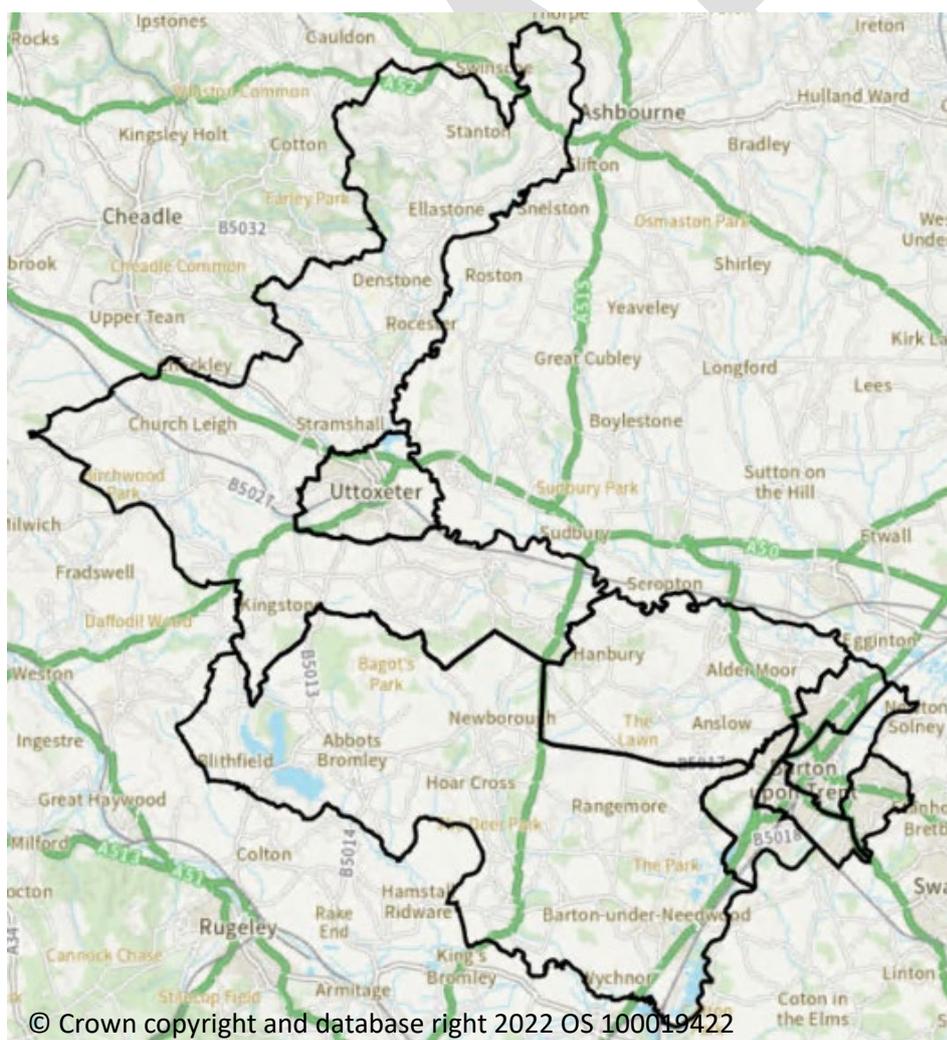


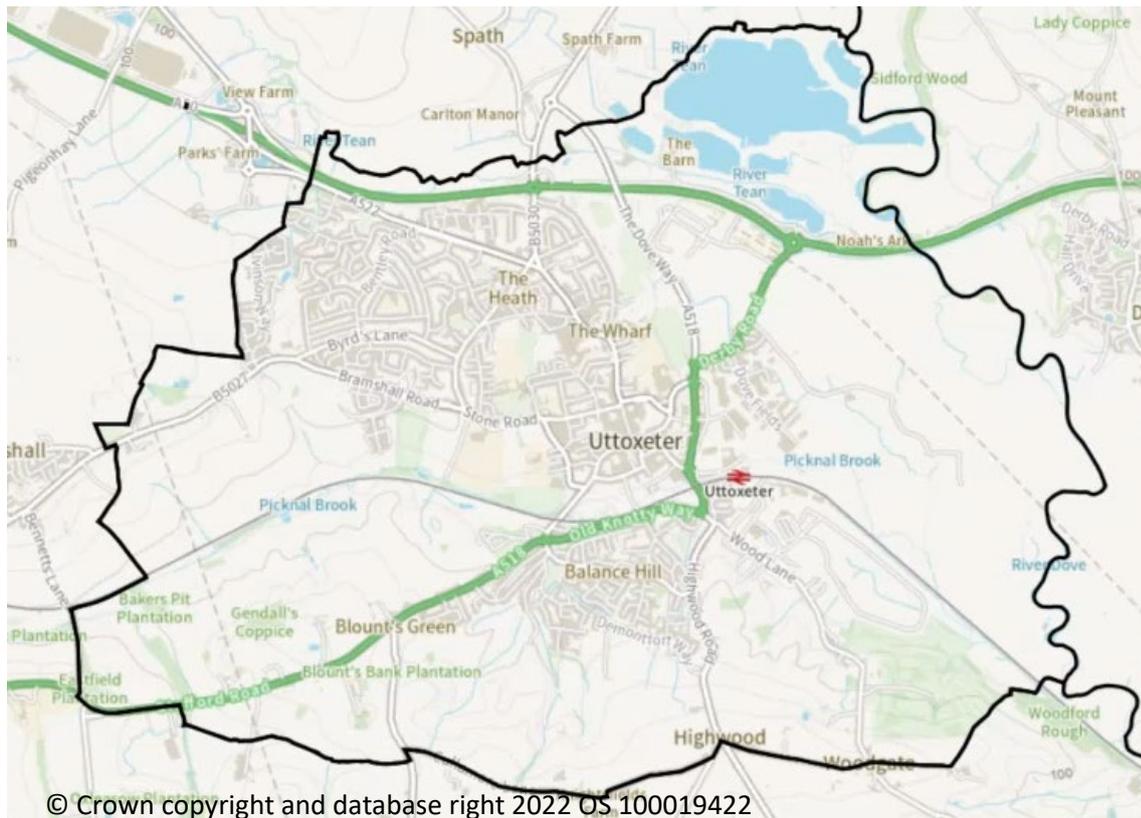
## East Staffordshire

East Staffordshire Borough total electorate is forecast to rise from 89,636 in 2022 to 104,023 in 2028. Due to this large forecast increase, to maintain electoral equality across the districts and boroughs, East Staffs will require 1 additional councillor, bringing the total number of councillors to 9. East Staffordshire will have an average electorate per division of 11,558, -0.5% below the average division size for Staffordshire.

The geography and electorate distribution across the borough has made it difficult to find a proposal that satisfactorily meets the three LG BCE criteria, particularly with regards to community identity. For example, Uttoxeter, and the area to the east of the River Trent, are both areas that have distinct community identities that cannot be reflected through single division arrangements due to the numbers of electors in these areas. In addition, as the highly urban developed areas to the west of Burton town start to give way to large, rural areas, it is difficult to find a proposal that does not have to combine urban and rural electors within a single division.



