Borough of Tamworth

1 March 2017

Dear Councillor

You are hereby summoned to attend a **meeting of the Council of this Borough** to be held on **THURSDAY, 9TH MARCH, 2017** at 6.00 pm in the **COUNCIL CHAMBER - MARMION HOUSE**, for the transaction of the following business:-

AGENDA

NON CONFIDENTIAL

1 **Apologies for Absence**

2 **To receive the Minutes of the previous meeting** (Pages 1 - 10)

3 **To receive any announcements from the Mayor, Leader, Members of the Cabinet or the Chief Executive**

4 **State of Tamworth Debate** (Pages 11 - 128)

(The Report of the Leader of the Council)

The debate will be broken into three parts. Each topic will be 40 minutes and **each Councillor can speak once for 5 minutes maximum.**

The Leader of the Council will do a 2 minute introduction to each item. These are consistently the important issues to our residents.

- Living a Quality Life in Tamworth
- Growing Stronger Together in Tamworth
- Delivering Quality Services in Tamworth

This will leave roughly 25 minutes at the end of the meeting for any motions, agreement or further review of any topic.

Yours faithfully

CHIEF EXECUTIVE

People who have a disability and who would like to attend the meeting should contact Democratic Services on 01827 709264 or e-mail committees@tamworth.gov.uk preferably 24 hours prior to the meeting. We can then endeavour to ensure that any particular requirements you may have are catered for.

Marmion House
Lichfield Street
Tamworth

MINUTES OF A MEETING OF THE COUNCIL HELD ON 21st FEBRUARY 2017

PRESENT: Councillors K Norchi (Chair), J Chesworth (Vice-Chair), R Bilcliff, S Claymore, T Clements, D Cook, C Cooke, A Couchman, S Doyle, J Faulkner, R Ford, J Goodall, S Goodall, M Greatorex, A Lunn, A James, T Madge, J Oates, M Oates, S Peaple, T Peaple, R Pritchard, R Rogers, P Seekings, P Standen, M Thurgood and P Thurgood

The following officers were present: Anthony E Goodwin (Chief Executive), John Wheatley (Executive Director Corporate Services), Stefan Garner (Director of Finance), Jane Hackett (Solicitor to the Council and Monitoring Officer), Natalie Missenden (Public Relations Officer) and Janice Clift (Democratic and Elections Officer)

36 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors M Gant, R Kingstone and M Summers

37 TO RECEIVE THE MINUTES OF THE PREVIOUS MEETING

The minutes of the meeting held on 13 December 2016 were approved and signed as a correct record.

(Moved by Councillor D Cook and seconded by Councillor S Peaple)

38 DECLARATIONS OF INTEREST

There were no Declarations of Interest.

39 TO RECEIVE ANY ANNOUNCEMENTS FROM THE MAYOR, LEADER, MEMBERS OF THE CABINET OR THE CHIEF EXECUTIVE

The following Announcements were made:-

The Leader of the Council Councillor D Cook:-

Just to advise Council that at Healthier and Safer Scrutiny a couple of weeks ago recommendations were reviewed and put towards Cabinet around Teenage Pregnancy. All Members will be aware that Teenage Pregnancy has been a long running historic issue in Tamworth. While the figures are improving it doesn't mean we take our eye off the ball. Just to announce one of the recommendations that came out of that meeting and was accepted by Cabinet was that a petition has been set up to send to the Government in the hope that actually they will start putting warnings on boxes of the pill that state "that should you be ill or taking any medication it can negate the effects of the pill". In the research that was done by Councillor J Oates who led on this piece of Scrutiny actually a lot of young girls didn't know the pill can be negated by certain medication and certain illnesses so in the hope that warnings can be put on the box. This is just really to encourage Members to go on-line and circulate the petition and sign it please?

The Mayor Councillor K Norchi:-

Full Council in March has been cancelled and moved to 4 April and this will be held at the Town Hall due to the Council Chamber being used for Election Training.

40 QUESTION TIME:

QUESTIONS FROM MEMBERS OF THE COUNCIL NO. 1

Under Procedure Rule No 11, Councillor T Peaple will ask the Leader of the Council, Councillor D Cook, the following question:-

"In the 2011 budget meeting you said that scrutiny is very important. Do you still support this sentiment?"

Councillor D Cook gave the following reply:-

To be honest Councillor Peaple, I have absolutely no recollection of such a conversation at Budget Scrutiny in the year 2011. It is perfectly feasible I said it, but I do not recall the context or subject matter it related too thus could not answer.

Also, in 2011 the constitution called for a Budget Scrutiny in December and another in January leading up to the final budget in February. Thus are we talking January 2011 or December 2011 as they are completely different budget processes?

As Councillor Peaple would also not have been a member in 2011, I am also sure he could not remember the context either so I am a little lost?

Councillor T Peaple asked the following supplementary question:-

"Can you explain why it is that we have been informed that prior to the meetings of Healthier and Safer Scrutiny Committee we have been informed by Members of your own group that they are being invited to take part in pre-meetings where the Opposition are not invited?"

Councillor D Cook gave the following reply:-

As I have promised the Labour Group on a number of occasions I keep out of Scrutiny these days so I would advise talking to the Chairs of the Committees as I have no clue what they get up to.

QUESTIONS FROM MEMBERS OF THE COUNCIL NO. 2

Under Procedure Rule No 11, Councillor T Peaple will ask the Portfolio Holder for Communities, Councillor S Doyle, the following question:-

"Can you assure the people of Tamworth, despite the upcoming change in provider, the excellent services currently provided by the Citizens Advice Bureau will be maintained?"

Councillor S Doyle gave the following reply:-

Yes, as the successful bidder was Citizens Advice East Staffordshire - an existing Citizens Advice Bureau with a good record in the delivery of advice services and who demonstrated an ability to deliver to the standards set out in the service specification.

I therefore anticipate that in the short term service users will continue to receive the same level of service as previously. The expectation is that over time that services will benefit from deployment of technology in some of its simplest forms and so become more responsive to the needs of Residents.

QUESTIONS FROM MEMBERS OF THE COUNCIL NO. 3

Under Procedure Rule No 11, Councillor S Peaple will ask the Portfolio Holder for Communities, Councillor S Doyle, the following question:-

"On occasions, Sheepcote Lane is physically blocked at the time when pupils are being picked up from school. Would the council agree to write to the school, as it has large grounds, to see if it is possible to alleviate this problem for residents?"

Councillor S Doyle gave the following reply:-

I would thank the Councillor Peaple for his question and also the concern he shows for his residents although I would suggest his request is better directed elsewhere.

I am also interested in how you believe the Borough can best help resolve a traffic management issue and open to discussion outside the Chamber.

From the enquires I've made this would seem to be County Council matter, could I suggest that you work with your fellow Councillors and look to approach the local County Councillor for the area?

Failing that may I suggest you ask a member of the County Council to raise the matter on your behalf at County?

Councillor S Peaple asked the following supplementary question:-

"The reason that I was asking was that it's simply that I wanted to add this Council's concern to those of others. The street in fact covers three different wards and two different County Councils so I was more concerned to say that we at Tamworth Borough Council are on board. All I can suggest is that the Councillor has offered to discuss it further with me then I shall ask him to do so on that basis?"

Councillor S Doyle gave the following reply:-

I don't think there is anything to reply on that one.

QUESTIONS FROM MEMBERS OF THE COUNCIL NO. 4

Under Procedure Rule No 11, Councillor S Peaple will ask the Leader of the Council, Councillor D Cook, the following question:-

"Would the Leader of the Council confirm that following the meeting of group leaders with the health providers, there are still plans for a seminar for all councillors to follow?"

Councillor D Cook gave the following reply:-

Thank you Councillor Peaple.

I believe we have set a meeting on the 15th March 2017 for Group Leaders with the Health providers to follow up on the meeting myself and Councillor Doyle had in December.

We can discuss it then of course but, notwithstanding any arrangements already being considered by the NHS on the matter yes, I hope to get a seminar arranged in the next couple of months for the benefit of all Councillors to raise the concerns of the residents they represent.

QUESTIONS FROM MEMBERS OF THE COUNCIL NO. 5

Under Procedure Rule No 11, Councillor A Couchman will ask the Portfolio Holder for Assets and Finance, Councillor R Pritchard, the following question:-

"Can you please tell me why this council is advertising the councils own activity sessions and fit tots on "Netmums" and not on our own council website?"

Councillor R Pritchard gave the following reply:-

Limited information about sessions is mentioned under the Community Development section of our website however it draws minimal traffic and generated hardly any enquiries from the public. This was the same for press releases that were sent out when the sessions were initially launched.

As a father I know that social media and services like "Mums In The Know" and "Netmums" are the best place to find activities for my children. Like most other parents I use these platforms first and foremost and, while it may come as a shock to many, the Council website is rarely the first place residents look for activities for their children, if ever.

When the organisers used Netmums to advertise the sessions they had a massive response. I think the officers should be congratulated for, both identifying the best platforms to reach the public, and then using them. It shows that the Council doesn't have a dogmatic approach to communications and a mind-set where we must only use official council channels, which often are not the best platform to engage the public.

We often have to communicate with our residents on the platforms they use to seek information, and this is one such example.

Councillor A Couchman asked the following supplementary question:-

“On speaking with mums who are on my ward they also look at Staffordshire County Council’s website under which they have a long list of different playgroups and different play sessions. Is there any way we could also advertise on there because I know a lot of people are directed from health visitors to their website. So if you could look at putting it on there as well?”

Councillor R Pritchard gave the following reply:-

I am happy to ask the question of Staffordshire County Council.

QUESTIONS FROM MEMBERS OF THE COUNCIL NO. 6

Under Procedure Rule No 11, Councillor A Couchman will ask the Portfolio Holder for Regeneration, Councillor S Claymore, the following question:-

“The proposed re-development of Kirtley and Broadsmeath garage sites are very important, however this will impact greatly on those residents essentially with the closure of the car parking spaces. Should the council forewarn our residents and assist them to find suitable parking spaces before development starts?”

As this question falls under the Portfolio Holder for Housing Services Councillor M Thurgood gave the following reply:-

Firstly thank you to Councillor Couchman for her question. I am delighted she has raised our development of garage sites, which as members will be aware is a £2m project to deliver 19 new council houses to our housing stock.

As you're aware all of the consented schemes have been through planning where parking has been scrutinised via our planning policy.

I and our officers are very conscious of the disruption that may be caused to local residents when the car parking areas are closed at the Broadsmeath 1 and Kirtley sites. We have worked with planning and highways colleagues to ensure that, once the re-development works are completed, a number of parking spaces will be re-instated and the areas will be positively enhanced by environmental improvements that are part of the planned works for each site.

I can confirm that Tamworth Borough Council and the developer will be communicating with surrounding residents in advance of works starting in March. These works are anticipated to be completed in December 2017. I will also ensure that all relevant ward members are updated in advance, so they are aware and able to provide guidance to their residents.

The contractors will be subject to a traffic management plan and will provide contact details in case of any specific issues that residents wish to discuss with us. However, we are extremely limited in what can be done to alleviate any issues arising as the parking areas must be closed during the construction works for health and safety reasons.

Finally, this is a great opportunity for the residents in these areas to have greatly improved localities.

41 CORPORATE VISION, PRIORITIES PLAN, BUDGET & MEDIUM TERM FINANCIAL STRATEGY 2017/18

The Leader of the Council and Cabinet requested the approval of the Vision Statement, Priority Themes, Corporate Priorities and Outcomes and their inclusion in the Corporate Plan and Support Service Plan. Also approval was sought of the recommended package of budget proposals and to comply with the requirement of the Council's Treasury Management Policy in reporting to Council the proposed strategy for the forthcoming year and the Local Government Act 2003 with the reporting Prudential Indicators.

RESOLVED: That Members

1 approved the Vision Statement, Priority Themes, Corporate Priorities and Outcomes for 2017/18;

2 approved the proposed revisions to Service Revenue Budgets (Policy Changes);

3 approved the sum of £80,965 be applied from Council Tax Collection Fund surpluses in reducing the Council Tax demand in 2017/18;

4 approved the sum of £338,112 be applied from Business Rates Collection Fund surpluses in 2017/18;

5 approved that on 24th November 2016, the Cabinet calculated the Council Tax Base 2017/18 for the whole Council area as 21,093 [Item T in the formula in Section 31B(3) of the Local Government Finance Act 1992, as amended (the "Act")];

6 approved that the Council Tax requirement for the Council's own purposes for 2017/18 is £3,517,258;

7 approved the following amounts as calculated for the year 2017/18 in accordance with Sections 31 to 36 of the Act:

a. £53,723,148 being the aggregate of the amounts which the Council estimates for the items set out in Section 31A(2) of the Act (Outgoings excluding internal GF Recharges);

b. £50,205,890 being the aggregate of the amounts which the Council estimates for the items set out in Section 31A(3) of the Act (Income excluding internal GF Recharges);

c. £3,517,258 being the amount by which the aggregate at 7(a) above exceeds the aggregate at 7(b) above, calculated by the Council in accordance with Section 31A(4) of the Act as its Council Tax requirement for the year (Item R in the formula in Section 31A(4) of the Act);

d. £166.75 being the amount at 7(c) above (Item R), all divided by Item T (at 5 above), calculated by the Council, in accordance with Section 31B(1) of the Act, as the basic amount of its Council Tax for the year;

8 approved the Council Tax level for the Borough Council for 2017/18 of £166.75 (an increase of £5.00 (3.09%) on the 2016/17 level of £161.75) at Band D;

9 approved an aggregate Council Tax (comprising the respective demands of the Borough Council, Staffordshire County Council, Office of the Police and Crime Commissioner Staffordshire and Stoke-on-Trent and Staffordshire Fire and Rescue Authority) of £1,562.01 at Band D for 2017/18 be noted;

10 approved the Council Tax levels at each band for 2017/18;

11 approved the sum of £1,454,266 be transferred from General Fund Revenue Balances in 2017/18;

12 approved the Summary General Fund Revenue Budget for 2017/18;

13 approved the Provisional Budgets for 2018/19 to 2019/20 as the basis for future planning;

14 approved the minimum level for balances of £500k to be held for each of the General Fund, Housing Revenue Account, General Capital Fund and Housing Capital Fund;

15 be authorised to release funding from the General Contingency budget and that the release of funding for Specific Contingency items be delegated to the Corporate Management Team in consultation with the Leader of the Council;

16 approved the proposed HRA Expenditure level of £15,178,750 for 2017/18;

17 approved rents for Council House Tenants in General Accommodation for 2017/18 be reduced by an average of £0.86 per week (1%) to £85.29 (2016/17 £87.38), over a 48 week rent year;

18 approved rents for Council House Tenants in Supported Accommodation for 2017/18 be reduced by of 1%;

19 approved rents for Council House Tenants due for 52 weeks in 2017/18 be collected over 48 weeks;

20 approved the HRA deficit of £359,990 be financed through a transfer from Housing Revenue Account Balances in 2017/18;

21 approved the proposed 3 year General Fund Capital Programme of £5.765m;

22 approved the proposed 5 year Housing Capital Programme of £50.557m;

23 approved to delegate authority to Cabinet to approve/add new capital schemes to the capital programme where grant funding is received or there is no net additional cost to the Council;

24 approved the Treasury Management Strategy Statement, the Treasury Management Policy Statement, Minimum Revenue Provision Strategy and Annual Investment Statement 2017/18;

25 approved the Prudential and Treasury Indicators and Limits for 2017/18 to 2019/20 contained within;

26 approved the adoption of the Treasury Management Practices contained within ANNEX 7; and

27 approved the detailed criteria of the Investment Strategy 2017/18 contained in the Treasury Management Strategy within ANNEX 3.

(Moved by Councillor D Cook and seconded by Councillor R Pritchard)

The Mayor

This page is intentionally left blank

COUNCIL

THURSDAY, 9 MARCH 2017

REPORT OF THE LEADER OF THE COUNCIL

STATE OF TAMWORTH DEBATE

EXEMPT INFORMATION
Not applicable

PURPOSE

To inform Council of progress made towards the corporate priorities and of the outcomes from the Tamworth Listens Question Time Event.

RECOMMENDATIONS

That Council debate the contents and findings of the report.

EXECUTIVE SUMMARY

This report looks at progress against themes of the Tamworth Listens Question Time event;

- Living a quality life in Tamworth,
- Growing stronger together in Tamworth,
- Delivering quality services in Tamworth.

It highlights achievements and issues backed up by performance information and public opinion gained through a range of consultation activities including budget consultations, on line questionnaires and the question time event.

RESOURCE IMPLICATIONS

There are none

LEGAL/RISK IMPLICATIONS BACKGROUND

There are none

SUSTAINABILITY IMPLICATIONS

There are none

REPORT AUTHOR

John Day

APPENDICES

Appendix A	State of Tamworth Report
Appendix B	Tamworth Listens Question Time Event 2017 Responses
Appendix C	Budget Consultation Report 2017/18
Appendix D	Tamworth Borough Locality Profile 2016
Appendix E	Tamworth Health Profile 2016

This page is intentionally left blank

Tamworth Listens Question Time Event

This year's Tamworth Listens initiative was a question time event held at Landau Forte Academy, Amington on the evening of 26th January 2017. This gave residents of Tamworth the opportunity to ask a panel of the Council's Cabinet questions about Tamworth.

The event was chaired by Mike Thomas, presenter at TCR FM radio and the panel comprised;

- Cllr Daniel Cook, Leader, Tamworth Borough Council,
- Cllr Robert Pritchard, Deputy Leader of Tamworth Borough Council,
- Cllr Stephen Doyle, Tamworth Borough Council, Portfolio holder for Communities & Wellbeing,
- Cllr Michelle Thurgood, Tamworth Borough Council, Portfolio holder for Housing Services,
- Cllr Joy Goodall, Tamworth Borough Council, Portfolio holder for Environment & Culture.

The event was split into three themes;

- Living a quality life in Tamworth,
- Growing stronger together in Tamworth,
- Delivering quality services in Tamworth.

The event was attended by almost 50 residents and businesses and a number of questions were posed by them. Copies of the responses are shown below in order of the appropriate theme.

tamworthlistens
your town ▪ your life ▪ your say

THEME	LIVING A QUALITY LIFE

QUESTION	

I live in Dosthill. I have 5 questions for your debate.

Q1: Dog fouling is horrendous in the area. What are the council doing about it.? This is dangerous and needs addressing.

Q2: Why do the road sweepers start before 7am? They wake people up too early and also the early start means that cars are still parked on the roads so the sweeper only does half the job. Why not wait until 9:30 onwards when most of the cars have all left for work?

Q3: Speeding and boy racers in Dosthill. The speeding in Cottage Farm Road is getting dangerous. On the bend by Grayling there is a part where people cross and it's so dangerous someone will get killed. We need speed bumps or cameras down there.

Q4: Pelican/Zebra crossings are needed in Cottage Farm Road and Tamworth Road by the park as there are no crossings for families to gain access to the park. How are kids supposed to get to the park safely?

Q5: What are the police and council doing about the growing numbers of youths on the streets on their adult mountain bikes with no lights or helmets? They go around kicking cars. When is Tamworth going to get more police on the streets? Crime is rising; anti-social behaviour is getting out of control because of the lack of police.

RESPONSE

Q1

The level of dog fouling in Tamworth is extremely low in comparison with the National averages, Tamworth Borough Councils monitors levels of dog fouling in line with the statutory guidance three times a year and has 96% score, this means that 96% of the land types surveyed are clear of dog fouling.

We recognise, however that there are irresponsible dog owners and have recorded complaints from Grayling which have required cleansing and patrols.

Cleansing can only be undertaken on hard standing and the priority areas are the town centre and outside of schools.

We would encourage any member of the public to continue to report levels of dog fouling on public walkways and where possible give intelligence around times of day and/or any owner or dog descriptions. This will allow appropriate patrols as resources allow.

The area can also be checked for appropriate signage.

Where dog fouling is on private property, the Council do not have any powers to enforce Dog Control Orders.

Q2
Streetscene commences work from 6.30am, with the town centre areas and business areas prioritised for sweeping before 8am in order to ensure that the areas are clean when people arrive for work and so that we can gain access with equipment before workers park for the day. Residential areas are indeed programmed to be cleansed when people have left for work and we have more access. With more people living in both the town centre and business areas it is unfortunate but there will be some disruption. It not efficient to wait until 9.30am for all cleansing activities to commence and the vehicle will always have to start sweeping at one particular point.

Q3
There is currently a Borough wide Public Space Protection Order in place which Police officers can enforce should motorists be found to be behaving in an anti-social manner which includes 'racing', speeding or gathering in residential areas.
Speeding can only be enforced by the Police and all incidents must be reported on 101. Any requests to limit speed in areas should be made to Staffordshire County Council

Q4
Staffordshire County Council are responsible for road safety in Tamworth not Tamworth Borough Council. Once they are notified of potential issues they will assess the matter and decide what additional measures if any are required.

Q5
Tamworth Borough Council work with the Police, Fire Service and Staffs County Council and other partners as a member of the Tamworth Community Safety Partnership. Road Safety is a priority for the partnership and cannot be addressed by the Council directly.

Several initiatives are carried out with regard to road safety via Dave Owen Cycles and as part of the Safety Town events in the summer which a number of schools attend at the Fire Station.

The Police are the enforcement agency with regard to road safety concerns and criminal damage and all residents of concern should report directly to 101 or via 999 if there is immediate danger.

Anti-social behaviour in Tamworth has in fact dropped over the last quarter compared to the rest of Staffordshire and this is widely acknowledged to be part of the partnership approach.

The deployment of Police and number of officers is not something which Tamworth Borough Council can directly influence as this is a matter for the Chief Inspector and Staffordshire Police.

tamworthlistens

your town ▪ your life ▪ your say

THEME	LIVING A QUALITY LIFE

QUESTION	

Could you please tell me, why has Tamworth Borough Council gone against the policy of not redeveloping garage sites if they are more than 50% occupied?
Why then do those sites remain empty, losing the Council close to £400 per month in revenue?
Why has TBC stated that the garages are under-used, but for the past 6 years, the policy has been not to re let empty garages?
Why do TBC Council officials give misleading information when challenged about their policies concerning the garage sites?
Why do councillors give a stock reply when sent an email concerning policy, such as "I will forward it onto the appropriate department and get back to you", but never do or fail to answer email?

RESPONSE

Garage sites are assessed for redevelopment on an individual basis. Typically sites that are over 50% occupied have not been taken forward for redevelopment. However the Council does not have a policy that prevents redevelopment on this criteria. Therefore if a site is over 50% occupancy it is possible that a decision could be made to take the site forward for redevelopment when all other factors are considered.

The Council does not have a policy not to re-let empty garages. Garage sites that are due to be redeveloped are not re-let, as it would be unfair to let a garage that we then repossess. Also we cannot let garages where it would be

uneconomical to undertake the necessary repair or remodelling to make the garage fit for let. The Council has been proactive in seeking to let its garages- indeed prior to Christmas the Council contacted every household who had previously expressed an interest in renting a garage to see if they could be matched with a suitable empty garage. There are currently approximately 1500 people on the Housing Register who require a home. In addition the numbers of households approaching the Council who are threatened with homelessness is increasing. It is of critical importance that the Council takes every opportunity to make best use its land assets to increase the supply of affordable housing. The Council is currently assessing its investment of retained garages and has allocated resources in its draft Capital Programme to ensure that the Council garage stock is maintained in a manner which ensures it is sustainable. Sorry to hear that you feel you have been given false and misleading information in relation to the redevelopment of garage sites, this is never the intention of the Council and I believe that we have sought to answer any queries clearly and accurately.

tamworthlistens

your town ▪ your life ▪ your say

THEME	LIVING A QUALITY LIFE

QUESTION	
I appreciate that they are the responsibility of Staffordshire County Council but can something positive and speedy be done about the awful state of our local roads? There seems nowhere that does not have potholes, sunken manhole covers, cracks etc. -Quite apart from estate and side roads, what about the condition of vital thoroughfares like Aldergate, Lichfield Street and Upper Gungate? Apart from damage to four-wheeled vehicles, I am concerned about the threat of injury or worse to cyclists and motorcyclists, which would have little chance to avoid these hazards in the dark. What is the position of Tamworth Borough Council in its dealings with Staffordshire County Council? Can't we get one of their wonderful repair machines that they boast about to come to the town and sort things out once and for all?	

RESPONSE

We work closely with SCC Highways teams to ensure they are made aware of our residents' concerns should they contact Tamworth Council directly.

tamworthlistens

your town ▪ your life ▪ your say

THEME	LIVING A QUALITY LIFE

QUESTION

Can the Leader please outline what safeguards the Council will put in place to ensure that the future growth of the town will not be at the expense of the quality of life for current residents or the level of services they have a right to expect from the Council?

RESPONSE

The Council's aspirations for growth in the widest sense of the meaning will lead to an improved level in the quality of life for residents. Providing greater opportunities to get on the housing ladder, a range of housing to meet the wide variety of needs, increased number of jobs in the Borough, enhanced leisure offer, and better connectivity within and beyond the town.

The Council has a regulatory role too in terms of considering planning applications for development. We consider these in terms of their conformity with our adopted Local Plan. The Local Plan was adopted last year after an examination in public by an Independent Planning Inspector who considered that the Plan met Government Policy and struck the right balance to ensure development was sustainable. This provides the framework for making those decisions on development.

Economic growth is a driving factor in the Councils priorities. Increased growth generates more income for individuals and the Council. This additional income is targeted in two ways, maintaining the services expected from the Council and ensuring we can where possible protect the most vulnerable in society.

THEME	LIVING A QUALITY LIFE

QUESTION	

What more is going to be done regarding the potholes on damaged roads in Tamworth considering Staffordshire County Council has received almost £1.6million from the Government?

What proposals are being put in place for cleaning out drains out more frequently to stop the outcome of Flooding?

Why is the A5 Bypass always covered in litter on both sides.

RESPONSE

Staffordshire County Council is responsible for the maintenance of the public highway in Tamworth, to date Tamworth Borough Council has not been notified of any proposals for pothole repairs following the Government's announcement of additional funding.

The cleansing of all highway drains is also the remit of Staffordshire County Council, once again we are not aware of any increased in cleansing regimes , however the Highways Division can be contacted on 0300 111 8000.

Unfortunately there are a many irresponsible drivers that use the A5 bypass through Tamworth who believe it is acceptable to deposit their waste from the vehicle onto the highway. It is an offence to deposit litter under the provisions of the Environmental Protection Act 1990 and anyone caught doing so will be issued with a £100 fixed penalty notice.
Tamworth Borough Council is then left with the duty of cleansing this high speed and dangerous road at the expense of the Tamworth resident.

We aim to litter pick the A5 three times a year, due to the nature of the road full traffic management is required so that the workers can operate safely, where possible we work with Highways England and combine traffic management resources in order to reduce costs.
Each cleanse takes approximately one week and is weather dependant for safety reasons, as we cannot allow staff to work on dark wet mornings.

tamworthlistens

your town ■ your life ■ your say

THEME	LIVING A QUALITY LIFE

QUESTION	

With the budget restraints imposed on emergency services, I would like to ask representatives whether the Police are able to cope with the increase in crime that we are currently experiencing across the town and whether our police managers are requesting more officers to deal with them or are they patching up holes to gain the next promotion?

