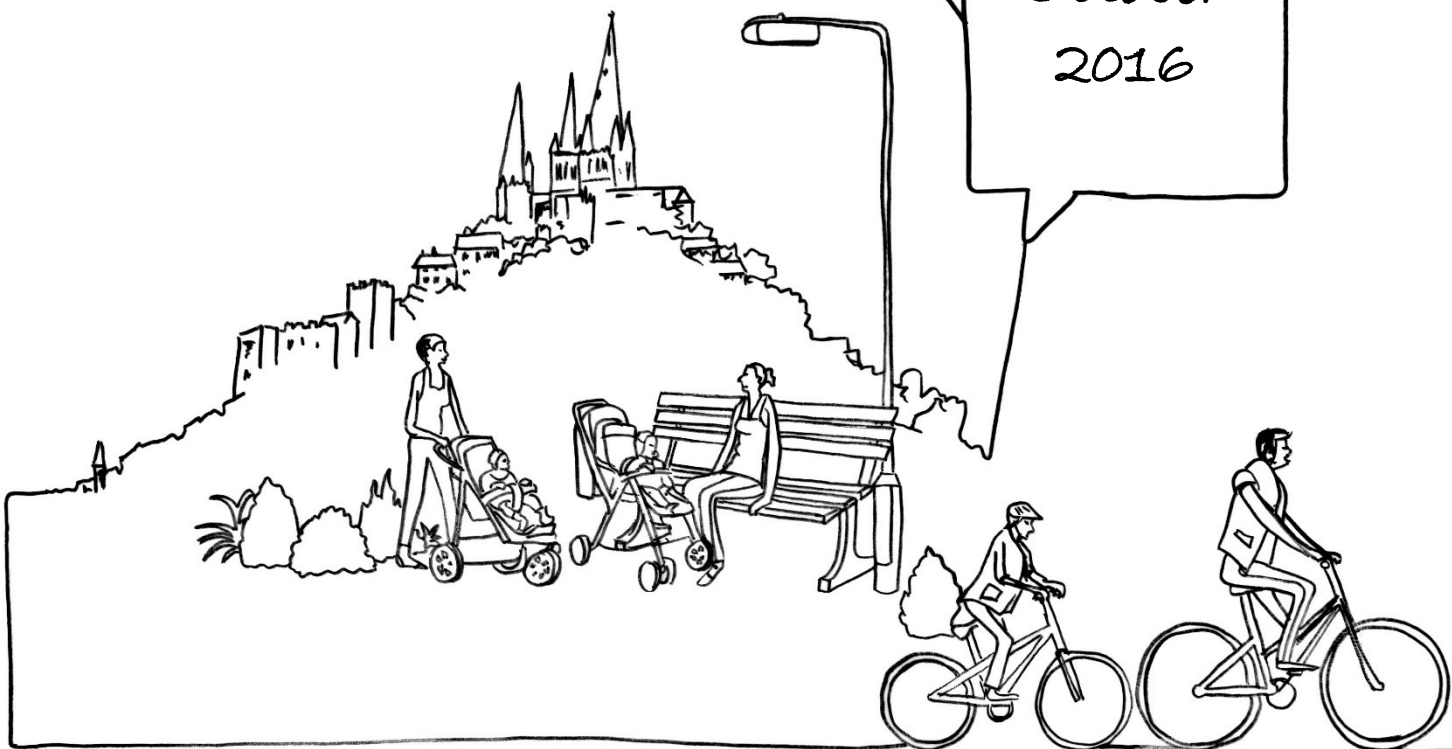


# Staffordshire: Locality Profile

Insight, Planning & Performance Team

Considerations for  
commissioning

October  
2016



## Document Details

<b>Title</b>	Staffordshire Locality Profile
<b>Date created</b>	October 2016
<b>Description</b>	The purpose of the profile is to provide commissioners and practitioners with an evidence base to help understand residents' needs at a local level. It provides detail behind 'The Story of Staffordshire', links with the Community Safety Assessments and contributes to the Joint Strategic Needs Assessment.
<b>Produced by</b>	Insight, Planning & Performance Team Staffordshire County Council
<b>Contact</b>	Tel: 01785 276529 Email: <a href="mailto:phillip.steventon@staffordshire.gov.uk">phillip.steventon@staffordshire.gov.uk</a> Insight, Planning and Performance Staffordshire County Council
<b>Geographical coverage</b>	Staffordshire
<b>Copyright and disclaimer</b>	This product is the property of Staffordshire County Council. If you wish to reproduce this document either in whole, or in part, please acknowledge the source and the author(s).

Staffordshire County Council, while believing the information in this publication to be correct, does not guarantee its accuracy nor does the County Council accept any liability for any direct or indirect loss or damage or other consequences, however arising from the use of such information supplied.

## Contents

<b>1</b>	<b>Introduction</b>	<b>3</b>
<b>2</b>	<b>Out of 100 people in Staffordshire</b>	<b>5</b>
<b>3</b>	<b>Key messages - Staffordshire</b>	<b>6</b>
<b>4</b>	<b>Brexit and Staffordshire</b>	<b>7</b>
<b>5</b>	<b>Key considerations for commissioning</b>	<b>9</b>
5.1	The population of Staffordshire	9
5.2	Be able to access more good jobs and feel the benefits of economic growth	9
5.3	Be healthier and more independent	10
5.4	Feel safer, happier and more supported	12
<b>6</b>	<b>Staffordshire ward level 'risk' index – to identify areas with the poorest outcomes</b>	<b>13</b>
<b>7</b>	<b>Staffordshire district level indicator matrix</b>	<b>17</b>
<b>8</b>	<b>How do we perform compared to our statistical neighbours?</b>	<b>26</b>

## 1 Introduction

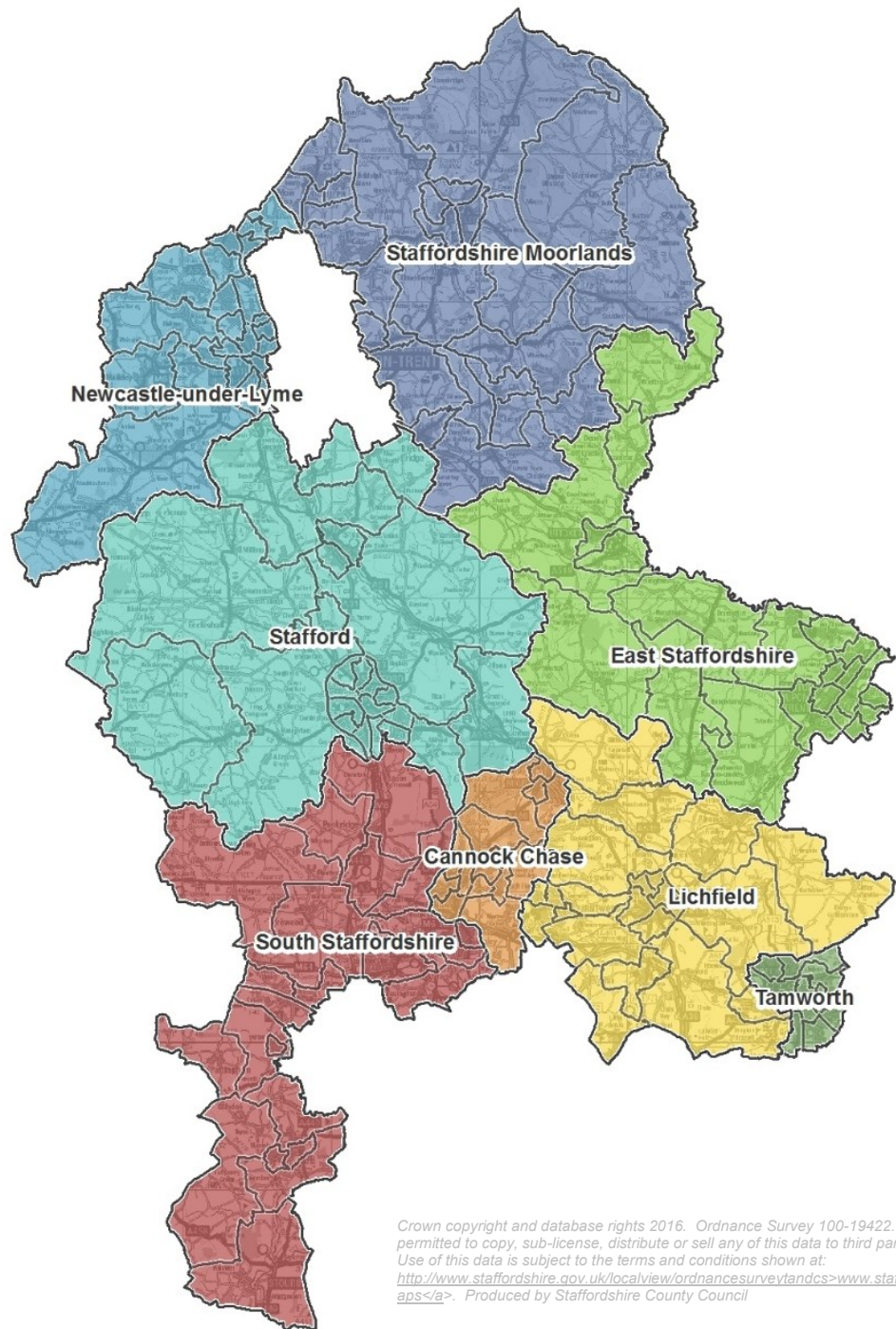
Welcome to the **2016 Locality Profile for Staffordshire**. This annually updated profile underpins 'The Story of Staffordshire' by identifying priorities at district and ward level to support the effective targeting of resources. The profile is a robust intelligence base across a wide range of indicators which cover the three Staffordshire Partnership outcomes:

- Access more good jobs and feel the benefits of economic growth
- Be healthier and more independent
- Feel safer, happier and more supported in and by their community

All outcomes for our residents, families and communities are affected by a wide range of demographic, socio-economic and environmental factors which are inextricably linked. To make a real difference and to reduce inequalities, particularly within the current financial climate, we need to target our efforts towards those who experience the greatest levels of inequality and who demonstrate the highest levels of vulnerability.

It is often the same families and communities that experience multiple needs and have a range of poor outcomes. This profile helps to identify those communities and provide evidence to support a necessarily holistic approach to enable them to improve their outcomes and thrive. It also allows us to make comparisons between different communities with similar population characteristics to help us to identify where there are different outcomes and to consider protective as well as negative factors.

This Locality Profile is intended to be used alongside its companion interactive 'Dashboard', the 'Prezi' presentations and other resources produced by the Insight, Planning & Performance Team, such as the Community Safety Assessments and Joint Strategic Needs Assessments along with local intelligence and knowledge. Used together, these will create an enriched picture of residents, their families and their communities to support more effective evidence-based commissioning and support.