## Division 1: Uttoxeter Town



**Summary of Division:** Uttoxeter Town is proposed to comprise the ward of Town, plus the majority of Heath ward with the exception of an area of new housing developments to the north-west of the division, which is proposed to be in Uttoxeter Rural.

**Criteria 1:** Electoral Equality is acceptable – total division electorate is forecast to be 12,609 – a variance of +8.5% from the Staffordshire average.

**Criteria 2:** Community Identity. Uttoxeter Town has a strong community identity, distinct from the surrounding rural areas. Ideally it would be possible for the entirety of Town and Heath wards to continue to form one electoral division, however, given the forecast electors by 2028 this is not possible. The proposal therefore identifies a new area of housing development on the edge of Uttoxeter that it not closely aligned to the existing Uttoxeter Town community and moves the area into Uttoxeter Rural.

Transport links: There are three main routes within Uttoxeter Town.

A50, A518, A522, all are connected services.

The proposed boundary for Uttoxeter Town Division appears to be what is viewed as most logical by the County Cllr.

Shared interests: This division is well compact and is contained well within the Town Boundary, it has a natural split of urban and rural. Our proposals have been created with strong backing from the rural side of Uttoxeter and Urban. It is understood that all residents will be drawn to the interests in the Town Centre.

Community groups: There are several community groups within the Division but as there is very little change to the proposed boundary, they will still be able to easily access facilities.

Facilities: Residents will mainly shop in the town centre.

There are NHS facilities in the town centre also. Two doctors' surgeries, several dentists, and opticians.

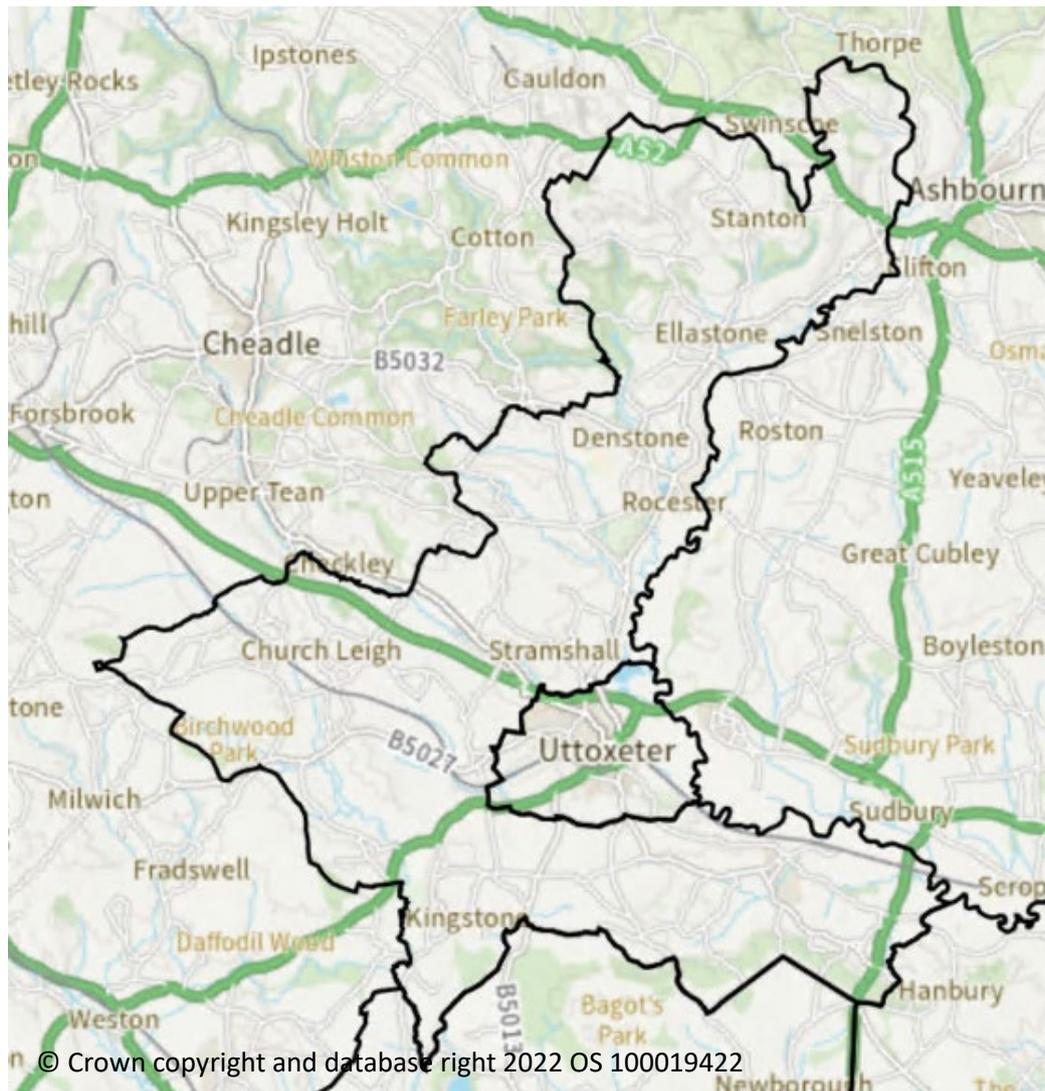
The local hospital is Queens Hospital Burton on Trent. Some residents use Derby which is part of the University of Derby and Burton Hospital Trust.

The River Dove and the A50 act as a natural boundary.

Parish wise there is Stramshall, Bramshall, Marchington and Kingstone.

**Criteria 3:** Effective and convenient local government – coterminosity is good, with the division comprising the entirety of Town ward plus the majority of Heath. The proposal would require a split of the Parish ward of Heath, in Uttoxeter Parish.

## Division 2: Uttoxeter Rural



**Summary of Division:** Uttoxeter Rural is proposed to comprise all of Stramshall and Weaver and Blythe wards, plus the parishes of Marchington and Draycott in the Clay. In addition, a small area to the north-west of Uttoxeter Town division is also included (as outlined under Division 1: Uttoxeter Town).

**Criteria 1:** Electoral Equality is acceptable – total division electorate is forecast to be 11,092 – a variance of -4.5% from the Staffordshire average.

**Criteria 2:** Community Identity: This is a predominantly rural division; transport links include good bus services from the larger villages to Uttoxeter town. The Swift service connects Mayfield through Ellastone Denstone and Rocester and there are bus services from Draycott to

Uttoxeter through Marchington and from Abbots Bromley through Kingstone to Uttoxeter.

Shared interests: The villages in Uttoxeter Rural while clearly separate communities, are also defined areas set apart from Uttoxeter itself. Some of the new build on the edge of Uttoxeter close to the A50 could develop interests in common with the neighbouring villages of Stramshall and Bramshall with the A50 junction. It is set apart from the rest of Uttoxeter itself on the edge of town. Rural villages and this area on the edge of the town share peri urban characteristics.