I understand that the police officers on duty are only able to deal with response with no full time police resources being given to prevention based activity and volunteers having to be used.

Are members of the panel pushing for more police officers? The town is growing in population yet our services appear to being eroded without our leaders doing anything about it.

RESPONSE

Whilst we cannot comment on funding arrangements for the police or their recorded crime statistics, I am able to say we work extremely closely with our partners within the Tamworth Community Safety Partnership (of which the Police are stakeholders), and have even co-located this service within the Councils Offices to encourage close links, cross authority working and sound data sharing where appropriate.

We also have a Community Safety Plan (CSP) funded by the Office of the Police and Crime Commissioner, targeted towards prevention and early intervention to key hot spot areas and priority themes. The current CSP plan is available on the CSP website and an updated plan will be available in the new financial year.

The Police are already subject to scrutiny and it may be more appropriate to raise this question through the Safer Neighbourhood Panel forum.

THEME	LIVING A QUALITY LIFE

QUESTION	
With the proposed building of 1200 homes in Amington, what is the Council doing to improve the road network in Amington?	

RESPONSE

Tamworth Local Plan was adopted in 2016 following an independent examination held in public in 2015. That plan allocates land for housing throughout the Borough, including 1100 homes on the site of the former golf course. The plan also identifies through the infrastructure delivery plan the infrastructure required to enable that development.

Infrastructure, including roads, is provided by a range of public and private organisations. Local Highways are the responsibility of the County Council and they have identified no major interventions in the highway network in Amington.

However, there are a number of site specific measures which have been secured through the planning permission for the former golf course site. These include improvements to the Glascote Road / Marlborough Way traffic island, right hand turn lane on Mercian Way, a pedestrian crossing on Mercian Way, cycle and walking links and the provision of a bus service.

tamworthlistens
your town ▪ your life ▪ your say

THEME	GROWING STRONGER TOGETHER

QUESTION	
After having a walk around Tamworth town centre for the first time in 12 months, I was dismayed to see it was just how it was the last time I used it. Rubbish shops, some empty. Tamworth has the magnificent castle and some lovely pubs to eat in, so why not make the shops cheaper to rent and more of a tourist attraction like Chester or York? Little craft shops, local bakeries, gift shops, etc. not card shops or phone shops. We have enough of the big shops to visit at Ventura, so make the town into a town centre again. Maybe more people will visit it then.	

RESPONSE

The Council is aware of the vacancies in the Town Centre and the current offer to residents. Despite perception the current vacancy rate in the Town Centre for ground floor units is 10.6%, which is similar to previous years and below the national average (12%). It is recognised that there are areas where there are groupings of vacant premises and this can portray a more negative image.

The Council only owns a very small number of shops in the Town Centre and most of these are let or in the process of being let. The main vacant units are not owned by the Council, so whilst we have made efforts to engage with landlords / property owners, we have little or no influence in setting rents or signing up new tenants.

The Council cannot force businesses or individuals to open shops in the Town Centre, as this is all about demand and use from local people. We would actively encourage residents like yourself to visit the Town Centre on a regular basis and explore some of the lesser known niche independents that do exist, similar in type to those you mention in your question. Without footfall and support from residents, the shops can’t survive and grow.

The Council actively works to create the conditions to encourage people to visit, invest locally and use the Town Centre, some examples are as follows:

- An annual events programme that attract thousands of people to the Town Centre, including; St Georges Day, Bon Fire Night, Christmas Lights Switch on, The Food Gusto Food Festival.

- Created in Tamworth – a centre to encourage new creative businesses to start up retail led businesses, right in the Town Centre.
- Gateways project - footpath and walkway improvements across the Town Centre to improve access from the railway station and Ventura – Ladybridge / Victoria Road.
- Enterprise Quarter – Town Centre regeneration scheme of circa £6million including redevelopment of Assembly Rooms to make it into a leading Arts Venue, improvements to the library and space around it and refurbishment of Phil Dix Centre into a business enterprise centre, offering office space for 16 new and growing businesses.

The Council is also actively supporting a group of business across Ventura and the Town Centre, who wish to set up a Business Improvement District, where businesses all contribute a small amount of money on an annual basis to a larger pot, to deliver activities to benefit the area.

We'd like to actively encourage people to use the existing strong facilities and shops we have in the Town Centre and speak positively about what is there and not focus on the negative. Hopefully by creating more positive demand in the Town Centre, this will contribute to new shops opening and more people visiting.

tamworthlistens

your town ▪ your life ▪ your say

THEME	GROWING STRONGER TOGETHER

QUESTION

I would love to ask for the panel's views on ways to regenerate the ever declining town centre. I don't see how it can compete head to head with the new Ventura Park development. But reports are that "High Streets" around the country are recovering. From what I see ours is not, and it must.

RESPONSE

The Council recognises that the Town Centre cannot function in a purely retail capacity as it may have done in years gone by, like everything shopping and retail habits have changed significantly over the last decade, not least with the introduction of online shopping and other technologies. The Town can't, doesn't and shouldn't compete with Ventura, as it has a different and distinct offer. We feel that the Town Centre should instead compliment the offer at Ventura and focus on:

- Independent niche shops
- Improving the night time and food offer
- Getting more people to live and work in the Town Centre.

The Council recognises that some of this responsibility lies out of its control, with property owners, businesses, investors and individuals and is actively working to create the conditions to encourage people to visit, invest locally and use the Town Centre, some examples are as follows:

- An annual events programme that attract thousands of people to the Town Centre, including; St Georges Day, Bon Fire Night, Christmas Lights Switch on, The Food Gusto Food Festival.
- Created in Tamworth – a centre to encourage new creative businesses to start up retail led businesses, right in the Town Centre.
- Gateways project - footpath and walkway improvements across the Town Centre to improve access from the railway station and Ventura – Ladybridge / Victoria Road.
- Enterprise Quarter – Town Centre regeneration scheme of circa £6million including redevelopment of Assembly Rooms to make it into a leading Arts Venue, improvements to the library and space around it and refurbishment of Phil Dix Centre into a business enterprise centre, offering office space for 16 new and growing businesses.

The Council is also actively supporting a group of business across Ventura and the Town Centre, who wish to set up a Business Improvement District, where businesses all contribute a small amount of money on an annual basis to a larger pot, to deliver activities to benefit the area.

The Council is actively engaged with the owners of the former Gungate site, to ensure any development that comes forward meets future needs of the Town Centre.

We'd like to actively encourage people to use the existing strong facilities and shops we have in the Town Centre and speak positively about what is there and not focus on the negative. Hopefully by creating more positive demand in the Town Centre, this will contribute to new shops opening and more people visiting.

tamworthlistens

your town ▪ your life ▪ your say

THEME	GROWING STRONGER TOGETHER

QUESTION	

The town centre has seen a decline over many years by various councils led by both main parties. We have seen the reports over the years that meeting after meeting has been held but still the town centre is dying. Ventura is thriving and it's a great way of bringing people into Tamworth but rather than blaming previous councils for not achieving can we please have a simple plan to regenerate the town centre and actually have action to help businesses thrive and bring people back into our wonderful town centre.

Let's not have a panel led by councillors to plan or a team from both Ventura and the town centre but let's have people on the panel from the public with passion and vision and local business owners who actually know what people want. The councillors come into it to give support and make things happen rather than thinking of furthering their own careers.

RESPONSE

Refer to responses to the previous two questions

tamworthlistens

your town ▪ your life ▪ your say

THEME	GROWING STRONGER TOGETHER

QUESTION	

There used to be several public toilets in the town. Friends of mine who have travelled to Tamworth by bus find it difficult to get to the toilet; the nearest one is in Ankerside which is quite a way from the bus station and not well sign posted.

With several pubs in the town centre now closed, there are no toilets available

which is very bad for a town of this size. What can be done about this?

RESPONSE
After much deliberation the Council chose to close the under-utilised toilets at Aldergate, both to save cost and to allow the conversion of the Phillip Dix centre into serviced office accommodation as part of the £6.1 million regeneration of the assembly rooms and surrounding area. Once this is completed it is envisaged the assembly rooms will be able to open more regularly during the day, and will have a café and access to wc facilities. There are free public toilets in both Ankerside shopping centre and the castle grounds, as well as many cafes, bars and public houses in the town centre all of which welcome trade

tamworthlistens

your town ▪ your life ▪ your say

THEME	**GROWING STRONGER TOGETHER**

QUESTION	
Each month we hold meetings at St Editha's Church Hall in College Lane in the town centre for our monthly meetings. These are attended by a guest speaker who brings various bits of equipment so parking close to the venue is imperative. However, access has proved difficult due to the bollards in Colehill which we were informed would be lowered on request. Access has only been allowed with a great deal of inconvenience and difficulty. Please look into this matter.	

RESPONSE
It regrettable that that the U3A are not able to access Colehill via the bollards for your meetings, however Tamworth Borough Council and its CCTV staff are not able to allow access for any motorists after 11am and before 3pm due to

traffic regulations put in place by the highway authority, which in this case is Staffordshire County Council. To do so would be contrary to these regulations.

Allowing access outside of these hours would set a precedent for other users which may incur liability for the Council and indeed is not in the gift of this council to agree.
Access to private car parks and rear of properties in College Lane also fall within this traffic order (except for Sunday).

If the bollards are not functioning, the liability rests with the motorist as to whether they decide to access the area in the knowledge this is against regulations in force.

I understand your concerns, but given Tamworth Borough Council is not able to disregard traffic regulations, I would recommend further correspondence with Staffordshire County Councils highways team to see if they are prepared to make any amendments.

tamworthlistens
your town ▪ your life ▪ your say

THEME	GROWING STRONGER TOGETHER

QUESTION	
What is the Council doing to support local businesses and the residents in those businesses?	

RESPONSE

The Council's Economic Development team work closely with local businesses to provide support and signpost to further support that may be available through others, be that advice, guidance or grants or loans. We are currently developing the Tamworth Enterprise Centre at the Philip Dix Building that will promote the creation and development of business enterprise and job creation within Tamworth.
When completed the building will have 16 serviced offices, broadband (network & Wi Fi), 3 meeting rooms with Wi-Fi touchscreen whiteboards, break-out areas and touch-down areas for visitors and, guests. The offices range from 10 sq. m to 36 sq. m and will offer cost-effective business accommodation on inclusive and flexible monthly licence terms.

THEME	GROWING STRONGER TOGETHER

QUESTION	
What is the expected increase in footfall once the works are finished at the Tamworth Enterprise Centre?	

RESPONSE

Given the varied nature of the project it was not possible to come up with a meaningful estimate of increased footfall. Some background research into the project indicated that public realm improvements do increase footfall. A report published in 2013 by Living Streets, which reviews some of this evidence, concludes that improved walking conditions can increase footfall and the takings of shops by 40 per cent.

The bid for The Tamworth Enterprise Centre states that the following will be delivered:

- 29.3 FTE construction jobs (gross),
- £1.4 million of construction-related Gross Value Added,
- 98 ongoing jobs (gross),
- £13.5 million of economic value.

tamworthlistens

your town ▪ your life ▪ your say

THEME	DELIVERING QUALITY SERVICES

QUESTION

Although I give credit to the hard work done by the volunteers at the community radio would the thousands of pounds spent by Tamworth Council on giving TCRFM free transmitter location & electricity each year be better spent on front line services ?.

Is it correct that the community radio receives free rent & electricity from the council for its transmitter on top of Strode House & how much is this costing the taxpayer?

RESPONSE

The Councils Cabinet approved a lease for the use of part of the roof of Strode House for the location of a radio transmitter in August 2008.

Given the radio station is a community station and not for profit, Cabinet agreed there would be no charge for the lease.

In addition the minimal consumption of electric used would be paid for in kind by the provision of free advertising for Council events and functions, therefore saving the council money on advertising.

The station is a fantastic local project. As well as being a passion for many local residents, getting school children on air in their first experience in the studio, it also gives local people the opportunity to get a head start in the media industry. Individuals have gone on to work for radio stations and other media sectors as a result of their experience at TCRFM.

So, no I (Cllr Pritchard) don't agree the small amount of money could have been better spent on front line services.

It is a very worthy investment in both the community of Tamworth and the future of our younger residents.

tamworthlistens

your town ▪ your life ▪ your say

THEME	DELIVERING QUALITY SERVICES

QUESTION	

Recently the Conservative led Surrey council said, it was left with no choice but to increase council tax by 15% because of cuts in funding by central government.

Just how far off is Tamworth Borough council from being forced to do this?

RESPONSE

Absolutely nowhere near.

Since around 2006 to today the Conservative controlling group has had every single thing Tamworth Borough Council does under review. We changed it, we downsized, we privatised it, we brought it back under the public umbrella, we re-structured it, we re-aligned it, re-financed it and more.

These decisions are now paying off. We are on a good route to self-sufficiency from government money without cutting services.

Councils who ranted at all that would listen since austerity started are in trouble today, not Tamworth Borough Council because we didn't play politics, we played town management with a long term view.

tamworthlistens

your town ▪ your life ▪ your say

THEME	DELIVERING QUALITY SERVICES

QUESTION

We have a council dwelling Rental Income of £21 Million, but set against this we have an item “Supervision and Management” of £6 Million (nearly 30%). It would seem that, as a proportion of rents collected, the top eleven employees are not alone in doing well out of us taxpayers.

RESPONSE

‘Supervision and Management’ refers to costs associated with the management of council housing as opposed to specifically the salaries of supervisors and managers.

A breakdown of the Housing Revenue Account for 2015/16 is shown in the table below:

Expenditure Breakdown		**Total Cost 2015/16 £**
Employee Expenses	Staffing costs – Salaries	2,416,972.52
Other Service Expenses	Running costs – grounds maintenance, electricity, lighting, road maintenance, insurance etc.	1,646,015.97
Retirement Benefits	Pension costs	248,103.70
Support Service Recharge	Professional support from Finance, HR, ICT etc.	1,964,539.45
Grand Total		6,275,631.64

THEME	DELIVERING QUALITY SERVICES

QUESTION	

For each house where planning permission is granted on an application for 4 or more houses, about £12,000 from the Applicant and £9,000 by the Government is paid to Tamworth Borough Council: that makes roughly £21 Million per 1,000 houses.

Can the Panel advise which part of subsequent years' accounts specifically, we will be able to keep a close eye on in respect of what happens to all of this massive influx of planning applications cash?

I hope that because these sums are so large, they will be kept in detailed focus by both taxpayers and auditors – and perhaps even generate the dismissal of suggestions that Council Tax need be increased, at all, for some significant period?

RESPONSE

Planning applications to the Borough Council generate a planning application fee. This fee varies depending on the type of application and the size of proposal. For example, a full planning application for a residential property is £385 per dwelling (up to 50 dwellings). This fee goes towards the cost of determining the application including officer time, publicity, site notices, councillor time at committee etc.

Some planning applications are subject to a section 106 agreement, which is a mechanism which makes a development proposal acceptable in planning terms that would not otherwise be acceptable. Planning Obligations are used for three purposes:

•Prescribe the nature of development. For example, requiring a given portion of housing is affordable,

•Compensate for loss or damage created by a development. For example, loss of open space,

•Mitigate a development's impact. For example, through increased public transport provision.

This may result in a payment to the local authority but this is linked and should be used for what is needed to make the development acceptable. For example, the provision of play equipment.

In the future the Community Infrastructure Levy (CIL) will replace the majority of s106's. The CIL will raise monies from developers to be used to fund infrastructure provision or improvement required as a result of development. In September last year Cabinet approved a rate of £68per square metre for schemes between 3 and 10 units and developments of 11 or more units the rate would be £35 per square metre. This proposed rate will be subject to a public examination later this year before it is hopefully adopted before the end of 2017. Monies received and spent on both s106 and CIL will be reported on annually.

New home bonus grant is calculated based on the average council tax for 2015/16 which is £1,529.56 - and Councils in the future will receive this amount annually for 4 years (under the revised scheme from 2018/19). District Councils receive 80% (County 20%) which equates to c. £1,224 p.a.

1000 houses would therefore generate £1.224m p.a., **£4.896m over 4 years**. The latest budget report **transparently** each year sets out our new homes bonus forecasts - for the next 5 years:

Base Budget	**2017/18**	**2018/19**	**2019/20**	**2020/21**	**2021/22**
New Homes Bonus	**£**	**£**	**£**	**£**	**£**
Revised forecast	373,156	331,365	667,177	754,150	870,767
Revised Risk Weighting applied	*100%*	*75%*	*75%*	*50%*	*50%*

This is used to support the General Fund budget – in lieu of the 50%+ (£3m p.a.) cuts in government grant since 2010/11.

The new homes bonus is also detailed within the annual accounts.

This page is intentionally left blank

Tamworth Borough Council

tamworthlistens

your town ▪ your life ▪ your say

Budget Consultation Report 2016

For the 2017/18 Budget

Produced by Staffordshire County Council On behalf of Tamworth Borough Council

DOCUMENT DETAILS

This document has been produced on behalf of Tamworth Borough Council by the Staffordshire County Council Insight Team

Staffordshire County Council

Title	Budget Consultation Summary Report
Date created	September 2016
Description	The purpose of this document is to provide Tamworth Borough Council with the consultation results which illustrate residents, businesses and community and voluntary organisations budget priorities for the year ahead.
Produced by	Heather Collier, Research Co-ordinator, Insight, Planning and Performance Team, Staffordshire County Council Tel: 01785 277450 Email: heather.collier@staffordshire.gov.uk
Geographical coverage	Tamworth Borough
Format	Publisher and Pdf
Status	Final (Version 1)
Usage statement	This product is the property of Tamworth Borough Council. If you wish to reproduce this document either in whole, or in part, please acknowledge the source and the author(s).
Disclaimer	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

1. Executive Summary

1.1 Vision and priorities

Tamworth Borough Council has a revised vision for 'One Tamworth, Perfectly Placed – Open for business since the 7th Century A.D'. The general consensus from respondents was very much in support of the vision and this was reflected in one respondents comment; *"I think it's great news that the revised 'vision' could be totally coordinated, bringing together priorities across all areas to do with quality of life, growth and services".*

Support was also evident for the three strategic priorities which sit beneath the vision for 'living a quality life in Tamworth', 'growing stronger together in Tamworth' and 'delivering quality services in Tamworth'. Endorsement was provided through respondents views on the priorities themselves and also reflected in residents outlook on what's important and what needs improving in the local area.

All priorities under 'living a quality life in Tamworth' were given a high importance rating by half of all respondents or more. The most important priority was 'working together with residents to maintain and improve a safe, clean and green environment' with 82% giving this a high rating.

Similarly, all priorities under 'growing stronger together in Tamworth' were considered important with three quarters or more giving a high importance rating to each of the priorities. Considered most important was 'working with businesses and developers to create a vibrant and sustainable town centre. 83% gave this a high importance rating.

Over half of all respondents or more also gave a high importance rating to all the priorities under 'delivering quality services in Tamworth'. Of the five priorities, 'demonstrating value for money' was the most important priority with 82% giving this a high importance rating.

Some respondents did express an interest in *"finding out how Tamworth are working to achieve their vision and priorities".*

1.2 Spend on services

Respondents expressed a high level of support for maintaining current levels of spend and this was the case in 11 of the 12 major cost areas. Respondents most wanted to maintain spend on 'refuse and recycling services' (71%). Maintaining current spend was not the main priority for 'tackling anti-social behaviour'. Over half (51%) wanted to see more spend on this cost area.

Spending less was generally residents second priority for spend. Respondents would most prefer to see less spend in each of the following areas; 'grants for voluntary organisations and charities', 'improved access to information/customer services' and 'business support and advice'. 28% said they wanted to see less spend in each of these areas.

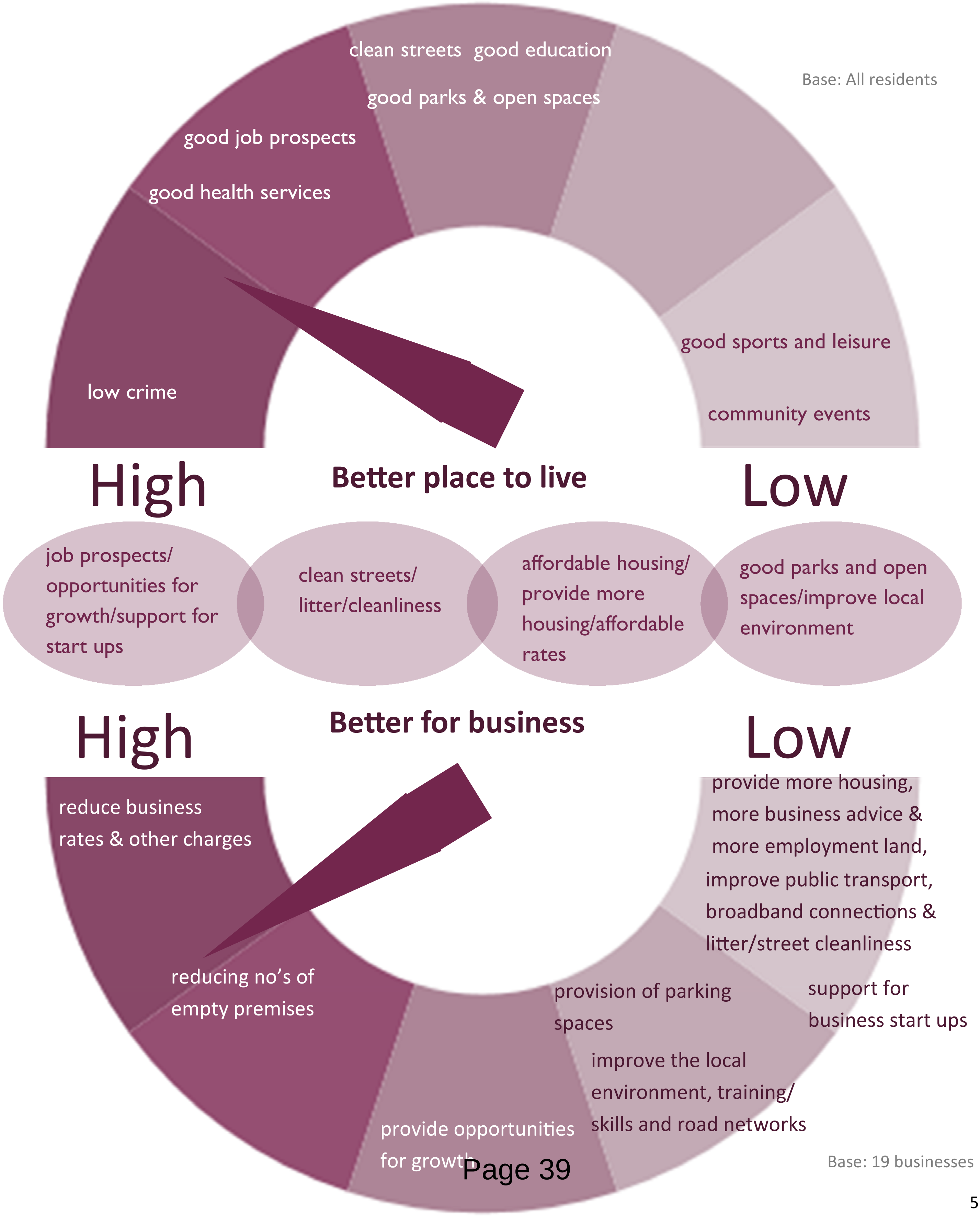
If the Council were to consider changes to the charges it places upon it's services, increasing charges for 'leisure and other activities' would be met with least resistance. 61% of respondents would support increased charges for this. Conversely, decreasing charges for 'car parking' would be a popular move. Three quarters of respondents (76%) said that they would like to see these decreased.

The largest proportion of residents (45%) would prefer the lowest level of Council Tax increase (a 0.62% increase). The second lowest level of increase (a 1.98% increase) was the second most popular option. 38% of residents chose this option which was most similar to the average level of increase witnessed for all authorities across the West Midlands (of 1.5%) according to CIPFA's (Charted Institute of Public Finance and Accountancy) latest annual council tax survey.

1.3 What makes Tamworth a better place to live and prosper?

'Low levels of crime', 'good health services' and 'good job prospects' were considered by residents to be highly important in making somewhere a good place to live. All three of these were also high priorities for improvement, in making Tamworth a better place to live. For businesses, 'the cost of business rates' was the main request for improvement. What makes Tamworth a better place to live and better for business are highlighted from high to low in the graphic below. Common synergies between the two groups are also annotated.

Figure 1.1: What makes Tamworth a 'better place to live' and 'better for business'



What has changed over time?[1]

1.4 What's important in the local area?

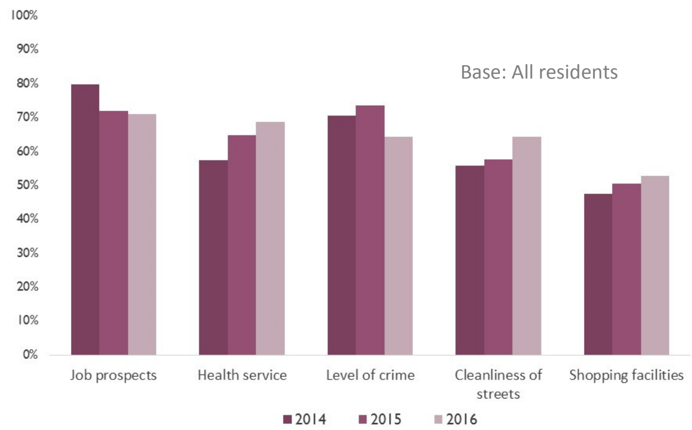
The top three priorities of what makes somewhere a good place to live ('low levels of crime', 'good health services' and 'good job prospects') have remained unchanged since last year. This year, 'clean streets' is in the top five priorities (ranking 4 out of 10 compared to 6 out of 10 last year. It replaced 'affordable decent housing' which ranked 7 out of 10 this year compared to 5 out of 10 last year. Trend data on performance for the current top five priorities is contained in the graph below.

Figure 1.2: What's important in the local area? (%)

1.5 What needs improving in the local area?

Four out of the top five priorities for improvement ('job prospects', 'health services', 'cleanliness of streets' and 'level of crime') remain unchanged since last year. This year 'shopping facilities' replaced 'affordable decent housing' in the top five priorities for improvement. 'Shopping facilities' now ranks 5 out of 10 and 'affordable housing' 6 out of 10. Trend data for the performance for the current top five priorities is contained in the graph below.