Crown copyright and database rights 2016. Ordnance Survey 100-19422. You are not permitted to copy, sub-license, distribute or sell any of this data to third parties in any form. Use of this data is subject to the terms and conditions shown at: <http://www.staffordshire.gov.uk/localview/ordnancesurvey/tandcs>www.staffordshire.gov.uk/maps/a>>. Produced by Staffordshire County Council

## What's new?

Based on your feedback these profiles are always evolving and improving. The new elements that have been included this year are:

- **Brexit:** There are a lot of unknowns but we give consideration to the possible impact of the country's exit from the European Union.
- **Changes to the Indicator Matrices:** The matrices remain very popular but have this year been improved to include actual numbers as well as proportions and rates.
- **Interactive dashboard:** Dashboards allow users to have more immediate and flexible access to the latest available information for a selection of our key indicators. This will keep the profiles 'alive' and we will continue to develop these dashboards throughout the year. The dashboards can be found on the Staffordshire Observatory Website:  
<http://www.staffordshireobservatory.org.uk/homepage.aspx>
- **Improved benchmarking:** We have always recognised the importance of benchmarking so that users can see at a glance where there are significant or meaningful differences. Mostly we use England as the comparator and we have done so this time but we have also compared a selected number of indicators with Staffordshire's 'statistical neighbours' - a group of 16 districts that the Chartered Institute of Public Finance and Accountancy (CIPFA) assessed as being similar based on a range of population characteristics (Staffordshire's 'statistical' or 'nearest neighbours' are listed in Section 8). Comparing with similar districts gives us more information about our residents and helps to identify potential areas of improvement which could be missed when comparing only with the national average.

- **Key messages:** We always provide a list of key messages to draw attention to important issues and these are largely based on where an indicator is higher or lower than England or as is the case this time is in the upper or lower quartile when compared to the statistical neighbour group. But this time we have also summarised these key messages under the headings used in The Story of Staffordshire to make sure that the key messages described are translated as far as possible at district level and below.

## Layout of this profile

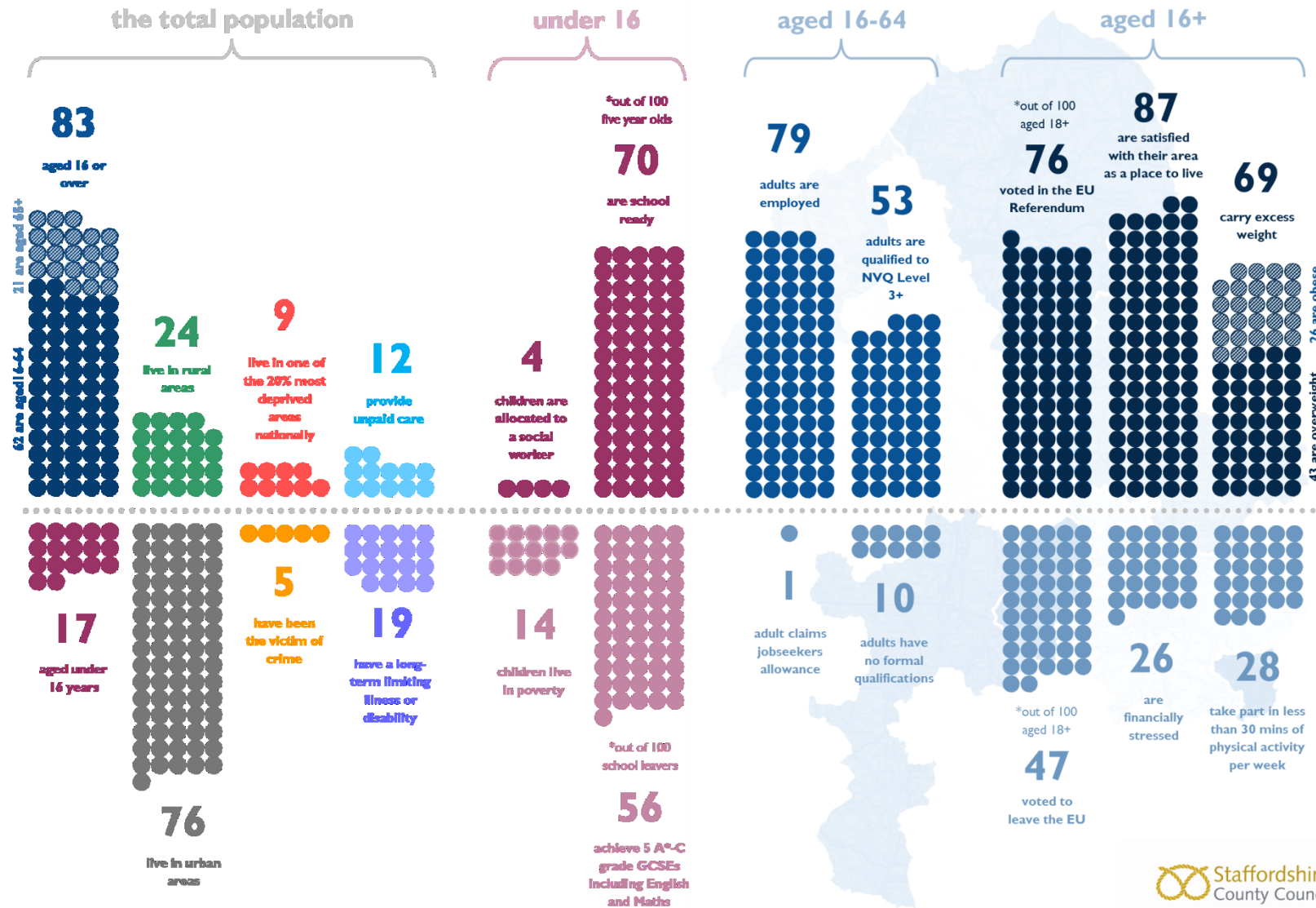
The profile presents the main messages which were highlighted in the 'Story of Staffordshire', from a district perspective before listing the key messages about Staffordshire from the indicator matrices. There is then a section on priorities at a district level before presenting information about the wards with the highest needs. The final three sections comprise of Indicator Matrices at district level, selected indicators compared with CIPFA nearest neighbour and finally the ward-level indicator matrix.

## Feedback

As always we would welcome your feedback on these profiles so please contact:

- Phil Steventon [phillip.steventon@staffordshire.gov.uk](mailto:phillip.steventon@staffordshire.gov.uk) or
- [insight.team@staffordshire.gov.uk](mailto:insight.team@staffordshire.gov.uk)

## 2 Out of 100 people in Staffordshire



### 3 Key messages - Staffordshire

- **Population:** Around 862,600 people live in Staffordshire. There are relatively fewer children aged under 16 and working age people (16-64) compared to England and more people aged 65 and over. The population is projected to have a small increase overall by 2025 but a much larger growth in people aged 65 and over. There are also more single-pensioner households than average.
- **Community resilience:** The demand on public sector funded services has increased considerably over the last decade and a higher proportion of adults in Staffordshire use some health care services and more adults use long term social care services than our statistical neighbours. An ageing population means that these demands are likely to increase further and services in their present forms are set to become unsustainable. There is also a high number of people providing unpaid care who are often older, in poor health and isolated themselves. Therefore we need to continue to think differently about the community and partnership relationship.
- **Reducing inequalities:** There are a number of wards in Staffordshire where families and communities face multiple issues such as unemployment or low incomes, low qualifications, poor housing, social isolation, ill-health (physical and/or mental) and poor quality of life. Wards with some of the highest multiple needs include: Stapenhill, Leek North, Cannock North, Cross Heath and Knutton & Silverdale. These areas require particular focus and an integrated partnership response.
- **The impact of Brexit:** The current position shows that the local economy has not been significantly affected by Brexit and we are largely seeing 'business as usual' in Staffordshire post-EU referendum. This may change once Article 50 is triggered, although given the timescales required to negotiate exit arrangements, we are unlikely to see any significant impact until at least 2020.
- **Be able to access more good jobs and feel the benefits of economic growth:** Education and employment rates have improved in Staffordshire but this has not been universal - especially amongst some of our most vulnerable communities. There are also gaps in levels of adult skills and qualifications with a high proportion of Staffordshire adults having no qualifications and there are also high levels of financial stress in some wards.
- **Be healthier and more independent:** Life expectancy has increased but the number of years spent in good health has not. More older people than average have a limiting long term illness and therefore the number of years people spend in poor health towards the end of life in Staffordshire is high. Men and women spend 16 and 21 years in poor health respectively. More people are admitted to hospital a result of self-harm or drinking too much alcohol and more Staffordshire women die from alcohol-related illnesses than average. Too many residents have excess weight, eat unhealthily and are inactive - we need to turn this around to improve quality of life and reduce demand for services.
- **Feel safer, happier and more supported:** Most Staffordshire residents are satisfied with the area they live in. Burton, Castle and Town are some of the wards that have higher than average levels of violent crime and anti-social behaviour and perception of crime is also high. Housing affordability is an issue for low earners in Staffordshire. There are more accidental deaths in Staffordshire, particularly in old people.

## 4 Brexit and Staffordshire

On 23<sup>rd</sup> June 2016 the United Kingdom electorate voted in favour of ending its membership of the European Union (EU). Staffordshire residents also voted in favour of leaving the EU. Of the 76% turnout, 63% voted leave and 37% voted to remain.

While the UK saw a short-term impact on the national economy in the immediate wake of the EU referendum, this calmed fairly quickly, and we are largely seeing 'business as usual' locally. Given the Government's signalled intention to trigger Article 50<sup>1</sup> by March 2017, we are unlikely to see the impact of any major changes until 2020, though there remains a risk of market volatility during this time ("*Brexit turbulence*").

While it might be possible to estimate what some of the impact of Brexit might look like, it is important to remember that this is entirely new territory. The UK will be the first country to leave the EU and there will be many unknowns ahead.

- Based on data from the 2011 Census around 13,700 Staffordshire residents were born in other EU nations – equating to 1.6% of the population - lower than West Midlands (2.4%) and England (3.7%). The Census data also tells us that around 9,100 residents aged 16-74 from other EU countries were in employment in Staffordshire, equivalent to 2.5% of our workforce, again a lower proportion than both regionally (3.1%) and nationally (4.9%).
- However since then we have seen an increase in the number of migrants from other EU countries coming to Staffordshire. During 2015/16 the total number of national insurance number (NINo)<sup>2</sup> registrations to adult overseas nationals in Staffordshire was 4,900, which is an 18% increase from the previous year. The majority of these migrants were from other EU countries (4,300 people) and mainly from EU8 and EU2 countries.<sup>3</sup>
- A local model has been developed to look at employment numbers through different scenarios based on data from the last recession. This shows that we may see a 0-9% reduction (equating to 200 to 36,400 fewer jobs) than the current forecast number of jobs between 2017 and 2020 (**Error! Reference source not found.**).