The villages still have farming as well as local pubs, village halls, a shared deaconry, and attend the local middle and high schools.

Community groups: The villages all have their own parish councils and come together within the local churches and other social organisations.

There are youth groups, churches, chapels, and village halls along with darts, cricket and football teams competing in local leagues

Facilities: The doctors' surgeries are either in Rocester or Uttoxeter. Uttoxeter Rural villages are all in the Thomas Alleyne's High School catchment and children attend the Middle schools in Uttoxeter or Ryecroft Middle CoE School at Rocester.

Identifiable boundaries: Being at the northern end of the Borough, the rural areas are distinct from the urban area of Uttoxeter itself. The A50 and A515 are important to all the communities, as diversions when the road is blocked used the rural roads as a diversion.

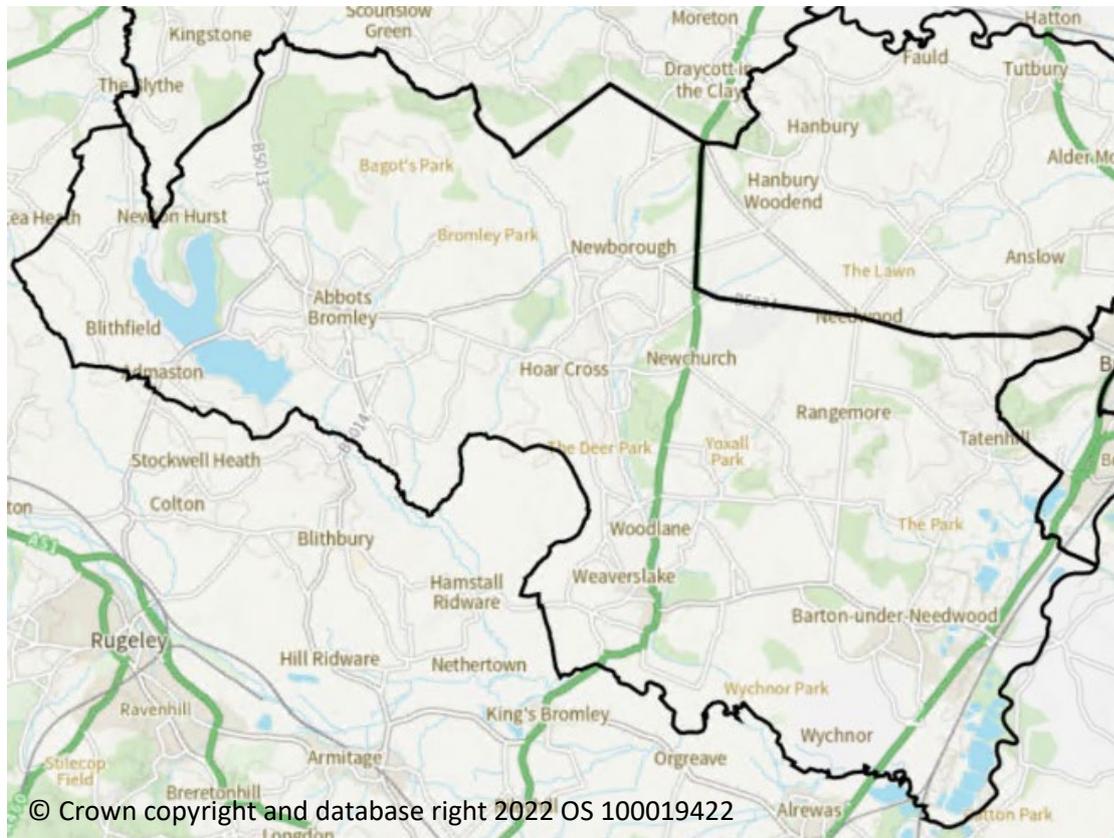
Parishes: Uttoxeter Rural Parish Council encircles Uttoxeter Town Council completely with a defined rural area separate to the Town itself.

The whole Uttoxeter Rural area has active Parish Councils who represent their parishes and lobby or fund local efforts.

To the north and south of Uttoxeter the Rural areas are clearly defined with their own rural issues.

**Criteria 3:** Effective and convenient local government – whilst this is a geographically large division with a high number of parishes, coterminosity is good, with the division proposed to take in two wards in their entirety plus two additional parishes and a small area of Heath ward in Uttoxeter.

### Division 3: Needwood Forest



**Summary of Division:** Needwood Forest division is proposed to comprise all of Bagots and Needwood ward, the parish of Newborough from Crown ward, plus an area of Branston Henhurst parish ward in Branston ward.

**Criteria 1:** Electoral Equality is acceptable – total division electorate is forecast to be 10,479 – a variance of -9.8% from the Staffordshire average.

**Criteria 2:** Community Identity: Transport Links: The rural elements of both the current and proposed divisions have little or no public transport. Branston, in the current division has good public transport links with Burton in particular, reflecting its more urban nature.

Shared interests: The proposed new Needwood Forest Division will be predominately rural, many of which have strong community links. The new areas of Abbots Bromley, Admaston and Blithfield are also rural in nature. The proposals align the recently adopted boundary for the East Staffordshire Borough Council Bagot's and Needwood Ward and therefore will enhance the community cohesion. The local parish councils in this ward have already formed a loose alliance.

The new proposed boundary does exclude the majority of Branston Parish, which is very different in nature, being an area of high development and very much suburban in nature. There is an additional area which is part of Branston i.e. Henhurst. This area joins directly to the Tatenhill & Rangemore Parish and is in many ways detached from the main part of Branston Parish. The B5017 forms a logical boundary for this new additional population.

Community groups: The proposed Needwood Forest Division has a number of very active parish councils, which form an integral part of their local communities.

Currently Cllr Jessel hosts a Needwood Division Forum, which includes the parishes of Branston, Barton under Needwood, Dunstall, Tatenhill & Rangemore, Wychnor (parish room) Newborough, Hoar Cross, Yoxall. As an example of the topics we discuss, in a previous meeting Cllr Jessel invited the Police, Fire and Crime Commissioner to talk about proposed changes to local policing and at a meeting in February 2023, representatives of National Highways spoke to us about forthcoming roadworks on the A38 which will impact on all these communities. It has proved to be a useful forum for parish and borough councillors to share ideas, common areas of concern and an opportunity to meet key individuals representing organisations that impact on local communities. At the February meeting Cllr Jessel presented the proposed boundary changes and they were generally supported, and they understood the rationale for the changes.

Facilities: Across the new division residents generally use Burton, Lichfield and Uttoxeter for a range of services. Most of the larger villages, e.g. Abbots Bromley, Barton under Needwood and Yoxall have their own medical and small retail facilities. Branston has a large GP Practice, but because of the high levels of development, patients access primary care services from a range of practices.