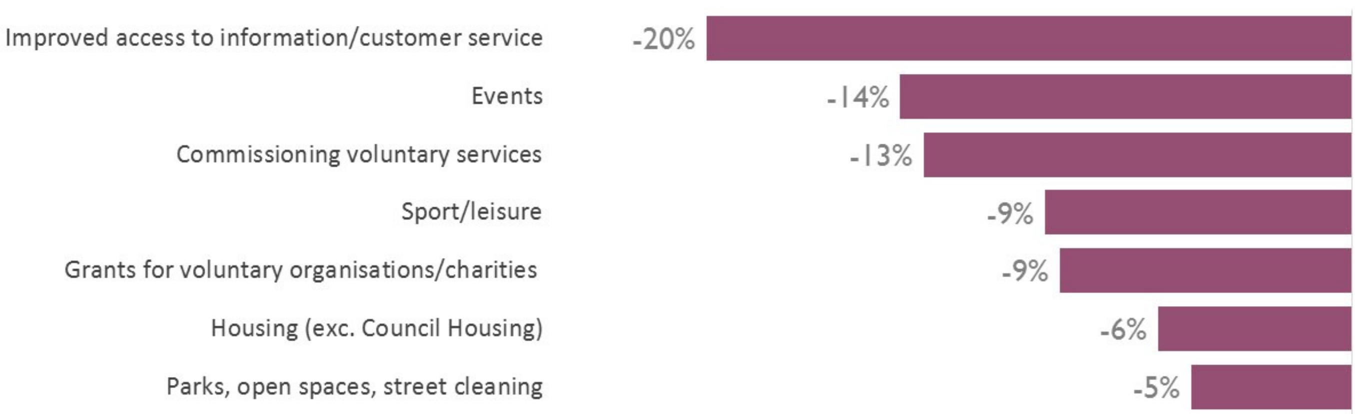
Figure 1.3: What needs improving in the local area? (%)



1.6 Views on spend over time

This year, as with last, it was most common for respondents to want the level of spend to remain the same. Respondents most wanted to maintain spend on 'refuse and recycling services'. This year as with last year, respondents second overall priority was for reduced spend. However, during the last year respondents strength of feeling has changed with the overall proportion of respondents wanting reduced spend seeing a decline in all key service areas. The greatest changes have been documented in the figure below.

Figure 1.4: Percentage change between 2015 and 2016 in people saying they would spend less (% change)

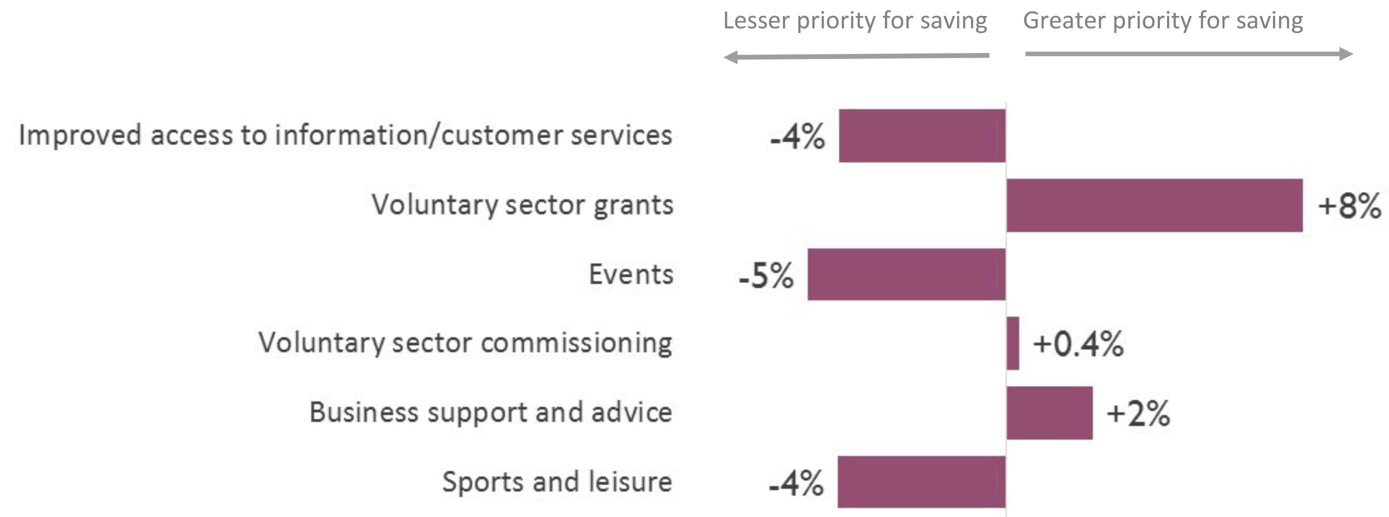


[1] Some caution should be applied when interpreting residents results over time. This is because residents responses have an overall confidence interval of +/-6% meaning that the percentage responses they have given to any questions could fall in the range of 6% higher or 6% lower than the actual response given. Results should be seen as indicative of possible trends which could be explored further through additional research.

1.7 Priorities for savings

This year, the most important priorities for saving were ‘improved access to information/customer services’, ‘voluntary sector grants’, ‘events’, ‘voluntary sector commissioning’, ‘business support and advice’ and ‘sports and leisure’. These were also the main priorities for savings in 2015. However, since 2015, respondents perceptions of these priorities has changed. The most noticeable change is for ‘voluntary sector grants’ with a greater proportion of respondents now wanting to see savings in this area when compared to last year. Respondents were slightly less likely to want to see savings made to ‘events’, ‘improved access to information/customer services’ and ‘sports and leisure’.

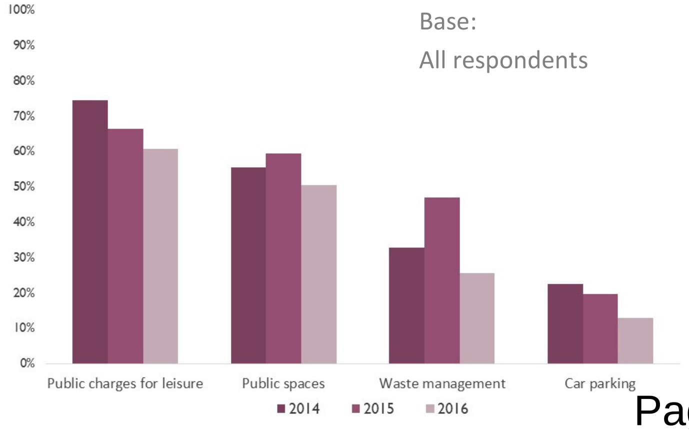
Figure 1.5: Percentage change in the most important priorities for saving between 2015-2016 (% change)



1.8 Increasing charges

Over the last three years it has been most common for respondents to indicate that increased public charges would be most acceptable for ‘leisure and other activities’. The proportion of respondents who selected this as an option has however declined steadily over the last three years. Conversely, increases for ‘car parking’ were least popular. Since 2015, fewer respondents indicated their support for increased charges across all four service areas.

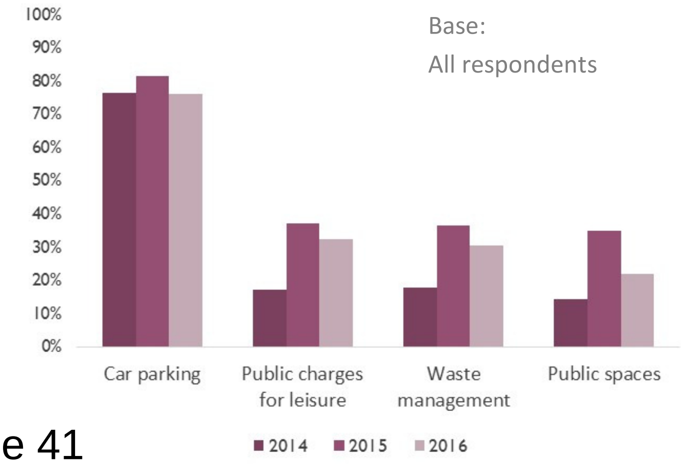
Figure 1.6: Views on increasing charges over time (%)



1.9 Decreasing charges

It was most common for respondents to want decreased charges for ‘car parking’ over the last three years and this has been a consistent trend over the last three years. Decreasing charges was less important in the other three services areas. All service areas experienced a reduction in the proportion of people wanting decreased charges between 2015 and 2016.

Figure 1.7: Views on decreasing charges over time (%)



2. 1 Introduction

Tamworth Borough Council reviews it's council tax and charges on an annual basis and this helps to develop the Council's budget and ensures funding is put into areas which are of priority.

Residents, businesses and the voluntary sector are always an important part of this process. Therefore this year as in previous years, all these groups were invited to share their views on priorities for the year ahead. This year there are some new additions to the surveys including revisions to the vision and the priorities.

This report summarises the views of those who participated. While this is not fully representative of Tamworth opinion it provides a helpful addition to the information that will inform the Council's budgeting decisions for the year ahead.

The report presents the analysis of the combined results from all three respondent groups and emphasises where there are differences in opinions between the different groups. Comparisons with the results of the consultation from previous years have also been made in order to identify commonality or differences in opinions over time.

2.2 Methodology

The consultation for the 2017/18 budget ran from 1st August to the 12th September 2016 and three key groups (residents, businesses and the voluntary sector) were encouraged to share their views through tailored paper and online surveys.

These surveys were developed by Tamworth Borough Council in conjunction with Staffordshire County Council's Insight, Planning and Performance Team. These were largely based on surveys from previous years and were adapted slightly to reflect Tamworth's revised vision and corporate strategic priorities

All three surveys were promoted via a range of communications channels. These included press releases in the local newspaper (The Tamworth Herald), a prominent feature on the Tamworth Borough Council website and through social media including Twitter, Facebook, the Tamworth Borough Council blog and Gov delivery.

Specific groups were also targeted to take part in the consultation. These included;

- Members of the Tamworth Borough Council Citizens' Panel and Tamworth Borough Council Housing Tenants. Both groups received a direct letter or email encouraging them to participate in the residents survey.
- Businesses received an email encouraging them to participate in the business survey. This was also widely promoted by the Economic Development Team.
- Voluntary sector organisations were also emailed to encourage their involvement. Their involvement was also supported and promoted by Support Staffordshire and Tamworth Borough Council's Community Development Team.

2.3 RESPONSES

A total of 255 responses were received to the consultation and these consisted of:

- 231 residents.
- 19 businesses; 32% were based in a 'town centre site', 32% were on an 'industrial estate', 21% were 'out of town', 11% were 'based at home' and 5% were in a 'local neighbourhood area'.
- 5 community and voluntary organisations; three of these were 'voluntary groups', one a 'registered charity' and one a 'community group'.

For the purpose of analysis, responses from all three groups have been combined. Where differences were apparent by respondent type, these have been highlighted graphically or through a textual summary.

Some caution should be applied when interpreting the results, particularly in relation to those business and voluntary organisation responses. Responses from these groups were relatively low and therefore should not be viewed as representative of the overall communities which they represent.

2.4 PROFILE OF RESPONDENTS FOR THE RESIDENTS SURVEY

In total, there were 231 responses to the Tamworth residents survey. This equates to 0.4% of the adult population of Tamworth[2] and compares similarly to last years response rate.

In statistical terms, the 95% confidence level has been applied to the residents survey results. This means that if the survey was repeated, in 95 out of 100 cases, the same response would be achieved.

Residents responses have an overall confidence interval of +/-6% meaning that the percentage responses they have given to any questions could fall in the range of 6% higher or 6% lower than their actual response. A confidence interval of +/-3-4% is fairly typical for a statistically robust survey[3].

When considering key demographics, responses were representative of some key characteristics but were less so of others:

⇒ The residents survey falls within an acceptable range of representation by gender; 54% of respondents were male and 46% were female[4].

⇒ It was more common for older residents to participate in the residents survey and therefore the results are generally over representative of those respondents aged 55 and above, representative by those aged 45-54 and under representative of those residents aged 44 and below[4].

⇒ By disability, the survey results are slightly over representative of those respondents who had a disability. 34% of respondents said they had a disability compared to 18% in the overall population[5].

⇒ Responses are representative of the most commonly occurring ethnicities of White British and White Other. In their survey responses, 93% described themselves as White British and 5% as White Other[5].

[2] The adult population of Tamworth includes those residents who are aged 18 and above, MYE 2015.

[3] To achieve a +/-4% confidence interval for the residents survey, 500 responses would need to be achieved from Tamworth Borough Residents and to achieve a +/-3% confidence interval, 800 responses would need to be returned.

[4] Mid Year Population Estimates, 2015, ONS

[5] Census 2011, ONS

3. VIEWS ON THE CORPORATE PRIORITIES

The Council has a revised vision for 'One Tamworth, Perfectly Placed—Open for business since the 7th Century AD' with a focus upon working with partners to ensure:

'Living a quality life in Tamworth': which includes protecting vulnerable people, tackling inequalities, enabling healthy lifestyles and ensuring a safe, clean and green environment.

'Growing stronger together in Tamworth': which includes encouraging economic growth and development, working with schools to encourage higher skilled, better paid jobs, creating a vibrant and sustainable town centre, protecting culture and heritage and adopting a commercial approach to asset management.

'Delivering quality services in Tamworth': which includes providing accurate information, improving access, supporting residents and businesses, enabling greater public engagement and ensuring value for money.

Respondents were asked a series of questions about the importance of the priorities which sit beneath the visionary themes of 'living a quality life in Tamworth', 'growing stronger together in Tamworth' and 'delivering quality services in Tamworth.' Respondents were asked to rate how important each of the priorities were on a scale of 1-5 (or 1-9 for 'growing stronger') with one being the most important and 5 or 9 being the least important.

3.1 Living a quality life in Tamworth

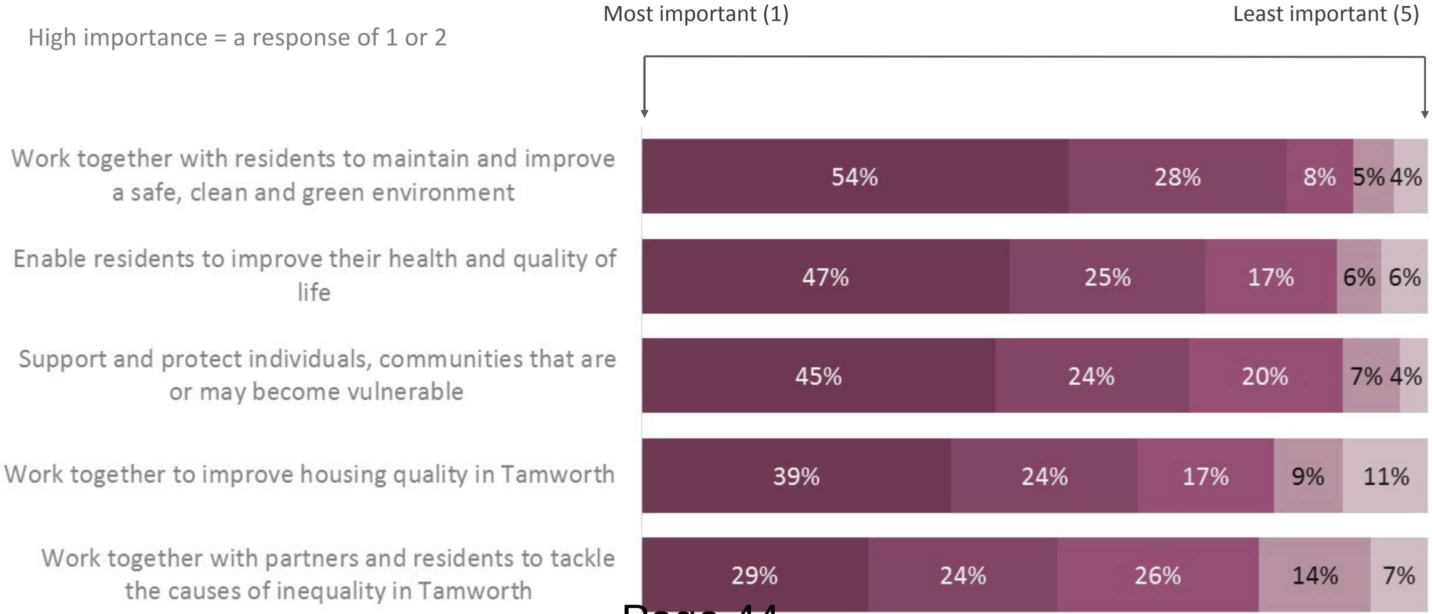
⇒ All priorities under 'living a quality life in Tamworth' were given a high importance rating by half of respondents or more.

⇒ The most important priority was 'working together with residents to maintain and improve a safe, clean and green environment'. 82% gave this a high rating. This was closely followed by 'enabling residents to improve their health and quality of life' and 72% gave this a high importance rating.

⇒ Considered least important was 'working together with partners and residents to tackle the causes of inequality in Tamworth'. However, 53% still gave this a high importance rating.

⇒ Respondents overall views are documented in the figure below.

Figure 3.1: Please tell us how important our priorities under 'living a quality life in Tamworth' are to you/your business/organisation, with 1 being most important and 5 being the least important (%)



Page 44

Base: All respondents

3.2 Comparing results by respondent group

The graph below illustrates the breakdown of responses for each priority by respondent group. The results shown are the proportion of each group who felt that each of the priorities were of high importance (i.e. respondents provided an importance rating of one or two). Differences by respondent group are outlined below;

⇒ The most important priority overall, 'working together with residents to maintain and improve a safe, clean and green environment' was a greater priority for businesses (with 88% giving it a high importance rating). Fewer residents (82%) and community and voluntary groups (80%) gave it a high importance rating.

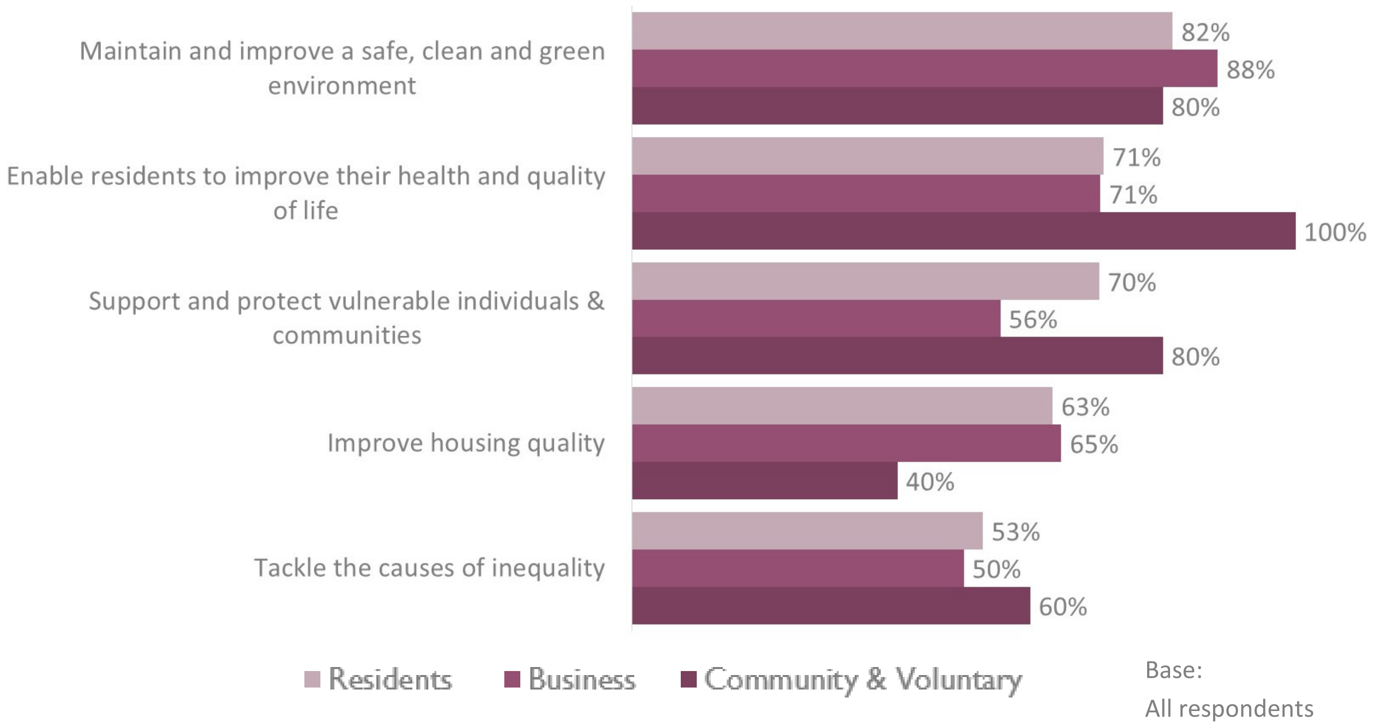
⇒ Broadly speaking, the top two overall priorities of 'working together with residents to maintain and improve a safe, clean and green environment' and 'enabling residents to improve their health and quality of life' were important across all three groups.

⇒ However, residents and businesses both ranked 'working together with residents to maintain and improve a safe, clean and green environment' as their most important priority whilst community and voluntary groups ranked this joint second.

⇒ Community and voluntary groups considered 'enabling residents to improve their health and quality of life' as most important whilst residents and businesses ranked this second.

⇒ Whilst there were minimal differences in the overall priorities between the three groups, community and voluntary groups did reflect a greater strength of feeling in three of the five priorities.

Figure 3.2: The importance of priorities under 'living a quality life in Tamworth' by respondent group (%)



When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

3.3 Growing stronger together in Tamworth

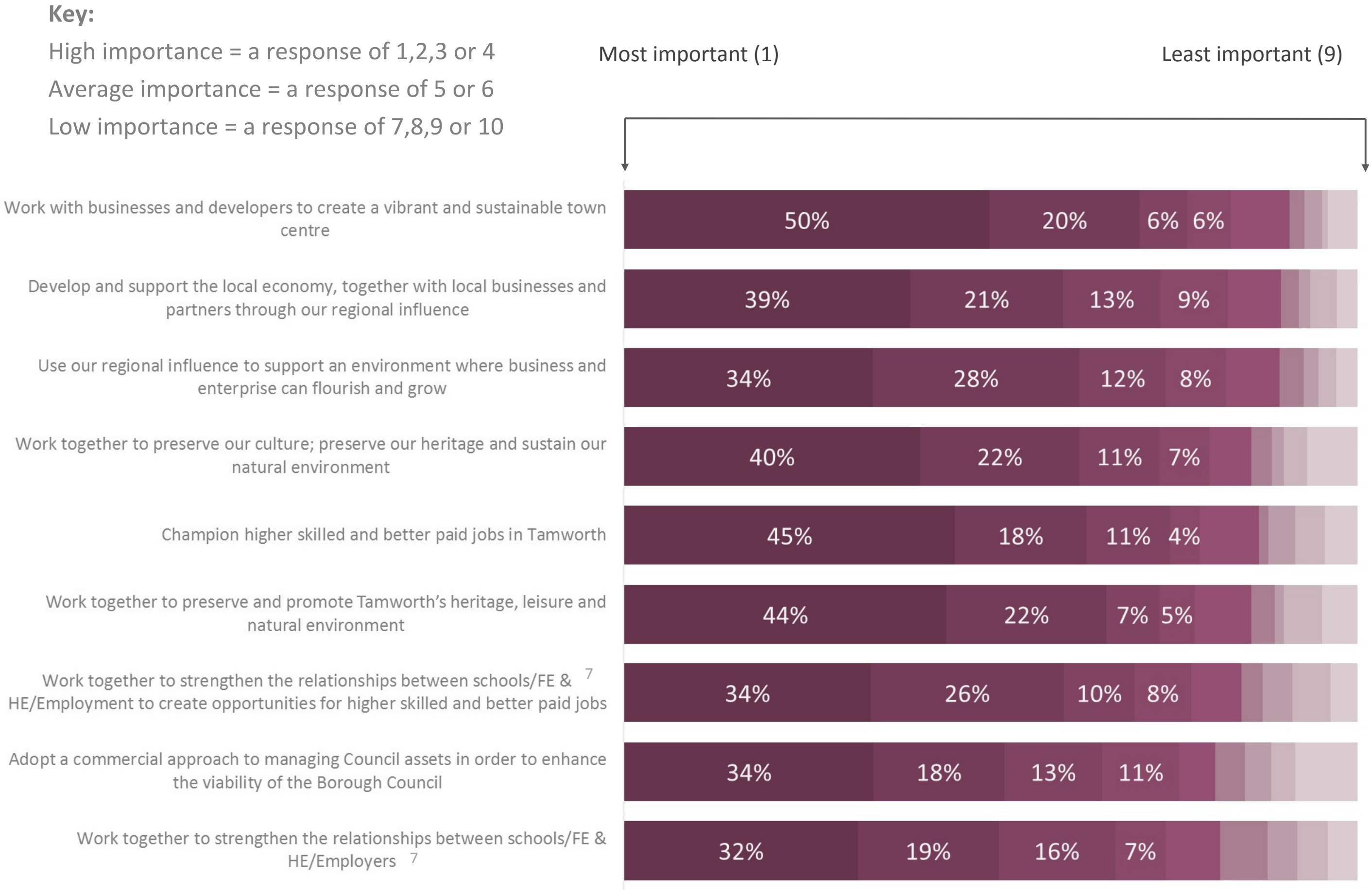
⇒ All priorities under 'growing stronger together in Tamworth' were considered important.

⇒ Three quarters or more gave a high importance rating to each of the priorities.

⇒ Views ranged from 83%[5] giving a high importance rating to 'working with businesses and developers to create a vibrant and sustainable town centre' to 74% rating 'working together to strengthen the relationships between schools/FE & HE/Employers' as highly important.

⇒ Respondents overall views are documented in the figure below.

Figure 3.3: Please tell us how important our priorities under 'growing stronger together in Tamworth' are to you/your business/organisation, with 1 being most important and 9 being the least important (%)[6]



Base: All respondents

[6] Where responses in the graph do not exactly match reported figures in the text, this is due to rounding to the nearest percentage point in the graphical display.