---

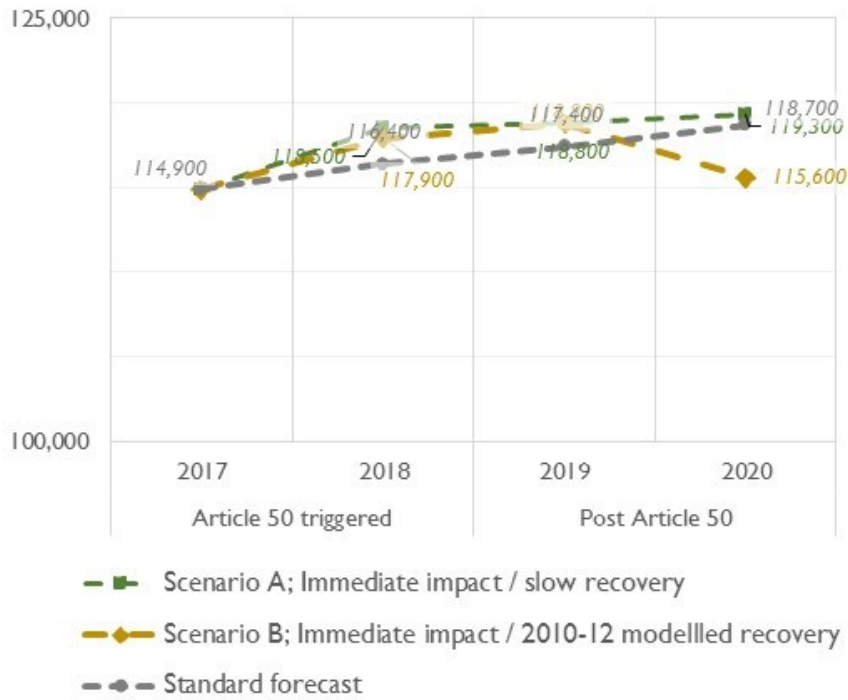
<sup>1</sup> Article 50 is the provision within the Lisbon Treaty which outlines the legal framework for a member state to terminate its membership of the European Union.

<sup>2</sup> A national insurance number (NINo) is generally required by any overseas national (including students working part-time) looking to legally work or claim benefits or tax credits in the UK. This information therefore provides us with a proxy measure of migration for adult overseas nationals registering for a NINo.

<sup>3</sup> EU8 countries: Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia; EU2 countries: Romania and Bulgaria



**Figure 1: Staffordshire employment forecasts pre and post-Brexit (numbers)**



Model developed by Insight, Planning and Performance, Staffordshire County Council

Source: Office for National Statistics

## 5 Key considerations for commissioning

### 5.1 The population of Staffordshire

- Staffordshire is resident to 862,600 people. The population has a lower proportion of people aged under five, under 16 and aged 16-64. There are more people aged 65 and over in Staffordshire compared to average.
- The overall population for Staffordshire is projected to increase between 2015 and 2025 by 4% and is projected to see significant growth in people aged 65 and over (20%) and aged 85 and over (49%). The rate of increase in the number of older people in Stafford is faster than the England average equating to 10,400 additional residents aged 85 and over by 2025.
- There is a higher proportion of population living in rural areas in Staffordshire compared to national average.
- There are 49 lower super output areas (LSOAs) that fall within the most deprived national quintile in Staffordshire, making up around 9% of the total population (78,600 people).
- The dependency ratio for older people in Staffordshire is 34 older people for every 100 people of working age which is higher than England.
- Aspiring homemakers is the most common Mosaic<sup>4</sup> group across Staffordshire and makes up 13% (110,300) of the population. Some wards have high proportions of their populations in a single segmentation group, for example, nearly all of the residents who live in Dane, Horton, Longdon and Manifold are in the “Country Living” group.

### 5.2 Be able to access more good jobs and feel the benefits of economic growth

- The proportion of children in Staffordshire who reach a good level of development at the age of five (70%) is better than the national average and performs well compared to its CIPFA<sup>5</sup> local authority comparators.
- Key Stage 2 (KS2) results for Staffordshire pupils are similar to the England average.
- Overall, GCSE attainment for Staffordshire pupils is significantly better than the England average. There are however inequalities within the county with attainment ranging from 23% in Anglesey ward to 88% in Ipstones ward.
- The percentage of adults aged 16-64 with NVQ level 2<sup>6</sup> or above is higher than the national average. However, overall Staffordshire also has more adults with no qualifications compared to the national average and it also performs poorly compared to its CIPFA local authority comparators. This may hinder economic growth in Staffordshire.

---

<sup>4</sup> [Mosaic Public Sector](#) by Experian classifies all households by allocating them to one of 15 summary groups and 66 detailed types. These paint a rich picture of residents in terms of their socio-economic and socio-cultural behaviour.

<sup>5</sup> The Chartered Institute of Public Finance and Accountancy (CIPFA) Nearest Neighbours Model attempts to adopt a scientific approach to measuring the similarity between authorities.

<sup>6</sup> NVQ 2 = four or five GCSEs at grades A\*-C, BTEC first diploma.

- There are more people in employment, aged 16-64, in Staffordshire compared to national average.
- Unemployment and youth unemployment rates in Staffordshire (as at June 2016) were lower than the national average. When compared to CIPFA local authority comparators, for both unemployment and youth unemployment Staffordshire has some of the lowest rates. The proportion of people claiming out-of-work benefits is better than average (7.2% compared to 8.6%).
- Using the Mosaic variable “Financial Stress”, 26% (220,600) of the population in Staffordshire find it difficult or very difficult to cope on current income. This is lower than the national average. There is variation across the district with financial stress ranging from 13% in Little Aston and Stonnall to 42% in Common.
- The proportion of Stafford residents aged 60 and over living in income deprived households is significantly better than the national average.

### 5.3 Be healthier and more independent

- Overall life expectancy at birth in Staffordshire is 80 years for men and 83 years for women, both similar to the national averages. However both men and women living in the most deprived areas of Staffordshire live six years less than those living in less deprived areas.
- Healthy life expectancy in Staffordshire is 64 years for men and 65 years for women which is longer than average. Women in Staffordshire spend more of their lives in poor health than men (18 years compared to 15). In addition, healthy life expectancy for men remains below retirement age which has significant long-term implications, for example, while men are expected to work later into their 60s many will not be healthy enough to do so.
- Teenage pregnancy rates in Staffordshire are similar to England. When compared to CIPFA local authority comparators, Staffordshire has one of the highest rates. Teenage pregnancy rates are particularly high in Chadsmead, Penside and Summerfield.
- The chlamydia diagnosis rate for 15-24 year olds in Staffordshire (1,646 per 100,000) is lower than average (1,887 per 100,000) and falls below the Public Health England target of at least 2,300 per 100,000 population aged 15-24 years.
- Breastfeeding initiation and prevalence rates at six to eight weeks in Staffordshire remains lower than the England rate.
- Around one in four children aged four to five in Staffordshire have excess weight (overweight or obese) with rates being higher than average. When compared to CIPFA local authority comparators, Staffordshire has one of the highest rates. The prevalence is high in a number of wards across Staffordshire these include; Abbey, Stapenhill, Biddulph South, Caverswall and Churnet. Around a third of children aged 10-11 have excess weight with rates being similar to average but when compared to CIPFA local authority comparators Staffordshire has one of the highest rates. Prevalence is particularly high in a number of

wards and these include: Burton, Cheadle South East, Manifold, Porthill and Silverdale & Parksite.

- During 2014/15 around 1,700 children under 15 were admitted for unintentional and deliberate injuries, with rates higher than England. More work needs to be done to understand the numbers that are directly related to injuries and those that may have been prevented.
- Smoking prevalence for adults in Staffordshire is lower than the national average and performs well compared to its CIPFA local authority comparators. Smoking attributable mortality in Staffordshire is lower than the England average; alcohol-specific mortality for women is however higher than average and when compared to CIPFA local authority comparators Staffordshire has one of the highest rates.
- Around seven in ten adults have excess weight (either obese or overweight) which is higher than the national average. The proportion of people who are obese in Staffordshire is higher than the England average (more than one in four). For both adult excess weight and adult obesity, Staffordshire performs poorly compared to CIPFA local authority comparators.
- Nearly six out of ten Staffordshire adults meet the recommended levels of physical activity, this is similar to the national average. About three out of ten Staffordshire adults are physically inactive, similar to the England average (equating to around 202,200 people).
- There is a higher proportion of residents in Staffordshire with a limiting long-term illness compared to the national average, particularly amongst those aged 65 and over where Staffordshire also performs poorly compared to its CIPFA local authority comparators.
- Emergency admissions rate to hospitals in Staffordshire for acute ambulatory care sensitive conditions is higher than the England average.
- The number of people on depression, diabetes and hypertension registers in Staffordshire is higher than the national average.
- During 2014/15 the rate of hospital admissions caused by self-harm and alcohol were higher than the England averages. For alcohol-related hospital admissions when compared to CIPFA local authority comparators Staffordshire has one of the highest rates.
- Accidental deaths account for around 230 deaths per year in Staffordshire with rates being higher than the England average. Accidental death rates in older people aged 65 and over are also higher than England.
- The proportion of older people in Staffordshire who take up their offer of a seasonal flu vaccine is lower than average; for the pneumococcal vaccine it is also lower than average. When compared to CIPFA local authority comparators Staffordshire has some of the lowest rates.

- End of life care is a concern for Staffordshire with the proportion dying at home or usual place of residence worse (43%) than the national average (46%).

#### **5.4 Feel safer, happier and more supported**

- 'Feeling the Difference' is a long-standing, bi-annual, public opinion survey giving our local residents an opportunity to give their views on their area as a place to live, their safety and wellbeing and local public services. The latest round of results reveals that 91% of Staffordshire respondents were satisfied with the area as a place to live.
- Staffordshire has a higher proportion of lone pensioner households compared to the national average and CIPFA local authority comparators. A number of wards have higher proportions of households with lone pensioners in Staffordshire and these include: Biddulph South, Brewood & Coven, Clayton, Codsall North, Stowe and Wombourne South East.
- Based on data from the 2011 Census, more residents in Staffordshire provide unpaid care compared to the England average. This equates to around 98,830 people. In particular, 15% (23,450 people) of residents aged 65 and over provide unpaid care which is higher than the England average of 14%. When compared to CIPFA local authority comparators Staffordshire has some of the highest rates.
- More than one in ten Staffordshire households are living in fuel poverty, similar to the national average.
- The lowest quartile house price in Staffordshire was 6.1 times the lowest quartile income and lower than the England average of 6.5.
- Based on Feeling the Difference Survey, nearly twice as many people are fearful of being a victim of crime (13%) compared with those who have actually experienced crime (7%) in Staffordshire.
- Actual rates of crime and anti-social behaviour in Staffordshire are lower than the national average. Burton, Forebridge and Town are amongst those wards that have a significantly high rate of crime and a significantly high rate of anti-social behaviour. Levels of violent crime in Staffordshire are particularly high in Burton, Castle and Town wards.

