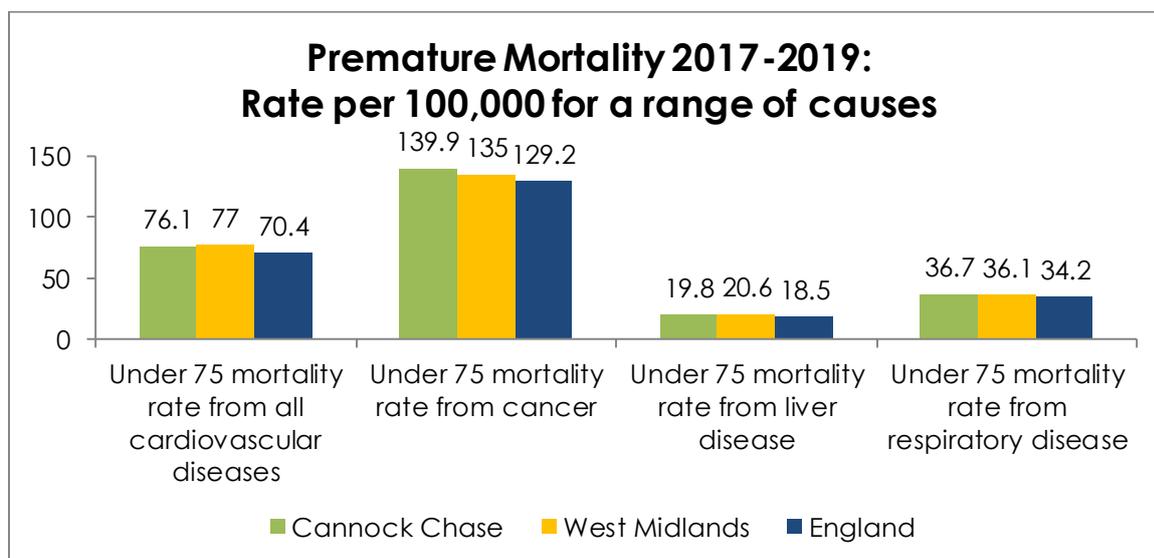
The Indices of Deprivation 2019 illustrates that a number of neighbourhoods in Cannock Chase were amongst the 10% and 20% most deprived nationally in relation to health in 2019.¹³ Mental and physical health in Cannock Chase, particularly in terms of overall health status, is ranked in the Thriving Places Index 2020 as 'low' and below the England average.¹⁴

2.1 Health Inequalities



Premature Mortality and Long-Term Health Issues

Under-75 mortality rates for cardiovascular disease, cancer, liver disease and respiratory disease in the District were all above the England average in 2017-2019.¹⁵



Source: Public Health England, Public Health Outcomes Framework – At a Glance Summary: Cannock Chase.

¹² Public Health England. Public Health Outcomes Framework [December 2020 and March 2021] <https://fingertips.phe.org.uk/profile/public-health-outcomes-framework> © Crown Copyright 2021. All Public Health England data throughout this document is taken from this source.

¹³ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) Statistical Release (September 2019).

¹⁴ Centre for Thriving Places, Thriving Places Index, 2020.

¹⁵ Public Health England, Public Health Outcomes Framework - At a Glance Summary: Cannock Chase

Health Inequalities and Employment

Data suggests that health issues among working-age people do not have a disproportionately adverse impact on participation in the labour market. The gap in the employment rate between those with a long-term health condition and the overall employment rate among those aged 16-64 was below the West Midlands average (9.87%) and the England average (10.6%) at a rate of 6.67% in 2019.¹⁶

2.2 Healthy and Active Lifestyles



Obesity and Excess Weight

Obesity in both children and adults is linked to serious health conditions such as diabetes, hypertension, coronary heart disease, cancer and stroke as well as mental health issues such as low self-esteem and depression which can have a detrimental impact on educational attainment and employment.¹⁷ Public Health England reported in July 2020 that 'the COVID-19 pandemic has brought the health crisis caused by overweight and obesity to the fore'. Research has identified that people with a Body Mass Index above 40 are more likely to become seriously unwell with COVID-19 and has emphasised the importance of tackling the socioeconomic factors which increase the risk of developing obesity.¹⁸

70% of adults 18+ in Cannock Chase were overweight or obese in 2018-2019, above the West Midlands average (65.6%) and England average (62.3%). The percentage of adults classed as overweight or obese in Cannock Chase was close to the highest in the West Midlands (Walsall, 73.2%) and was the highest in Staffordshire, followed by Tamworth with a rate of 69.5%.¹⁹

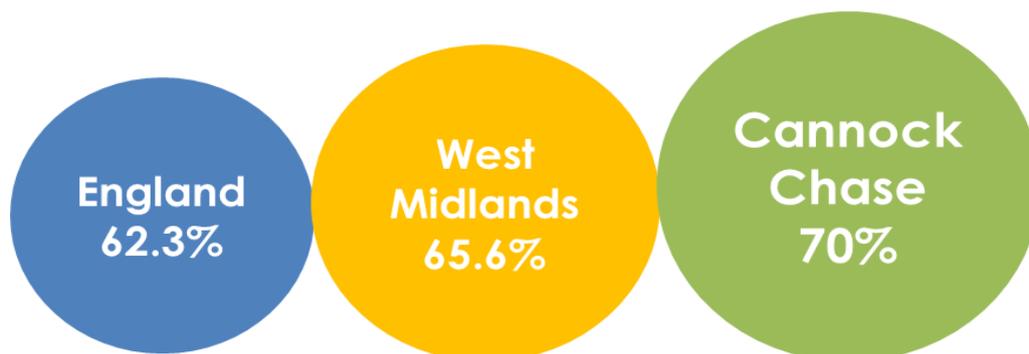
¹⁶ Public Health England, Public Health Outcomes Framework - At a Glance Summary: Cannock Chase.

¹⁷ <https://www.nhs.uk/conditions/obesity/>

¹⁸ Elisabeth Mahese, 'COVID-19: Why are age and obesity risk factors for serious disease?' *BMJ* (October 2020) <https://www.bmj.com/content/371/bmj.m4130>; 'COVID-19: England's obesity strategy will fail without tackling social factors, warn doctors' *BMJ* (July 2020) <https://www.bmj.com/content/370/bmj.m2994>; Professor Rachel Batterham, 'Health Inequalities and Obesity', Royal College of Physicians (October 2020) <https://www.rcplondon.ac.uk/news/health-inequalities-and-obesity>

¹⁹ Public Health England, Public Health Outcomes Framework, December 2020.