[7] FE & HE refers to further education and higher education

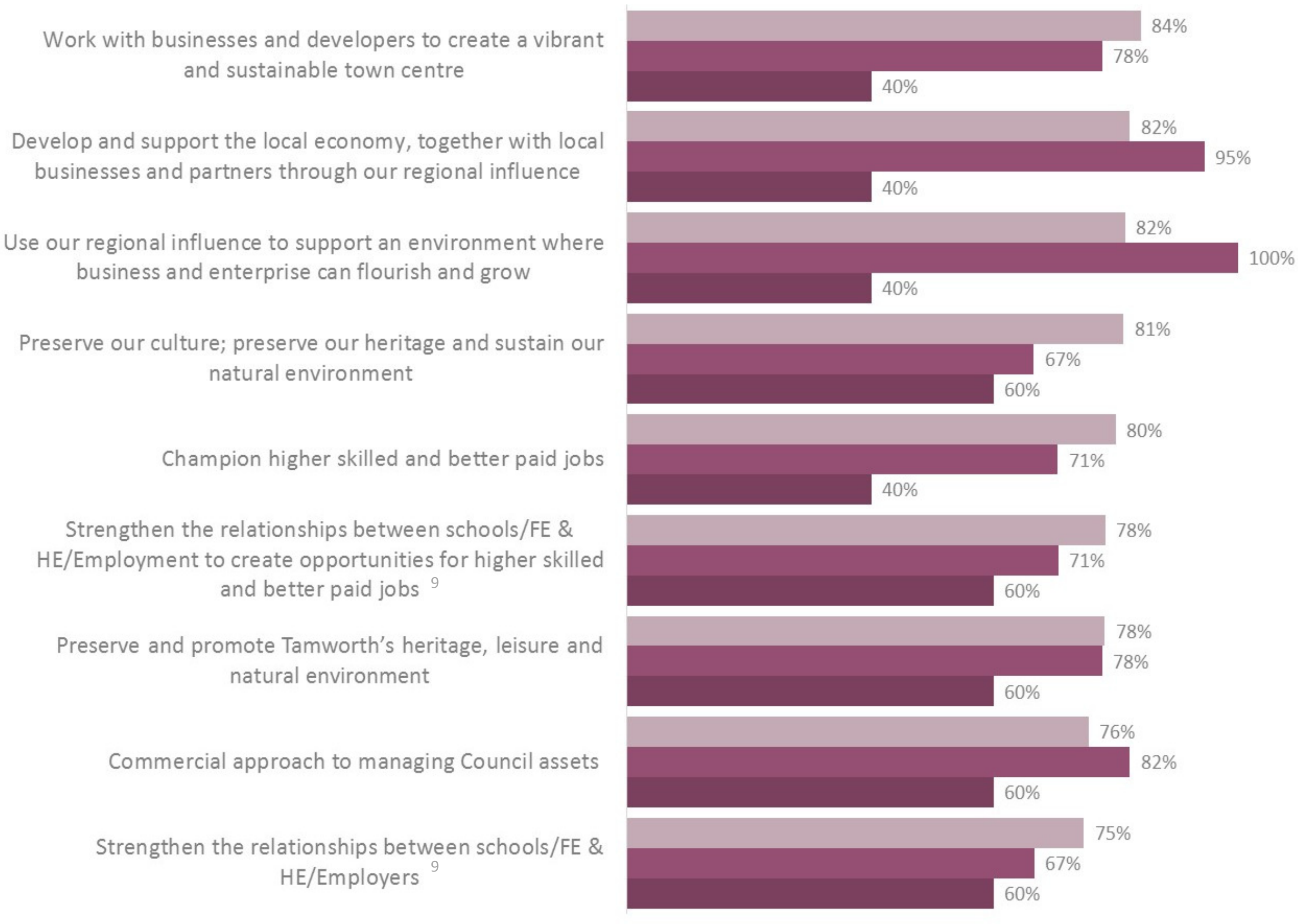
3.4 Comparing results by respondent group [8]

The graph below illustrates the breakdown of responses against each priority by respondent group. The results shown are the proportion of each group who felt that each of the priorities were of high importance to address.

⇒ There was some commonality in the responses by group. Two of the top three priorities, 'develop and support the local economy, together with local businesses and partners through our regional influence' and 'use our regional influence to support an environment where business and enterprise can flourish and grow' were among the top three priorities for both residents and businesses. These were not among the most important priorities for community and voluntary groups.

⇒ Businesses gave higher priority to 'using our regional influence to support an environment where business and enterprise can flourish and grow' and to 'developing and supporting the local economy together with local businesses and partners through our regional influence'.

Figure 3.4: The importance of priorities under 'growing stronger together in Tamworth' by respondent group (%)



Base:
All respondents

⇒ Residents and businesses were more likely than community and voluntary groups to give a higher importance rating to each of the nine priorities under 'growing stronger together in Tamworth'.

[8] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

[9] FE & HE refers to further education and higher education.

3.5 Delivering quality services in Tamworth

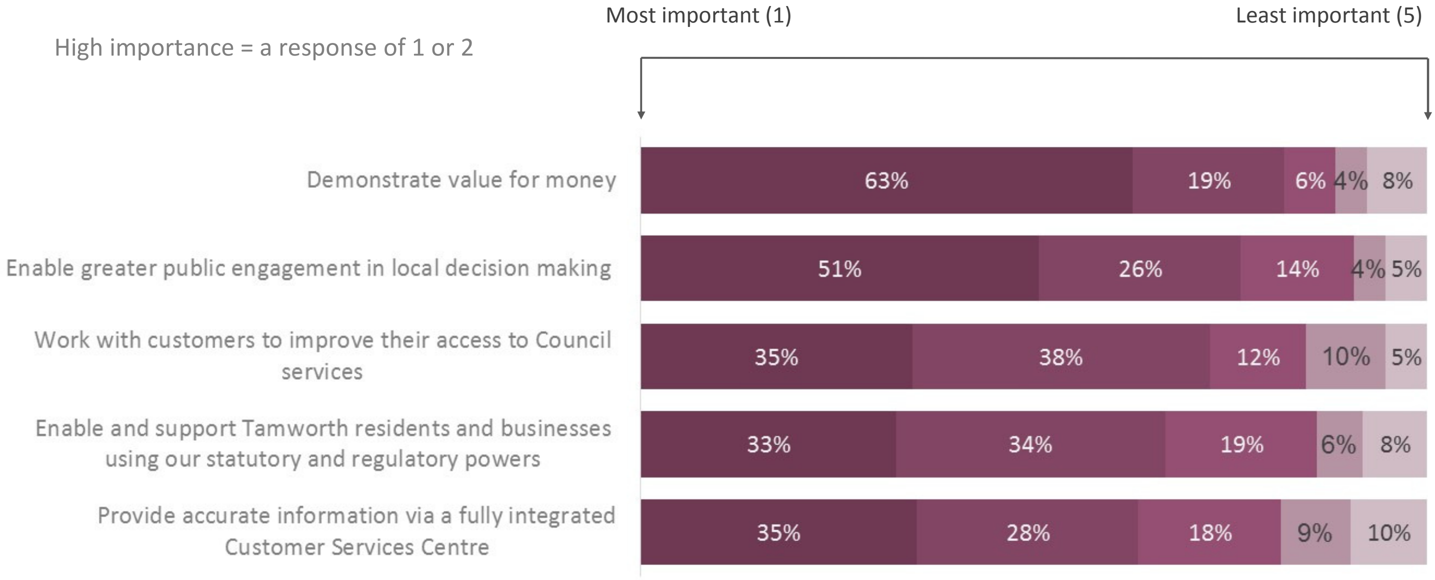
⇒ All priorities under 'delivering quality services in Tamworth' were given a high importance rating by half of respondents or more.

⇒ Of the five priorities, 'demonstrating value for money' was the most important priority with 82% rating this as highly important.

⇒ Considered least important was 'providing accurate information via a fully integrated customer services centre'. However, 63% still gave this a high importance rating.

⇒ Respondents overall views are documented in the figure below.

Figure 3.5: Please tell us how important our priorities under 'delivering quality services in Tamworth' are to you/your business/ organisation, with 1 being most important and 5 being the least important (%)



Base: All respondents

3.6 Comparing results by respondent group[10]

The graph below illustrates the breakdown of responses for each priority by respondent group. The results shown are the proportion of each group who felt that each of the priorities were of high importance (i.e. respondents provided an importance rating of one or two).

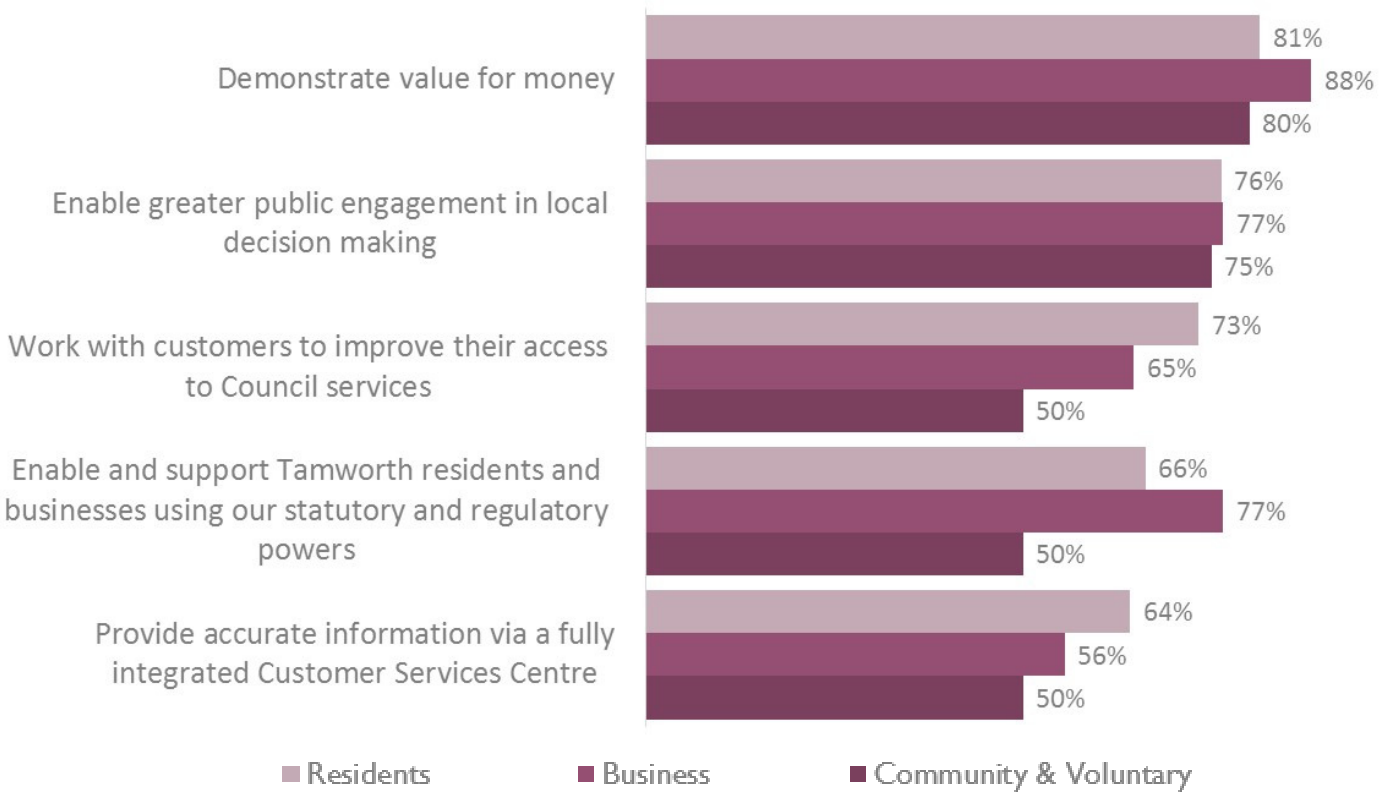
⇒ There was commonality in the responses by group. All groups rated 'demonstrate value for money' as their most important priority and 'enable greater public engagement in local decision making' as their second (or joint second) most important priority.

⇒ All groups also rated 'providing accurate information via a fully integrated Customer Services Centre' as their least (or joint least) most important priority.

⇒ Community and voluntary organisations rated all five priorities lower than residents and businesses. The greatest differences was for 'enabling and supporting Tamworth residents and businesses using our statutory and regulatory powers' and 'working with customers to improve their access to Council services'.

Figure 3.6: The importance of priorities under 'delivering quality services in Tamworth' by respondent group (%)

High importance = a response of 1 or 2



Base: All respondents

[10] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

3.7 Views on the revised vison and priorities

The general consensus was very much in support of both the vision and the priorities which lie beneath it. For example, *"I consider how you have set out your vision to be of sound reasoning", "the revisions are good and insightful"* and *"I think it's great news that the revised 'vision' could be totally coordinated, bringing together priorities across all areas to do with quality of life, growth and services".*

All of the 'priorities' were considered important for Tamworth as a community and this was reflected through the importance ratings they attributed to each of the priorities. However for some this had made it *"difficult to prioritise".* Some did also express concerns. For example, *"some of the priorities partly duplicate and distract"* from what they felt should be *"the highest priority, creating higher paid jobs"*. Some also felt priority should be given to different areas and this included support for *"education".*

Respondents were generally keen to comment on both the strategic priorities and the priority aims which fall beneath these. Those comments shared were not necessarily reflective of all respondents. They may however be of use to decision makers as they raise questions, queries and present ideas for reflection. Comments were shared by respondents on both 'living a quality life in Tamworth' and 'growing stronger together in Tamworth' and these have been summarised below;

'Living a quality life in Tamworth'

- *"Quality of life is also about being surrounded by green spaces essential for exercise and happiness. Please stop building on green sites".*

'Growing stronger together in Tamworth'

- *"What does 'growing stronger together' mean? The title needs to be more specific and less generic".*
- *"Growing stronger together must include the environment. I note we have some issues with air quality in the town and cannot avoid a reference to our 'fat town' title. We must build a plan to encourage people to walk and cycle more, not simply drive to the retail parks".*
- *"I feel that Tamworth Borough Council are farming out services too much and too easily. These are not forward movements but steps backward".*
- *"Working together to strengthen the relationships between schools/Further Education & Higher Education/Employers is an important sector, but if you consider the lifetime period after formal education is considerably longer than that within it, 'community education' needs a higher profile".*
- *"I think that promoting Tamworth - both heritage and shopping - is important as it brings both visitors and investment. However, Ventura needs to be addressed as the traffic congestion actually deters people from coming to Tamworth even though we have big name shops".*
- *"Stop looking at 'heritage' as it is a waste of money. Look to the future instead of to the past".*
- *"We need to work closely with these other districts to develop modern 'Tamworth' and to increase our 'regional' influence".*
- *"It's important that businesses offer youngsters the chance to develop new skills but there should be support from the council to help businesses which provide opportunities to young people to grow".*
- *"We need to move on from being a commuter town to being a serious employer of a skilled and educated workforce for progressive modern businesses".*

4. SPENDING ON SERVICES

Respondents were provided with planned spend on major cost areas for 2016/17 and were asked whether they felt the Council should increase, decrease or keep spending the same.

⇒ It was most common for respondents across the majority of service areas to say that they would prefer the level of spend to remain the same. This was the case in 11 of the 12 major cost areas.

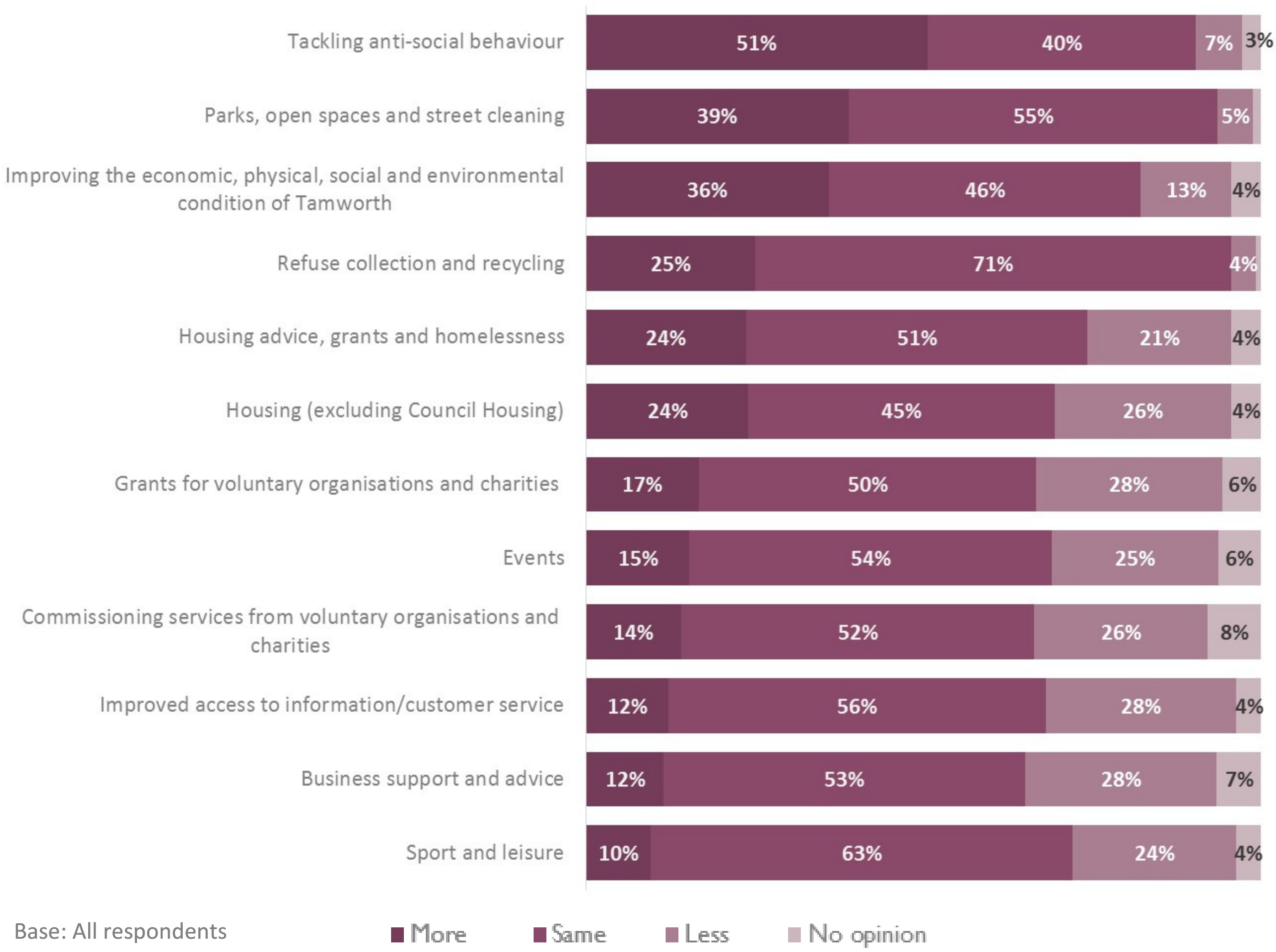
⇒ This was particularly apparent regarding spend on 'refuse and recycling' with 71% wanting to maintain the same level of spend on this service. In addition, nearly two thirds (63%) indicated their preference for keeping spend on 'sport and leisure' the same.

⇒ Spending less was the second most common response (in 8 out of the 12 major cost areas). 28% wanted to see less spending in each of the following areas; 'grants for voluntary organisations and charities', 'improved access to information/customer services' and 'business support and advice'.

⇒ Spending more was still a priority in some areas and mostly notably for 'tackling anti-social behaviour'. Over half (51%) wanted spending increased on this major cost area.

The collective views on all respondents are illustrated in the graph below:

Figure 4.1: Preferred spend for 2016/17 on major cost areas (%)



Base: All respondents

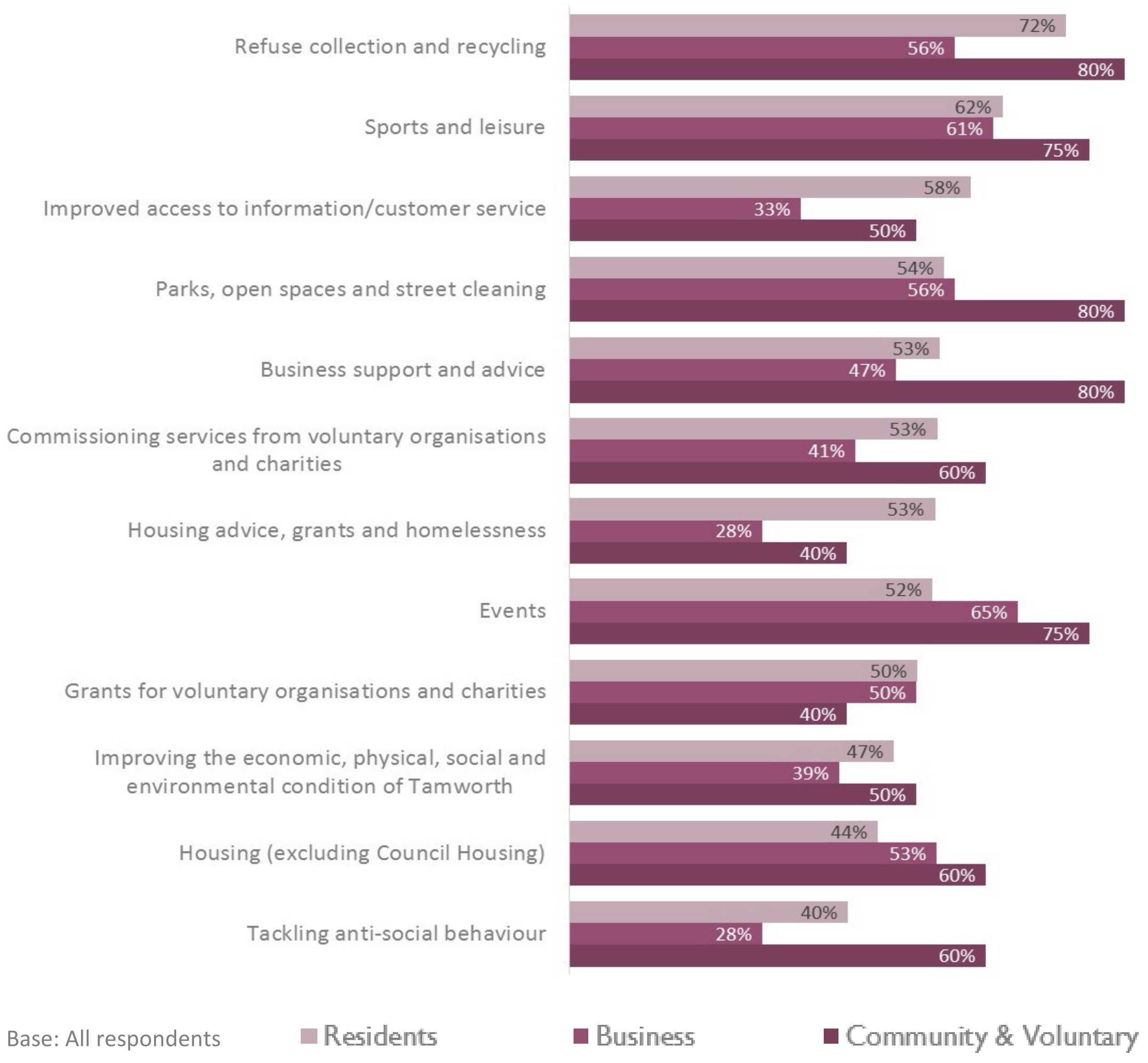
4.1 Maintain levels of spending[11]

There was similarity but also some differences in views by respondent group. Residents views generally mirrored those of the overall results (as they were the largest group). However, all groups had some distinctive ideas about which services should retain the same amount of spend.

⇒ Of the three groups, community and voluntary groups were most likely to want to retain current levels of spending on services. This was the case in 9 out of the 12 major cost areas.

⇒ Businesses were least likely to say the same and this was the case in 8 out of the 12 major cost areas.

Figure 4.2: Maintaining spend for 2016/17 on major cost areas by respondent group (%)



Base: All respondents

[11] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

4.2 Reduce levels of spending[12]

There were clear differences in views by respondent group for reduced spending.

⇒ Community and voluntary groups were most likely to say that spending should not be reduced. This was the case in 10 out of the 12 cost centres. They were however most likely to feel that spending could be reduced on both 'housing' and 'tackling anti-social behaviour'.

⇒ Businesses were more likely than any other group to feel that spending could be reduced on 'improved access to information/customer services' and 'housing advice, grants and homelessness'.

Figure 4.3: Reducing spend for 2016/17 on major cost areas by respondent group (%)

When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary organisation responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group type.

[12] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

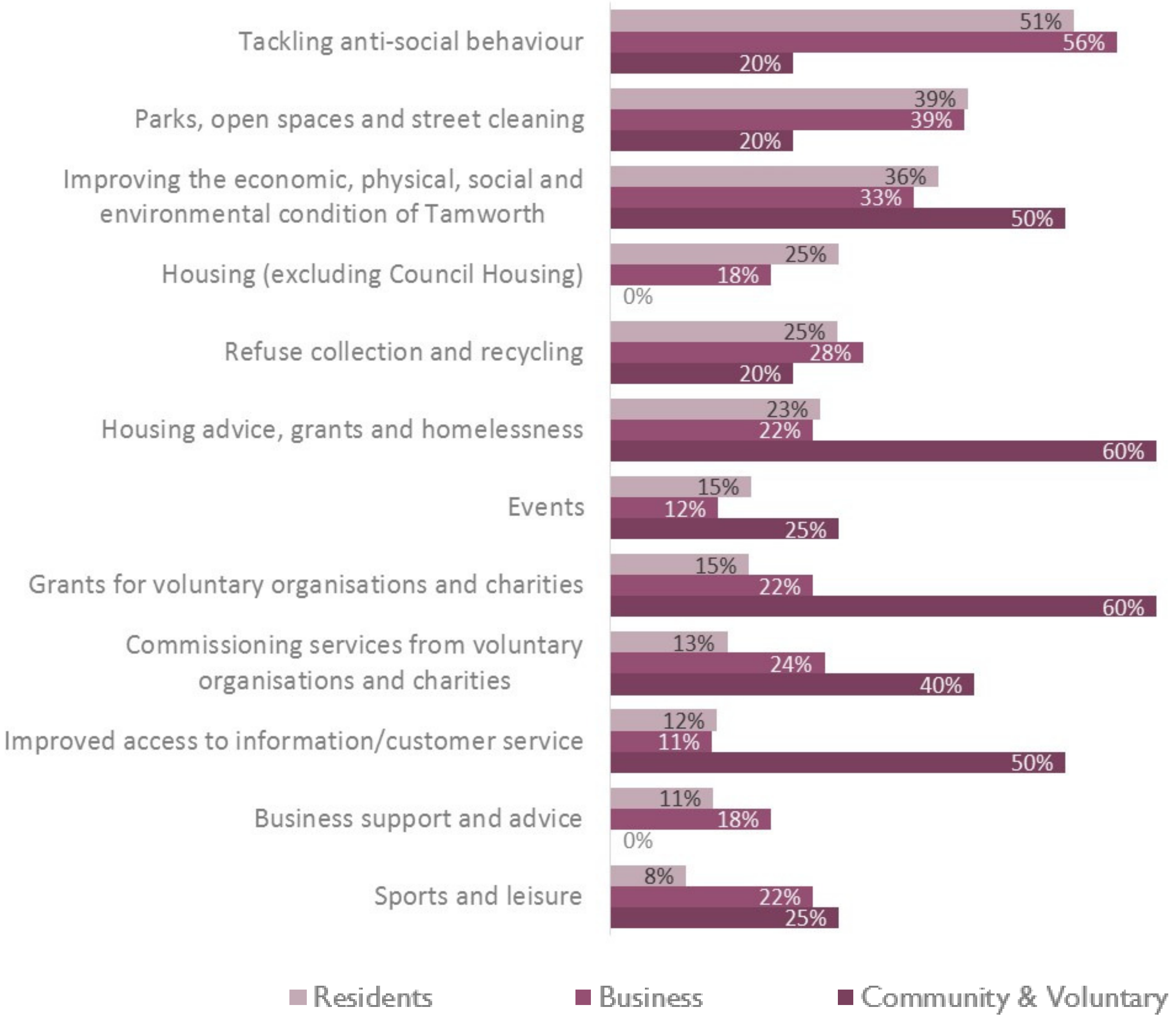
4.3 Increase levels of spending[13]

There were similarities but also differences in views by respondent group.

⇒ Residents and businesses views were generally more closely aligned. There were however some exceptions to this. Most notably, just 8% of residents felt spending should be increased in 'sports and leisure services'.

⇒ Community and voluntary groups were more likely than any of the other groups to advocate increased spend. This was the case in 7 out of the 12 major cost areas.