## 6 Staffordshire ward level 'risk' index – to identify areas with the poorest outcomes

Throughout the report we have highlighted examples of the inequalities in quality of life across Staffordshire, with those in more deprived areas consistently experiencing poorer outcomes. For us to achieve our vision for Staffordshire, particularly within the current financial climate, we need to target our efforts towards those who experience the greatest levels of inequality and who demonstrate the highest levels of vulnerability.

A number of indicators have been selected across a range of themes to identify wards with higher levels of need so that resources can be targeted more effectively. The indicators used are:

- Income deprivation affecting older people index, 2015
- Eligibility for Free School Meals, 2016
- Key Stage 4 (5 A\*-C incl. English & Maths), 2014/15
- Economic stress (Prevalence) [MOSAIC], 2016
- Out of work benefits, 2015
- Child excess weight (Year 6 or Reception age), 2014/15
- Long-term adult social care users, 2015/16
- Emergency admissions (all ages), 2015/16
- Long term limiting illness (all ages), 2011
- Preventable mortality, 2012-2014
- Lone parent households, 2011
- Lone pensioners, 2011
- Households affected by fuel poverty, 2014
- Rate of total recorded crime, 2015/16
- Anti-social behaviour, 2015/16

Wards were assessed based on how they compared with England for each of the indicators. Wards that **performed worse than the England average:**

- **for none of the indicators (low need)**
- **for one to three of the indicators (medium need)**
- **for four or more indicators (high need)**

The results are shown in Table 1 and Map 1 shows the location of wards on a map.

**Table 1: Wards that have been categorised as ‘High’ using the ward level ‘risk’ index**

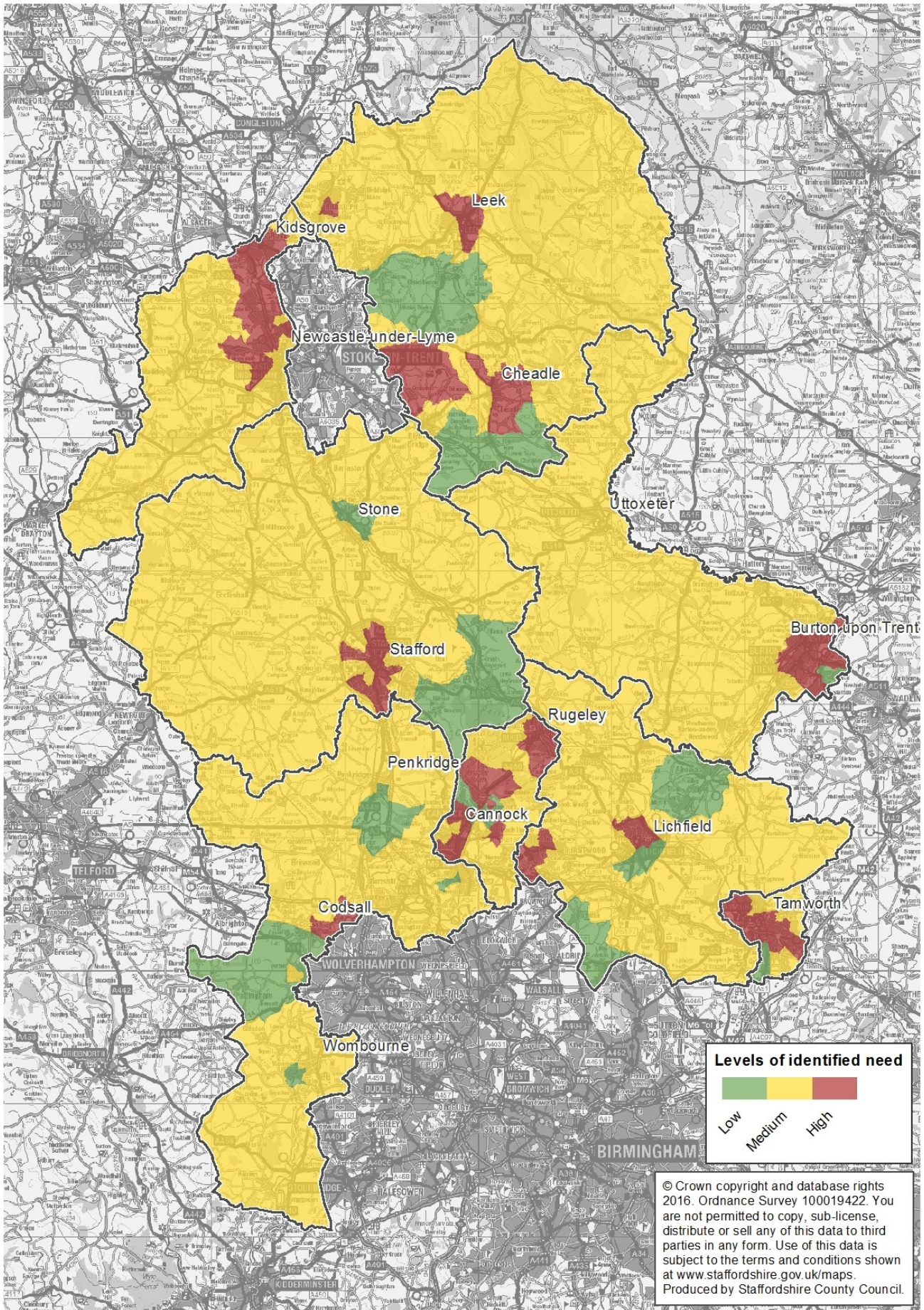
LA name	Ward name	Older people in poverty	Free school meals	GCSE attainment	Economic stress	Out of work benefits	Excess weight (Reception)	Long-term adult social care users	Emergency admissions	Long term limiting illness	Preventable mortality	Lone parent households	Lone pensioners	Fuel povrty	All crime	Anti-social behaviour	Total indicators performing worse than England	Index
East Staffordshire	Stapenhill	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	13	High
Staffordshire Moorlands	Leek North	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓	13	High
Cannock Chase	Cannock North	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓			✓	12	High
Newcastle-under-Lyme	Cross Heath	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓			✓	12	High
Newcastle-under-Lyme	Knutton and Silverdale	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓		✓		✓	12	High
Newcastle-under-Lyme	Town	✓			✓	✓		✓	✓	✓	✓		✓	✓	✓	✓	11	High
Staffordshire Moorlands	Biddulph East	✓	✓		✓	✓	✓	✓		✓	✓	✓		✓		✓	11	High
Cannock Chase	Cannock East	✓	✓	✓	✓	✓			✓	✓	✓	✓				✓	10	High
East Staffordshire	Eton Park	✓	✓		✓	✓		✓	✓		✓	✓		✓		✓	10	High
East Staffordshire	Horninglow				✓	✓		✓	✓	✓	✓	✓	✓	✓		✓	10	High
East Staffordshire	Shobnall	✓			✓	✓		✓	✓		✓	✓		✓	✓	✓	10	High
Lichfield	Chasetown	✓			✓	✓	✓	✓		✓		✓	✓		✓	✓	10	High
Newcastle-under-Lyme	Holditch	✓	✓		✓	✓		✓	✓	✓		✓		✓		✓	10	High
Cannock Chase	Cannock South	✓			✓	✓	✓	✓		✓			✓		✓	✓	9	High
Stafford	Common	✓			✓	✓		✓	✓	✓				✓	✓	✓	9	High
Tamworth	Glascote	✓	✓		✓	✓			✓	✓	✓	✓				✓	9	High
East Staffordshire	Anglesey	✓		✓	✓			✓	✓			✓		✓		✓	8	High
Newcastle-under-Lyme	Butt Lane		✓		✓	✓				✓		✓	✓	✓		✓	8	High
Stafford	Highfields & Western Downs		✓		✓	✓			✓	✓	✓	✓				✓	8	High
Lichfield	Chadsmead		✓		✓	✓	✓		✓			✓				✓	7	High
Newcastle-under-Lyme	Chesterton	✓			✓	✓			✓	✓		✓				✓	7	High
Newcastle-under-Lyme	Silverdale and Parksite		✓		✓	✓			✓	✓			✓			✓	7	High
Stafford	Forebridge	✓			✓						✓		✓	✓	✓	✓	7	High
Tamworth	Belgrave	✓	✓		✓			✓	✓			✓				✓	7	High
Tamworth	Castle	✓			✓			✓		✓			✓	✓	✓	✓	7	High
Tamworth	Stonydelph	✓		✓	✓				✓		✓	✓				✓	7	High

LA name	Ward name	Older people in poverty	Free school meals	GCSE attainment	Economic stress	Out of work benefits	Excess weight (Reception)	Long-term adult social care users	Emergency admissions	Long term limiting illness	Preventable mortality	Lone parent households	Lone pensioners	Fuel povrty	All crime	Anti-social behaviour	Total indicators performing worse than England	Index
Cannock Chase	Brereton and Ravenhill		✓		✓	✓				✓		✓				✓	6	High
Cannock Chase	Hednesford North	✓		✓	✓	✓				✓						✓	6	High
East Staffordshire	Burton	✓			✓				✓					✓	✓	✓	6	High
East Staffordshire	Winshill				✓				✓	✓		✓		✓		✓	6	High
Lichfield	Stowe							✓	✓	✓			✓		✓	✓	6	High
Newcastle-under-Lyme	Talke		✓	✓		✓			✓	✓						✓	6	High
Tamworth	Bolehall	✓			✓				✓	✓		✓				✓	6	High
Tamworth	Mercian	✓						✓	✓	✓		✓	✓				6	High
Cannock Chase	Hagley				✓	✓	✓		✓	✓							5	High
Lichfield	Boney Hay & Central						✓		✓	✓			✓			✓	5	High
Newcastle-under-Lyme	Kidsgrove						✓		✓	✓		✓				✓	5	High
South Staffordshire	Bilbrook					✓				✓		✓	✓			✓	5	High
Stafford	Coton	✓			✓		✓							✓		✓	5	High
Stafford	Doxey & Castletown		✓		✓	✓						✓				✓	5	High
Staffordshire Moorlands	Cheadle North East				✓	✓	✓	✓		✓							5	High
Staffordshire Moorlands	Leek East							✓		✓			✓	✓		✓	5	High
Cannock Chase	Heath Hayes East and Wimblebury	✓						✓		✓	✓						4	High
Cannock Chase	Western Springs									✓		✓			✓	✓	4	High
Lichfield	Curborough				✓	✓				✓						✓	4	High
Newcastle-under-Lyme	Bradwell							✓	✓	✓						✓	4	High
Newcastle-under-Lyme	Ravenscliffe							✓	✓	✓						✓	4	High
Newcastle-under-Lyme	Thistleberry								✓	✓			✓			✓	4	High
Newcastle-under-Lyme	Wolstanton				✓				✓					✓		✓	4	High
Stafford	Manor					✓				✓			✓			✓	4	High
Stafford	Penkside				✓	✓						✓				✓	4	High
Staffordshire Moorlands	Caverswall						✓			✓				✓		✓	4	High
Staffordshire Moorlands	Cheadle South East						✓	✓		✓			✓				4	High
Staffordshire Moorlands	Churnet						✓			✓			✓	✓			4	High

Compiled by Insight, Planning and Performance Team, Staffordshire County Council



Map 1: Ward level 'risk' index



## 7 Staffordshire district level indicator matrix

The information in the following district level matrix is mainly benchmarked against England and colour coded using a similar approach to that used in the [Public Health Outcomes Framework tool](#). Please note that ward level matrices can be found in each of the eight district/borough Locality Profiles.