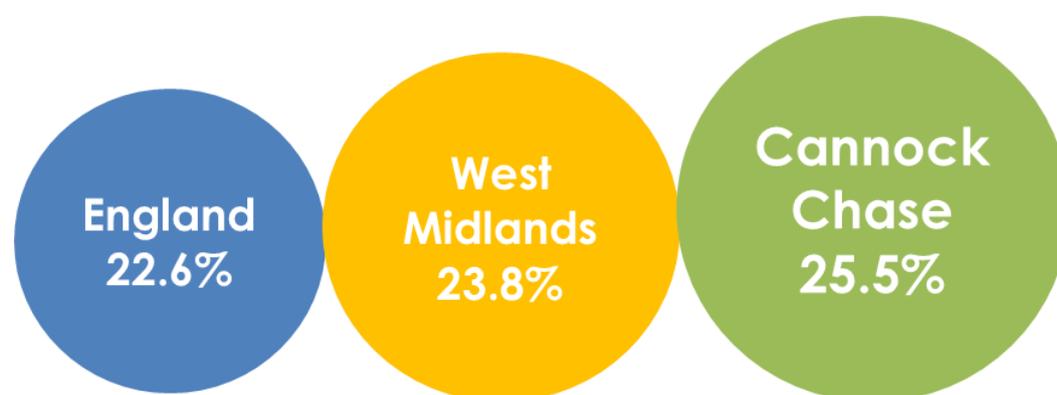
Percentage of Adults 18+ Overweight or Obese, 2018/2019



Source: Public Health England and Sport England

The proportion of children in Reception year (age 4-5) measured by the National Child Measurement Programme to have excess weight also exceeded regional and national averages during the period 2017/18-2019/20. 25.5% of children within this age range in Cannock Chase were measured to have excess weight, the sixth highest proportion in the West Midlands. However, the proportion of Reception-age children identified to be obese was close to the England average of 9.7% at 9.9%.²⁰

Excess Weight: Reception Students (Age 4-5) 2017/18-2019/20



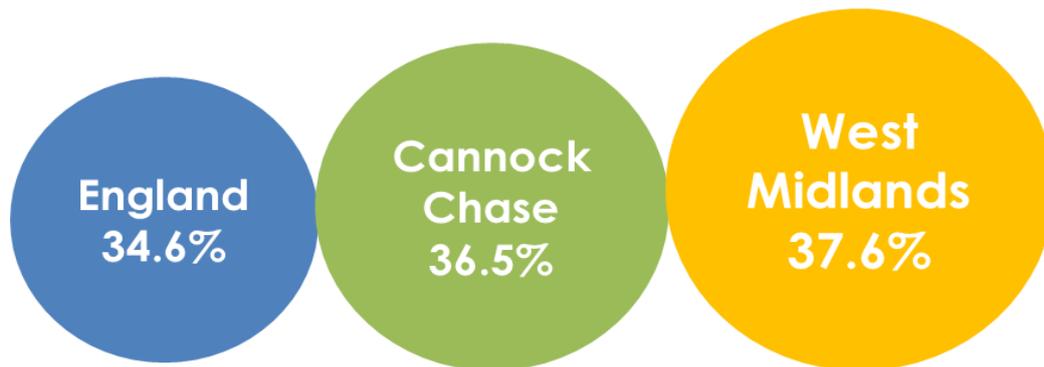
Source: Public Health England; National Child Measurement Programme

The proportion of children in Year 6 (age 10-11) measured to have excess weight in 2017/18-2019/20 fell below the regional average but was the 10th

²⁰ Data for child obesity is collected via the National Child Measurement Programme (NCMP). Due to the coronavirus pandemic, this programme was paused in March 2020 which resulted in underrepresented data for 2019-2020. Public Health England advise that this single year data should be interpreted with caution. Data relating to child excess weight featured here is based on a three-year average covering 2017/18-2019/20 which is considered to be reliable even given the small amount of data for 2019/20.

highest out of 30 West Midlands Region Local Authority Areas and the highest in Staffordshire. The District rate of 36.5% was also above the England average of 34.6% during this period. Obesity as a single measure among Year 6 students was slightly above the England level of 20.4% at 21.7% but below the West Midlands average of 23.1% during this period.²¹

Excess Weight Year 6 Students (Age 10-11) 2017/18-2019/20



Source: Public Health England; National Child Measurement Programme

Healthy Lifestyle



Measures related to diet and lifestyle also indicate that eating behaviours and smoking prevalence could contribute to poorer health outcomes in Cannock Chase. The proportion of adults aged 16+ consuming the recommended '5-a-day' fruit and vegetables was below 50% in Cannock Chase during 2018/19 at 47.5%, falling below the West Midlands average of 51.5% and the England average of 54.6%.²²

Smoking prevalence in adults aged 18+ was above the England average of 13.9% in Cannock Chase during 2019 with a local rate of 17.6% based on data from the ONS Annual Population Survey. The proportion of pregnant women who were smoking at the time of delivery was 14.1% in Cannock Chase in 2019/20 - above both the regional average of 12.1% and the national average of 10.4%.²³

²¹ Public Health England, Public Health Outcomes Framework, December 2020.

²² Public Health England, Public Health Outcomes Framework, December 2020.

²³ Public Health England. Please note that estimates from the GP Patient's Survey may differ from results based on the Office for National Statistics Annual Population Survey.

Physical Inactivity

Alongside relatively high rates of excess weight and obesity, rates of physical inactivity in Cannock Chase continued to exceed the England average during 2019-2020. The Sport England Active Lives survey identified that 27.8% of adults aged 16+ were physically inactive during May 2019 to May 2020, doing less than 30 minutes of physical activity per week. This rate of physical inactivity was above the England average (25.5%).²⁴



Analysis by Sport England identifies that, nationally, 'the overall number of regularly active adults did fall due to the disruption caused by the pandemic' during March 2020 - May 2020, although lockdown did result in 'large numbers of adults switching into alternative activities' for exercise.²⁵ It is positive that results from Staffordshire County Council's COVID-19 Resident Survey identified that, as a result of the pandemic, around 50% of respondents in Cannock Chase wanted to increase their exercise levels and eat more healthily.²⁶



2.3 Supporting Vulnerable Communities

Around 13.1% of residents in Cannock Chase were identified to be living in the most deprived national quintile in the Indices of Multiple Deprivation 2019, spread disproportionately across the District.²⁷ A number of Wards were identified as having no residents living in the most deprived national quintile, whilst others - such as Cannock North and Cannock East - were recognised to have around 36%-41% of residents living within the most deprived 20% of neighbourhoods nationally.²⁸ Deprivation can relate to socioeconomic factors such as income and employment, as well as health inequalities and access to housing and services. Alongside older-age residents and children and young people, the Community Safety Strategic Assessment (CSSA) for Cannock Chase recognises that vulnerable persons and communities include

²⁴ Sport England, Active Lives Adult Survey May 2019/20 Report (October 2020).

²⁵ Sport England, Active Lives Adult Survey Mid-March to mid-May 2020 Coronavirus (COVID-19) Report (October 2020).

²⁶ Cannock District Covid -19 Response table from the Covid-19 Residents' Survey, conducted by Staffordshire County Council in summer 2020.

²⁷ Staffordshire County Council, Children's Joint Strategic Needs Assessment: Ward Data Tables, February 2020.