Figure 4.4: Increasing spend for 2016/17 on major cost areas by respondent group (%)



Base: All respondents

Businesses and community and voluntary organisations prioritised 'commissioning services from voluntary organisations and charities' higher than residents did. The former groups both ranked this cost area as 5 out of 12 and the latter 9 out of 12. Businesses also gave lower priority to 'events' than residents and community and voluntary organisations did.

[13] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

4.4 Comments on spend

The general consensus amongst respondents was the Council had *“managed it’s budgets fairly well over the last 10 years”.* This was *“during times of austerity”* and respondents acknowledged the *“challenges”* and *“difficulties”* this had placed upon the Council.

Respondents did however feel that Tamworth could make some improvements to it’s spend. Broadly speaking these included making efficiencies, focusing on core service provision and supporting the development of volunteering.

A relatively small proportion of respondents chose to comment on this question and therefore the views shared may not necessarily be reflective of all respondents. Those comments that were shared are summarised below;

Making efficiencies

Respondent commenting felt that the Council could aim to achieve *“better value for money”* and *“get smarter in the way that money is spent*”. This could include *“making savings in customer service and back office functions”.*

Focus on core provision

There was a recognition that focusing on core service provision should be an aim. Respondents however who commented on this, did have different interpretations of what this would mean in practice.

For example; *“sadly, the provision of sports and leisure, and events are luxury service items rather than core essentials and should be first for scrutiny”* and *“the sport and leisure activities I believe are important as they can contribute a great deal to the health and well being of Tamworth citizens”.*

Volunteering

Some individual respondents were willing to offer their own time as volunteers, for example *“some of the costs above will be in administration, which could be done by my [baby boomers] generation on a voluntary basis”.*

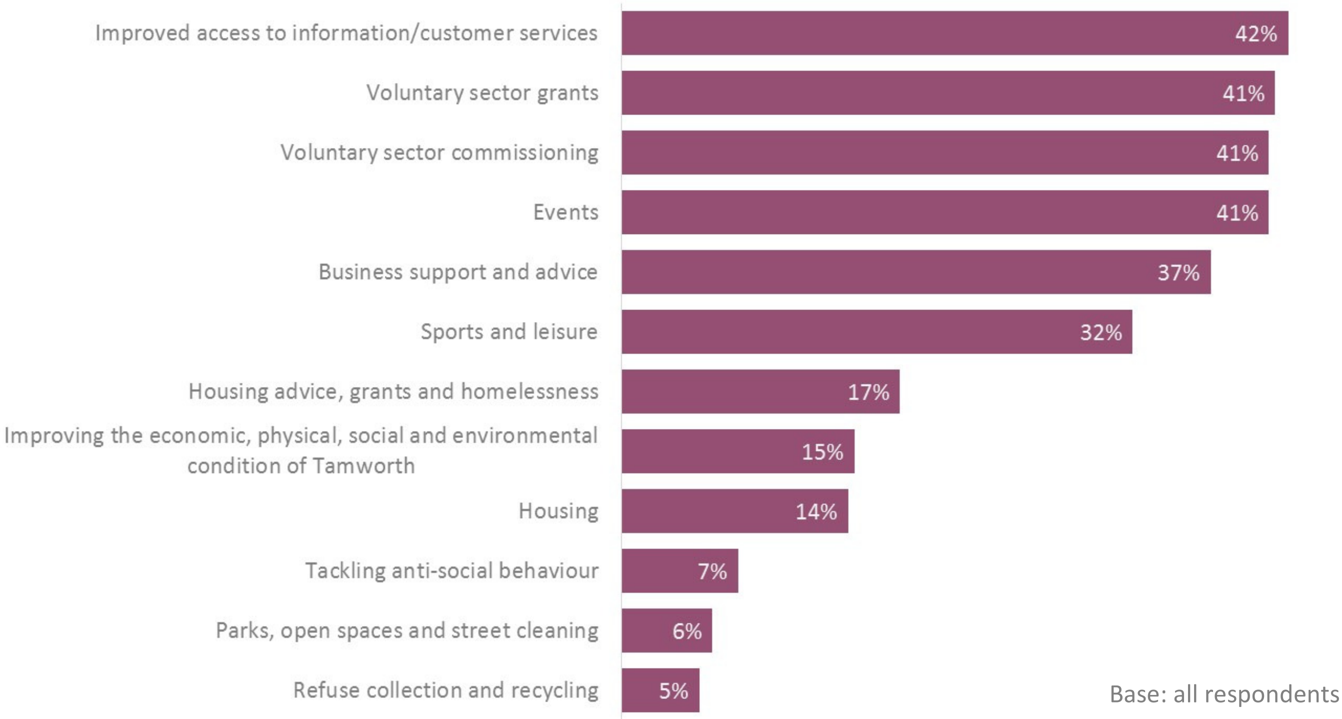
Voluntary and community groups also stressed that they needed help with *“donors and sponsorship”* to enable them to *“improve services and provide accessible premises to their clients”.*

4.5 Savings and reducing costs[14]

Respondents were provided with a list of services and asked to indicate up to three which could be prioritised for savings or reduced costs.

It was most common for respondents to indicate that they would like to see savings or reduced costs in the following areas; 'improved access to information/customer services', 'voluntary sector grants', 'voluntary sector commissioning and events'. Respondents were least likely to want savings made to 'refuse and recycling services', 'parks, open spaces, street cleaning' and 'tackling anti-social behaviour'.

Figure 4.5: Which THREE services should the Council look at if they had to make savings or reduce costs? (%)



All three respondent groups mirrored the overall top priority for savings or reduced costs. For residents and businesses, it was their first priority for savings and for community and voluntary groups it was their joint second priority.

All three groups also included 'voluntary sector grants' in their top five priorities for savings. However, both residents and businesses gave this higher priority than community and voluntary groups.

4.6 Comments on savings

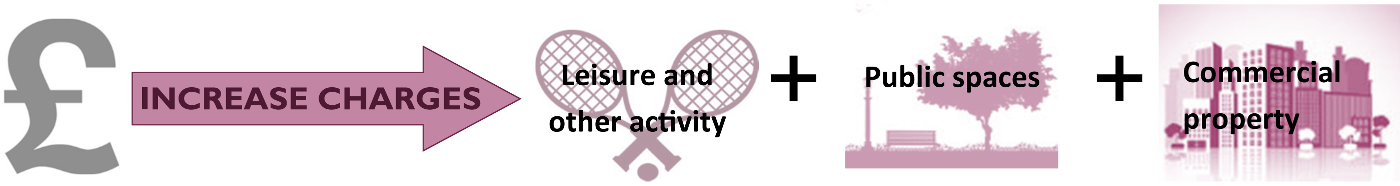
Some respondents were concerned that *"reducing costs would also mean reducing services",* others did not feel *"well enough informed to know what the impact would be".* Some respondents *"reluctantly"* made selections that could *"fund themselves"* or be *"privately funded or supported".*

One community and voluntary group felt priorities for savings could be minimised or avoided by using voluntary groups who could *"help make the money go further"*. Another stressed that *"developers should be taken to task if they do not give a fair deal"* and *"penalty clauses should be clamped on sub-contractors who don't finish jobs".*

[14] When drawing conclusions from these responses, it is important to remember that the business respondent group and the community and voluntary groups responses are considerably smaller than the residents response group, therefore results may not be representative of their overall group.

4.7 Which TWO income areas do you think the Council could/should increase and decrease charges for?

Increase charges: It was most common for respondents to stress the need to increase public charges for 'leisure and other activities' (61%), 'public spaces' (51%) or 'commercial property' (46%).



However, respondents comments reflected a genuine reluctance for increases in charges to any of the identified areas of spend because of the impact on vulnerable people as well as residents and businesses in general. For example;

"I don't think charges should be increased in any of the above as they will either effect the poor by cutting leisure activities and public spaces, or the quality of live by cutting waste management or squeeze commercial enterprises down".

Respondents were particularly concerned about the impact of current 'car parking' charges on the town centre and were most adverse to increased charges for these.

"Parking is already very high and dramatically effecting foot fall in the town centre with a knock-on effect on shops" and if car parking keeps going up, no one will shop in town. *"Car parking charges are making Tamworth a 'ghost' town".*

Decrease charges: Respondents were most likely to say that they would like to see decreased charges for 'car parking'. Three quarters of respondents overall (76%) indicated that they would like to see these decreased. 'Car parking' and 'rents/rates' featured prominently in respondents comments: For example, decreased charges for 'car parking' would *"encourage more visitors to the town, more people to shop/ eat/visit the town, therefore increasing economic growth to retailers"* and *"rent and rates are too high for shops in the town to attract new occupants. Just look at the number of empty shops which are bringing in no revenue".*

Figure 4.6: Which TWO of the below income areas do you think the Council should increase charges for (%)

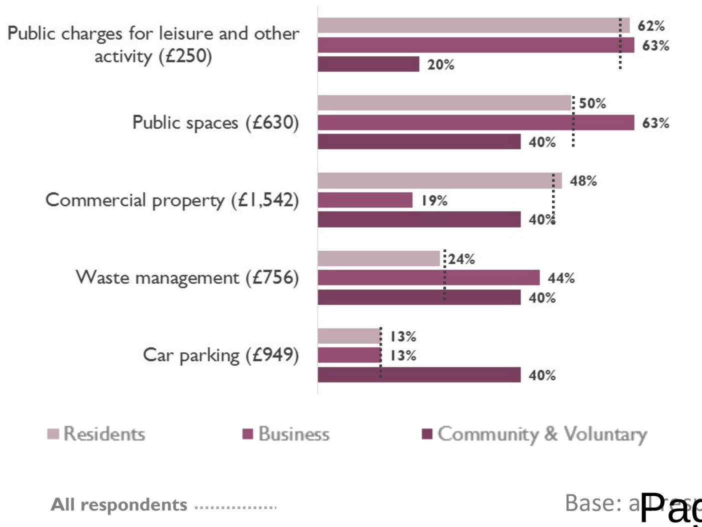
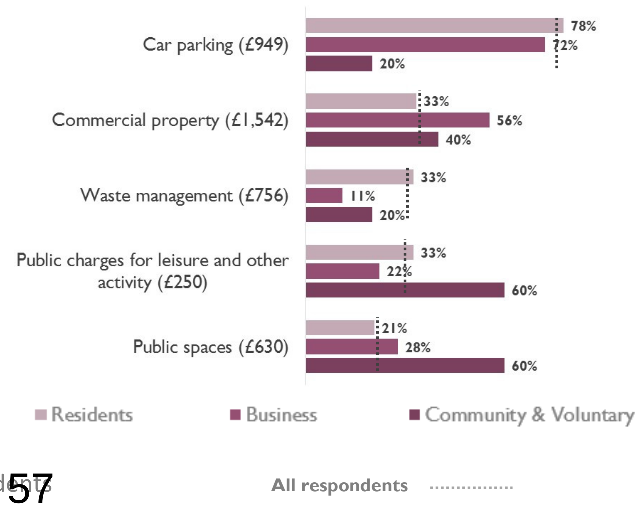


Figure 4.7: Which TWO of the below income areas do you think the Council should decrease charges for (%)



Base: all respondents

5. MAKING TAMWORTH A BETTER PLACE TO LIVE

The following questions were posed to those respondents who were participating in the consultation as a local resident.

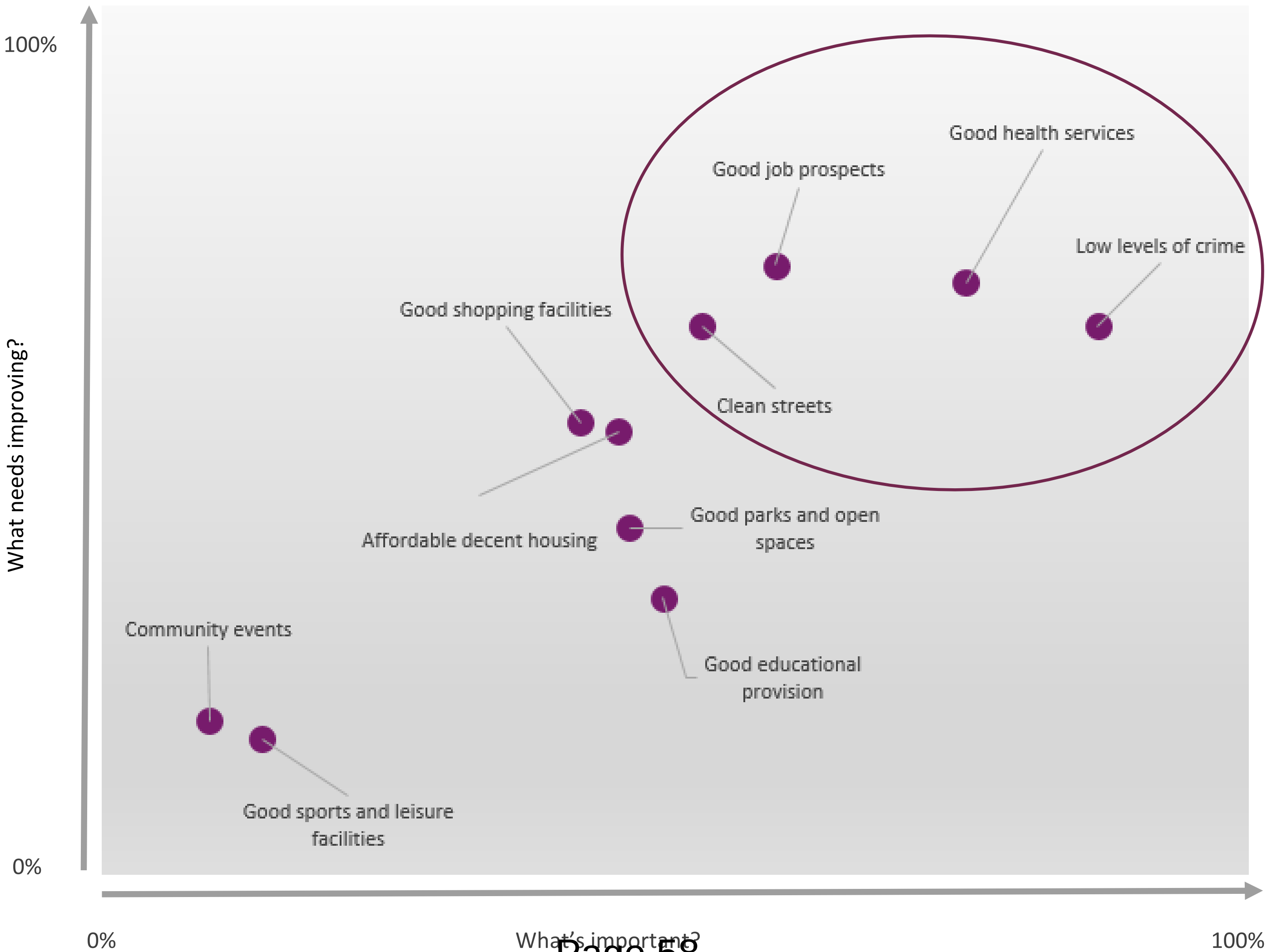
5.1 What makes somewhere a good place to live AND what needs improving most to make Tamworth a better place to live?

The graph below depicts both 'what's important' and 'what needs improving most to make Tamworth a better place to live'.

It is clear to see that 'low levels of crime', 'good health services', 'good job prospects' and 'clean streets' were considered to be those aspects which were most likely to make somewhere a good place to live. The first three of these were also highlighted in last years consultation as being most important in making somewhere a good place to live. This year, slightly more prominence has been placed on 'clean streets' being important in making somewhere a good place to live.

The same four elements were also considered to be the most important in making Tamworth a better place to live. The order of priority was however different with respondents feeling that 'job prospects' was the one aspect which needed improving the most in Tamworth. This was followed by 'good health services', 'clean streets' and 'low levels of crime'.

Figure 5.1: 'What makes somewhere a good place to live' AND 'what needs improving most to make Tamworth a better



Page 58

Base: all residents

5.2 What would make Tamworth a better place to live

Residents of Tamworth were invited to suggest improvements which they felt would make Tamworth a better place to live. Respondents were keen to comment providing suggestions across a range of themes. A summary of respondents comments, in order of their identified priority for improvement, have been outlined below.

Good job prospects

Whilst 'good job prospects' was a high priority for improvement (it ranked 1 out of 10), it was not a common focal point of respondents comments. Those that did remark on it stressed the need for professional and higher paid jobs. Responses included *"we need more professional jobs provided by hospitals, courts and education"* and *"if there is a significant increase in higher paid jobs it will have a positive effect".*

Good health services

'Good health services' were a high priority for improvement (ranking 2 out of 10) and they were also a focal point for respondents comments. *"Better health care for the elderly"* was requested and also *"easier access to healthcare in general for the growing population".* For example*; "Tamworth is a growing area and we have less hospital availability than ever before, but you still want to build houses".* Some respondents felt that current access could be improved. This is evident in comments such as *"access to a doctor is difficult"* and *"it can take a week or more sometimes for you to be able to see your GP".*

Clean streets

'Clean streets' were a high priority for improvement (ranking 3 out of 10) and a common focus for comments. Respondents felt that *"street cleanliness was a big issue throughout the town."* Residents wanted to see *"less litter around, especially in the castle grounds"*. Respondents comments suggested that this was of fundamental importance for the image of Tamworth and also necessary for encouraging businesses to locate; *"If Tamworth were really clean, surely business, people and providers would be encouraged to come here".* Some residents also felt that people should be encouraged to *"take pride in their area"* and schools and colleges should be encouraged to *"educate people to be proud of their town".*

Low level of crime

'Low level of crime' ranked 4 out of 10. However, it was not a focal point for comments. Those that did comment expressed a desire to see *"more police officers on the streets" and "anti social behaviour being dealt with in a firm way"*. These were viewed as *"essential to making Tamworth a better place to live",* by those that were commenting.

Good shopping facilities

'Good shopping facilities' were a medium priority for improvement, ranking 5 out of 10. They were also frequently mentioned in residents comments. Respondents felt that improvements to the town centre and support for businesses were vital for encouraging shoppers. Comments included;

- *"Encourage more specialised shops, pop up shops and upmarket food outlets"* and *"encourage more local stores who are allowed to compete with big businesses".*
- *"Improve transport links to Ventura for out of town shopping".*
- *"Consider reducing the rents on commercial premises to encourage businesses to open in the town centre".*

Affordable decent housing

This was a medium priority for improvement and a relatively popular subject for discussion amongst residents. Respondents commented on the need for 'affordable decent housing' but also expressed concerns regarding the pressures this would create on *"space", "services"* and *"the transport network".*

Comments included;

- *"Enabling Tamworth residents to access more affordable decent housing must be the priority".*
- *"My Daughter would love to buy her own house but I can't see any hope even though there are 1000's of houses about to be build in/around Tamworth over the next few years - not in the Council's control as profit driven developers are in charge".*
- *"Stop squashing houses in gaps around other buildings".*
- *"Put pressure on the appropriate highways authorities to improve and create a road system to cope with the increased housing development due and taking place".*
- *"Tamworth is a growing area and we have less hospital availability than ever before, but you still want to build houses".*

Good parks and open spaces

'Good parks and open spaces' were a relatively low priority for improvement, ranking 7 out of 10. They were however discussed frequently in residents comments. Residents showed their appreciation for current facilities and displayed their disappointment where facilities were being lost, where access had been restricted or where expectations had not been met. Some residents felt Tamworth needed more green spaces and that suggested that these could be managed to enable improved access. Residents comments are summarised below;

- *"Tamworth is lovely for it's countryside and open spaces (at the moment!)".*
- *"Sadly the main open space has been sold off"* and *"unfortunately the decision to sell off the golf course has already begun to contribute to a deteriorating quality of life in Tamworth"* and *"loss of one of the things Tamworth needs - open green spaces".*
- *"Tamworth needs to review and complete its cycle path network. When I moved into my current house I was told the estates cycle path would be connected to the town's network 'soon'. 16 years later: still waiting. I rarely cycle due to the dangerous roads".*
- *"I think you should cut back LESS of the grass verges in the summer, so that the wild grasses seed and feed butterflies and insects".*

Good education provision

This ranked low (8 out of 10) in respondents overall priorities for improvement and it was not a focal point for residents comments. Those that did comment felt that students should be able to access higher level education in the town and schools/colleges needed to attract good, reliable staff. Comments included;

- *"We need the ability to study for degree level education within Tamworth. This will improve the prospects and aspirations of many residents".*
- *"Good teachers in our colleges who stay a full year and not leave half way through unless they are no good".*

Community events

This ranked low (9 out of 10) in respondents priorities for improvement and only one respondent commented to say they would like to see *"more promotion of the good events and places to see in Tamworth".*

Good sports and leisure facilities

'Good sports and leisure facilities' ranked lowest (10 out of 10) in residents priorities for improvement. These were also not a focal point for residents comments. Those that did comment, did so on healthier lifestyles and the need to better market the leisure attractions which Tamworth has to offer.

- *"Get people out of their cars and using the great open spaces and cycle ways we have around town".*
- *"Make better use of the bicycle paths in the town and consider improving and expanding their usability. Consider building a new national standard BMX track".*
- *"We also have a marketable castle and the attraction of Drayton Manor Park. Surely more should be made of this to attract visitors and tourists?"*

Additional comments

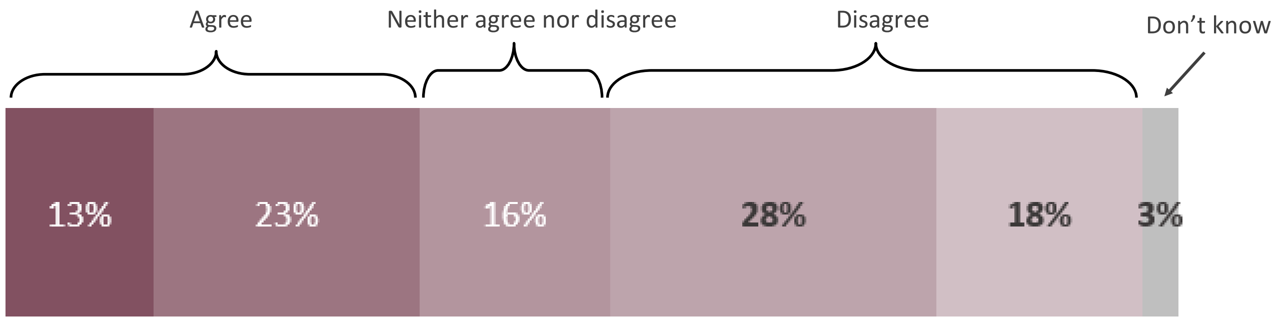
Additional comments on other priorities for improvement were mainly focused on 'roads and highways'. These included the need to both improve the quality of roads and to develop the network to ensure it could cope with future pressures. 'Affordable public transport' and 'access to public transport' were additional concerns.

- *"Tamworth has expanded so much and especially at Amington/Glascote with further housing expansion in this area planned. However, two main roads Amington/Tamworth Road and Glascote Road B5000 - very, very congested—congestion linked to development".*
- *"Put pressure on the appropriate highways authorities to improve and create a road system to cope with the increased housing development due and taking place".*
- *"The roads around town centre need looking at—big holes".*
- *"Public transport in Tamworth needs to be revised. Arriva are removing vital bus services which means certain areas are without a service".*

5.3 Can you influence decisions which affect your local area?

Whilst views on this question were diverse, a slightly larger proportion of respondents disagreed that they could influence decisions which affected their local area. The second largest proportion of respondents agreed that they could influence decisions which affected their local area.

Figure 5.2: % who agree/disagree that they can influence decisions which affect their local area



Base: all residents

5.4 Would you like to be more involved in the decisions which affect your local area?

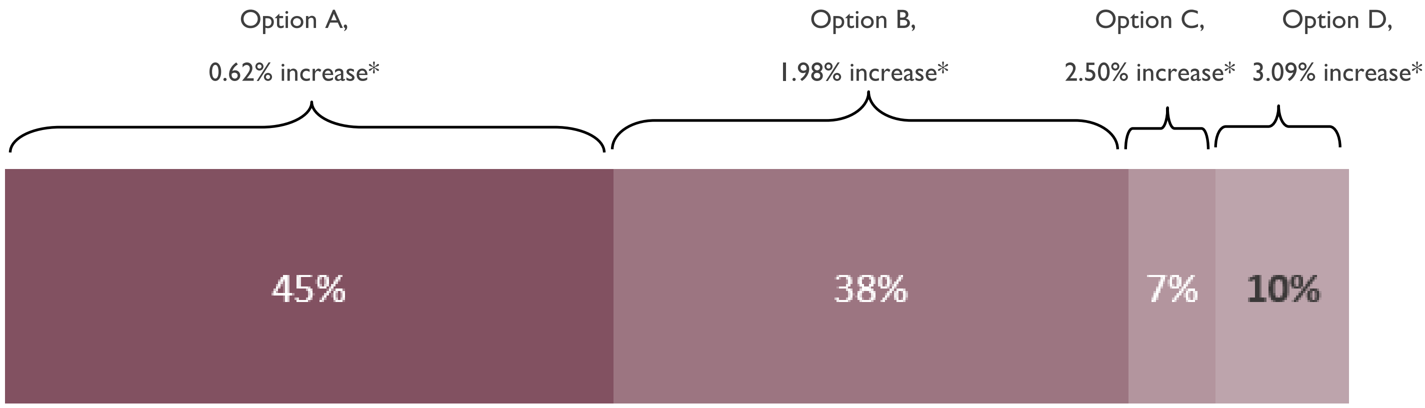
Respondents were unanimously in support of being involved in decisions which affected their local area. 44% said 'yes, they would like to be involved' and 49% would like to be involved, 'depending on the issue'.

5.5 What would you consider to be an acceptable Council Tax increase for the 2016/17 budget?

The largest proportion of respondents would prefer the lowest level of increase offered with nearly half of all respondents (45%) selecting option A as their preferred choice. Option B, the second lowest level of increase was also the second most popular option for increases. Minimal support was evident for both options C and D.

Option B, a 1.98% increase on a band D property is most similar to the average level of increase witnessed for all authorities across the West Midlands (1.5%) according to CIPFA's (The Chartered Institute of Public Finance and Accountancy) latest annual council tax survey.

Figure 5.3: What would you consider to be an acceptable Council Tax increase for the 2016/17 budget?



Base: all residents

*Increases shown are based on a Band D property

Respondents who completed the questionnaire from the perspective of a local business were asked to provide their opinions and comment on a number of business related questions in order to gather a picture of how Tamworth can be made better for businesses.

A total of 19 businesses responded to the survey (that's one more business than last year and five more than two years ago). This section explores the questions businesses were asked and the responses that they gave[15].