Access to schooling is an important factor; some of the rural communities have their own primary schools, but most access the John Taylor High School in Barton under Needwood or the John Taylor Free School in Tatenhill.

Identifiable boundaries: The proposals utilise the current Needwood Divisional boundary with the addition of Abbots Bromley, Admaston and Blithfield, providing co-terminosity with borough boundaries, but also including Newborough which is already part of the Division. The only

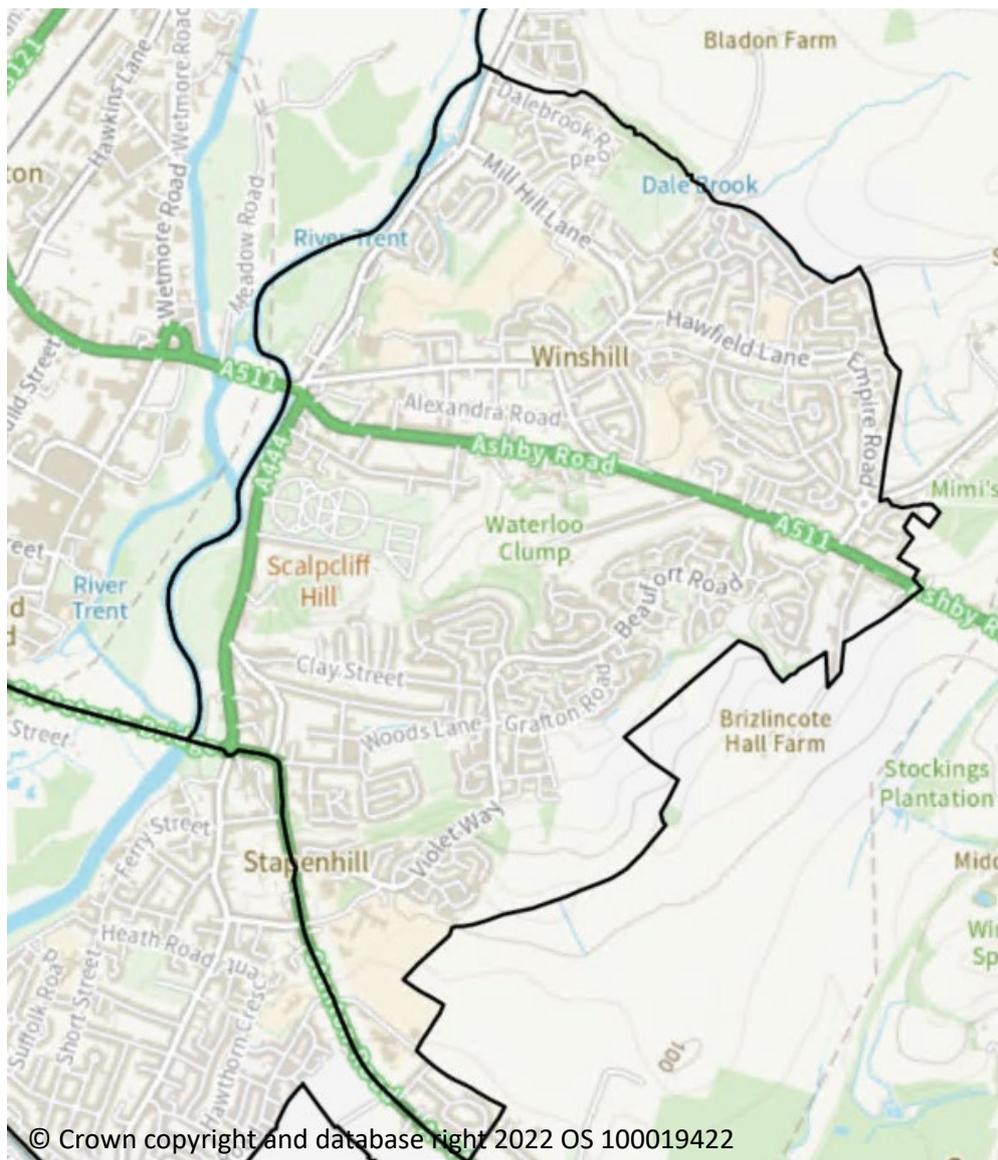
other addition is the Henhurst part of Branston Parish and as mentioned the B5017 forms a logical boundary for that addition.

There are no natural barriers or major physical developments which separate the communities.

Parishes: As above mentions the importance of parishes within the current and proposed Division and they form important community links and building blocks. Newborough and Hoar Cross are closely aligned as a community and that is why we believe they should remain in the Division.

**Criteria 3:** Effective and convenient local government – whilst this is a geographically large division with a high number of parishes, coterminosity is good, with the division proposed the entirety of Bagot and Needwood ward, plus an additional parish<sup>0</sup> and a small of Henhurst Parish ward in Branston parish.

## Division 4: Burton Tower



**Summary of Division:** The proposal is for the Burton Tower division to comprise the new East Staffs wards of Brizlincote and Winhill. The division would therefore use the River Trent as a natural boundary to the west and the A444 Stanton Road to the south. The other division boundaries are county boundaries.

**Criteria 1:** Electoral Equality is acceptable – total division electorate is forecast to be 11,563 – a variance of -0.5% from the Staffordshire average.

**Criteria 2:** Community Identity:

Transport links: There are good transport links within the proposed division. The road network is particularly well established with key routes being the A444 and A511.

The area being added to the current division runs up the A444 so is well connected to the rest of the division. there are also bus routes running along the A444 and out to Burton town centre and nearby Swadlincote.

Shared interests: The community is a suburban part of Burton on Trent. There are several shared interests:

1. Traffic and congestion concerns due to living on the "east side of the river". Cllr Wilemans residents are required to travel over two busy road bridges to get to Burton town centre. The additional area proposed to be included with this division in the new proposals is similar in this regard.

2. The area Cllr Wileman represents used to be in Derbyshire many years ago – there are strong connections with the nearby Derbyshire areas of Newhall and Swadlincote and good transport links support this connection.

3. Residents in this division have a shared concern about over development and protection of green spaces and fields especially with a slither of greenbelt land between Burton and Swadlincote. The additional area proposed to be included with this division also borders the green belt.

4. The area as mentioned is a suburb of Burton upon Trent. Winshill and Brizlincote parish have very different priorities to the centre of burton which is predominately an urban, retail and industrial centre with high density housing.

Community groups: Winshill has its own very well-established community groups with the main group being Winshill Neighbourhood Resource Centre. It provides youth activities, lunch clubs, a food bank etc.

Brizlincote has a local shopping precinct area with a Tesco Express which provides a focus.

The additional area proposed to be included is on the east side of the river and therefore residents tend to use facilities on this side of the river given convenience. In terms of demographic, it is similar to many parts of Winshill, and the community is likely to face the same issues.

Facilities: Convenience stores are located on the east side of the river and these are used frequently by residents in Winshill and Brizlincote. Larger supermarkets are available in the town centre.