²⁸ Staffordshire County Council, Children's Joint Strategic Needs Assessment: Ward Data Tables, February 2020.

those experiencing issues with alcohol, drugs, safeguarding and mental health.²⁹

Health Inequalities and Vulnerable Communities

The 2011 Census indicates that 20.7% of residents in the District experienced a long-term limiting illness which was above the England average of 17.6%. Long-term limiting illness has a disproportionate impact on older residents with the prevalence of long-term limiting illness increasing among residents aged 65 and over which illustrates the vulnerability of older age groups to health inequalities.³⁰ The Indices of Deprivation 2019 ranked Cannock Chase as 84th most deprived out of 317 local authorities nationally in terms of income deprivation affecting older residents aged 60+. This ranking highlights that, beyond health inequalities, older people living in the District may be vulnerable to economic hardship affecting their wellbeing.³¹

Mental Health and Vulnerable Communities



The CSSA for the District identifies that a proportion of adults and children in Cannock Chase experience mental health difficulties. The Assessment recognises that adults experiencing mental health inequalities often have links to other vulnerabilities such as alcohol and drug use as well as socioeconomic challenges ranging from social isolation to the risk of criminal exploitation.³²

Public Health England reports that rates for suicide among those aged 10+ during 2017-2019 were above the regional and national averages in Cannock Chase at a rate of 13.4 per 100,000 people compared to 10.2 in the West Midlands and 10.1 nationally. The rate of emergency hospital admissions for intentional self-harm in the District during 2019/20 was at a rate of 248.2 per 100,000 – higher than in the West Midlands (189.1) and England (192.6) for the same period. Deaths from drug misuse in Cannock Chase have risen over the past five years to a rate of 5.3 per 100,000 in 2017-2019 which was above the West Midlands (4.7) and England (4.7) rates. There is typically a higher rate of hospital admissions for alcohol-related conditions in Cannock Chase than the national average, with a rate of 923.5 per 100,000 people in

²⁹ Staffordshire County Council, Community Safety Strategic Assessment: Annual Refresh Report for Cannock Chase, 2020. Courtesy of Cannock Chase Council.

³⁰ District Profile, Cannock Chase Local Plan. Courtesy of Cannock Chase Council.

³¹ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) Statistical Release (September 2019).

³² Staffordshire County Council, Community Safety Strategic Assessment: Annual Refresh Report for Cannock Chase, 2020. Courtesy of Cannock Chase Council.

2018/2019. This was higher than the West Midlands average of 739.3 and the England average of 663.7.³³

Children in Vulnerable Communities



An average of 17.2% of children aged 0-15 were living in income deprived families in Cannock Chase during 2019, ranging from 8.2% in Hagley to 30.2% in Cannock North. Reflecting the disproportionate spectrum of income deprivation amongst children across the District, 4.4% of children in Hawks Green were eligible for Free School Meals in 2019, compared to 27.1% of children in Cannock North.³⁴ Absence from education among children aged 5-15 was above the regional and national averages in Cannock Chase during 2018/2019 at a rate of 4.90% compared to 4.75% in the West Midlands more widely and 4.73% nationally.³⁵

Anti-Social Behaviour and Vulnerable Communities

Deprived and disadvantaged communities are often more at risk of Antisocial Behaviour incidents (ASB). The number of recorded ASB incidents in Cannock Chase during 2019-2020 saw an annual decrease with 144 fewer incidents than in 2018-2019, although the rate of 27.7 per 1,000 was above the England and Wales average of 22.7.³⁶

Homelessness and Roughsleeping

A number of residents in the District experience homelessness and rough sleeping due to a wide range of reasons, including the end of private rented tenancies or the inability of family and friends to accommodate them. Many of these residents are vulnerable with a proportion experiencing mental health problems, physical ill health or disability, and some unable to secure employment as a result of long-term ill health.³⁷ In the quarter to December 2020 Cannock Chase Council received 108 initial enquiries from households at risk of becoming homeless, of which 73 were provided with assistance to

³³ Staffordshire County Council, Community Safety Strategic Assessment: Annual Refresh Report for Cannock Chase, 2020. Courtesy of Cannock Chase Council; Public Health England, Public Health Outcomes Framework - At a Glance Summary: Cannock Chase.

³⁴ Staffordshire County Council, Children's Joint Strategic Needs Assessment: Ward Data Tables, February 2020.

³⁵ Public Health England, Public Health Outcomes Framework - At a Glance Summary: Cannock Chase.

³⁶ Staffordshire County Council, Community Safety Strategic Assessment: Annual Refresh Report for Cannock Chase, 2020. Courtesy of Cannock Chase Council.

³⁷ Ministry for Housing, Communities and Local Government (MHCLG), Statutory Homelessness: Detailed Local Authority-Level Tables, April 2019-March 2020. Courtesy of Cannock Chase Council.

help with their situation and 35 formal homelessness applications were received. Council data indicates a decrease in the number of roughsleepers in temporary accommodation as at December 2020 when compared to the previous quarter.³⁸



2.4 Environmental Health

The outdoor environment in Cannock Chase proved particularly important to local residents throughout the UK Government Lockdown. 50% of Cannock Chase respondents to Staffordshire County Council's COVID-19 Resident Survey identified that enjoying more time outdoors in and around their local area had been a positive change to emerge from the pandemic.³⁹ These findings illustrate the importance of maximising access to the benefits of the District's outdoor environments for healthy and active lifestyles.

The development of a greener, sustainable community and environment will be key to the District's future. The Indices of Deprivation 2019 ranked 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.⁴⁰ Indeed, six parks and green spaces in the District retained their Green Flag status in October 2020 with Castle Ring also achieving Green Heritage Site Accreditation.⁴¹ Reflecting the positive ranking of the IMD 2019, in 2020 the Thriving Places Index rated Cannock Chase as being above the England average for Place and Environment and Green Infrastructure.⁴²

In terms of air quality, Cannock Chase Council currently 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 has consistently shown improvement over recent years, leading to consideration of the possible

³⁸ Data courtesy of Performance Reporting Statistics, Cannock Chase Council.

³⁹ Cannock District Covid -19 Response table from the Covid-19 Residents' Survey, conducted by Staffordshire County Council in summer 2020.

⁴⁰ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) Statistical Release (September 2019).

⁴¹ 'District Celebrates as Six Parks and Green Spaces win the Green Flag Award' 20th October 2020.

⁴² Centre for Thriving Places, Thriving Places Index, 2020.

revocation of one or more of them. A process to investigate this possibility will be pursued in 2021.⁴³

Reported incidents of fly tipping in the District fell in Quarter 3 of 2020, although the percentage of household waste sent for reuse, recycling and composting was below the 50% target at an estimated 40.5% in December 2020.⁴⁴

⁴³ Information courtesy of Pollution Control Officer, Cannock Chase Council, February 2021.

⁴⁴ Data courtesy of Performance Reporting Statistics, Cannock Chase Council.

3. Supporting Economic Recovery

3.1 Economic Activity and Employment



The proportion of working-age people in Cannock Chase (those aged 16-64) was above regional and national averages in 2019 at 62.9% - approximately 63,400 residents – compared to 61.7% in the West Midlands and 62.4% nationally. The rate of residents who were economically active in employment between October 2019 and September 2020 is also estimated to be above regional and national averages at 84.8%, more than 11% above the West Midlands average of 73.7% and over 9% above the England average of 75.7% for the same period.⁴⁵