It is important to remember that a green box may still indicate an important problem, for example rates of childhood obesity are already high across England so even if an area does not have a significantly high rate this does not mean that it is not a locality issue and should be considered alongside local knowledge.

Compared to England: Better Similar Worse Lower Similar Higher Suppressed / not tested / not available

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
<b>Population characteristics</b>												
Mid-year population estimate	2015	98,500	116,000	102,700	127,000	110,700	132,500	97,900	77,100	862,600	5,751,000	54,786,300
Percentage under five	2015	5.7% (5,600)	6.3% (7,300)	5.1% (5,200)	5.1% (6,500)	4.5% (5,000)	5.0% (6,600)	4.6% (4,500)	6.1% (4,700)	5.3% (45,300)	6.4% (365,300)	6.3% (3,434,700)
Percentage under 16	2015	18.1% (17,800)	19.3% (22,400)	16.9% (17,400)	16.5% (21,000)	15.5% (17,200)	16.7% (22,100)	16.2% (15,900)	19.5% (15,000)	17.3% (148,800)	19.5% (1,122,400)	19.0% (10,405,100)
Percentage aged 16-64	2015	63.7% (62,800)	62.2% (72,200)	60.1% (61,700)	63.6% (80,800)	61.1% (67,600)	61.8% (81,800)	59.9% (58,600)	63.2% (48,800)	61.9% (534,400)	62.3% (3,582,800)	63.3% (34,669,600)
Percentage aged 65 and over	2015	18.2% (18,000)	18.5% (21,500)	22.9% (23,600)	19.9% (25,300)	23.4% (25,900)	21.6% (28,600)	23.9% (23,400)	17.3% (13,300)	20.8% (179,400)	18.2% (1,045,800)	17.7% (9,711,600)
Percentage aged 85 and over	2015	2.1% (2,100)	2.3% (2,600)	2.6% (2,600)	2.4% (3,100)	2.7% (3,000)	2.7% (3,500)	2.7% (2,600)	1.8% (1,400)	2.4% (21,000)	2.4% (136,600)	2.4% (1,295,300)
Dependency ratio per 100 working age population	2015	57.0	60.7	66.4	57.2	63.7	61.9	67.0	58.1	61.4	60.5	58.0
Dependency ratio of children per 100 working age population	2015	28.4	31.0	28.2	26.0	25.4	27.0	27.1	30.8	27.8	31.3	30.0
Dependency ratio of older people per 100 working age population	2015	28.6	29.7	38.2	31.3	38.2	34.9	39.9	27.3	33.6	29.2	28.0

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available	
--------	---------	-------	-------	---------	--------	---	--

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Population change between 2015 and 2025	2015-2025	3.0% (3,000)	5.5% (6,400)	3.9% (4,000)	4.2% (5,300)	3.0% (3,300)	4.0% (5,400)	1.6% (1,600)	1.7% (1,300)	3.5% (30,200)	5.8% (335,200)	7.3% (3,989,600)
Population change between 2015 and 2025 - under five	2015-2025	-4.1% (-200)	-1.2% (-100)	-2.2% (-100)	2.5% (200)	3.1% (200)	0.5% (0)	-2.0% (-100)	-5.8% (-300)	-1.0% (-400)	2.0% (7,200)	2.0% (67,200)
Population change between 2015 and 2025 - under 16s	2015-2025	-1.0% (-200)	4.2% (900)	0.8% (100)	4.5% (900)	5.1% (900)	0.4% (100)	-0.2% (0)	-2.1% (-300)	1.7% (2,500)	6.6% (74,100)	8.2% (848,800)
Population change between 2015 and 2025 - ages 16-64	2015-2025	-1.6% (-1,000)	0.8% (600)	-1.3% (-800)	0.3% (200)	-4.0% (-2,700)	-0.3% (-300)	-4.2% (-2,400)	-4.1% (-2,000)	-1.6% (-8,500)	2.1% (76,900)	3.2% (1,123,600)
Population change between 2015 and 2025 - 65 and over	2015-2025	23.1% (4,200)	22.8% (4,900)	19.8% (4,700)	16.4% (4,100)	20.0% (5,200)	19.4% (5,500)	17.2% (4,000)	27.0% (3,600)	20.2% (36,200)	17.6% (184,200)	20.8% (2,017,200)
Population change between 2015 and 2025 - 85 and over	2015-2025	51.0% (1,100)	41.5% (1,100)	62.7% (1,700)	34.8% (1,100)	58.4% (1,800)	45.0% (1,600)	46.3% (1,300)	58.5% (800)	48.8% (10,400)	36.8% (50,300)	35.5% (460,700)
Proportion of population living in rural areas	2014	9.1% (9,000)	21.8% (25,200)	29.5% (30,200)	20.4% (25,700)	39.8% (44,000)	32.0% (42,300)	30.4% (29,800)	0.0% (0)	24.0% (206,300)	14.7% (841,800)	17.0% (9,260,900)
Proportion of population from minority ethnic groups	2011	3.5% (3,400)	13.8% (15,700)	5.4% (5,400)	6.7% (8,400)	5.4% (5,800)	7.4% (9,700)	2.5% (2,400)	5.0% (3,800)	6.4% (54,700)	20.8% (1,167,500)	20.2% (10,733,200)
Index of multiple deprivation (IMD) 2015 weighted score	2015	20.9	18.8	12.7	18.5	12.5	13.5	15.2	20.3	16.4	25.2	21.8
Percentage in most deprived IMD 2015 quintile	2015	13.7% (13,500)	17.7% (20,400)	3.9% (4,000)	11.2% (14,100)	1.3% (1,500)	5.4% (7,100)	4.6% (4,500)	17.5% (13,500)	9.1% (78,600)	29.3% (1,675,800)	20.2% (10,950,600)
Percentage in second most deprived IMD 2015 quintile	2015	29.8% (29,300)	16.6% (19,200)	10.7% (10,900)	29.1% (36,700)	9.7% (10,800)	12.4% (16,400)	18.1% (17,700)	21.9% (16,900)	18.4% (157,900)	18.6% (1,061,500)	20.5% (11,133,400)
Mosaic profile - most common geodemographic group	2016	H Aspiring Homemakers	L Transient Renters	B Prestige Positions	F Senior Security	E Suburban Stability	A Country Living	A Country Living	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers
Mosaic profile - percentage of population in the most common group	2016	20.7% (20,400)	13.4% (15,500)	16.8% (17,200)	13.0% (16,500)	15.5% (17,200)	15.3% (20,300)	15.8% (15,500)	23.3% (17,900)	12.9% (111,000)	n/a	n/a
Mosaic profile - financial stress	2016	28.7% (28,300)	28.4% (32,700)	22.5% (23,000)	27.5% (34,000)	21.6% (23,600)	24.4% (31,900)	24.5% (23,900)	29.9% (23,200)	25.8% (220,600)	n/a	28.0%
<b>Be able to access more good jobs and feel benefits of economic growth</b>												
Child poverty: children under 16 in low-income families	2015	19.0% (3,400)	16.0% (3,500)	12.6% (2,200)	16.6% (3,500)	11.5% (2,000)	11.4% (2,500)	11.4% (1,800)	19.7% (3,000)	14.7% (22,000)	22.5% (248,200)	19.9% (2,016,100)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
--------	---------	-------	-------	---------	--------	---

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Child poverty: low income households	2013	17.6% (3,100)	14.7% (3,200)	12.2% (2,000)	16.4% (3,300)	11.6% (1,900)	11.2% (2,300)	11.1% (1,700)	17.9% (2,700)	14.1% (20,200)	21.5% (233,200)	18.6% (1,854,000)
Households with children where there are no adults in employment	2011	4.1% (1,700)	3.4% (1,600)	2.6% (1,100)	3.2% (1,700)	2.3% (1,000)	2.4% (1,300)	2.3% (1,000)	4.7% (1,500)	3.1% (10,900)	4.8% (111,200)	4.2% (922,200)
School readiness (Early Years Foundation Stage)	2015	69.4% (750)	66.1% (970)	72.4% (830)	69.2% (860)	70.9% (790)	73.5% (980)	69.5% (740)	69.0% (660)	70.0% (6,580)	64.3% (45,560)	66.3% (434,280)
Pupil absence (compared to Staffordshire)	2015	4.4%	4.0%	4.2%	4.2%	4.1%	4.2%	4.1%	4.5%	4.3%	4.6%	4.6%
Children with special educational needs	2016	13.7% (1,820)	12.1% (2,350)	11.9% (1,700)	12.9% (1,950)	11.5% (1,540)	11.3% (1,810)	10.7% (1,640)	14.0% (1,560)	12.1% (14,600)	15.3% (135,620)	14.3% (1,133,620)
Children who claim free school meals	2016	12.8% (1,710)	9.5% (1,850)	8.2% (1,170)	12.2% (1,840)	8.1% (1,090)	8.3% (1,320)	8.4% (1,280)	13.5% (1,510)	10.0% (12,010)	16.9% (150,750)	14.3% (1,135,580)
KS2 results - Level 4 or above in reading, writing and mathematics	2015	80.3% (810)	77.4% (1,030)	81.8% (960)	84.8% (1,070)	77.7% (830)	81.5% (1,020)	78.8% (830)	77.6% (680)	80.1% (7,240)	79.0% (50,770)	80.0% (454,980)
GCSE attainment (five or more A*-C GCSEs including English and mathematics)	2015	46.6% (470)	58.5% (850)	60.5% (560)	51.5% (620)	54.7% (650)	59.6% (640)	63.3% (810)	51.5% (430)	56.1% (5,030)	55.1% (33,870)	53.8% (328,760)
Young people not in education, employment or training (NEET) (compared to Staffordshire)	Jul-2016	4.0% (150)	2.2% (90)	2.1% (70)	3.4% (150)	1.9% (80)	2.6% (120)	1.4% (50)	3.8% (110)	2.8% (860)	n/a	n/a
Adults with NVQ level 2 or above (16-64)	2015	67.0% (41,300)	71.8% (50,700)	74.0% (46,100)	72.1% (57,300)	80.8% (53,900)	78.2% (64,100)	69.6% (39,400)	75.8% (37,300)	73.8% (390,100)	67.9% (2,403,300)	73.4% (25,160,400)
Adults with no qualifications (16-64)	2015	8.3% (5,100)	16.4% (11,600)	10.3% (6,400)	9.4% (7,500)	6.7% (4,500)	4.9% (4,000)	9.2% (5,200)	15.2% (7,500)	9.8% (51,800)	13.0% (460,200)	8.4% (2,884,200)
People in employment (aged 16-64)	April 2015 - March 2016	74.8% (47,400)	81.7% (58,800)	79.1% (48,400)	76.9% (61,300)	77.3% (51,300)	74.5% (61,200)	80.4% (46,500)	77.2% (37,600)	77.6% (412,500)	70.4% (2,506,100)	73.9% (25,447,200)
Out-of-work benefits	Nov-2015	8.9% (5,570)	7.1% (5,130)	6.0% (3,680)	8.4% (6,770)	5.8% (3,950)	6.3% (5,120)	6.9% (4,060)	8.3% (4,040)	7.2% (38,320)	9.9% (355,450)	8.6% (2,993,340)
Unemployment (16-64 year olds claiming jobseekers allowance)	Jun-2016	1.1% (680)	0.9% (650)	0.6% (390)	1.1% (870)	1.0% (670)	0.7% (570)	0.7% (410)	0.9% (420)	0.9% (4,650)	2.2% (79,230)	1.7% (590,110)
Youth unemployment (16-24 year olds claiming jobseekers allowance)	Jun-2016	1.4% (150)	1.2% (140)	0.9% (90)	1.2% (200)	1.3% (150)	0.9% (130)	0.8% (80)	0.9% (80)	1.1% (990)	2.4% (16,160)	1.9% (117,970)
Gap in the employment rate between those with a long-term health condition and the overall employment rate	2013/14	13.2%	8.2%	3.7%	8.1%	-0.5%	7.4%	13.7%	43.5%	11.7%	9.6%	8.7%
People with a learning disability who live in stable and appropriate accommodation	2014/15	52.8% (110)	45.3% (110)	45.5% (70)	50.4% (130)	61.8% (110)	55.0% (170)	54.5% (120)	52.5% (70)	52.2% (890)	62.6% (7,510)	73.3% (91,080)
Disability living allowance claimants	Nov-2015	8.8% (5,500)	6.2% (4,450)	6.1% (3,790)	7.5% (6,070)	6.3% (4,260)	5.9% (4,810)	7.4% (4,340)	8.1% (3,950)	7.0% (37,150)	7.5% (267,430)	7.1% (2,467,980)