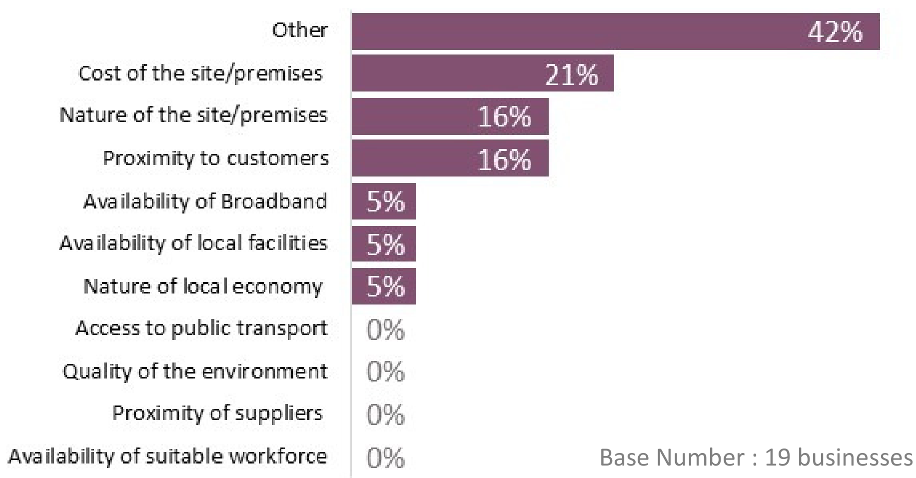
6.1 Business type and location

Of the businesses that responded to the consultation, location in 'a town centre site' (32%, 6 businesses) or 'industrial estate' (32%, 6 businesses) was most common. 21% (4 businesses) were sited 'out of town', 11% (2 businesses) 'at home' and 5% (1 business) in a 'local neighbourhood area'.

The majority of businesses were independent with no other branches (79%, 15 businesses). 5% (1 business) were a head office and 5% (1 business) a branch or subsidiary of a larger group. 11% (2 businesses) described themselves as another type of business and qualified that they were a 'church' or 'social club'.

42% of respondents expressed 'other' reasons for their company base. Reasons given were diverse and included *"having always lived and worked in Tamworth".* Others cited *"the proximity to the rest of the UK", "the availability of units"* and *"size/ parking available with units".* The cost of the site, proximity to customers and nature of the site premises were important to a smaller proportion of respondents.

Figure 6.1: What are the main reasons why your company is based here?



Availability of workforce, proximity to suppliers, quality of the environment and access to public transport were not identified as an issue by any of the business respondents.

6.2 Future business needs

Businesses were asked to indicate whether their current premises were likely to be suitable for their future needs. Whilst the majority did think that they were (79%, 15 businesses), 21% (or 4 businesses) did not feel this was the case for them. These included 'town centre', 'out of town' and 'businesses located on industrial estates'. The majority of businesses (68%, 13 businesses) intended to stay in the same location, whilst just under a third (32% or 6 businesses) were considering expanding. Those considering expanding were currently based in a variety of locations which included 'town centres', 'industrial estates' and 'out of town' locations.

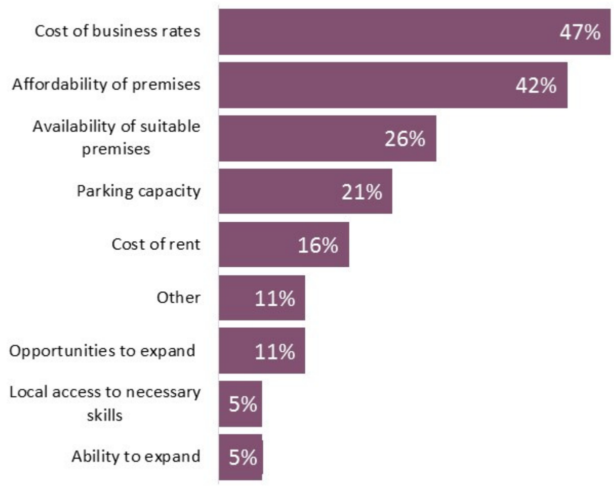
[15] Business responses have not been statistically analysed by type as the number of responses does not allow this. When drawing conclusions from business responses, it is important to remember that business group responses are relatively small and therefore results may not be representative of their overall group.

6.3 Barriers to business expansion

As identified in the vision and priorities, the Council is keen for local businesses to grow and therefore needs to be aware of what barriers need to be broken down in order for this to happen. Businesses were asked to identify what they felt were the main barriers to business expansion.

The 'cost of business rates' was viewed as the main barrier to expansion. Nearly half of all respondents selected this as an option and this was also the main barrier to expansion in the previous two years consultation results. 'Affordability of premises' was the second most common barrier to expansion. 'Other' identified barriers to business expansion included *"availability of broadband and fibre"*, being able to *"recruit suitable staff"* and *"a lack of confidence in the economy"* caused by negative post Brexit reporting.

Figure 6.2: What are the barriers to business expansion?

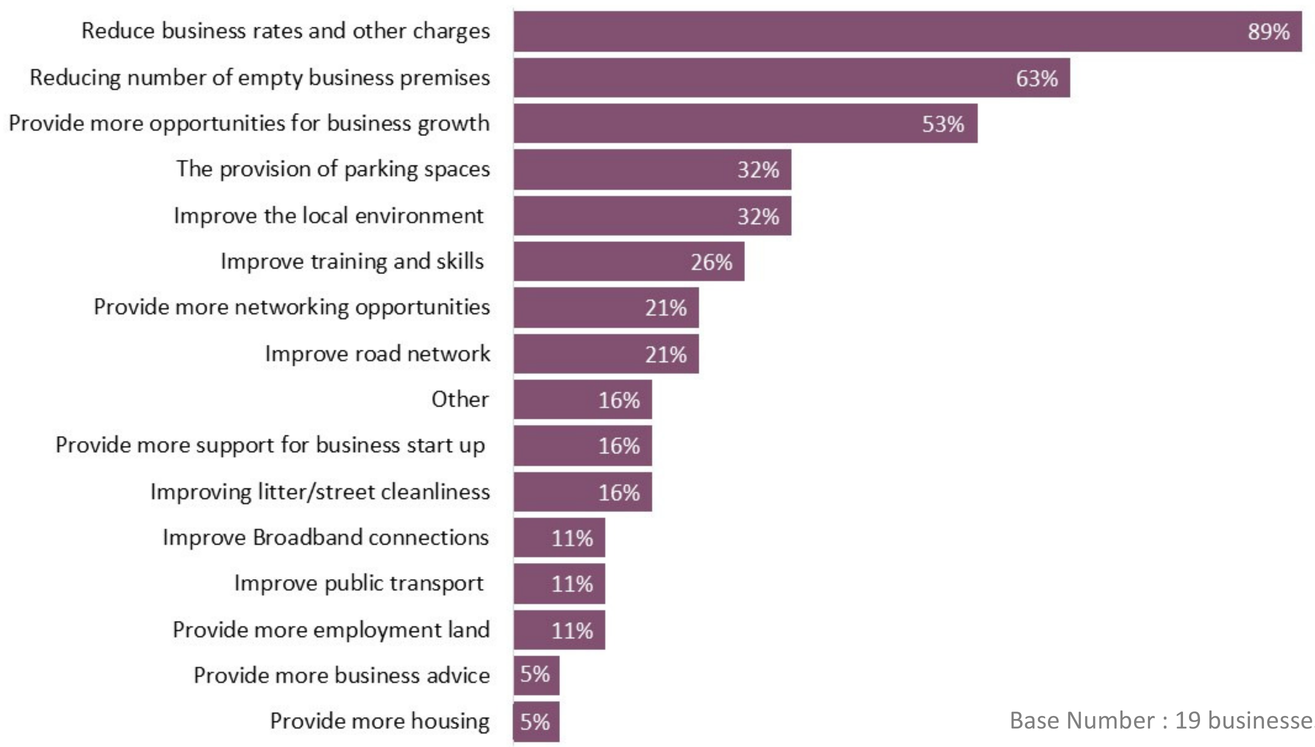


Base Number : 19 businesses

6.4 How can Tamworth be improved to assist business and the economy?

Respondents were invited to indicate up to five priorities which could assist businesses and the economy and help to improve Tamworth. Respondents were able to select their priorities from a list of 15 potential priorities and their responses are illustrated in the figure below. The majority felt that 'reducing business rates and other charges' would assist business and the economy. This has now been the most popular priority for the last three years.

Figure 6.3: How can Tamworth be improved to assist business and the economy?



Base Number : 19 businesses

Three businesses provided additional comments on how Tamworth could be improved. These were very much individual commentaries from businesses and as such cannot be considered to be representative of businesses overall. They do however provide useful feedback on issues;

⇒ *"Improve quality business meeting locations, cafes, bars in the town centre".*

⇒ *"There aren't big enough premises in town, and the out of town locations are primarily aimed at big business (Ventura park) or are not promoted by the local authority as retail destinations. More signage to out of town retail areas is required".*

⇒ *"To expand our services we need extra input of volunteers and cash".*

7. Community and Voluntary services organisations

Those respondents who completed the questionnaire from the perspective of a community or voluntary organisation were asked to provide their opinions and comment on a number of questions posed to gather a picture of the impacts of public sector cuts and how the organisations and their clients have been impacted by the economic downturn. In total, five Community and Voluntary Organisations participated in the survey[16].

7.1 Type of organisation

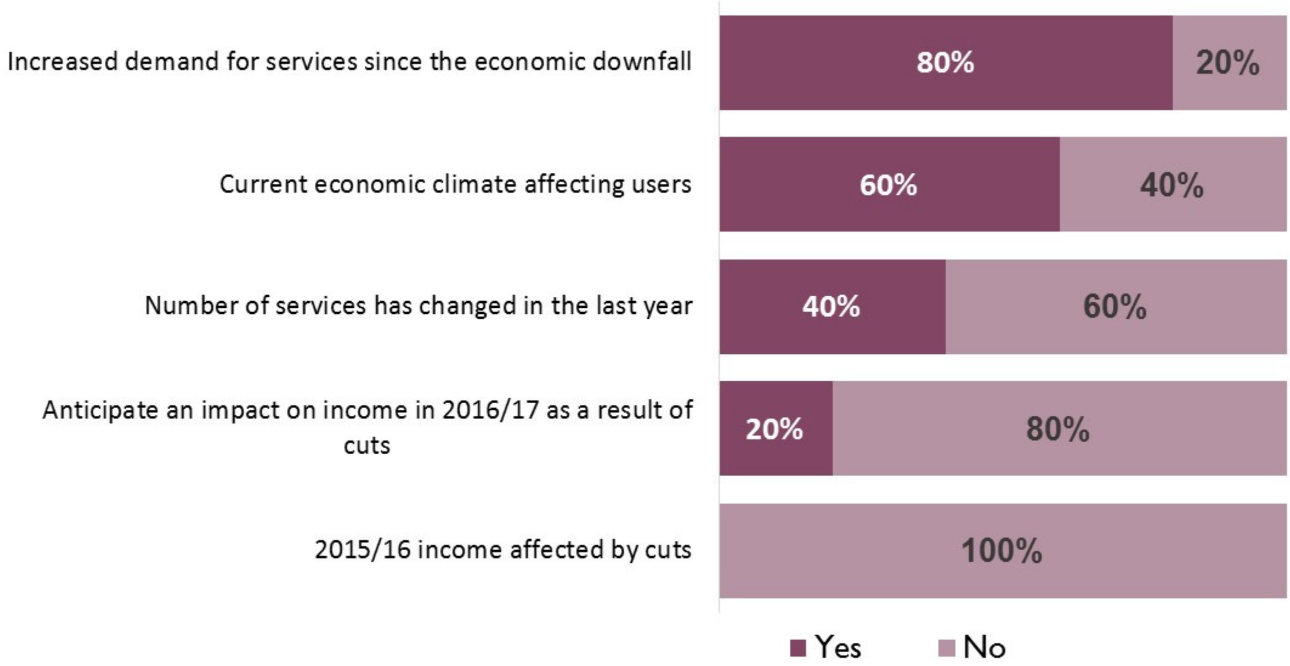
Over half of those community and voluntary organisations participating described themselves as a 'voluntary group' (60% or 3 organisations), the other two responses were from a 'registered charity' (20% or 1 organisation) and a 'community group' (20% or 1 organisation). No responses were received from 'community interest companies' or 'companies limited by guarantee'.

7.2 The impact of budget cuts and the economic downturn on the services provided by Community and Voluntary Organisations

Organisations were invited to answer 'yes' or 'no' to a range of questions about the impact of the budget cuts and the economic downturn. It was most common for respondents to say there had been an 'increased demand for services since the economic downfall' or that the 'current economic climate was affecting service users'.

No respondents said that their income for 2015/16 had been affected by the cuts. The views shared by all organisations are illustrated in the figure below.

Figure 7.1: Community and Voluntary Organisations responses to a range of questions about the impact of budget cuts and the economic downturn (%)



Base Number : 5 organisations

16 When drawing conclusions from community and voluntary services organisations, it is important to remember that the base number of responses is small and therefore results may not be representative of the sector overall.

Organisations were encouraged to explain how service users had been impacted by the economic downturn and where respondents identified an increase in demand for services, they were asked to explain how this had affected them. Their responses to both questions have been summarised below.

7.3 There has been an increased demand in services since the economic downfall

Four out of the five responding organisations did feel there had been an increased demand for services with different organisations being affected in different ways. The individual impacts experienced are outlined below;

⇒ *"Funding has been reduced from voluntary sources (on which we depend)".*

⇒ *"Companies are looking for support to help increase footfall".*

⇒ *"Increased volunteer activity".*

7.4 The current economic downturn is affecting service users

Three of the five respondents did feel that the current economic climate was affecting service users. Reasons given for this included;

⇒ *"Confidence has been eroded due to national uncertainty. Universal Credit is directly affecting our disabled users who now receive less money. Young parents with large families (three or more children) are starting to struggle and this may increase foodbank use locally".*

⇒ *"The high street [Tamworth] is still in decline which means that some of the small independents are still struggling and with the increase in footfall of Ventura the town is still in decline."*

⇒ *"The number of people seeking support who are suffering from financial hardship as well as medical conditions has worsened recently. The costs of hospital visits are also an increasing burden".*

8. Resident respondent profile

Are you male or female?

Gender 18+	Survey responses		Tamworth MYE 2015
	No's	%	%
Female	101	45%	52%
Male	121	54%	48%
Prefer not to say	4	2%	N/A

Do you consider yourself to have a disability?

	Survey responses		Tamworth 2011 census comparison
	No's	%	%
Yes	76	34%	18%
No	135	60%	82%
Prefer not to say	13	6%	N/A

What type of disability do you have?

	Survey responses	
	No's	%
Communications	2	3%
Hearing	9	12%
Learning	1	1%
Mental Health	8	11%
Mobility	49	64%
Physical	37	49%
Visual	3	4%
Other	11	14%

What is your age?

	Survey		Tamworth MYE 2015
	No's	%	%
18-24	1	0.4%	10%
25-34	7	3.1%	17%
35-44	12	5.4%	17%
45-54	35	15.7%	18%
55-64	69	30.9%	16%
65-74	68	30.5%	13%
75+	27	12.1%	9%
Prefer not to say	4	1.8%	N/A

What is your ethnicity?

	Survey responses		Tamworth 2011 census comparison
	No's	%	%
Asian/Asian British	0	0%	0.8%
Black/Black British	0	0%	0.51%
Chinese	0	0%	0.2%
Mixed Heritage	0	0%	1.0%
White British	206	93%	95%
White-Other	11	5%	2.3%
Other	1	0.50%	0.1%
Prefer not to say	4	2%	N/A

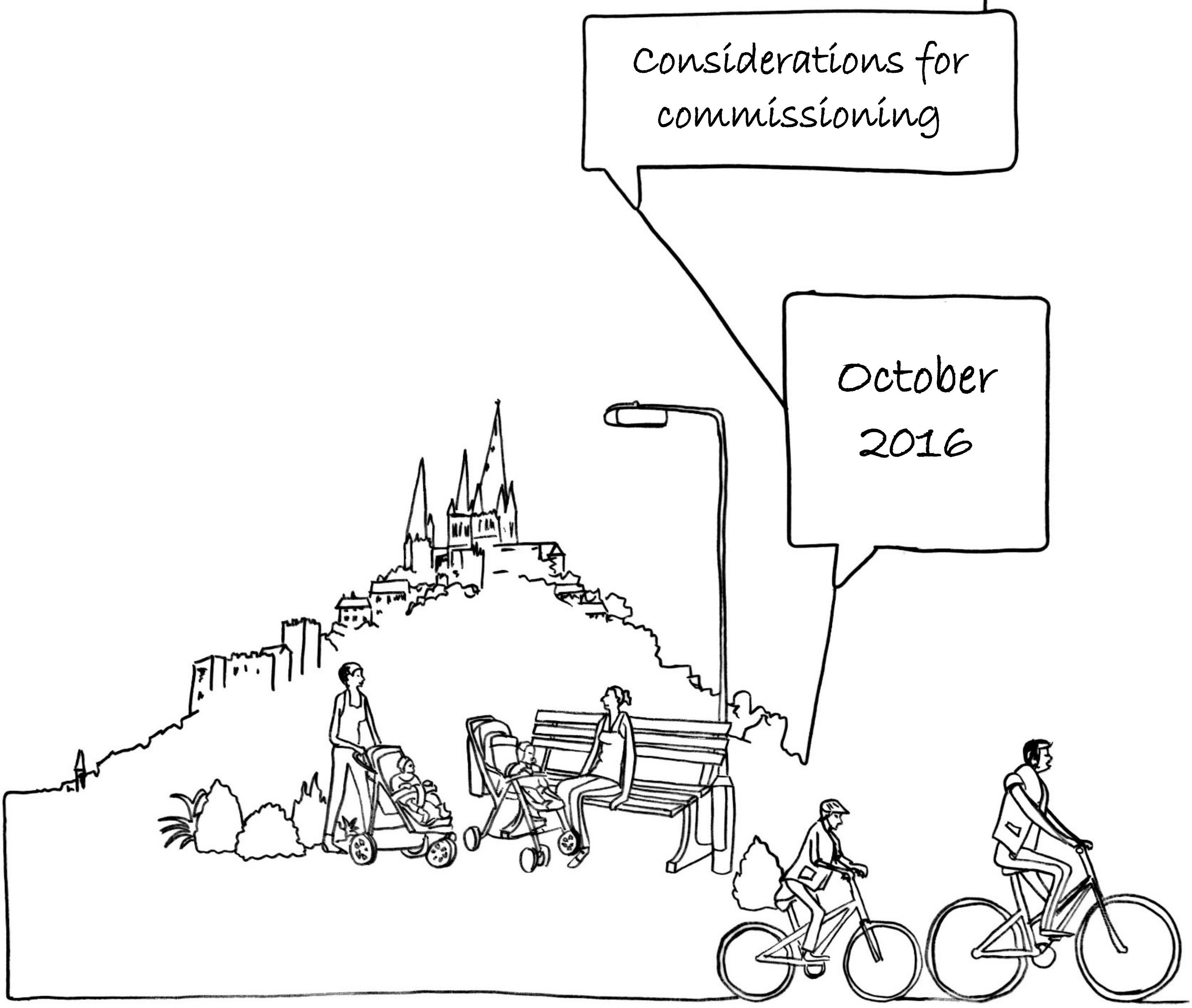
Ward

Survey responses							
Ward	No's	%	Population Estimates mid 2012	Ward	No's	%	Population Estimates mid 2012
Amington	34	17%	10%	Mercian	12	6%	9%
Belgrave	20	10%	10%	Spital	15	8%	9%
Bolehall	22	11%	10%	Stonydelph	19	10%	10%
Castle	25	13%	10%	Trinity	18	9%	10%
Glascote	16	8%	10%	Wilnecote	14	7%	12%

Staffordshire County Council

Tamworth: Locality Profile

Insight, Planning & Performance Team



Staffordshire Observatory

Document details

Title	Tamworth: Locality Profile
Date created	October 2016
Description	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.
Produced by	Insight, Planning & Performance Team Staffordshire County Council
Contact	Tel: 01785 276529 Email: phillip.steventon@staffordshire.gov.uk Insight, Planning and Performance Staffordshire County Council
Geographical coverage	Tamworth
Copyright and disclaimer	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

1 Introduction

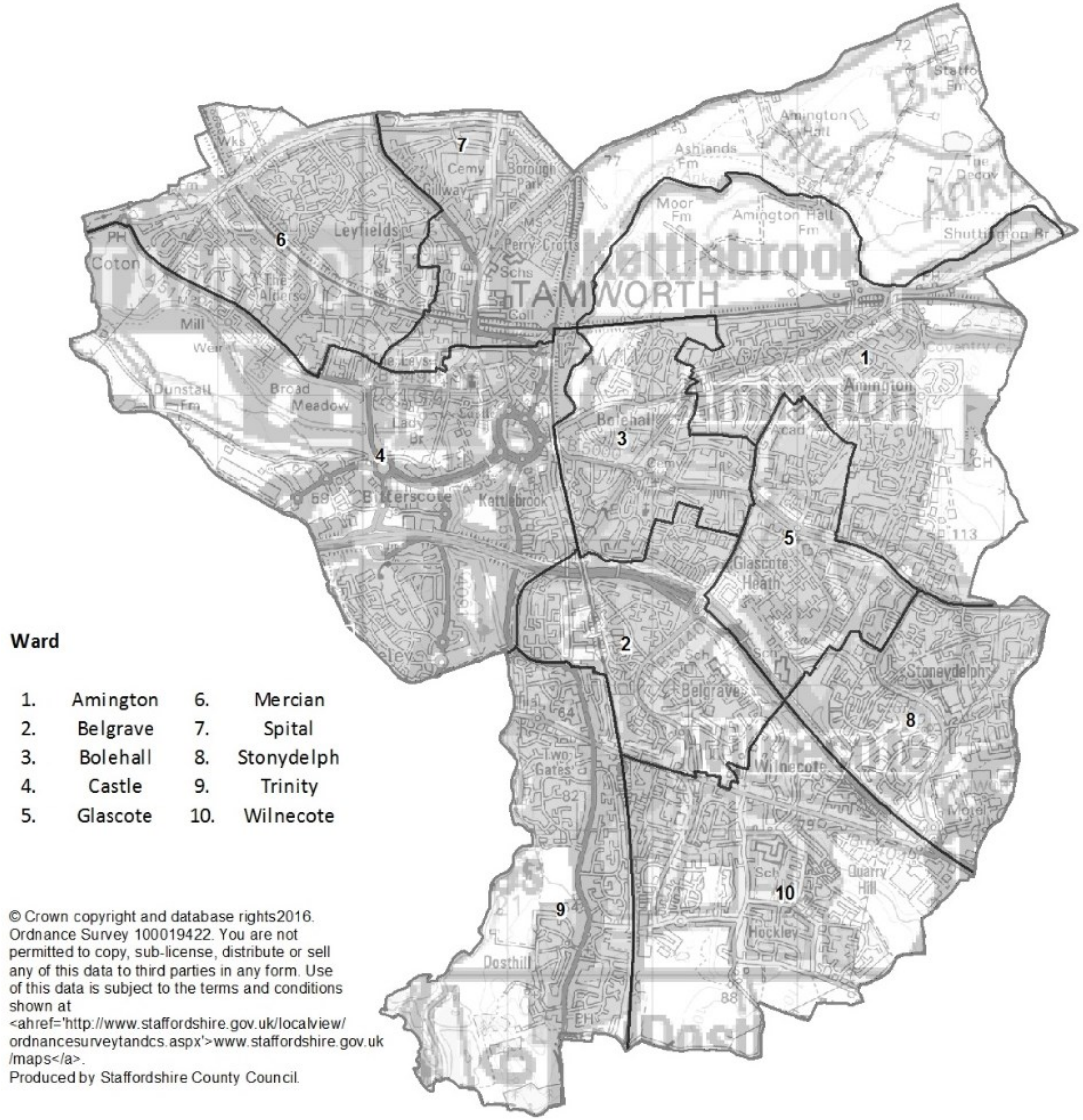
Welcome to the **2016 Locality Profile for Tamworth**. This annually updated profile underpins **'The Story of Staffordshire'** by identifying priorities at district and ward level to support the effective targeting of resources. The profile is a robust intelligence base across a wide range of indicators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



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 Tamworth'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 (Tamworth'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

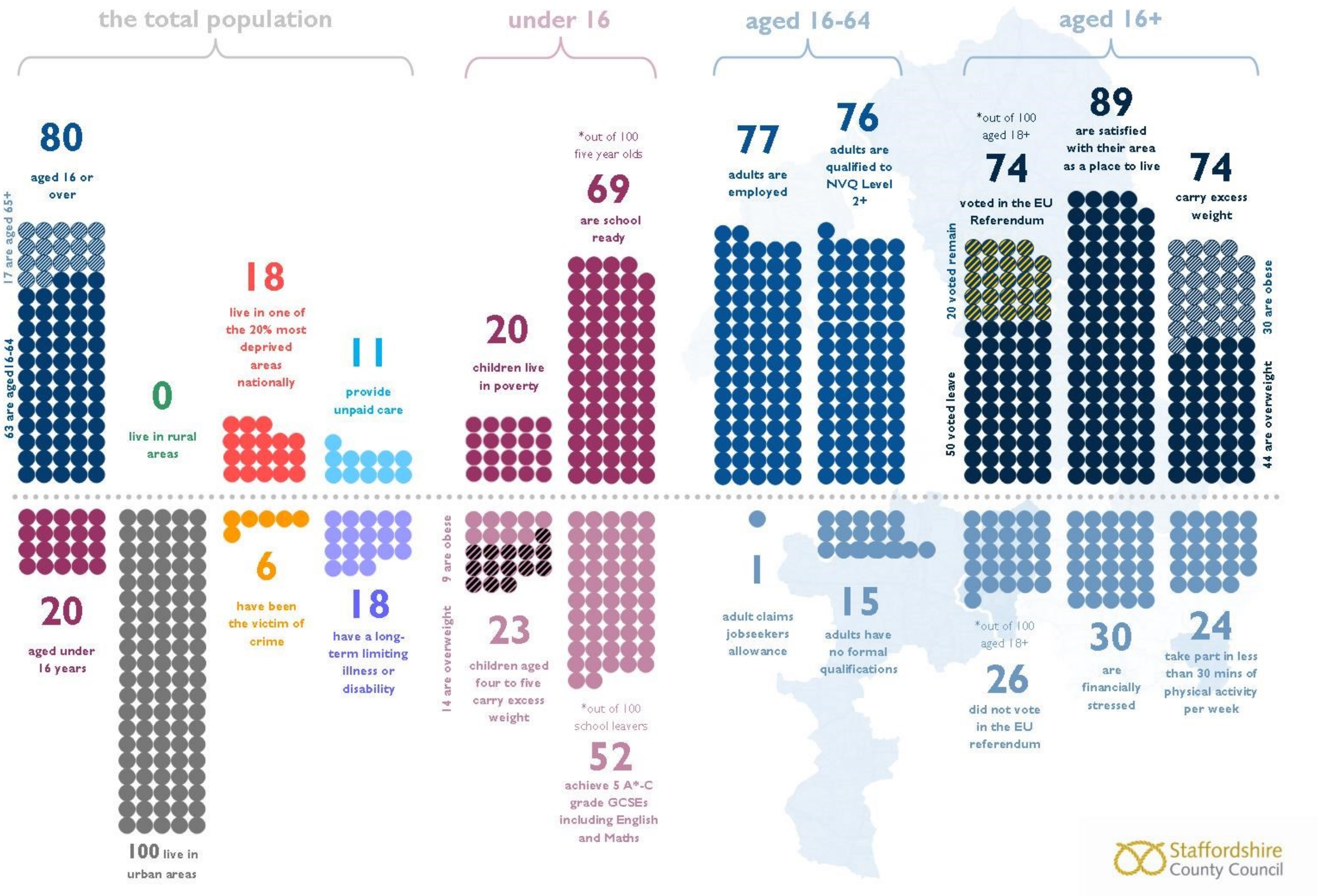
The profile presents the main messages which were highlighted in the 'Story of Staffordshire', from a district perspective before listing the key messages about Tamworth from the indicator matrices. There is then a section on priorities at a district level before presenting information about the wards 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 or
- insight.team@staffordshire.gov.uk

2 Out of 100 people in Tamworth



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

Page 74

3 Key messages

- **Population:** Around 77,100 people live in Tamworth. There are relatively more children aged under 16 compared to England and less people aged 65 many of whom are income deprived. 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-parent households than average.