There are two GP practices covering Winshill and Brizlincote (Winshill Medical centre and Bridge Surgery). Both are east of the river.

The leisure centre is in the town centre (Meadowside Leisure Centre).

In other words, for GP surgeries and convenience stores, residents will tend to use those facilities east of the river. For larger stores/shopping/leisure facilities, residents have no choice but to travel to the town centre.

Identifiable boundaries: The River Trent and Washlands flood plain run through the middle of Burton upon Trent. There is a distinct east and west split with the river and washlands playing the dividing line. This creates a recognisable boundary for this division. The two road bridges mentioned provide the gateway to Burton town centre and all traffic must travel over these two bridges from the east of Burton to get to the centre.

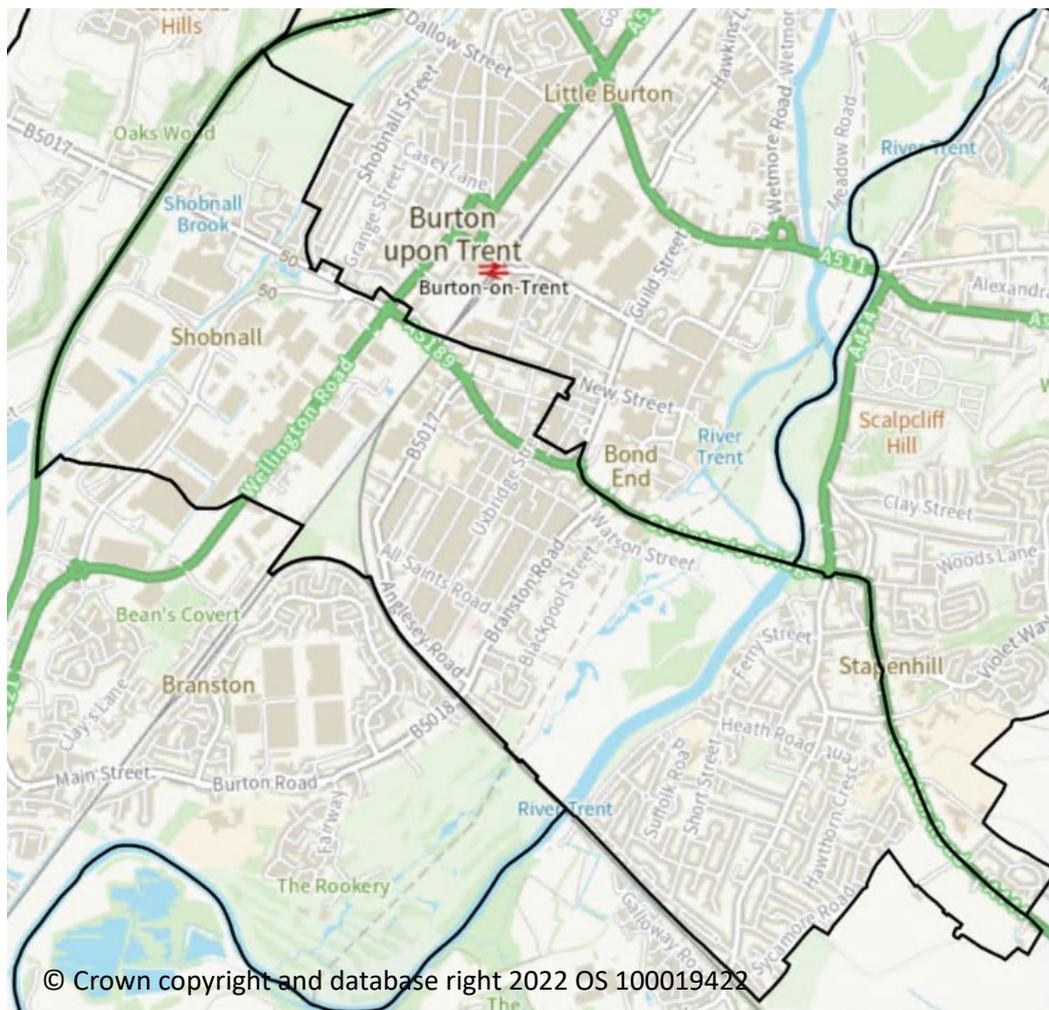
The rest of the division border on the other side is the dividing line between the east and west midlands and Staffordshire and Derbyshire.

Parishes: Winshill Parish and Brizlincote Parish make up the current division. The outline of their borders make up the border of this division.

It was agreed in a recent review of East Staffordshire Borough Council's ward boundaries that Brizlincote Parish's boundaries would be extended. The additional area proposed to be included in this division is the extension of Brizlincote Parish. This in our view keeps boundaries consistent with ESBC ward boundaries and will limit any confusion.

**Criteria 3:** Effective and convenient local government – coterminosity is good, with the division comprising two wards in their entirety.

## Division 5: Burton Trent



**Summary of Division:** The proposal is for Burton Trent to comprise all of the new East Staffs wards of Stapenhill and Anglesey, with the addition of part of Shobnall ward – part of the parish ward of Canal. The boundary here skirts round Shobnall Leisure Complex, along the Trent and Mersey Canal, cuts across to the B5017 Shobnall Road, and then meets the boundary of Anglesey ward which runs down Moor Street.

**Criteria 1:** Electoral Equality is acceptable – total division electorate is forecast to be 11,086 – a variance of -4.6% from the Staffordshire average.

**Criteria 2:** Community Identity. The River Trent forms a natural boundary for electors to the east and west of the River. However, the number of electors to the east of the river is approximately 17,000 – this is too large to be one division and too small for two divisions, meaning that it is inevitable that there will be a division combining two different communities from the east and west of the river. Transport links: Bus

services and a shared railway station are two examples of the strong connection linkages that exist across the planned divisions of the territory. Both places that are to be included in the same division be readily accessible by bus and, in many circumstances, that they be able to be walked between.

Shared interests: Although over forty distinct languages are spoken in both regions, there is a strong sense of community togetherness, mutual respect, and civic pride that permeates the area. As an example, during the COVID epidemic, people living in both regions used the same hub for testing, monitoring, and vaccine purposes. In addition, there are members of the broader family residing in each of these locations. It will be an outstanding enhancement on our existing efforts to combat forced marriages, female genital mutilation (FGM), domestic abuse, women's education, women's empowerment, and awareness against the appropriation of women's inheritances. Both regions include urban traits and share comparable interests and requirements for development. They also both have a need for improvement. They are also impacted by urban problems like as depravity, road conditions, housing shortages, and other such challenges.

Community groups: In our proposals many people use the central mosque, more than five churches, over 30 shops and minimarket (mainly ethnic and continental food trades). At present the existing Anglesey parish council also cover the proposed area and most recently borough council very successfully amended the boundary.