Economically Active In Employment (16-64), Oct 2019 - Sept 2020



54,100 – 84.8%

> West Midlands 73.7%

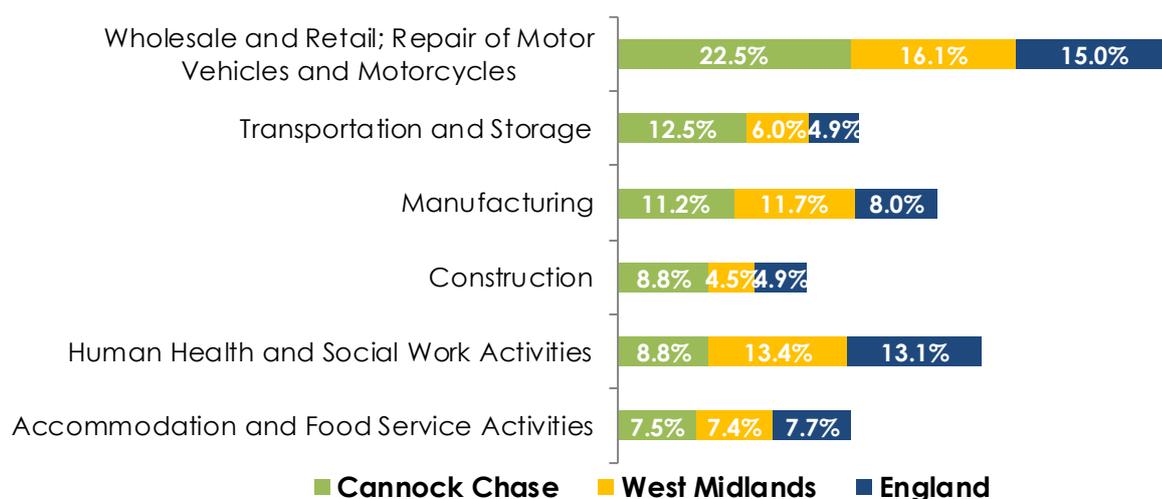
> England 75.7%

Analysis of employee jobs identifies that around 22.5% of jobs in the District were within the Wholesale and Retail; Repair of Motor Vehicles and Motorcycles sector in 2019. This was considerably above the regional (16.1%) and national (15%) average proportions for jobs in this sector. Transportation and Storage provided around 12.5% of employee jobs in the District in 2019 which was more than double the 6% of jobs within this sector in the West Midlands and the average 4.9% of Transportation and Storage jobs nationally.⁴⁶

⁴⁵ Office for National Statistics Annual Population Survey via NOMIS Labour Market Profile for Cannock Chase, February 2021.

⁴⁶ Office for National Statistics Business Register and Employment Survey via NOMIS Labour Market Profile for Cannock Chase, February 2021.

**Industry Sectors with Highest Proportions of Employee Jobs
Cannock Chase, 2019
(Comparison with average proportions in West Midlands and England)**



Source: Office for National Statistics, Business Register and Employment Survey 2019.

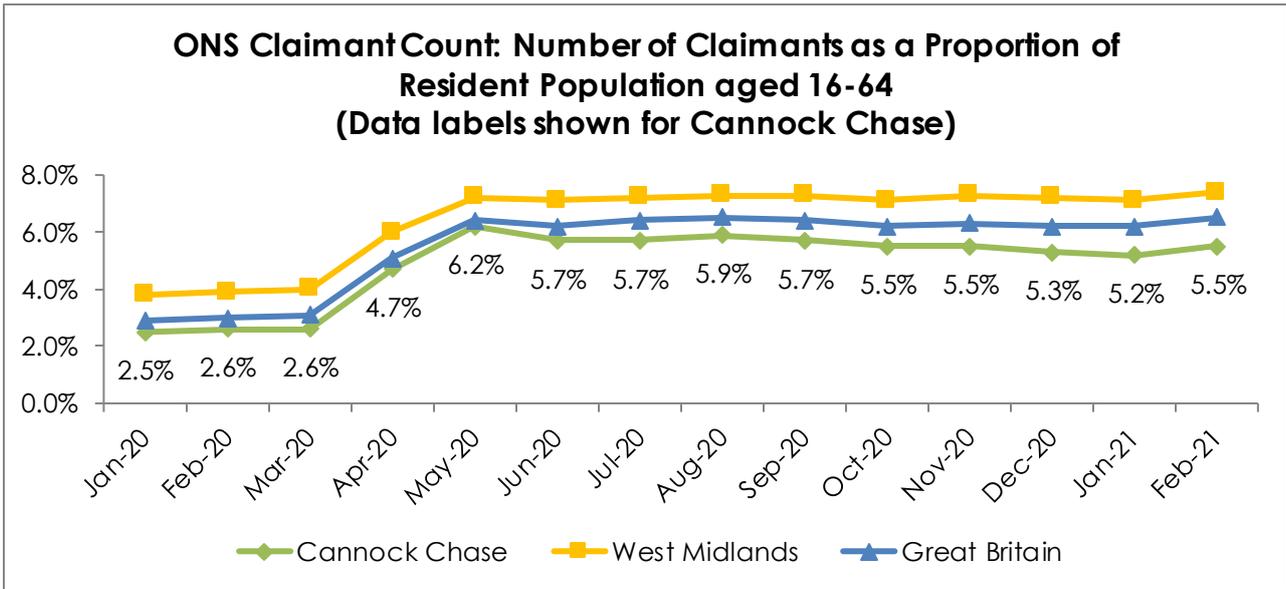
The data above illustrates the positive rate of employment in Cannock Chase with the District ranked as 'high' above the England average for Employment in the Thriving Places Index 2020.⁴⁷

Unemployment

In March 2020, 2.6% of District residents (16–64 years) were claiming out of work benefits, a rate below both the West Midlands (4.0%) and England (3.4%) averages. However, as has been the case in many local authorities across the country, the coronavirus pandemic and UK Government lockdown have caused an increase in the rate of claims for out of work benefits and Universal Credit, particularly among young people.

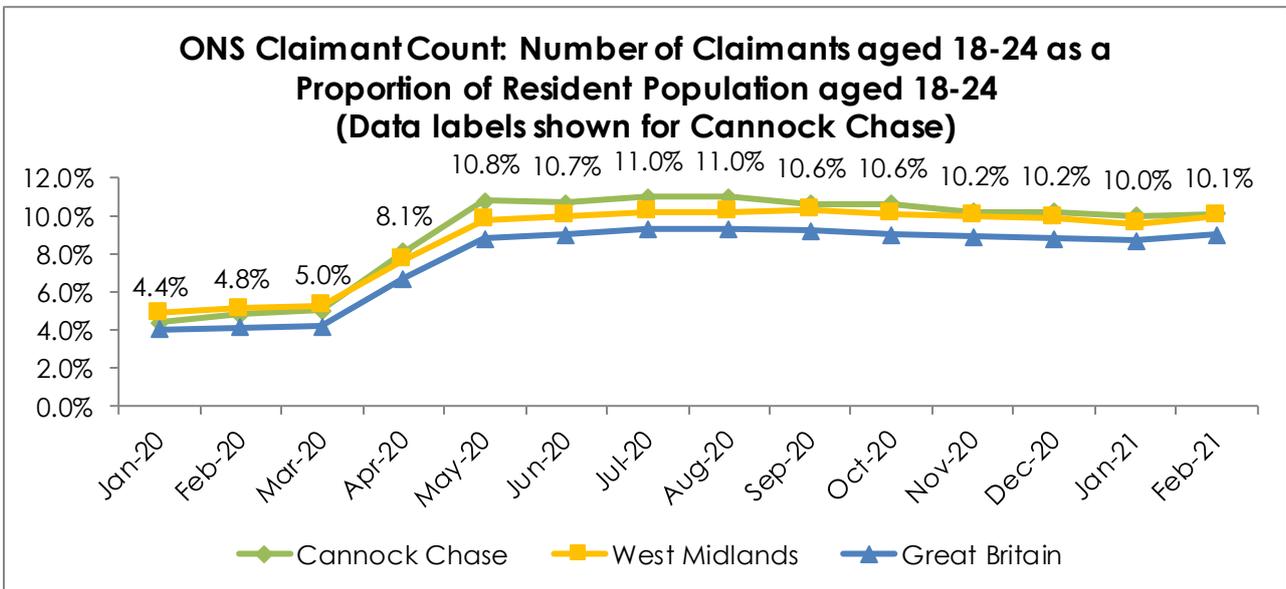
In February 2021 5.5% of District residents aged 16-64 were claiming out of work benefits, although there was inequality in the rate of claims across the District which increased to 8.6% in Cannock North Ward. The District average remained below the regional and national average claimant rates, as shown on the chart below.