- **Community resilience:** The demand on public sector funded services has increased considerably over the last decade and a higher than average proportion of adults in Tamworth use health and social care services. An ageing population means that these demands are likely to increase further and services in their present forms are set to become unsustainable. In addition, there is 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.

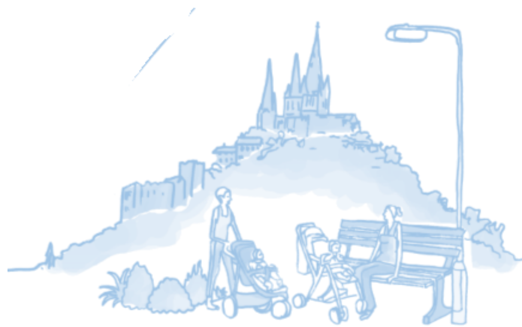
- **Reducing inequalities:** There are a number of wards in Tamworth where families and communities face multiple issues such as unemployment or low incomes, low qualifications, poor housing, social isolation, ill-health (physical and/or mental) and poor quality of life. These wards are: Glascote, Belgrave, Castle, Stonlydelph, Bolehall and Mercian. 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 Tamworth but this has not been universal - especially amongst some our most vulnerable communities. There are also gaps in levels of adult skills and qualifications with a high proportion of Tamworth adults having no qualifications, more households with children where there are no adults in employment and high levels of financial stress.

- **Be healthier and more independent:** Life expectancy has increased but the number of years spent in good health has not. 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 Tamworth is high. Men and women spend 17 and 20 years in poor health respectively. In addition, teenage pregnancy rates are high in Tamworth and 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 Tamworth residents are satisfied with the area they live in. Tamworth has 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 Tamworth and more people live in socially rented housing than average.



4 Brexit and Tamworth

On 23rd June 2016 the United Kingdom electorate voted in favour of ending its membership of the European Union (EU). Tamworth residents also voted in favour of leaving the EU. Of the 74% turnout, 67% voted leave and 33% 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[1] 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 1,300 Tamworth residents were born in other EU nations – equating to 1.7% of the population - lower than West Midlands (2.4%) and England (3.7%). The Census data also tells us that around 700 residents aged 16-74 from other EU countries were in employment in Tamworth, equivalent to 2.4% 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 Tamworth. During 2015/16 the total number of national insurance number (NINo) [2] registrations to adult overseas nationals in Tamworth was 550, which is a 12% increase from the previous year. The majority of these migrants were from other EU countries (530 people) and mainly from EU8 and EU2 countries.[3]

- 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 10-21% reduction (equating to 4,300 to 9,500 fewer jobs) than the current forecast number of jobs between 2017 and 2020 (Figure 1).

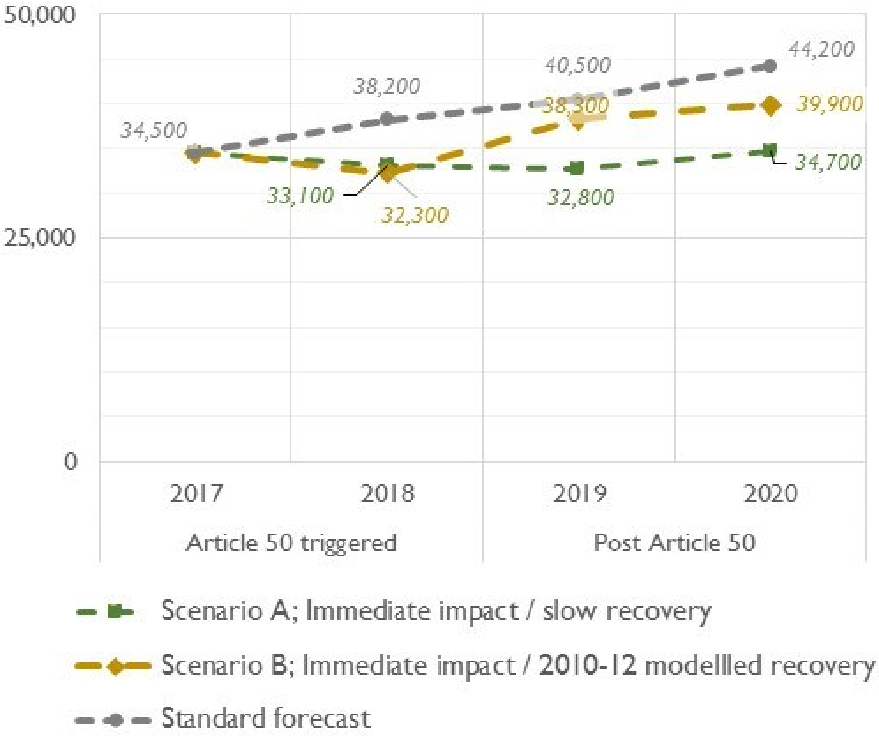
---

[1] *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.*

[2] *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.*

[3] *EU8 countries: Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia and Slovenia; EU2 countries: Romania and Bulgaria.*

Figure 1: Tamworth 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 Tamworth

- Tamworth is resident to 77,100 people. The population has a higher proportion of children aged under 16 compared to England. There are fewer people aged 65 and over in Tamworth compared to average.

- At ward level, Belgrave, Glascote, Stonydelph and Wilnecote wards have high proportions of children under 16 compared with England whilst Castle, Mercian, Spital and Trinity have high proportions of older people aged 65 and over.

- The overall population for Tamworth is projected to increase between 2015 and 2025 by 2% with significant growth in people aged 65 and over (27%) and aged 85 and over (59%). The rate of increase in the number of older people aged 85 and over in Tamworth is faster than the England average equating to 800 additional residents aged 85 and over by 2025.

- There are nine lower super output areas (LSOAs) that fall within the most deprived national quintile in Tamworth, making up around 18% of the total population (13,500 people). These areas fall within Amington, Belgrave, Castle, Glascote and Stonydelph.

- The dependency ratio for older people in Tamworth is 27 older people for every 100 people of working age which is lower than England. Of the 10 wards in Tamworth, four have a higher than average dependency ratio for older people.

- Aspiring homemakers is the most common Mosaic[4] group across Tamworth and makes up 23% (18,100) of the population. Some wards have high proportions of their populations in a single segmentation group, for example, nearly one in two residents who live in Glascote are in the "Family Basics" group.

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

- The proportion of children in Tamworth who had reached a good level of development at the age of five (69%) is similar to the national average (66%).

- KS2 results for Tamworth pupils are also similar to the England average.

- GCSE attainment for Tamworth pupils is similar to the England average. There are however inequalities within the district with attainment ranging from 36% in Wilnecote ward to 66% in Castle ward.

- The percentage of adults aged 16-64 with NVQ level 2[5] or above is better than the national average. However, Tamworth has a high number of adults with no qualifications and is in the worst 5% nationally. This may hinder economic growth in Tamworth.

[4] *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.*
[5] *NVQ 2 = four or five GCSEs at grades A*–C, BTEC first diploma.*

- Unemployment and youth unemployment rates in Tamworth (as at June 2016) were lower than the national average; both performed well compared to CIPFA district comparators. The proportion of people claiming out-of-work benefits is better than average (8.3% compared to 8.6%).

- The gap in the employment rate between those with a long term health condition and the general population is 44%. Other vulnerable groups (for example those with mental health conditions or who have a learning disability) also have relatively low employment rates.

- There is a high proportion of households with children where there are no adults in employment (4.7%) compared with England (4.2%).

- Using the Mosaic variable "Financial Stress", 30% (23,200) of the population in Tamworth find it difficult or very difficult to cope on current income. This is higher than the national average (28%). There is variation across the district with financial stress ranging from 22% in Trinity ward to 39% in Glascote ward. Six of the 10 wards in Tamworth are higher than the national average.

- The proportion of Tamworth residents aged 60 and over living in income deprived households is significantly worse than the national average.

5.3 Be healthier and more independent

- Overall life expectancy at birth in Tamworth is 79 years for men and 83 years for women, both similar to the national averages. However men and women living in the most deprived areas of Tamworth live five and seven years less than those living in less deprived areas respectively.

- Healthy life expectancy in Tamworth is 63 years for both men and women which is shorter than average. Women in Tamworth spend more of their lives in poor health than men (20 years compared to 17). In addition, healthy life expectancy remains below retirement age which has significant long-term implications, for example, while people are expected to work later into their 60s many will not be healthy enough to do so.

- Breastfeeding initiation and prevalence rates at six to eight weeks in Tamworth remain lower than the England rate.

- Around 23% of children aged four to five in Tamworth have excess weight (overweight or obese) with rates being similar to average. There are no wards where the prevalence of children who are either overweight or obese in Reception is higher than average. Around 31% of children aged 10-11 (Year 6) have excess weight with rates being similar to average. When compared to CIPFA district comparators, Tamworth has one of the lowest rates. However, prevalence is particularly high in Belgrave ward.

- Teenage pregnancy rates in Tamworth are the third highest in England. Rates are particularly high in Amington, Belgrave, Glascote, Stonydelph and Wilnecote wards.

- Smoking prevalence for adults in Tamworth is lower than the national average whilst smoking-attributable mortality is similar to the average. Both perform well compared to CIPFA district comparators. Alcohol-attributable mortality in males is similar to the national average but performs poorly compared to CIPFA district comparators.

- More than seven in ten adults have excess weight (either obese or overweight) which is higher than the national average and performs poorly compared to CIPFA district comparators. The proportion of people who are obese in Tamworth is higher than the England average (more than one in three) and also performs poorly compared to CIPFA district comparators.

- Just over half of Tamworth adults meet the recommended levels of physical activity; this is similar to the national average. Less than one in four Tamworth adults are physically inactive, lower than both the England average (equating to around 14,600 people) and CIPFA statistical neighbours.

- There is a higher proportion of residents in Tamworth aged 65 and over with a limiting long-term illness compared to the national average.

- The number of people on depression and diabetes registers in Tamworth is higher than the national average. The number of people on hypertension registers in Tamworth is similar to the national average

- The proportion of older people in Tamworth who take up their offer of a seasonal flu vaccine is similar to the national average; for the pneumococcal vaccine it is lower than average.

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 89% of Tamworth respondents were satisfied with the area as a place to live.

- Tamworth has a lower proportion of lone pensioner households compared to the national average and CIPFA district comparators. Three wards have higher proportions of households with lone pensioners; Castle, Mercian and Spital.

- Based on data from the 2011 Census, overall more residents in Tamworth provide unpaid care compared to the England average. This equates to around 8,100 people. Around 15% (1,600 people) of residents aged 65 and over provide unpaid care which is also higher than the England average of 14%.

- About one in ten Tamworth households are living in fuel poverty, lower than the national average.

- A higher proportion of households in Tamworth live in socially rented houses compared to the national average.

- Housing affordability is an issue for low earners in Tamworth: The lowest quartile house price in Tamworth was 6.8 times the lowest quartile income and higher than the England average of 6.5.

- During 2015/16 there were 70 homelessness acceptances in Tamworth, the rate is similar to the national average.

- Based on Feeling the Difference Survey, almost twice as many people are fearful of being a victim of crime (19%) compared with those who have actually experienced crime (11%) in Tamworth.

- Actual rates of crime in Tamworth are lower than the national average. However Castle ward has a significantly high rate of crime. Levels of anti-social behaviour are higher than the national average particularly in Amington, Belgrave, Bolehall, Castle, Glascote and Stonydelph. Levels of violent crime in Tamworth are also higher than the England average: Amington, Belgrave, Castle and Glascote have particularly high rates.

6 Tamworth 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 Tamworth, with those in more deprived areas consistently experiencing poorer outcomes. For us to achieve our vision for Tamworth, 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 (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)**

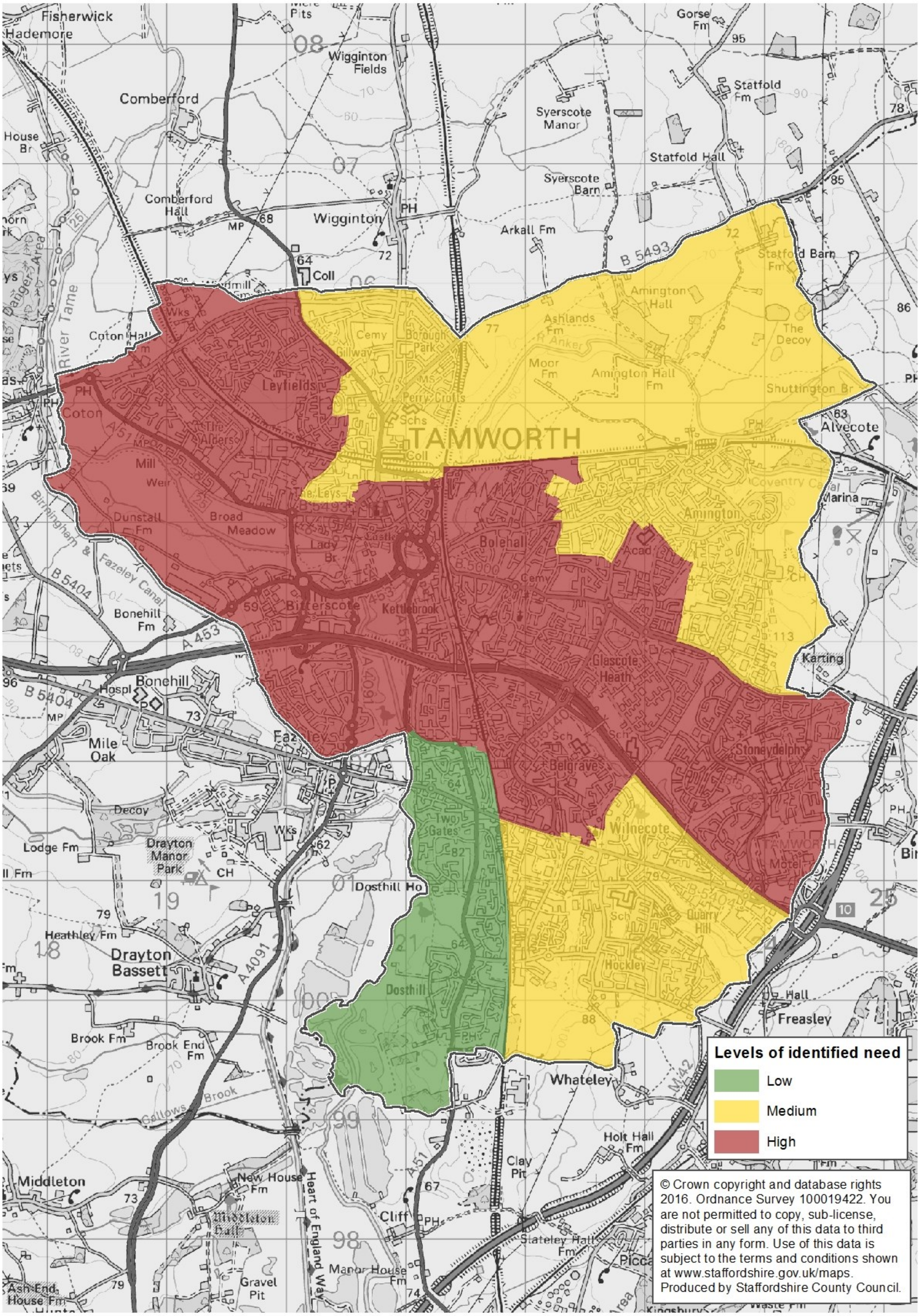
The results are shown in Table 1 and Map 1 shows the location of wards on a map.

Table 1: Ward level 'risk' index

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 poverty	All crime	Anti-social behaviour	Total indicators performing worse than England	Index
Glascote	✓	✓		✓	✓			✓	✓	✓	✓				✓	**9**	High
Belgrave	✓	✓		✓			✓	✓			✓				✓	**7**	High
Castle	✓			✓			✓		✓			✓		✓	✓	**7**	High
Stonydelph	✓		✓	✓				✓		✓	✓				✓	**7**	High
Bolehall	✓			✓				✓	✓		✓				✓	**6**	High
Mercian	✓						✓	✓	✓		✓	✓				**6**	High
Spital							✓		✓			✓				**3**	Medium
Amington								✓							✓	**2**	Medium
Wilnecote			✓													**1**	Medium
Trinity																**0**	Low

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

Map 1: Ward level 'risk' index



7 Tamworth district level indicator matrix

The information in the following matrix is mainly benchmarked against England and colour coded using a similar approach to that used in the Public Health Outcomes Framework tool.

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
Population characteristics												
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
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)

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 - 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%
Be able to access more good jobs and feel benefits of economic growth												
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)
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	2015	4.4%	4.0%	4.2%	4.2%	4.1%	4.2%	4.1%	4.5%	4.3%	4.6%	4.6%

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
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)
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)
Be healthier and more independent												
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)

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
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)
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)

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
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)
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)

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
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)
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

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
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)
Feel safer, happier and more supported												
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)
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)

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
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)
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 also look at how we rank within the group. The following is a list of the other districts in Tamworth's CIPFA Neighbour group.

1. Ashfield
2. Cannock Chase
3. Chesterfield
4. East Staffordshire
5. Erewash
6. Gloucester
7. Gravesham
8. Kettering
9. Mansfield
10. Newcastle-under-Lyme
11. Nuneaton and Bedworth
12. Redditch
13. Rossendale
14. Wellingborough
15. Worcester

Tamworth compared to England and CIPFA group

Indicator name	Time period	Tamworth				Staffordshire			
		Value	Compared to England	Compared to CIPFA group	CIPFA Group Rank out of 16 (1 is best)	Value	Compared to England	Compared to CIPFA group	CIPFA Group Rank out of 16 (1 is best)
Population characteristics									
Percentage in most deprived IMD 2015 quintile	2015	18% (13,500)	Lower	Lower	Mid-quartile (6/16)	9% (78,630)	Lower	Lower	Mid-quartile (6/16)
Be able to access more good jobs and feel benefits of economic growth									
Children under 16 in low-income families (IDACI)	2015	20% (3,030)	Similar	Similar	Mid-quartile (9/16)	15% (22,040)	Lower	Lower	Best quartile (4/16)
Adults with NVQ level 2 or above (16-64)	2015	76% (37,300)	Higher	Higher	Mid-quartile (5/16)	74% (390,100)	Higher	Higher	Mid-quartile (6/16)
Unemployment (16-64 year olds)	Jun-16	1% (420)	Lower	Lower	Best quartile (1/16)	1% (4,650)	Lower	Lower	Best quartile (2/16)
Youth unemployment (16-24 year olds)	Jun-16	1% (80)	Lower	Lower	Best quartile (1/16)	1% (990)	Lower	Lower	Best quartile (3/16)
Older people aged 60 and over living in income-deprived households (IDAOPI)	2015	18% (3,030)	Higher	Higher	Worst quartile (15/16)	13% (28,890)	Lower	Lower	Mid-quartile (8/16)
Be healthier and more independent									
Infant mortality	2012-2014	6 (20)	Similar	Similar	Worst quartile (16/16)	5 (120)	Similar	Similar	Worst quartile (15/16)
Excess weight (children aged four to five)	2014/15	23% (220)	Similar	Similar	Mid-quartile (11/16)	23% (1,980)	Higher	Similar	Worst quartile (13/16)
Under-18 conception rates per 1,000 girls aged 15-17	2014	42 (60)	Higher	Higher	Worst quartile (15/16)	26 (380)	Similar	Higher	Worst quartile (15/16)
Adults who are overweight or obese	2012-2014	74% (45,750)	Higher	Higher	Worst quartile (16/16)	69% (487,770)	Higher	Higher	Worst quartile (13/16)
Physical inactivity in adults	2015	24% (14,610)	Lower	Lower	Best quartile (1/16)	28% (202,200)	Similar	Similar	Mid-quartile (10/16)
Limiting long-term illness in people aged 65 and over	2011	56% (6,060)	Higher	Similar	Mid-quartile (11/16)	53% (79,470)	Higher	Higher	Worst quartile (13/16)
Excess winter mortality	2011-2014	7% (40)	Similar	Similar	Best quartile (3/16)	18% (1,350)	Similar	Higher	Worst quartile (16/16)
Preventable mortality	2012-2014	195 (410)	Similar	n/a	Mid-quartile (11/16)	176 (4,640)	Lower	n/a	Mid-quartile (10/16)
Feel safer, happier and more supported									
Fuel poverty	2014	9% (2,970)	Lower	Lower	Mid-quartile (5/16)	11% (37,730)	Similar	Higher	Mid-quartile (9/16)
Lone pensioner households	2011	11% (3,430)	Lower	Lower	Best quartile (2/16)	13% (44,770)	Higher	Lower	Best quartile (3/16)
Provision of unpaid care by people aged 65 and over	2011	15% (1,600)	Higher	Similar	Mid-quartile (9/16)	15% (23,450)	Higher	Higher	Worst quartile (15/16)

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

Page 94

9 Tamworth ward level indicator matrix

The information in the following matrix is mainly benchmarked against England and colour coded using a similar approach to that used in the Public Health Outcomes Framework tool.

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

Profile indicator name	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
Demographics														
Mid-year population estimate (000s), 2014	7.9	7.9	7.7	7.5	8.0	6.7	7.1	7.8	7.3	9.3	77.1	860.2	5713.3	54316.6
% under five, 2014	5.8% (460)	7.2% (570)	6.7% (520)	5.3% (390)	7.7% (610)	4.5% (300)	5.3% (380)	7.4% (580)	5.6% (410)	6.9% (640)	6.3% (4,850)	5.3% (45,620)	6.4% (364,840)	6.3% (3,430,960)
% under 16, 2014	19.3% (1,520)	22.0% (1,730)	19.9% (1,530)	16.4% (1,220)	24.3% (1,940)	17.4% (1,160)	16.9% (1,200)	21.1% (1,650)	17.5% (1,280)	20.4% (1,900)	19.6% (15,120)	17.3% (148,850)	19.5% (1,114,220)	19.0% (10,303,560)
% aged 16-64, 2014	64.7% (5,100)	63.4% (4,980)	62.4% (4,810)	64.7% (4,830)	61.6% (4,910)	60.0% (4,000)	58.6% (4,170)	68.4% (5,340)	63.1% (4,620)	67.4% (6,300)	63.6% (49,040)	62.3% (535,580)	62.5% (3,569,490)	63.5% (34,475,350)
% aged 65 and over, 2014	15.9% (1,260)	14.7% (1,150)	17.8% (1,370)	18.9% (1,410)	14.2% (1,130)	22.7% (1,510)	24.4% (1,740)	10.5% (820)	19.4% (1,420)	12.2% (1,140)	16.8% (12,950)	20.4% (175,730)	18.0% (1,029,580)	17.6% (9,537,710)
% aged 75 and over, 2014	5.6% (440)	5.1% (400)	7.2% (560)	9.1% (680)	4.4% (350)	10.1% (670)	11.9% (840)	3.6% (280)	7.7% (560)	4.4% (410)	6.7% (5,190)	8.9% (76,260)	8.2% (470,940)	8.1% (4,374,840)
% aged 85 and over, 2014	0.8% (70)	1.2% (90)	1.8% (140)	2.7% (200)	1.1% (90)	2.4% (160)	3.9% (280)	1.0% (80)	1.8% (130)	1.1% (110)	1.7% (1,330)	2.4% (20,790)	2.4% (134,400)	2.3% (1,275,520)
Dependency ratio per 100 working age population, 2014	54.5	57.8	60.4	54.5	62.5	66.7	70.5	46.2	58.5	48.3	57.2	60.6	60.1	57.6
Dependency ratio of children per 100 working age population, 2014	29.8	34.7	31.8	25.3	39.4	28.9	28.9	30.8	27.7	30.2	30.8	27.8	31.2	29.9

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

Profile indicator name	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
Dependency ratio of older people per 100 working age population, 2014	24.6	23.2	28.5	29.2	23.0	37.8	41.7	15.4	30.8	18.1	26.4	32.8	28.8	27.7
Population density (people per square km), 2014	1,672	4,091	4,878	1,434	5,217	2,582	1,493	3,900	2,489	2,580	2,500	328	440	417
Minority ethnic groups, 2011 (%)	5.3% (420)	4.1% (310)	4.0% (300)	6.2% (450)	5.4% (430)	4.4% (290)	5.9% (420)	5.3% (410)	4.0% (290)	5.3% (490)	5.0% (3,830)	6.4% (54,680)	20.8% (1,167,510)	20.2% (10,733,220)
Index of multiple deprivation (IMD) 2015 weighted score, 2015	20.1	26.0	20.0	23.6	34.7	17.8	17.9	20.7	8.5	13.3	20.3	16.4	25.2	21.8
% in most deprived IMD 2015 national quintile, 2014	23.3% (1,840)	35.4% (2,780)	0.0% (0)	23.2% (1,730)	67.1% (5,360)	0.0% (0)	0.0% (0)	23.0% (1,790)	0.0% (0)	0.0% (0)	17.5% (13,500)	9.1% (78,630)	29.3% (1,675,770)	20.2% (10,950,610)
% in second most deprived IMD 2015 national quintile, 2014	19.5% (1,540)	0.0% (0)	55.6% (4,280)	39.4% (2,950)	0.0% (0)	43.7% (2,910)	30.4% (2,160)	18.5% (1,440)	0.0% (0)	17.4% (1,630)	21.9% (16,900)	18.4% (157,950)	18.6% (1,061,460)	20.5% (11,133,400)
Mosaic profile - most common group, 2016	M Family Basics	H Aspiring Homemakers	H Aspiring Homemakers	D Domestic Success	M Family Basics	E Suburban Stability	E Suburban Stability	M Family Basics	E Suburban Stability	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers
Mosaic profile - % in the most common group, 2016	23.0% (1,810)	37.4% (2,940)	29.0% (2,230)	24.2% (1,810)	45.3% (3,620)	20.5% (1,360)	16.5% (1,170)	36.1% (2,810)	27.5% (2,010)	40.2% (3,760)	23.3% (17,940)	12.9% (111,030)	11% (n/a)	n/a
Be able to access more good jobs and feel benefits of economic growth														
Mosaic profile - % in financial stress, 2015	27.3% (2,180)	33.6% (2,630)	29.0% (2,210)	32.9% (2,440)	39.3% (3,140)	26.4% (1,810)	24.9% (1,790)	34.7% (2,710)	22.1% (1,670)	27.9% (2,600)	29.9% (23,190)	25.8% (220,590)	n/a	28.0% n/a
Children under 16 in low-income families, 2013 (%)	20.6% (320)	20.6% (370)	17.7% (270)	12.0% (150)	30.3% (560)	15.6% (180)	18.2% (210)	16.7% (280)	8.5% (120)	13.6% (260)	17.9% (2,700)	14.1% (20,200)	21.5% (233,220)	18.6% (1,854,010)
School readiness (Early Years Foundation Stage), 2015 (%)	67.4% (60)	70.0% (80)	72.6% (80)	61.5% (50)	67.4% (90)	67.1% (50)	60.6% (40)	70.8% (80)	84.4% (80)	66.7% (80)	69.0% (660)	70.0% (6,580)	64.3% (45,560)	66.3% (434,280)
Pupil absence, 2015 (%)	4.9% (13,770)	4.7% (15,470)	4.4% (12,020)	4.1% (8,950)	5.2% (18,410)	3.6% (8,700)	4.1% (9,140)	4.8% (10,380)	3.5% (8,510)	4.6% (15,150)	4.5% (120,500)	4.3% (1,317,840)	4.6% (9,969,110)	4.6% (89,038,660)
Children who claim free school meals, 2016 (%)	15.5% (180)	17.1% (230)	13.2% (150)	6.8% (60)	25.9% (360)	10.7% (100)	10.7% (100)	16.4% (160)	5.5% (50)	8.2% (110)	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 (%)	81.0% (90)	72.6% (90)	72.4% (60)	82.2% (60)	73.4% (80)	84.5% (60)	82.7% (70)	74.7% (70)	81.8% (60)	80.5% (90)	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 (%)	53.3% (50)	54.1% (50)	49.4% (40)	66.2% (50)	44.0% (40)	63.0% (50)	50.0% (30)	37.9% (20)	63.0% (30)	36.0% (30)	51.5% (430)	56.1% (5,030)	55.1% (33,870)	53.8% (328,760)