Facilities: The primary commercial district is located along Uxbridge Street in Anglesey Ward. Both general practitioners (GPs) in Angeseey see patients who live in both locations. Residents and guests of the proposed neighbourhood will find that the central mosque, more than five churches, more than 30 businesses, and a minimarket are all popular places to go (mainly ethnic and continental food trades). The proposed territory is currently within the jurisdiction of the existing Anglesey parish council, and it was until recently that the borough council's attempts to amend the geographical boundaries of the region were met with some measure of success.

Identifiable boundaries: Uxbridge Street, a place of worship for several churches, an ancient goat malting plant, and a commercial park that is often used are all separated by an overpass and terrace residences

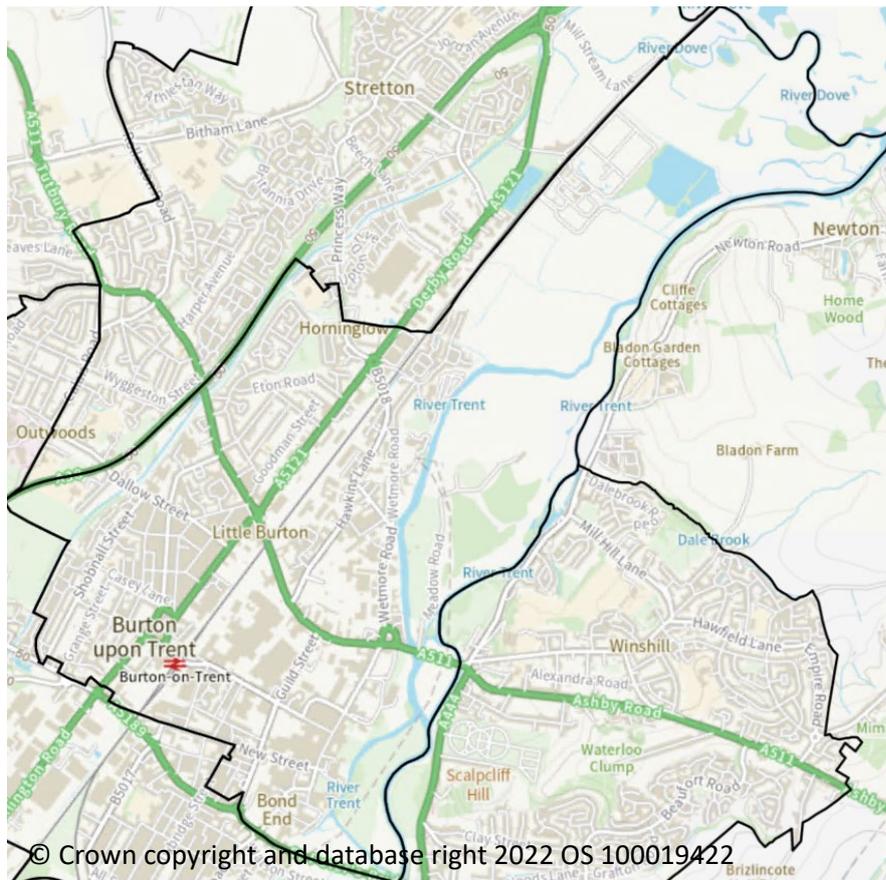
located on Anglesey Road exemplify the robust and well recognised identity.

Parishes: At the moment, the current Anglesey parish council also includes the planned region, and the borough council has very recently altered the boundaries.

**Criteria 3:** Effective and convenient local government – coterminosity is good, with the division comprising two wards in their entirety (Stapenhill and Anglesey) plus part of Shobnall ward – part of the parish ward of Canal.

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## Division 6: Burton Town



**Summary of Division:** The proposal is for Burton Town to comprise the new ward of Burton and Eton, plus the part of Canal parish ward, (Shobnall ward) that is not in Burton Trent as described above.

**Criteria 1:** Electoral Equality is acceptable – total division electorate is forecast to be 12,491 – a variance of +7.5% from the Staffordshire average.

**Criteria 2:** Community Identity:

Strong relationship links occur across the proposed segments of the area, such as bus service and a common train stop. If two locations are to be grouped together, they will be close enough together that they can be reached by transport and, ideally, strolled to one another.

Strong community cohesion, reciprocal respect, and civic pride can be found within this division and the proposed changes will not alter this.

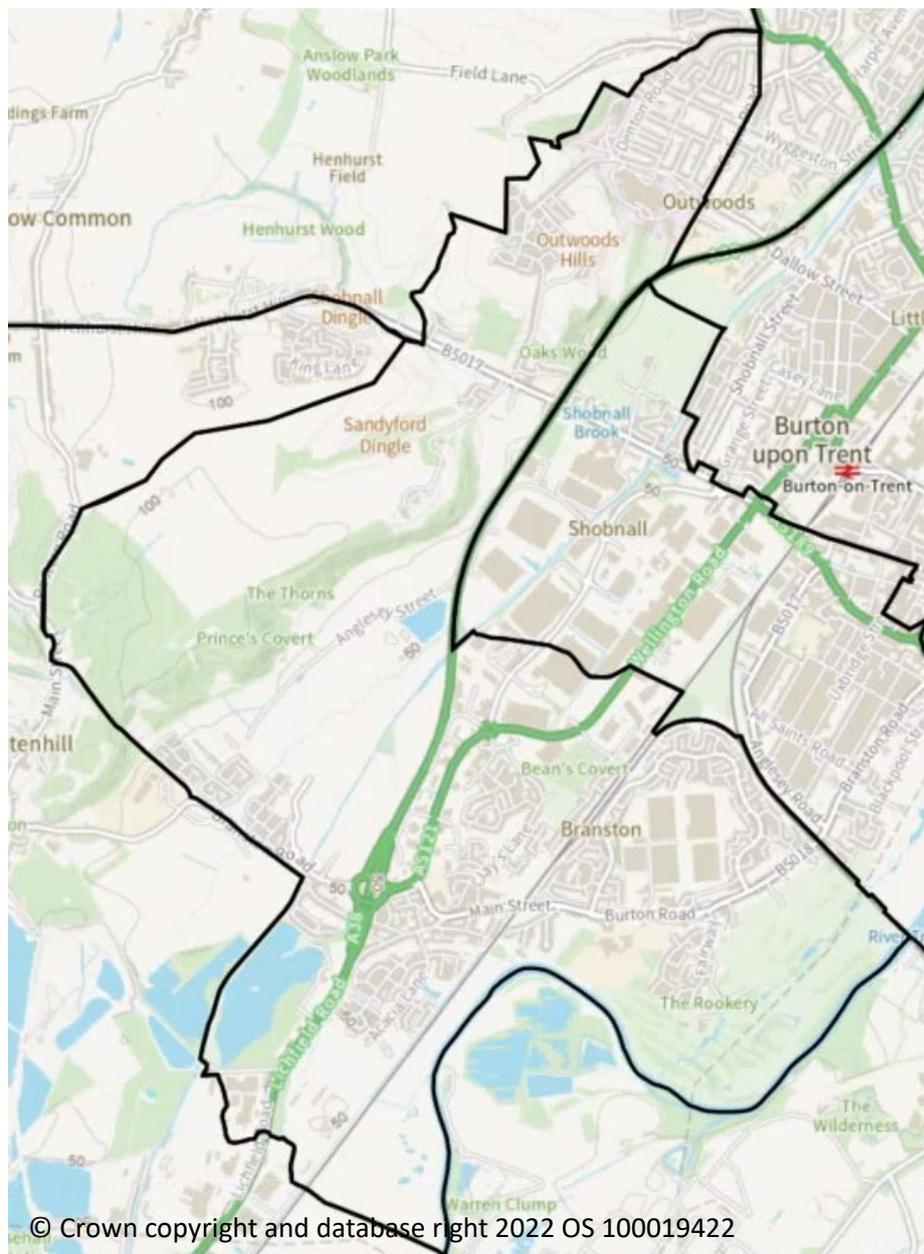
There are various stores available (mainly small businesses). In the current day, the suggested territory is also covered by the existing Eton parish council.