⁴⁷ Centre for Thriving Places, Thriving Places Index, 2020.



Source: Office for National Statistics Claimant Count.

The rate of claims for out-of-work benefits among young people was considerably higher in February 2021 with 10.1% of Cannock Chase residents aged 18-24 claiming out-of-work benefits.⁴⁸ This reflects evidence that young people have been particularly affected by the pandemic due to the disproportionate impact of lockdown on sectors such as hospitality, retail and leisure which typically employ higher proportions of people aged under 25.⁴⁹



Source: Office for National Statistics Claimant Count.

⁴⁸ Office for National Statistics, ONS Claimant Count by Sex and Age, via NOMIS Labour Market Profile for Cannock Chase, February 2021.

⁴⁹ Office for National Statistics via NOMIS Labour Market Profile for Cannock Chase.

Government Support Schemes during the COVID-19 Pandemic

From March 2020 a number of Government support schemes have been operating to provide economic support to employees, self-employed people and businesses affected by the pandemic and forced closure of businesses due to lockdown.

The Coronavirus Job Retention Scheme (CJRS) supplements the wages of employees who have been furloughed by their employer. At the peak of the scheme 17,600 employments were furloughed in Cannock Chase at 31st July 2020. The scheme had a take up rate of 38% which was the highest in Staffordshire and above county (34%), regional (34%) and national (32%) averages. Reflecting the national trend, the number of employments furloughed has seen a significant decrease since summer 2020. However, following the introduction of further lockdown measures in November 2020, the number of employments furloughed has increased locally with 6,700 employments furloughed in Cannock Chase at 28th February 2021.

Coronavirus Job Retention Scheme Extension:

Claims for Employments Furloughed up to 28th February 2021 (monthly figure)

Revised Employments Furloughed up to 31st January 2021 = 7,000

6,700

Employments furloughed

14%

Take-up rate

20,200 Employments Furloughed since March 2020

Note: There has been a considerable decrease in the number of employments furloughed since the peak in June 2020, although there have been increases since October 2020. Please note that CJRS claims data is provisional and may be revised due to late and amended claims with a likely revision upwards in future releases.

Cumulatively, since March 2020, 20,200 employments have been furloughed in Cannock Chase.⁵⁰ Despite the reduction in the number of employments furloughed, concern remains about the long-term employment outcomes for those who remain on furlough.

⁵⁰ HMRC Official Statistics on the Coronavirus Job Retention Scheme, February 2021 (March 2021). Please note that CJRS claims data is provisional and may be revised due to late and amended claims with a likely revision upwards in future releases.

Alongside the CJRS, support for self-employed people is provided through the Government's Self-Employment Income Support Scheme (SEISS). At 31st January 2021, 3,500 claims had been made for the third stage of this extended scheme in Cannock Chase with a total value of around £10,600,000. The take-up rate for this scheme in the District was 70% - above the Staffordshire (64%), West Midlands (65%) and England (58%) averages.⁵¹

Self-Employment Income Support Scheme: Third Stage Claims			
Claims made to 31st January 2021 (monthly figure)			
Claims to 31st Dec 2020		Claims to 31st January 2021	
3,100	62%	3,500	70%
Claims made	Take-Up rate	Claims made	Take-Up rate
£9,300,000		£10,600,000	
Total value of claims		Total value of claims	

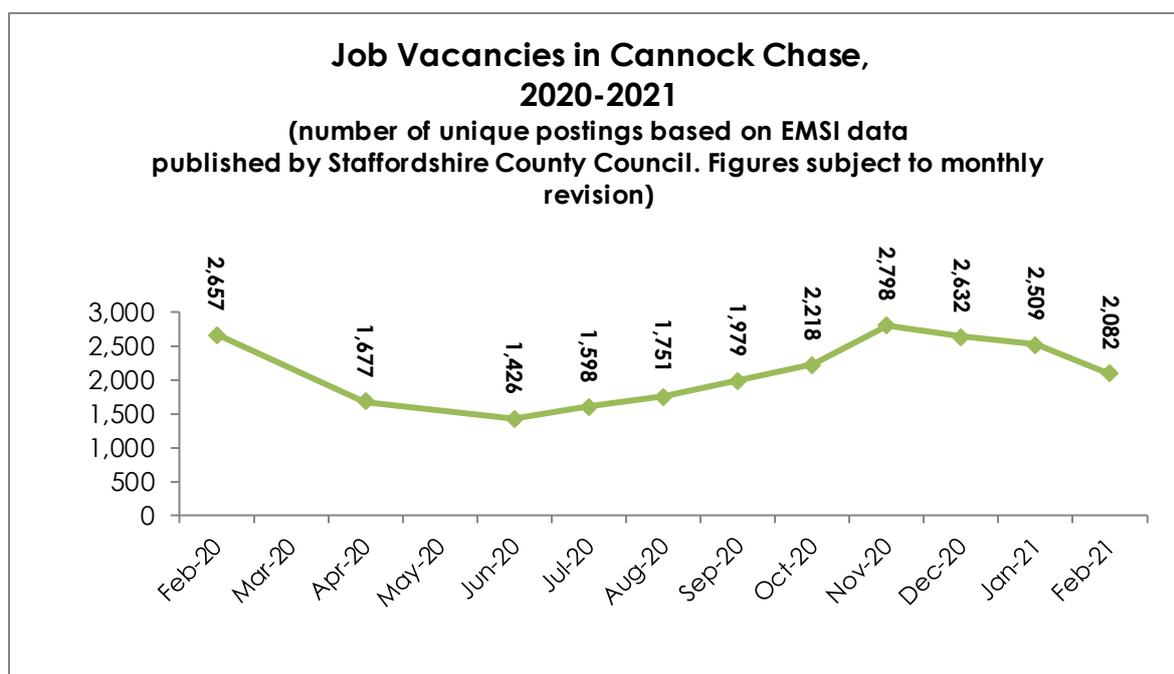
It is evident from this data that a considerable number of self-employed people in the District have been adversely affected by the coronavirus pandemic. This is reflected in local data relating to applications for support through Local Enterprise Partnerships and for local authority business grants resulting from additional restrictions imposed by mandated business closures during periods of lockdown in 2020 and 2021.⁵²

⁵¹ HMRC Official Statistics on the Self Employment Income Support Scheme, January 2021 (February 2021). Please note that SEISS claims data is provisional and may be revised due to late and amended claims with a likely revision upwards in future releases.

⁵² For further information relating to this, please contact Cannock Chase Council Economic Development Team for information from the monthly Economic Recovery Dashboard produced by Policy & Communications from April 2020.