Compared to England:

Better

Similar

Worse

Lower

Similar

Higher

Suppressed / not tested / not available

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Older people aged 60 and over living in income-deprived households	2015	17.9% (4,010)	13.2% (3,520)	11.1% (3,170)	14.0% (4,400)	12.5% (3,910)	10.0% (3,500)	11.6% (3,360)	18.1% (3,020)	13.1% (28,890)	18.2% (237,020)	16.2% (1,954,600)
<b>Be healthier and more independent</b>												
General fertility rates per 1,000 women aged 15-44	2015	57.6 (1,060)	70.8 (1,450)	54.4 (910)	52.0 (1,240)	52.6 (920)	55.8 (1,230)	52.2 (800)	61.2 (910)	57.1 (8,510)	63.9 (69,810)	62.5 (664,400)
Infant mortality rate per 1,000 live births	2012-2014	4.9 (17)	4.6 (20)	3.8 (11)	5.4 (20)	3.6 (10)	4.8 (18)	3.1 (8)	6.0 (17)	4.6 (121)	5.5 (1,178)	4.0 (8,029)
Smoking in pregnancy	2013/14	11.7% (120)	12.2% (170)	12.9% (100)	14.6% (170)	12.6% (100)	12.6% (140)	14.9% (120)	13.1% (100)	13.0% (1,020)	13.2% (8,850)	12.0% (75,910)
Low birthweight babies - full term babies (under 2,500 grams)	2014	2.5% (30)	2.8% (40)	2.0% (20)	3.1% (40)	1.4% (10)	2.3% (30)	1.7% (10)	1.8% (10)	2.3% (180)	3.4% (2,180)	2.9% (17,230)
Breastfeeding initiation rates	2014/15	66.0% (460)	73.3% (1,020)	76.9% (560)	56.3% (720)	69.1% (510)	69.6% (280)	62.4% (490)	67.7% (650)	67.2% (4,690)	66.8% (44,640)	74.3% (471,560)
Breastfeeding prevalence rates at six to eight weeks	2014/15	26.1% (310)	32.0% (450)	36.8% (280)	39.7% (490)	31.4% (250)	38.0% (430)	40.3% (300)	19.8% (200)	32.8% (2,700)	40.9% (26,820)	43.9% (274,090)
Diphtheria, tetanus, polio, pertussis, haemophilus influenza type b (Hib) at 12 months	2014/15	96.3% (1,180)	94.1% (1,360)	97.2% (750)	97.7% (1,160)	97.4% (850)	97.5% (1,170)	98.5% (790)	96.8% (980)	96.8% (8,230)	94.9% (66,920)	94.2% (624,800)
Measles, mumps and rubella at 24 months	2014/15	95.5% (1,280)	93.3% (1,440)	95.7% (800)	98.8% (1,190)	92.9% (810)	93.8% (1,230)	98.4% (870)	94.8% (1,000)	95.3% (8,620)	93.5% (68,860)	92.3% (638,450)
Measles, mumps and rubella (first and second doses) at five years	2014/15	88.4% (1,090)	90.1% (1,360)	91.8% (770)	96.3% (1,150)	90.1% (780)	90.3% (1,180)	95.7% (900)	93.1% (1,040)	91.8% (8,260)	90.6% (63,990)	88.6% (614,890)
Children aged five with tooth decay	2014/15	9.8%	13.0%	16.7%	25.5%	16.6%	22.2%	21.0%	14.1%	17.8%	23.4%	24.7%
Unplanned hospital admissions due to alcohol-specific conditions (under 18) (rate per 100,000)	2012/13-2014/15	70 (40)	24 (20)	23 (10)	27 (20)	30 (20)	49 (40)	29 (20)	41 (20)	36 (190)	33 (1,230)	37 (12,640)
Excess weight (children aged four to five)	2014/15	29.1% (310)	20.8% (280)	22.7% (210)	21.6% (250)	24.4% (250)	19.8% (230)	24.6% (230)	23.0% (220)	23.1% (1,980)	23.1% (15,380)	21.9% (133,640)
Excess weight (children aged 10-11)	2014/15	34.4% (330)	34.2% (430)	30.7% (290)	37.1% (440)	36.4% (330)	30.8% (330)	32.0% (280)	31.4% (270)	33.5% (2,700)	35.8% (21,590)	33.2% (176,580)
Obesity (children aged four to five)	2014/15	11.3% (120)	9.5% (130)	7.8% (70)	7.4% (90)	10.6% (110)	7.5% (90)	8.5% (80)	9.4% (90)	9.0% (770)	10.2% (6,790)	9.1% (55,450)
Obesity (children aged 10-11)	2014/15	20.1% (190)	19.3% (240)	16.0% (150)	21.9% (260)	21.8% (200)	15.5% (170)	17.3% (150)	17.4% (150)	18.7% (1,510)	21.2% (12,760)	19.1% (101,360)
Under-18 conception rates per 1,000 girls aged 15-17	2014	27.1 (50)	26.7 (50)	24.4 (40)	31.1 (70)	15.7 (30)	24.4 (50)	15.2 (30)	42.0 (60)	25.5 (380)	26.5 (2,730)	22.8 (21,280)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
--------	---------	-------	-------	---------	--------	---

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Chlamydia diagnosis (15-24 years) (rate per 100,000)	2015	1,821 (220)	1,635 (220)	1,907 (210)	1,408 (260)	1,341 (170)	1,535 (240)	1,409 (150)	2,479 (230)	1,646 (1,690)	1,678 (12,590)	1,887 (129,020)
Hospital admissions caused by unintentional and deliberate injuries in children under 15 (rate per 10,000)	2014/15	152 (260)	110 (230)	113 (180)	87 (170)	92 (150)	180 (370)	101 (150)	125 (180)	121 (1,680)	112 (11,750)	110 (106,040)
Depression prevalence (ages 18+)	2014/15	8.0% (6,100)	6.7% (7,010)	6.7% (5,070)	8.5% (8,900)	5.8% (4,650)	7.2% (7,330)	8.4% (5,990)	9.3% (6,260)	7.5% (51,310)	7.6% (356,620)	7.3% (3,305,360)
Suicides and injuries undetermined (ages 15+) (ASR per 100,000)	2012-2014	8.0 (20)	9.9 (30)	11.1 (30)	11.3 (40)	10.0 (30)	13.9 (50)	11.0 (30)	10.2 (20)	10.8 (230)	10.9 (1,500)	10.6 (14,100)
Self-harm admissions (ASR per 100,000)	2014/15	201 (200)	224 (260)	146 (140)	259 (330)	155 (170)	256 (320)	189 (170)	192 (150)	207 (1,730)	203 (11,710)	191 (105,770)
Learning disabilities prevalence	2014/15	0.5% (480)	0.5% (660)	0.4% (340)	0.4% (520)	0.3% (300)	0.3% (420)	0.4% (370)	0.5% (420)	0.4% (3,500)	0.5% (28,410)	0.4% (252,450)
Limiting long-term illness	2011	20.7% (20,200)	17.7% (20,110)	18.1% (18,270)	20.8% (25,820)	18.7% (20,210)	18.2% (23,830)	21.1% (20,460)	17.9% (13,750)	19.2% (162,650)	19.0% (1,062,060)	17.6% (9,352,590)
Smoking prevalence (18+)	2014	18.3% (14,310)	16.3% (14,820)	13.4% (11,010)	14.9% (15,270)	9.7% (8,800)	12.9% (13,840)	14.3% (11,370)	9.0% (5,380)	13.7% (94,840)	16.9% (754,910)	18.0% (7,687,770)
Smoking attributable mortality (ASR per 100,000)	2012-2014	329 (510)	283 (530)	230 (450)	297 (650)	238 (520)	236 (580)	254 (500)	258 (290)	263 (4,030)	273 (25,390)	275 (238,370)
Alcohol-related admissions (narrow definition) (ASR per 100,000)	2014/15	839 (810)	777 (870)	648 (690)	864 (1,070)	739 (880)	751 (1,020)	653 (660)	623 (450)	740 (6,440)	705 (38,260)	641 (332,860)
Alcohol-specific mortality - men (ASR per 100,000)	2012-2014	16.8 (30)	16.5 (30)	12.8 (20)	20.1 (40)	11.8 (20)	9.1 (20)	16.1 (30)	19.7 (20)	15.0 (190)	19.0 (1,490)	16.1 (12,020)
Alcohol-specific mortality - women (ASR per 100,000)	2012-2014	7.9 (10)	6.6 (10)	11.2 (20)	14.3 (30)	6.4 (10)	7.5 (20)	12.3 (20)	8.1 (10)	9.4 (120)	8.6 (700)	7.4 (5,740)
Adults who are overweight or obese (excess weight)	2012-2014	69.5% (540)	69.0% (620)	66.7% (560)	67.8% (700)	69.6% (640)	68.3% (740)	65.7% (550)	73.8% (440)	68.6% (4,790)	66.6% (29,770)	64.6% (273,900)
Adults who are obese	2012-2014	30.5% (240)	26.3% (240)	24.8% (210)	25.9% (270)	25.3% (230)	25.3% (270)	23.2% (190)	30.1% (180)	26.2% (1,830)	26.1% (11,670)	24.0% (101,740)
Healthy eating - 5-a-Day	2015	46.6% (37,530)	56.9% (53,150)	50.6% (42,810)	52.7% (55,430)	54.4% (50,830)	52.6% (57,910)	58.5% (47,910)	48.2% (29,860)	52.7% (375,120)	48.8% (2,242,510)	52.3% (23,020,990)
Physical activity in adults	2015	46.3% (37,380)	58.2% (54,500)	60.9% (51,920)	50.7% (53,720)	60.1% (56,180)	65.8% (72,630)	60.7% (49,800)	57.2% (35,520)	57.6% (411,480)	55.1% (2,548,890)	57.0% (25,317,270)
Physical inactivity in adults	2015	38.6% (31,190)	27.9% (26,160)	23.5% (20,060)	36.8% (39,050)	24.9% (23,280)	23.4% (25,870)	26.6% (21,850)	23.5% (14,610)	28.3% (202,200)	30.9% (1,429,790)	28.7% (12,717,200)
Acute sexually transmitted infections (rate per 100,000)	2014	713 (700)	654 (760)	511 (520)	483 (610)	473 (520)	571 (760)	445 (440)	554 (430)	550 (4,730)	706 (40,310)	791 (429,440)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
--------	---------	-------	-------	---------	--------	---