The proposed territory is currently within the jurisdiction of the existing Eton and nearby parish council, but the borough council's efforts to amend the geographical boundaries have been successful.

**Criteria 3:** Effective and convenient local government – coterminosity is good, being comprised the ward of Burton and Eton plus part of the parish ward of Canal.

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## Division 7: Burton South



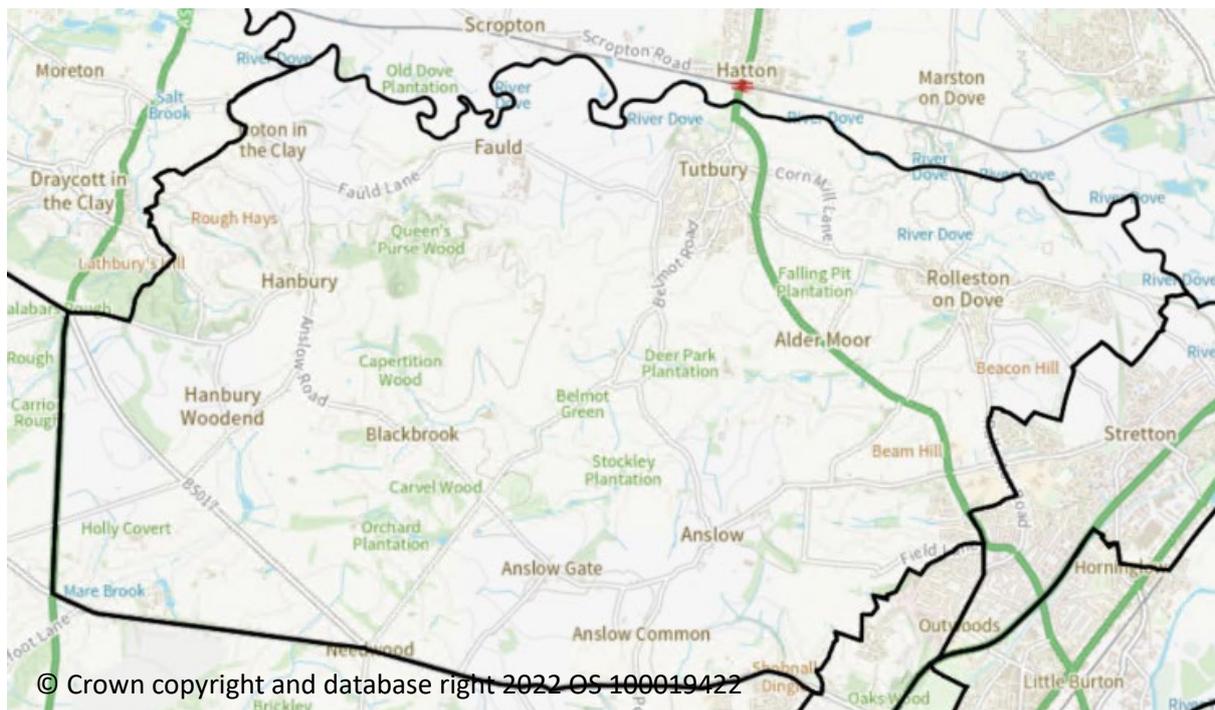
**Summary of Division:** Burton South division is proposed to comprise most of Branston ward (the exception being the area to the north around Shobnall Dingle that will be in Needwood division and is part of Branston Henhurst Parish ward), and then extend out to the north-east to incorporate Oaks Wood Parish ward (Shobnall Parish), plus an additional area of Outwards South Parish ward (both in Dove ward), and part of Outwoods between Field Lane and Calais Road (from Horninglow and Outwoods ward).

**Criteria 1:** Electoral Equality is acceptable – total division electorate is forecast to be 11,921 – a variance of +2.6% from the Staffordshire average.

**Criteria 2:** Community Identity. It is recognised that this division, which is in essence a new division, may lack an obvious community identity, being comprised of a large part of Branston plus Outwoods Hills and part of Outwoods. However, a range of options have been explored, all of which resulted in splitting existing communities and parishes for the sake of balancing the electorate numbers. It is therefore felt that this option provides the best outcome for both this division and the adjacent divisions of Dove, Needwood and Stretton.

**Criteria 3:** Effective and convenient local government – coterminosity is good, with the division following much of the ward boundary for Branston, plus the Oaks Wood parish ward from Shobnall Parish, and additional areas of Dove ward and Horninglow and Outwoods ward.

## Division 8: Dove



**Summary of Division:** Dove is proposed to comprise Hanbury parish from Crown ward, the majority of Dove excluding the Outwood Hills area, most of Horninglow and Outwoods ward to Field Lane, and North Parish ward from Horninglow and Outwoods Parish (Stretton ward).

**Criteria 1:** Electoral Equality is acceptable – total division electorate is forecast to be 10,517 – a variance of -9.5% from the Staffordshire average.

**Criteria 2:** Community Identity:

**Transport links:** The communication links within the proposed Dove Division are strong with short journey times and good quality routes to use.

**Shared interests:** The community links between Rolleston-on-Dove, Tutbury and Anslow are very strong, as are the links between Tutbury, Hanbury and Anslow. These communities share services, use the same key transport links, and have other ties such as a shared Church of England Benefice. The issues these areas face, particularly those that are relevant to the County Council are very similar.

**Community Groups:** There is a strong network of parish councils across the Division who are mutually supporting. There is also a shared Church of England Benefice between Anslow, Rolleston and Tutbury.