Job Vacancies

Analysis of job vacancies in Cannock Chase indicates that the number of unique job postings saw a significant decline between February and June 2020, from 2,201 postings to 1,426 in June 2020. However, the number of vacancies is estimated to have risen since summer 2020 with data from February 2021 identifying 2,082 unique job postings in the District. Whilst this figure represents a reduction in postings since November 2020, this can be attributed to the impact of a third lockdown since January 2021 and remains above the trend for summer 2020.



Source: Staffordshire County Council Economic Bulletin March 2021.

3.2 Cannock Chase Business, Economy and Skills

Business Enterprises in Cannock Chase

There were 3,430 business enterprises in Cannock Chase in 2020, illustrating an increase from the 3,385 enterprises in the District in 2019. Business in the Construction industry comprised more than 21% of all business enterprises in the District (21.1%), rising from 20.5% in 2018 and 2019. However, whilst the number of business births rose annually by around 5% from 395 to 415, the number of business deaths also rose by around 5.6% from 360 in 2019 to 380 in 2020. The 5-year survival of businesses in Cannock Chase was similar to rates

of survival at county, regional and national levels, the rate for 1-year survival of businesses in the District was 91.1% for businesses born in 2018. This was above rates for Staffordshire (90%), the West Midlands (90.2%) and the England average of 89%.⁵³

Key Indicator	2015	2016	2017	2018	2019	2020	Direction of Travel
Active Enterprises	3,610	3,695	3,765	3,735	3,385 total enterprises in 2019	3,430 total enterprises in 2020	↑
Business Births	435	425	425	395	415	Published Oct/Nov 2021	↑
Business Deaths	335	315	370	360	380	Published Oct/Nov 2021	↑
Industry Group with Most Enterprises	20.5% business enterprises in the Construction industry 2018 and 2019. This increased to 21.1% in 2020						↑

Source: Office for National Statistics, UK Business Demography (November 2020).

Gross Value Added (GVA) in Cannock Chase

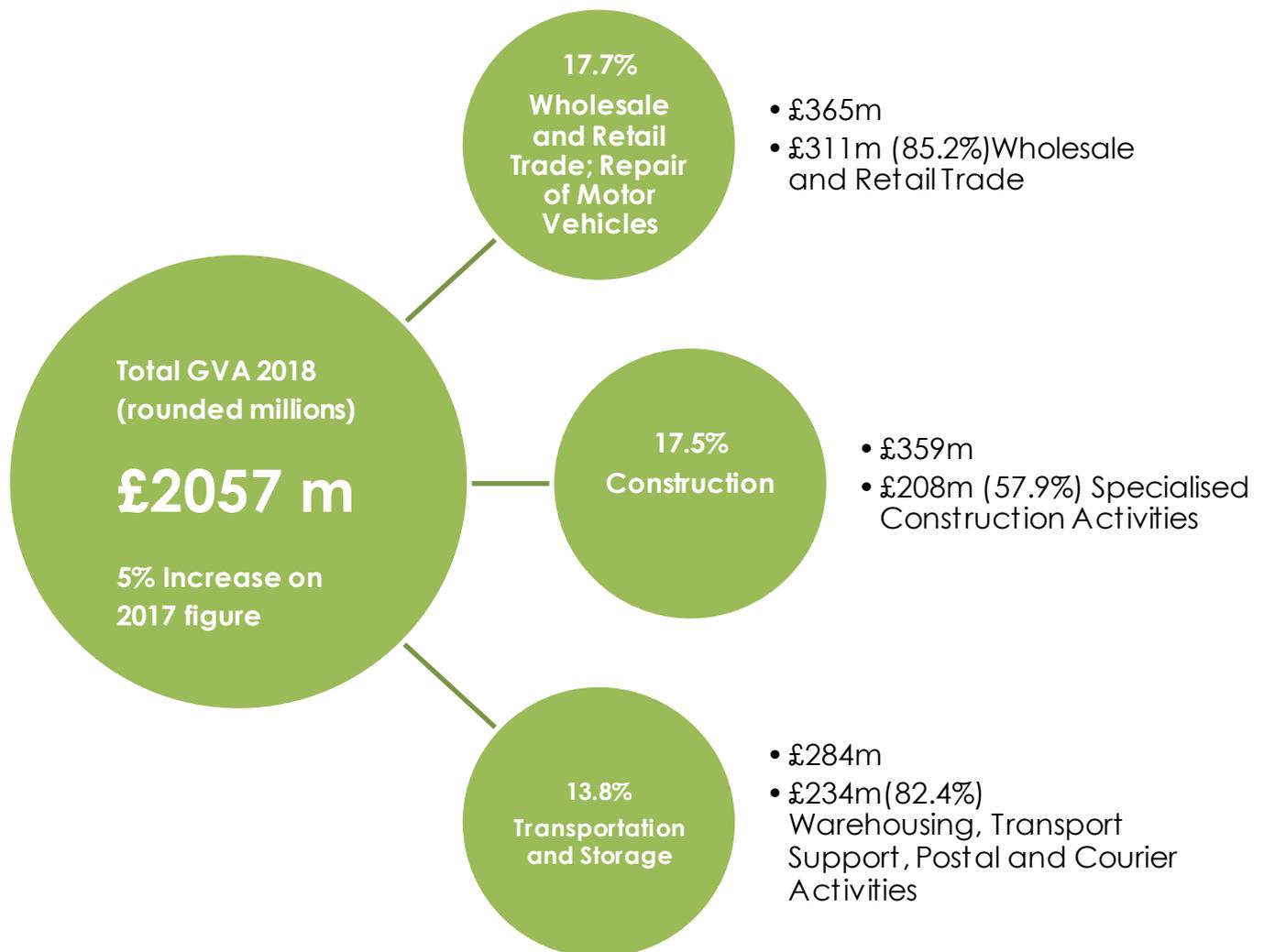


Cannock Chase's total Gross Value Added (GVA) amounted to £2057m (figures in rounded millions) in 2018 – a 5% increase on GVA in 2017. The three sectors which generated the largest proportions of this total GVA were Wholesale and Retail Trade; Repair of Motor Vehicles (17.7%), Construction (17.5%) and Transportation and Storage (13.8%).

Of the £365m generated by Wholesale and Retail Trade; Repair of Motor Vehicles, £311m of this (85.2%) was attributed to the Wholesale and Retail Trade. Within the Construction sector 57.9% of the total £359m generated by this sector was attributed to Specialised Construction Activities (£208m). Of the £284m generated by the Transportation and Storage Industry around 82.4% (£234m) was produced by Warehousing, Transport Support, Postal and Courier Activities.

⁵³ Office for National Statistics, UK Business Demography (November 2020); UK Business; Activity, Size and Location: 2019 (October 2019).

Total GVA 2018 and Top 3 GVA Sectors



Source: Office for National Statistics, Regional Gross Value Added (balanced) by Industry: Local Authorities by NUTS1 region: UKG West Midlands chained volume measures in 2016 money value £million (December 2019)

Impact of COVID-19 on the Future of Cannock Chase Businesses and Employment

19 micro or small local businesses with up to 49 employees responded to the Cannock Chase Economic Development Needs Assessment Business Survey in 2020. These respondents included businesses in retail, construction, manufacturing, hospitality and tourism. 94.7% of businesses indicated that COVID-19 and lockdown in March 2020 had a negative impact, with 89.5% reporting a negative impact on demand. 36.8% of respondents indicated

that they were negative about the future position of their businesses as a result of COVID-19.⁵⁴

The sectors Arts, Entertainment and Recreation, and Accommodation and Food Service Activities have been particularly affected by the coronavirus pandemic. Around 3,700 employee jobs – 9.3% of all employee jobs in the District – are in these sectors, alongside around 12% of all business enterprises in Cannock Chase.⁵⁵ It is evident that jobs and business enterprises in these sectors could be disproportionately affected by the pandemic.