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Seasonal flu - people aged 65 and over	2015/16	69.1% (12,420)	69.0% (16,180)	69.5% (14,590)	71.5% (18,310)	70.1% (15,130)	69.4% (18,910)	68.3% (14,400)	71.9% (11,170)	69.8% (119,440)	70.4% (762,070)	71.0% (7,073,170)
Pneumococcal vaccine in people aged 65 and over	2015/16	64.0% (9,950)	65.8% (14,210)	69.3% (13,020)	65.8% (13,800)	62.8% (12,980)	64.5% (17,420)	69.9% (14,610)	69.0% (7,640)	66.1% (102,020)	69.1% (688,130)	70.1% (6,616,420)
Limiting long-term illness in people aged 65 and over	2011	60.9% (9,230)	51.4% (9,470)	48.2% (9,370)	57.4% (12,500)	49.4% (10,650)	48.5% (11,740)	53.3% (10,450)	55.8% (6,060)	52.6% (79,470)	54.1% (494,380)	51.5% (4,297,930)
Diabetes prevalence (ages 17+)	2014/15	7.1% (5,530)	6.8% (7,170)	6.7% (5,090)	7.1% (7,560)	6.8% (5,450)	6.3% (6,520)	7.5% (5,440)	6.7% (4,600)	6.9% (47,350)	7.3% (346,340)	6.4% (2,913,540)
Hypertension prevalence	2014/15	15.5% (14,840)	13.9% (18,310)	15.6% (14,570)	15.9% (20,300)	17.0% (16,430)	15.6% (19,570)	18.4% (16,060)	13.7% (11,730)	15.6% (131,800)	14.8% (881,680)	13.8% (7,833,780)
Stroke or transient ischaemic attacks prevalence	2014/15	1.9% (1,860)	1.7% (2,220)	1.9% (1,790)	2.3% (3,000)	2.1% (1,990)	2.1% (2,630)	2.5% (2,210)	1.8% (1,530)	2.0% (17,230)	1.8% (108,500)	1.7% (981,840)
Dementia prevalence	2014/15	0.8% (740)	0.8% (1,000)	0.7% (670)	1.0% (1,300)	0.9% (850)	0.8% (990)	0.8% (710)	0.5% (460)	0.8% (6,720)	0.7% (43,300)	0.7% (419,070)
Estimated dementia diagnosis rate (recorded / expected)	2014/15	69.1%	63.8%	54.2%	65.5%	61.0%	59.4%	53.0%	55.8%	60.6%	61.1%	61.2%
Emergency (unplanned) admissions (ASR per 1,000)	2015/16	100 (9,360)	103 (11,700)	93 (9,800)	120 (15,030)	82 (9,440)	99 (13,410)	94 (9,590)	112 (8,010)	100 (86,320)	n/a	104 (5,515,610)
Acute ambulatory care sensitive (ACS) conditions (ASR per 100,000)	2014/15	1,183 (1,140)	1,447 (1,690)	1,241 (1,320)	1,724 (2,190)	1,278 (1,480)	1,177 (1,610)	1,315 (1,360)	1,459 (1,080)	1,354 (11,870)	1,417 (82,500)	1,277 (700,690)
Chronic ambulatory care sensitive (ACS) conditions (ASR per 100,000)	2014/15	691 (690)	923 (1,110)	726 (860)	901 (1,230)	604 (790)	538 (810)	709 (830)	892 (670)	737 (6,980)	861 (50,680)	807 (445,730)
Long-term adult social care users (ASR per 1,000)	2015/16	21 (1,570)	20 (1,860)	17 (1,490)	19 (1,950)	16 (1,600)	19 (2,140)	20 (1,770)	23 (1,220)	19 (13,580)	n/a	21 (889,520)
Permanent admissions to residential and nursing care homes for people aged 65 and over (rate per 100,000)	2014/15	736 (130)	620 (130)	467 (110)	729 (180)	618 (160)	599 (170)	630 (140)	649 (80)	642 (1,130)	657 (6,760)	669 (63,790)
Falls admissions in people aged 65 and over (ASR per 100,000)	2014/15	2,013 (340)	2,310 (490)	1,927 (420)	2,470 (610)	2,038 (490)	2,077 (580)	2,036 (450)	2,392 (290)	2,149 (3,660)	2,130 (22,590)	2,125 (211,520)
Hip fractures in people aged 65 and over (ASR per 100,000)	2014/15	587 (100)	637 (140)	527 (120)	626 (160)	535 (140)	627 (170)	623 (140)	636 (80)	598 (1,030)	594 (6,380)	571 (57,710)
Accidental mortality (ASR per 100,000)	2012-2014	28.7 (80)	34.9 (110)	28.2 (90)	30.5 (110)	22.0 (70)	25.3 (100)	25.5 (80)	33.5 (60)	28.0 (690)	25.7 (4,070)	22.3 (33,590)
Accidental mortality in people aged 65 and over (ASR per 100,000)	2012-2014	100 (50)	120 (70)	106 (70)	98 (70)	82 (60)	90 (70)	89 (60)	138 (40)	100 (480)	83 (2,500)	70 (19,830)
Excess winter mortality	August 2011 to July 2014	20.1% (160)	15.2% (150)	18.6% (170)	21.2% (240)	22.5% (230)	12.7% (150)	21.4% (210)	7.2% (40)	17.8% (1,350)	16.1% (7,750)	15.6% (69,040)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
--------	---------	-------	-------	---------	--------	---

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Life expectancy at birth - males (years)	2012-2014	79.3	79.3	80.0	78.6	80.5	80.2	80.1	79.3	79.7	78.9	79.5
Life expectancy at birth - females (years)	2012-2014	83.1	82.8	83.6	82.9	83.4	83.6	83.1	82.7	83.2	82.9	83.2
Healthy life expectancy at birth - males (years)	2009-2013	61.1	63.5	65.4	62.2	65.6	65.5	64.1	62.6	63.9	62.2	63.5
Healthy life expectancy at birth - females (years)	2009-2013	62.1	65.3	66.6	63.5	66.3	66.6	65.3	63.0	65.0	63.2	64.8
Inequalities in life expectancy - males (slope index of inequality) (years)	2012-2014	8.1	6.8	6.1	9.1	4.1	5.2	2.8	4.9	6.4	9.2	9.2
Inequalities in life expectancy - females (slope index of inequality) (years)	2012-2014	3.1	7.1	8.8	8.6	6.2	7.9	3.7	7.4	6.4	6.9	7.0
Mortality from causes considered preventable (various ages) (ASR per 100,000)	2012-2014	195 (540)	191 (620)	165 (560)	200 (740)	158 (580)	159 (660)	163 (540)	195 (410)	176 (4,640)	193 (30,190)	183 (267,250)
Under 75 mortality rate from cancer (ASR per 100,000)	2012-2014	140 (360)	146 (440)	118 (380)	136 (460)	138 (470)	125 (470)	127 (390)	145 (280)	133 (3,250)	146 (20,690)	142 (186,420)
Under 75 mortality rate from all cardiovascular diseases (ASR per 100,000)	2012-2014	96 (240)	71 (210)	66 (210)	80 (270)	59 (200)	65 (240)	65 (200)	75 (150)	71 (1,710)	80 (11,220)	76 (99,240)
Under 75 mortality rate from respiratory disease (ASR per 100,000)	2012-2014	29.8 (80)	26.7 (80)	22.8 (70)	39.1 (130)	22.5 (80)	23.6 (90)	30.3 (90)	28.3 (50)	27.7 (670)	34.0 (4,760)	32.6 (42,180)
Under 75 mortality rate from liver disease (ASR per 100,000)	2012-2014	16.9 (40)	14.1 (40)	15.4 (50)	19.7 (70)	15.9 (50)	12.4 (50)	16.7 (50)	18.0 (40)	16.0 (390)	19.2 (2,770)	17.8 (24,190)
Mortality from communicable diseases (ASR per 100,000)	2012-2014	54.7 (130)	55.7 (170)	54.8 (170)	79.0 (270)	51.6 (180)	61.4 (250)	71.4 (220)	64.1 (100)	61.9 (1,500)	62.6 (9,630)	63.2 (91,400)
End of life: proportion dying at home or usual place of residence	2014/15	45.7% (390)	46.4% (470)	46.0% (450)	36.8% (430)	41.8% (450)	45.9% (600)	43.0% (450)	39.3% (240)	43.2% (3,480)	43.3% (22,190)	45.6% (214,410)
<b>Feel safer, happier and more supported</b>												
Lone parent households	2011	10.1% (4,100)	9.7% (4,600)	8.2% (3,400)	9.6% (5,000)	8.3% (3,700)	8.4% (4,700)	8.4% (3,500)	11.6% (3,700)	9.2% (32,600)	11.3% (258,700)	10.6% (2,339,800)
Owner occupied households	2011	69.7% (28,350)	70.1% (33,140)	76.2% (31,400)	69.5% (36,560)	76.3% (33,920)	72.1% (40,160)	80.0% (33,420)	68.7% (21,730)	72.8% (258,670)	65.6% (1,504,320)	64.1% (14,148,780)
Privately rented households	2011	12.1% (4,940)	15.1% (7,150)	9.5% (3,930)	10.5% (5,510)	8.5% (3,770)	12.9% (7,210)	9.8% (4,100)	11.0% (3,480)	11.3% (40,090)	14.0% (321,670)	16.8% (3,715,920)
Socially rented households	2011	16.9% (6,880)	13.5% (6,370)	13.2% (5,450)	18.7% (9,840)	13.9% (6,190)	13.7% (7,620)	8.9% (3,700)	19.3% (6,110)	14.7% (52,150)	19.0% (435,170)	17.7% (3,903,550)



Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
--------	---------	-------	-------	---------	--------	---

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Households with no central heating	2011	1.6% (650)	3.9% (1,860)	1.6% (670)	1.8% (960)	1.9% (820)	1.9% (1,060)	2.4% (990)	1.9% (590)	2.1% (7,600)	2.9% (67,170)	2.7% (594,560)
Overcrowded households	2011	3.0% (1,220)	3.1% (1,480)	2.4% (980)	2.7% (1,390)	2.2% (960)	1.9% (1,080)	1.9% (800)	2.7% (850)	2.5% (8,750)	4.5% (102,550)	4.6% (1,024,470)
Fuel poverty	2014	9.1% (3,730)	12.3% (5,880)	9.5% (3,940)	11.3% (5,990)	9.2% (4,150)	11.0% (6,210)	11.5% (4,860)	9.3% (2,970)	10.5% (37,730)	12.1% (279,670)	10.6% (2,379,360)
Housing affordability ratio (ratio of lower quartile house price to lower quartile earnings)	2015	5.6	5.7	7.1	5.2	6.5	6.7	5.5	6.8	6.1	n/a	6.5
Statutory homelessness - homelessness acceptances per 1,000 households	2015/16	0.5 (20)	2.3 (120)	1.6 (70)	0.2 (10)	1.1 (50)	0.9 (50)	1.7 (70)	2.1 (70)	1.2 (450)	3.5 (8,190)	2.5 (57,750)
Access to private transport - households with no cars or vans	2011	20.2% (8,210)	21.4% (10,120)	13.6% (5,590)	22.1% (11,630)	13.2% (5,880)	17.5% (9,740)	14.8% (6,200)	20.6% (6,510)	18.0% (63,890)	24.7% (566,620)	25.8% (5,691,250)
Satisfied with area as a place to live	October 2014 - March 2016	88.0%	88.9%	90.7%	91.5%	91.9%	90.2%	94.7%	88.5%	90.5%	n/a	85.5%
Residents who felt fearful of being a victim of crime (compared to Staffordshire)	October 2014 - March 2016	14.6%	17.0%	16.2%	11.2%	11.3%	9.1%	7.2%	19.4%	13.3%	n/a	n/a
People who have experienced crime (compared to Staffordshire)	October 2014 - March 2016	7.0%	6.5%	9.6%	7.8%	5.8%	6.4%	5.2%	11.2%	7.4%	n/a	n/a
Total recorded crime (rate per 1,000)	2015/16	48.3 (4,760)	50.8 (5,880)	37.7 (3,850)	52.7 (6,640)	35.4 (3,910)	44.3 (5,860)	36.6 (3,580)	57.9 (4,460)	45.3 (38,940)	n/a	66.6 (3,646,580)
Violent crime (rate per 1,000)	2015/16	16.3 (1,610)	16.6 (1,920)	11.8 (1,210)	18.0 (2,270)	10.3 (1,140)	14.1 (1,870)	13.7 (1,340)	19.1 (1,470)	11.5 (12,830)	n/a	17.0 (932,810)
Anti-social behaviour (rate per 1,000)	2015/16	48.0 (4,730)	44.3 (5,130)	34.4 (3,520)	45.3 (5,710)	24.3 (2,690)	36.1 (4,770)	27.9 (2,730)	44.0 (3,390)	29.4 (32,670)	n/a	30.8 (1,685,090)
Alcohol-related crime (compared to Staffordshire) (rate per 1,000)	2015/16	4.1 (410)	3.9 (450)	2.7 (270)	4.4 (550)	2.0 (220)	3.0 (400)	3.0 (290)	4.1 (320)	2.6 (2,910)	n/a	n/a
Domestic abuse (compared to Staffordshire) (rate per 1,000)	2015/16	8.5 (840)	8.0 (920)	6.0 (610)	10.4 (1,310)	5.3 (590)	7.3 (970)	6.7 (650)	10.6 (810)	6.0 (6,700)	n/a	n/a
Sexual offences (rate per 1,000 population)	2015/16	1.5 (150)	1.6 (180)	1.4 (150)	2.2 (270)	1.0 (110)	1.6 (210)	1.4 (140)	1.9 (140)	1.2 (1,350)	n/a	1.8 (99,300)
Re-offending levels (adults)	2013/14	20.8% (150)	19.2% (160)	13.8% (60)	20.4% (160)	16.1% (70)	18.8% (130)	18.8% (90)	23.5% (130)	19.3% (1,890)	24.2% (15,360)	24.2% (88,850)
Re-offending levels (juveniles)	2013/14	35.1% (10)	36.4% (10)	57.9% (10)	45.2% (20)	44.4% (10)	43.1% (20)	40.4% (20)	30.0% (10)	40.5% (360)	35.4% (1,960)	37.2% (11,740)
Lone pensioner households	2011	11.4% (4,640)	12.4% (5,860)	12.2% (5,030)	13.5% (7,120)	13.3% (5,930)	12.8% (7,120)	13.5% (5,640)	10.9% (3,430)	12.6% (44,770)	12.6% (289,570)	12.4% (2,725,600)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
--------	---------	-------	-------	---------	--------	---

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Older people feeling safe at night (people aged 65 and over) (compared to Staffordshire)	October 2014 - March 2016	76.0%	66.9%	74.3%	75.6%	72.9%	76.0%	76.9%	81.2%	74.8%	n/a	n/a
Provision of unpaid care	2011	12.1% (11,820)	10.1% (11,470)	11.5% (11,570)	11.9% (14,730)	12.5% (13,540)	11.5% (15,040)	12.9% (12,550)	10.6% (8,120)	11.6% (98,830)	11.0% (614,890)	10.2% (5,430,020)
Provision of unpaid care by people aged 65 and over	2011	16.1% (2,510)	13.3% (2,540)	15.4% (3,110)	15.0% (3,380)	15.3% (3,440)	14.7% (3,710)	15.3% (3,120)	14.8% (1,650)	15.0% (23,450)	14.5% (136,870)	13.8% (1,192,610)

## 8 How do we perform compared to our statistical neighbours?

Making comparisons with areas that have similar characteristics is a helpful way to understand our population better and helps identify potential areas of improvement for our residents.

The Chartered Institute of Public Finance and Accountancy (CIPFA) Nearest Neighbours Model assesses the similarity between authorities, taking a number of variables into account. We have compared key measures against the CIPFA neighbours in this section to give us better information about how we compare and where we need to improve. As well as making a statistical comparison with the CIPFA Neighbour group we also look at how we rank within the group. The following is a list of the other local authorities in Staffordshire's CIPFA Neighbour group.

1. Cumbria
2. Derbyshire
3. Essex
4. Gloucestershire
5. Kent
6. Lancashire
7. Leicestershire
8. Lincolnshire
9. Norfolk
10. Northamptonshire
11. Nottinghamshire
12. Somerset
13. Suffolk
14. Warwickshire
15. Worcestershire

## Staffordshire compared to England and CIPFA group

Indicator name	Time period	Staffordshire			
		Value	Compared to England	Compared to CIPFA group	CIPFA Group Rank out of 16 (1 is best)
<b>Population characteristics</b>					
Percentage in most deprived IMD 2015 quintile	2015	9% (78,630)	Lower	Lower	Mid-quartile (6/16)
<b>Be able to access more good jobs and feel benefits of economic growth</b>					
Children under 16 in low-income families (IDACI)	2015	15% (22,040)	Lower	Lower	Best quartile (4/16)
School readiness	2014/15	70% (6,580)	Higher	Higher	Best quartile (2/16)
GCSE attainment	2014/15	56% (5,030)	Higher	Similar	Mid-quartile (11/16)
Adults with NVQ level 2 or above (16-64)	Jan-Dec 2015	74% (390,100)	Higher	Higher	Mid-quartile (6/16)
Unemployment (16-64 year olds)	Jun-16	1% (4,650)	Lower	Lower	Best quartile (2/16)
Youth unemployment (16-24 year olds)	Jun-16	1% (990)	Lower	Lower	Best quartile (3/16)
Older people aged 60 and over living in income-deprived households (IDAOP1)	2015	13% (28,890)	Lower	Lower	Mid-quartile (8/16)
<b>Be healthier and more independent</b>					
Infant mortality	2012-2014	5 (120)	Similar	Similar	Worst quartile (15/16)
Excess weight (children aged four to five)	2014/15	23% (1,980)	Higher	Similar	Worst quartile (13/16)
Under-18 conception rates per 1,000 girls aged 15-17	2014	26 (380)	Similar	Higher	Worst quartile (15/16)
Adults who are overweight or obese	2012-2014	69% (487,770)	Higher	Higher	Worst quartile (13/16)
Physical inactivity in adults	2015	28% (202,200)	Similar	Similar	Mid-quartile (10/16)
Limiting long-term illness (65 and over)	2011	53% (79,470)	Higher	Higher	Worst quartile (13/16)
Long-term adult social care users	2015/16	19 (13,580)	Lower	Higher	Worst quartile (14/16)
Permanent admissions to residential and nursing care homes (65 and over)	2014/15	642 (1,130)	Similar	Similar	Mid-quartile (8/16)
Excess winter mortality	2011-2014	18% (1,350)	Similar	Higher	Worst quartile (16/16)
Healthy life expectancy at birth - males (years)	2012-2014	63.6	Similar	n/a	Mid-quartile (9/16)
Healthy life expectancy at birth - females (years)	2012-2014	62.6	Similar	n/a	Mid-quartile (10/16)
Preventable mortality	2012-2014	176 (4,640)	Lower	n/a	Mid-quartile (10/16)
<b>Feel safer, happier and more supported</b>					
Fuel poverty	2014	11% (37,730)	Similar	Higher	Mid-quartile (9/16)
Lone pensioner households	2011	13% (44,770)	Higher	Lower	Best quartile (3/16)
Provision of unpaid care by people aged 65 and over	2011	15% (23,450)	Higher	Higher	Worst quartile (15/16)

Compiled by Insight, Planning and Performance Team, Staffordshire County Council