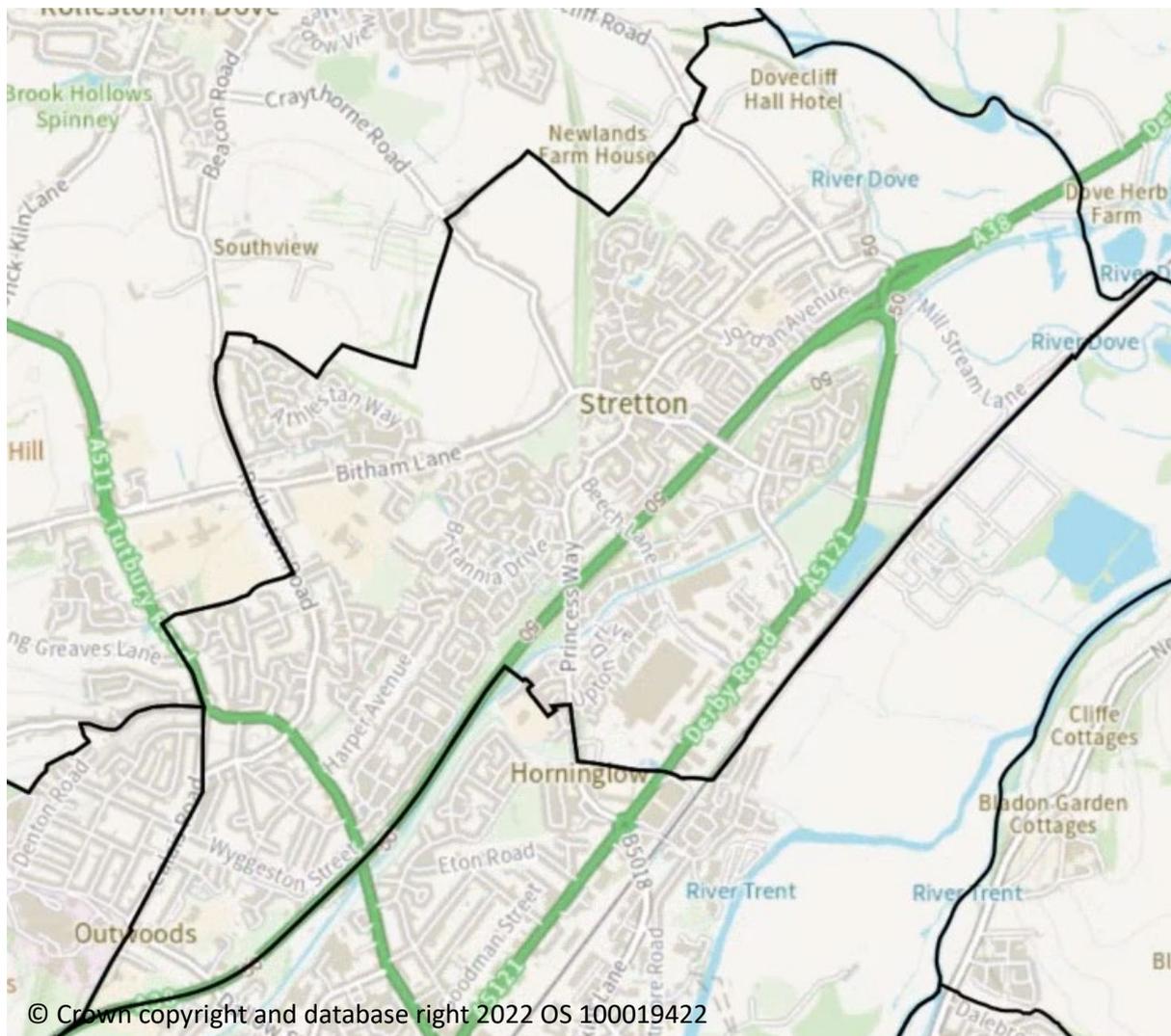
Facilities: Tutbury is the local service centre for residents in Rolleston, Anslow and Hanbury in terms of shops, primary healthcare, and other services. It is also the transport hub, benefitting from Tutbury & Hatton railway station. The public houses in Rolleston are also popular with residents across the area. Most schoolchildren attend local primary schools before progressing to De Ferrers High School on the edge of the Division.

Identifiable boundaries: The Derbyshire border is the most obvious border together with the "green gap" between Rolleston and Stretton, Tutbury and Outwoods and Anslow and Outwoods. This is much valued by local residents who view themselves as the first "rural" communities outside Burton. There is also a strong dividing line at Field Lane with the areas below this closer to the hospital/town forming a more distinct community and with their primary issues relating to Burton Hospital.

Parishes: Rolleston on Dove, Tutbury, Anslow and Hanbury Parish Councils all sit within the boundaries of the proposed Division. There are also some elements of Outwoods Parish but unlike the others mentioned this area does not have a strong community identity and is more a series of corridors along the A511, Beamhill Road and the B017 each of which has its own identity.

**Criteria 3:** Effective and convenient local government – coterminosity is good as the division follows much of the boundary of Dove, plus the parish of Hanbury, the parish ward of North from Horninglow and Outwoods parish, and most of Horninglow and Outwoods ward. It would be easy for the elected Member to be in all parts of the Division on a regular basis

## Division 9: Stretton



**Summary of Division:** Stretton division is proposed to comprise all of Stretton ward with the exception of North Parish ward, plus part of Horninglow and Outwoods ward long Calais Road.

**Criteria 1:** Electoral Equality is acceptable – total division electorate is forecast to be 12,264 – a variance of +5.6% from the Staffordshire average.

**Criteria 2:** Community Identity: There are many shared concerns for residents within this division, congested road networks which means that the Cllr representing this division is well known amongst residents for dealing with their complaints.

Community groups are mainly driven by Parish Councils in this division, regular meetings with the community invited to attend. There are a

selection of focus groups attracting likeminded people, amateur boxing club, sports clubs, bowling green groups and church groups.

There are shared shopping facilities used by locals, however a lot of travel to nearby towns happens within residents own transport.

**Criteria 3:** Effective and convenient local government – coterminosity is good, following the majority of the ward boundary of Stretton ward, plus a portion of the boundary of Burton and Eton ward.

### **Rationale:**

**Criteria 1:** We worked with the Boroughs/Districts and Parishes to get the data producing and electoral forecast, we have used the strategy that is suggested by the LGCBE to ensure there is a balance over the 3 criteria. The sum used for the electoral equality was to take the Cllr size, calculate the projected electorate to create an actual allocation on the council size per district. Our calculation resulted in 62 – thus remaining at our current Council size, and the removal of one Cllr in Tamworth, and placing an additional Cllr in East Staffs.

**Criteria 2:** We have worked closely with the Strategic Delivery Managers (SDM's) who work closely with our District, Parish and Borough Councils and provide support to our County Councillors for their divisions. Strategic Delivery Managers hold a vast amount of local knowledge and insight for their patches across Staffordshire. Alongside working with the SDM's we held workshops with the Councillors which enabled us to help them to understand the criteria we need to work with for this review. We worked with them to understand their divisions, their communities and geography which naturally helped us to collate that much needed local insight and community identity.

**Criteria 3:** Due to working with the Councillors and our local councils we have been able to remain as coterminous as possible and provide a healthy balance across all 3 of the criteria.