Experian forecasts in 2020 projected strong employment growth for Cannock Chase even accounting for the impact of COVID-19 and Brexit. Job growth in the District is forecast to be driven by Health, Residential Care & Social Work – a sector which saw a growth in employee jobs between 2018 and 2019 – with strong growth also projected in the Transport & Storage sector mainly driven by logistics.⁵⁶

Education and Skills



GCSE attainment in the District is typically below the national average. In 2019 31.6% of students in Cannock Chase achieved grade 5 or above in English and Mathematics which was below the Staffordshire (36.9%), West Midlands (40%) and England (43.2%) averages. Across the District, rates for this level of attainment ranged from 17.5% in Cannock North to 46.5% in Hagley.⁵⁷

The proportion of students completing 16-18 study who move into sustained employment is significantly higher in Cannock Chase than the regional and national averages. In 2018-2019 35% of students moved into employment, compared to a West Midlands average of 24% and an England average of 25%. In contrast a lower proportion of students moved into sustained education with 28% of students in the District choosing this option. This proportion was well below the regional and national average of 47%.

⁵⁴ Lichfields for Cannock Chase Council, Cannock Chase Economic Development Needs Assessment COVID-19 Update (December 2020).
https://www.cannockchasedc.gov.uk/sites/default/files/cannock_chase_economic_development_needs_assessment_update_ccdc_dec_2020.pdf

⁵⁵ Office for National Statistics, Business Impact of Coronavirus Survey (BICS); UK Business Activity, Size and Location; Business Demography, 2020.

⁵⁶ Lichfields for Cannock Chase Council, Cannock Chase Council Economic Development Needs Assessment COVID-19 Update (December 2020) link as above.

⁵⁷ Staffordshire County Council, Children's Joint Strategic Needs Assessment: District and Ward Data Matrices (February 2020).

However, the number of students who moved into sustained apprenticeships in the District – 11% - was similar to the West Midlands average of 10% and slightly above the 9% in England more widely.⁵⁸

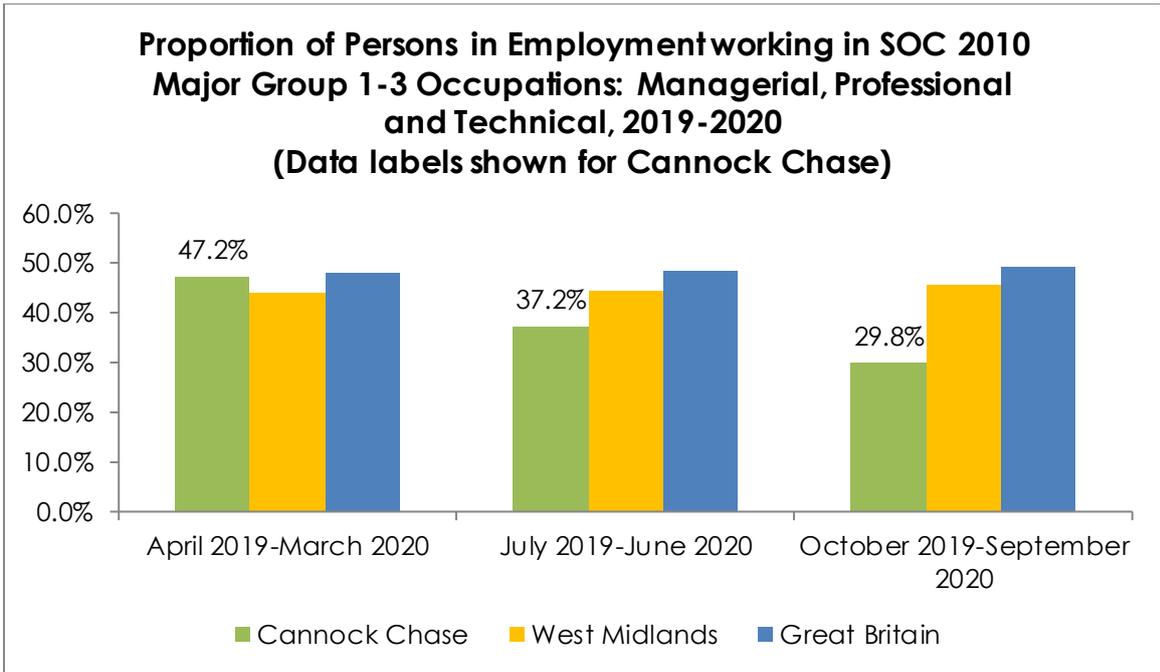


Source: Department for Education, Destinations of Key Stage 4 and Key Stage 5 Students (November 2020).

In terms of qualifications among the working-age population, estimates indicate that the proportion of residents aged 16-64 qualified to NVQ Level 4 and above saw an increase to 34.3% in 2019 and is slightly above the Regional average. However, the proportion of residents employed in jobs associated with higher levels of skills and earnings is estimated to have fallen during 2019-2020. 29.8% of persons in employment in the District were estimated to be working in managerial and professional occupations in the period October 2019 to September 2020. This was considerably below the regional (45.7%) and national (49.2%) averages.⁵⁹

⁵⁸ Department for Education, Destinations of Key Stage 4 and Key Stage 5 Students (November 2020). A sustained destination is defined as a continuous 6 month period in education, employment or apprenticeship.

⁵⁹ Office for National Statistics via NOMIS Labour Market Profile for Cannock Chase.



Source: Office for National Statistics Annual Population Survey.

Limited access to employment associated with higher skills and earnings may impact on income, and it is evident that average earnings were below the regional and national averages in Cannock Chase in 2020. Gross weekly pay for full-time workers resident in Cannock Chase was at a median of £517.10 in 2020, below the West Midlands average of £551.70 and further below the Great Britain average of £587.10, a gap of around £70 in weekly pay in comparison with the national average. This gap widened for employees working in Cannock Chase, whose median gross weekly pay was £496.90 in 2020 – nearly £90 below the Great Britain average of £586.70.⁶⁰

	Median Gross Weekly Pay by Residence, 2020	
	Cannock Chase	Great Britain
	£517.10	£587.10
	Median Gross Weekly Pay by Workplace, 2020	
	Cannock Chase	Great Britain
	£496.90	£586.70

Source: Office for National Statistics, Annual Survey of Hours and Earnings.

⁶⁰ Office for National Statistics, Annual Survey of Hours and Earnings.

3.3 Affordable Housing

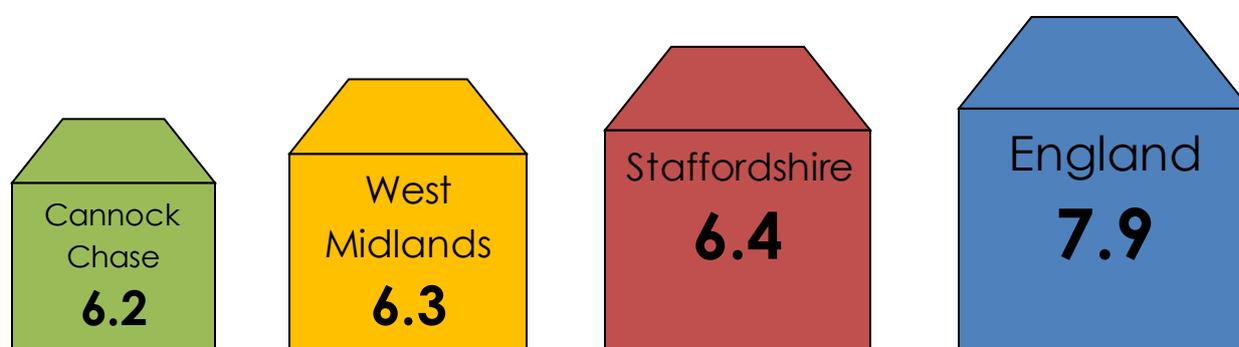


As at 31st March 2021 there were 5090 Local Authority Owned Dwellings in Cannock Chase, 4,958 which were social rent and 132 which were affordable rent. During the period 1st April 2020 to 31st March 2021 there were 63 Right to Buy applications made to Cannock Chase Council with 29 sales/transfers completed. The number of households on the Council's housing waiting list was 665 at 31st March 2021, a decrease on figures for 2019-2020. The largest proportion of households on the waiting list required one and two bedroom accommodation. The reasons for households requiring accommodation varied, from unsatisfactory housing conditions to the need to move on medical or welfare grounds.⁶¹

The average house price in Cannock Chase was £173,058 in March 2020. This was below the Staffordshire (£196,571), West Midlands (£185,948) and England (£249,403) averages.⁶²

There were 60 new affordable homes built in Cannock Chase during 2020-2021.⁶³ It is possible to consider the affordability of housing in the District by comparing the average house price in the District to average income. Comparing the average house price in Cannock Chase for March 2020 (£173,058) to the median gross annual pay for all employee jobs in the District in the tax year that ended in April 2020 (£27,847) indicates that the average house price is 6.2 times higher than average annual income. This was a slightly smaller difference than at County (6.4) and Regional (6.3) levels and well below the England ratio (7.9).

Ratio of income to house price, 2020



⁶¹ Local Authority Housing Statistics Return, courtesy of Housing Strategy Officer, Cannock Chase Council.

⁶² HM Land Registry, Average Prices and Volumes of Sales for Cannock Chase 2020.

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

However, it is worth noting that the average annual pay of 50% of jobs for residents in the District fell below the median of £27,847 in 2020, with the average annual income for 20% of jobs shared by people resident in Cannock Chase falling below £19,416. Housing affordability may present a greater challenge for people with lower levels of average annual income.⁶⁴

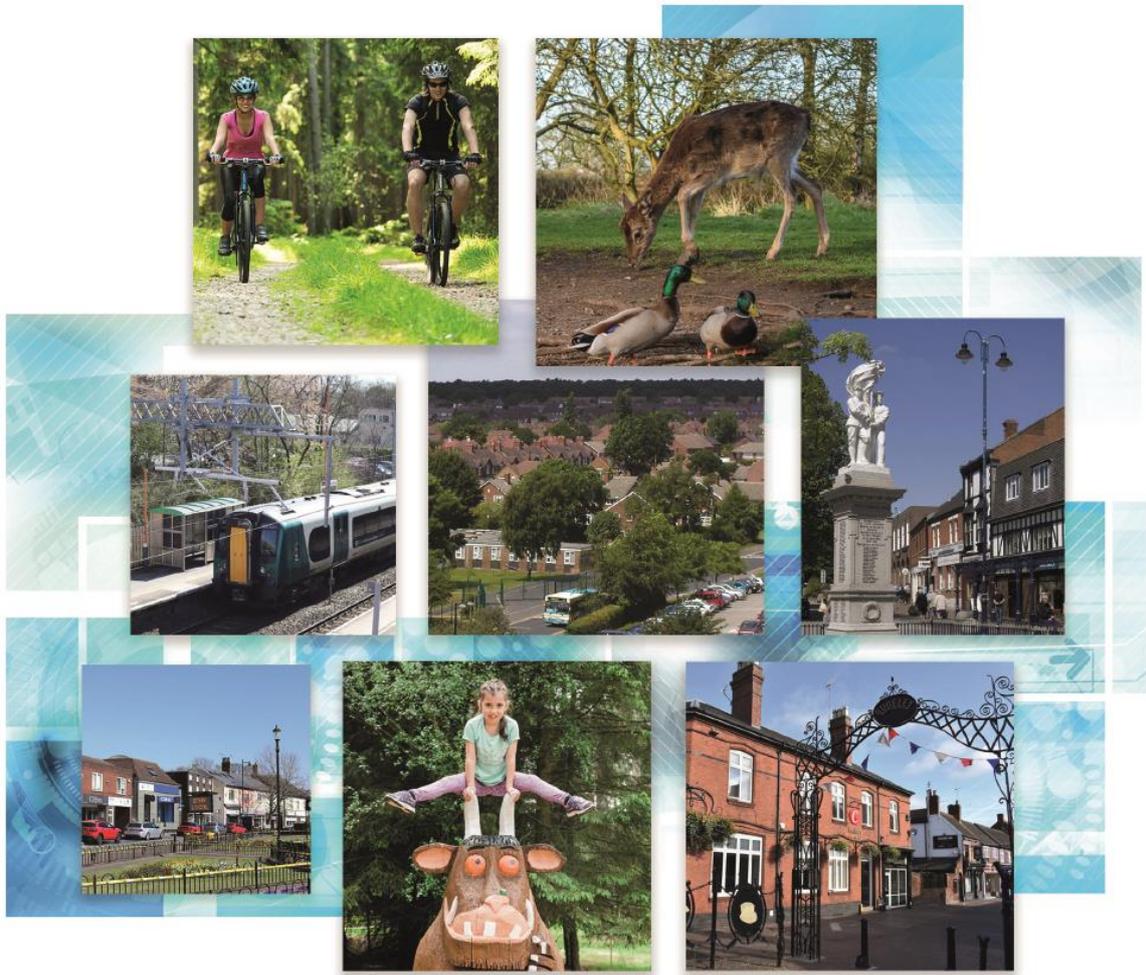
Cannock Chase Council's Strategic Land Availability Assessment (SHLAA) outlines a requirement of 5,300 dwellings for the District by 2028 with a managed delivery target of 104 dwellings per annum based on completions between 2006/07 to 2019/20 (4468 dwellings). There were 930 net completions in 2019/20, exceeding the annual requirement.⁶⁵

Cannock Chase is ranked positively at 273 out of the 317 local authority districts in England for barriers to housing and services in the Indices of Deprivation 2019, where 317 is the least deprived. Cannock Chase is just outside the least deprived 10% of local authority districts nationally for this domain which measures the physical and financial accessibility of housing and local services.⁶⁶

⁶⁴ Average house price figures are based on data relating to 2020. The latest available data relating to average annual pay for all employee jobs is based on annual data ending in April 2020. 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 8.7a Annual Pay – Gross (£) for all employee jobs UK, 2020; HM Land Registry, Average Prices and Volumes of Sales for Cannock Chase 2020. 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.

⁶⁵ Information courtesy of Planning Policy, Cannock Chase Council.

⁶⁶ Ministry of Housing, Communities & Local Government, The English Indices of Deprivation 2019 (IoD2019) (September 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.

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