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

Profile indicator name	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
Young people not in education, employment or training, July 2016 (%) (compared to Staffordshire)	4.7% (20)	3.1% (10)	1.6% (<5)	2.6% (10)	5.7% (20)	2.4% (10)	4.5% (10)	6.0% (20)	2.1% (10)	3.5% (10)	3.8% (110)	2.8% (860)	n/a	n/a
Out-of-work benefits (%)	9.3% (480)	9.3% (470)	8.7% (420)	8.0% (390)	13.0% (640)	8.1% (330)	8.9% (370)	9.0% (480)	4.1% (190)	5.6% (240)	8.6% (4,040)	7.2% (38,330)	9.9% (355,470)	8.6% (2,993,340)
Unemployment (claimant counts), Jun 2016 (%)	0.8% (40)	1.0% (50)	0.8% (40)	0.7% (40)	1.3% (70)	1.0% (40)	1.2% (50)	1.0% (60)	0.3% (20)	0.4% (30)	0.9% (420)	0.9% (4,650)	2.2% (79,230)	1.7% (590,110)
Older people aged 60 and over living in income-deprived households, 2015 (%)	14.9% (240)	18.6% (280)	20.4% (350)	24.4% (430)	25.4% (380)	18.0% (340)	14.4% (310)	22.5% (260)	11.9% (220)	13.6% (210)	18.1% (3,020)	13.1% (28,890)	18.2% (237,020)	16.2% (1,954,600)
Be healthier and more independent														
General fertility rate per 1,000 women aged 15-44, 2012-2014	58.1 (280)	70.0 (340)	60.4 (280)	59.7 (260)	65.7 (330)	55.8 (190)	55.9 (220)	64.9 (320)	63.1 (240)	61.7 (370)	61.9 (2,830)	57.8 (26,310)	65.4 (215,250)	63.2 (2,020,250)
Low birthweight babies (under 2,500 grams), 2012-2014 (%)	8.7% (20)	6.5% (20)	6.5% (20)	5.0% (10)	10.1% (30)	13.2% (30)	7.3% (20)	9.3% (30)	5.3% (10)	6.5% (20)	7.7% (220)	7.2% (1,900)	8.4% (17,980)	7.3% (147,460)
Breastfeeding prevalence rates at six to eight weeks, 2014/15 (%)	15.3% (10)	17.5% (20)	22.7% (20)	16.3% (10)	15.9% (10)	25.3% (20)	25.4% (20)	11.9% (10)	26.7% (20)	19.4% (20)	19.3% (170)	33.5% (2,700)	40.9% (26,820)	43.9% (274,090)
Excess weight (children aged four to five), 2012/13 to 2014/15 (%)	23.2% (70)	24.1% (90)	22.0% (70)	21.7% (50)	24.8% (90)	25.6% (60)	22.1% (50)	24.6% (70)	23.4% (60)	21.2% (80)	23.3% (670)	23.6% (5,780)	23.1% (45,140)	22.2% (396,680)
Excess weight (children aged 10-11), 2012/13 to 2014/15 (%)	33.1% (80)	39.8% (110)	33.0% (70)	27.2% (60)	35.4% (100)	28.7% (50)	32.6% (60)	31.1% (70)	32.7% (70)	29.4% (80)	32.6% (750)	33.2% (7,250)	35.7% (61,610)	33.4% (511,970)
Obesity (children aged four to five), 2012/13 to 2014/15 (%)	9.2% (30)	11.4% (40)	10.1% (30)	9.0% (20)	10.8% (40)	10.2% (20)	10.6% (20)	10.7% (30)	9.5% (30)	8.4% (30)	10.0% (290)	9.5% (2,320)	10.3% (20,020)	9.3% (165,580)
Obesity (children aged 10-11), 2012/13 to 2014/15 (%)	19.0% (50)	22.9% (60)	17.8% (40)	14.6% (30)	23.7% (70)	14.6% (30)	16.6% (30)	14.0% (30)	15.9% (30)	12.5% (40)	17.4% (400)	18.3% (4,010)	21.0% (36,160)	19.0% (292,090)
Under-18 conception rates per 1,000 girls aged 15-17, 2012-2014			S						S		43.3 (190)	27.9 (1,260)	29.2 (9,090)	25.0 (70,270)
Unpaid care (under 16), 2011 (%)	1.1% (20)	1.3% (20)	0.5% (10)	1.1% (10)	1.3% (30)	1.3% (20)	1.6% (20)	0.7% (10)	0.9% (10)	1.5% (30)	1.1% (180)	1.1% (1,700)	1.1% (12,530)	1.1% (111,420)
Unpaid care (16-24), 2011 (%)	5.5% (50)	4.4% (40)	4.2% (40)	2.9% (20)	4.7% (40)	4.1% (30)	4.4% (30)	3.5% (30)	3.9% (30)	5.0% (60)	4.3% (370)	4.7% (4,380)	5.2% (35,280)	4.8% (302,360)
Disability Living Allowance claimants, Nov 2015 (%)	8.8% (450)	9.6% (480)	8.3% (400)	8.7% (420)	10.8% (530)	8.6% (350)	8.8% (370)	7.5% (400)	6.3% (290)	6.3% (270)	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

Profile indicator name	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
Limiting long-term illness, 2011 (%)	17.6% (1,390)	17.5% (1,340)	18.9% (1,420)	19.5% (1,430)	19.0% (1,520)	21.6% (1,430)	22.1% (1,570)	14.8% (1,160)	15.6% (1,150)	14.1% (1,320)	17.9% (13,750)	19.2% (162,650)	19.0% (1,062,060)	17.6% (9,352,590)
Fuel poverty, 2014 (%)	8.6% (270)	11.3% (340)	10.0% (330)	9.1% (320)	11.6% (360)	9.1% (260)	11.1% (350)	7.4% (230)	7.0% (210)	7.9% (290)	9.3% (2,970)	10.5% (37,730)	12.1% (279,670)	10.6% (2,379,360)
Limiting long-term illness in people aged 65 and over, 2011 (%)	51.9% (540)	56.2% (490)	55.8% (690)	61.7% (780)	55.0% (480)	57.0% (750)	53.2% (800)	58.9% (370)	51.6% (610)	57.9% (550)	55.8% (6,060)	52.6% (79,470)	54.1% (494,380)	51.5% (4,297,930)
Excess winter mortality, Aug 2010-July 2015 (%)	7.6% (10)	0% (0)	0% (0)	0% (0)	8.8% (10)	3.6% (<5)	10.1% (20)	39.5% (20)	23.5% (20)	33.8% (20)	6.7% (60)	18.7% (2,380)	18.7% (15,070)	18.3% (134,460)
Life expectancy at birth - males (years), 2010-2014	80.7	78.8	78.4	78.2	80.0	79.1	78.6	78.2	81.5	80.8	79.3	79.6	78.8	79.4
Life expectancy at birth - females (years), 2010-2014	83.8	79.9	85.9	84.6	84.6	82.7	79.6	82.7	87.3	83.6	82.8	83.1	82.8	83.1
Mortality from causes considered preventable (various ages) (ASR per 100,000), 2010-2014	185 (70)	135 (40)	205 (70)	227 (80)	257 (80)	200 (70)	168 (60)	265 (70)	154 (60)	178 (60)	193 (660)	176 (7,600)	193 (30,190)	183 (267,250)
Under 75 mortality rate from cancer (ASR per 100,000), 2010-2014	144 (50)	134 (40)	124 (40)	183 (60)	172 (50)	140 (50)	134 (50)	184 (50)	131 (50)	154 (50)	147 (470)	137 (5,470)	148 (34,320)	144 (310,350)
Under 75 mortality rate from all cardiovascular diseases (ASR per 100,000), 2010-2014	62 (20)	84 (30)	75 (20)	76 (20)	98 (30)	49 (20)	79 (30)	92 (30)	68 (20)	61 (20)	74 (240)	73 (2,880)	83 (19,250)	79 (170,500)
Under 75 mortality rate from respiratory disease (ASR per 100,000), 2010-2014	33.3 (10)	18.8 (10)	35.2 (10)	26.6 (10)	46.3 (10)	31.8 (10)	23.6 (10)	41.9 (10)	20.5 (10)	15.4 (10)	28.8 (90)	27.7 (1,100)	34.3 (7,890)	33.0 (69,950)
Under 75 mortality rate from liver disease (ASR per 100,000), 2010-2014	27.4 (10)	20.5 (10)	18.2 (10)	8.7 (<5)	19.3 (10)	20.3 (10)	30.7 (10)	30.2 (10)	3.1 (<5)	4.7 (<5)	17.7 (60)	16.2 (640)	19.2 (2,770)	17.8 (24,190)
Mortality from communicable diseases (ASR per 100,000), 2010-2014	59.5 (10)	75.6 (20)	50.2 (20)	68.7 (20)	37.2 (10)	61.7 (20)	67.1 (30)	36.0 (10)	44.2 (10)	44.8 (10)	56.0 (150)	56.0 (2,270)	58.6 (15,080)	59.7 (144,520)
Emergency (unplanned) admissions (ASR per 1,000), 2015/16	120 (800)	124 (830)	114 (840)	108 (830)	129 (890)	119 (830)	102 (820)	127 (790)	88 (620)	99 (760)	112 (8,010)	100 (86,320)	n/a	104 (5,515,610)
Adult social care - long term care (ASR per 1,000), 2015/16	22 (100)	32 (140)	21 (110)	25 (160)	20 (90)	27 (150)	29 (210)	24 (90)	15 (80)	17 (80)	23 (1,220)	19 (13,580)	n/a (88,860)	21 (889,520)

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

Profile indicator name	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
End of life: proportion dying at home or usual place of residence	26.2% (30)	58.1% (110)	32.9% (50)	36.8% (80)	32.7% (40)	41.1% (80)	50.9% (170)	41.2% (50)	31.8% (40)	35.5% (50)	40.7% (690)	44.1% (10,370)	42.0% (62,100)	44.4% (600,360)
Feel safer, happier and more supported														
Lone parent households, 2011 (%)	11.6% (360)	13.3% (390)	11.9% (390)	8.4% (290)	15.7% (490)	11.9% (340)	10.8% (330)	13.8% (430)	7.6% (230)	11.2% (410)	11.6% (3,660)	9.2% (32,600)	11.3% (258,750)	10.6% (2,339,820)
Owner occupied households, 2011 (%)	71.9% (2,270)	69.3% (2,050)	67.3% (2,180)	54.1% (1,890)	54.6% (1,700)	72.2% (2,040)	68.8% (2,110)	68.7% (2,130)	85.2% (2,570)	76.4% (2,810)	68.7% (21,730)	72.8% (258,670)	65.6% (1,504,320)	64.1% (14,148,780)
Privately rented households, 2011 (%)	8.6% (270)	9.7% (290)	12.1% (390)	20.6% (720)	8.2% (250)	7.8% (220)	13.6% (420)	8.3% (260)	9.2% (280)	10.4% (380)	11.0% (3,480)	11.3% (40,090)	14.0% (321,670)	16.8% (3,715,920)
Socially rented households, 2011 (%)	18.6% (590)	20.4% (600)	19.4% (630)	23.7% (830)	36.4% (1,130)	19.0% (540)	16.4% (500)	22.3% (690)	4.9% (150)	12.4% (460)	19.3% (6,110)	14.7% (52,150)	19.0% (435,170)	17.7% (3,903,550)
Households with no central heating, 2011 (%)	1.3% (40)	3.1% (90)	1.7% (50)	2.2% (80)	1.4% (50)	1.8% (50)	1.5% (50)	1.9% (60)	1.7% (50)	2.0% (70)	1.9% (590)	2.1% (7,600)	2.9% (67,170)	2.7% (594,560)
Overcrowded households, 2011 (%)	2.9% (90)	3.0% (90)	2.6% (90)	2.6% (90)	4.8% (150)	2.5% (70)	2.2% (70)	3.2% (100)	0.7% (20)	2.3% (90)	2.7% (850)	2.5% (8,750)	4.5% (102,550)	4.6% (1,024,470)
Households with no cars or vans, 2011 (%)	19.2% (610)	19.2% (570)	23.2% (750)	29.3% (1,020)	25.2% (780)	25.5% (720)	23.4% (720)	18.0% (560)	10.6% (320)	12.8% (470)	20.6% (6,510)	18.0% (63,890)	24.7% (566,620)	25.8% (5,691,250)
Total recorded crime (rate per 1,000), 2015/16	46.2 (360)	65.4 (510)	52.7 (410)	160.8 (1,200)	62.8 (500)	39.5 (260)	42.4 (300)	48.6 (380)	28.1 (210)	35.2 (330)	57.9 (4,460)	45.3 (38,940)	n/a	66.6 (3,646,580)
Violent crime (rate per 1,000), 2015/16	20.2 (160)	20.9 (160)	19.2 (150)	38.3 (290)	22.7 (180)	13.5 (90)	14.1 (100)	18.7 (150)	9.3 (70)	13.6 (130)	19.1 (1,470)	11.5 (12,830)	n/a	17.0 (932,810)
Antisocial behaviour (rate per 1,000), 2015/16	47.2 (370)	46.9 (370)	44.5 (340)	84.2 (630)	57.8 (460)	32.1 (210)	27.7 (200)	40.4 (320)	28.6 (210)	30.6 (290)	44.0 (3,390)	29.4 (32,670)	n/a	30.8 (1,685,090)
Domestic abuse (rate per 1,000), 2015/16 (compared to Staffordshire)	12.3 (100)	11.5 (90)	13.4 (100)	13.8 (100)	11.4 (90)	7.5 (50)	10.6 (80)	11.8 (90)	5.6 (40)	7.7 (70)	10.6 (810)	6.0 (6,700)	n/a	n/a
Lone pensioner households, 2011 (%)	9.1% (290)	8.4% (250)	13.0% (420)	15.9% (550)	8.8% (270)	14.0% (400)	16.2% (500)	6.2% (190)	10.2% (310)	7.0% (260)	10.9% (3,430)	12.6% (44,770)	12.6% (289,570)	12.4% (2,725,600)
Unpaid care, 2011 (%)	11.2% (890)	10.0% (770)	10.5% (800)	9.2% (670)	10.8% (860)	11.7% (770)	11.3% (810)	10.1% (790)	11.2% (830)	10.0% (940)	10.6% (8,120)	11.6% (98,830)	11.0% (614,890)	10.2% (5,430,020)
Unpaid care by people aged 65 and over, 2011 (%)	16.0% (170)	13.3% (120)	14.2% (180)	12.7% (160)	16.3% (140)	14.8% (200)	14.0% (230)	15.8% (100)	16.6% (200)	15.4% (150)	14.8% (1,650)	15.0% (23,450)	14.5% (136,870)	13.8% (1,192,610)

This page is intentionally left blank

Public Health England

Protecting and improving the nation's health

Tamworth

District

This profile was published on 6 September 2016

Health Profile 2016

Health in summary
The health of people in Tamworth is varied compared with the England average. About 18% (2,700) of children live in low income families. Life expectancy for both men and women is similar to the England average.

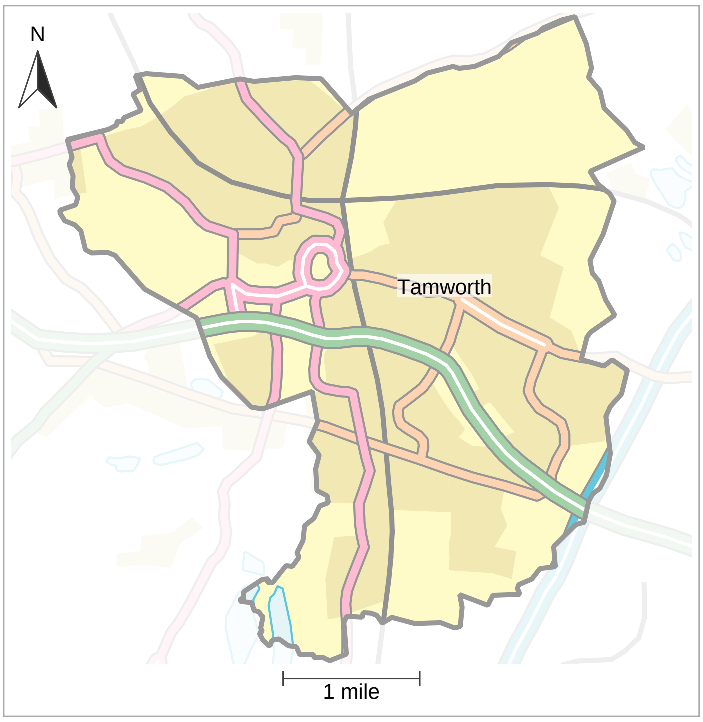
Health inequalities
Life expectancy is 4.9 years lower for men and 7.4 years lower for women in the most deprived areas of Tamworth than in the least deprived areas.

Child health
In Year 6, 17.4% (149) of children are classified as obese. The rate of alcohol-specific hospital stays among those under 18 was 40.6*. This represents 7 stays per year. Levels of teenage pregnancy, GCSE attainment and breastfeeding initiation are worse than the England average.

Adult health
The rate of alcohol-related harm hospital stays is 595*. This represents 433 stays per year. The rate of self-harm hospital stays is 192.2*. This represents 146 stays per year. The rate of smoking related deaths is 258*. This represents 96 deaths per year. Estimated levels of adult excess weight are worse than the England average. Rates of sexually transmitted infections, people killed and seriously injured on roads and TB are better than average. The rate of violent crime is worse than average. The rate of long term unemployment is better than average.

Local priorities
Priorities in Tamworth include starting well, health inequalities and ageing well. For more information see www.tamworth.gov.uk and www.sesandspccg.nhs.uk

* rate per 100,000 population



Population: 77,000

Mid-2014 population estimate. Source: Office for National Statistics.

This profile gives a picture of people's health in Tamworth. It is designed to help local government and health services understand their community's needs, so that they can work together to improve people's health and reduce health inequalities.

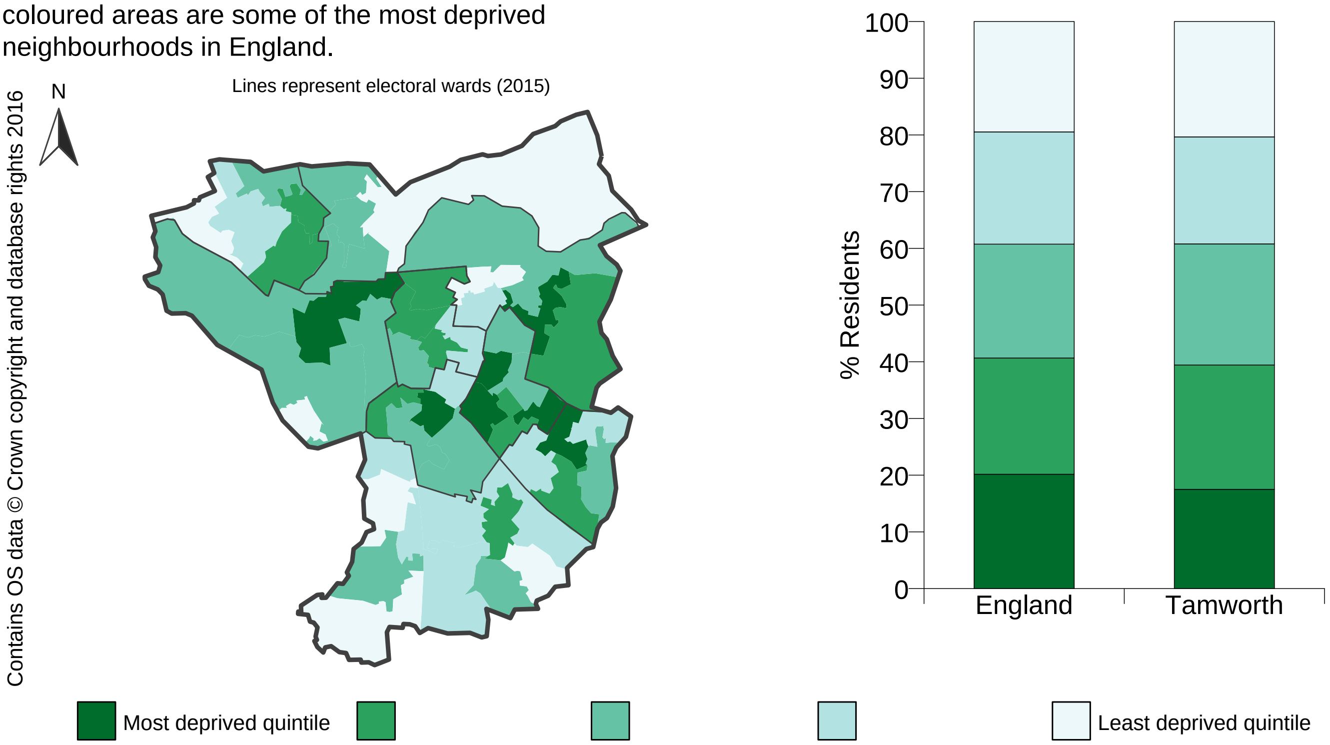
Visit www.healthprofiles.info for more profiles, more information and interactive maps and tools.

Follow @PHE_uk on Twitter

Deprivation: a national view

The map shows differences in deprivation in this area based on national comparisons, using quintiles (fifths) of the Index of Multiple Deprivation 2015 (IMD2015), shown by lower super output area. The darkest coloured areas are some of the most deprived neighbourhoods in England.

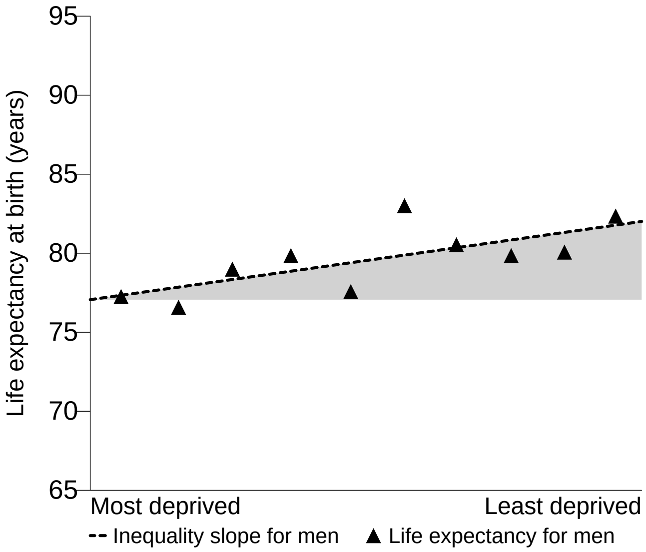
This chart shows the percentage of the population who live in areas at each level of deprivation.



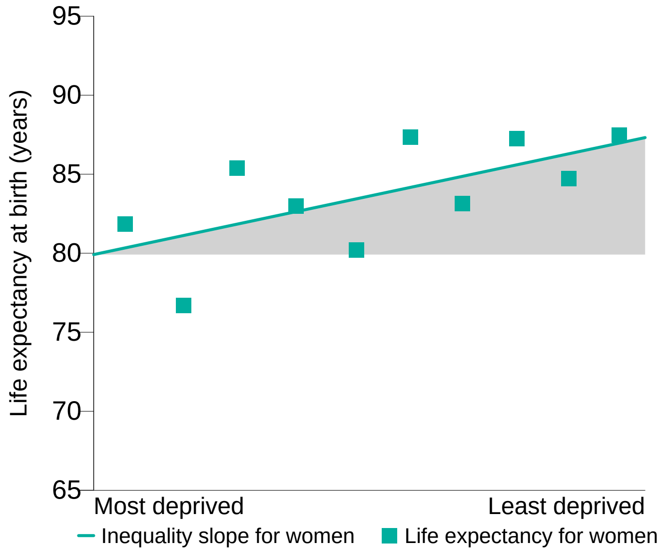
Life expectancy: inequalities in this local authority

The charts below show life expectancy for men and women in this local authority for 2012-2014. Each chart is divided into deciles (tenths) by deprivation (IMD2010), from the most deprived decile on the left of the chart to the least deprived decile on the right. The steepness of the slope represents the inequality in life expectancy that is related to deprivation in this local area. If there was no inequality in life expectancy as a result of deprivation, the line would be horizontal.

Life expectancy gap for men: 4.9 years



Life expectancy gap for women: 7.4 years

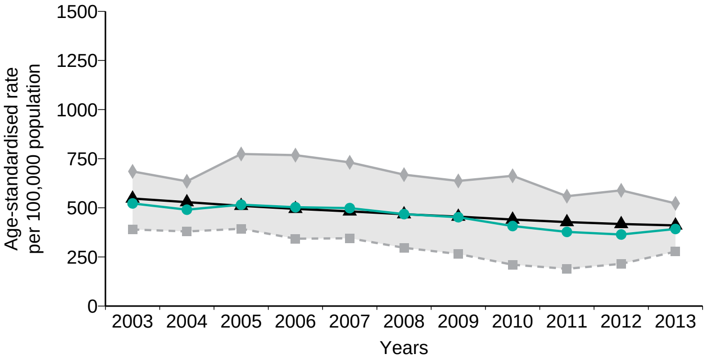


Page 102

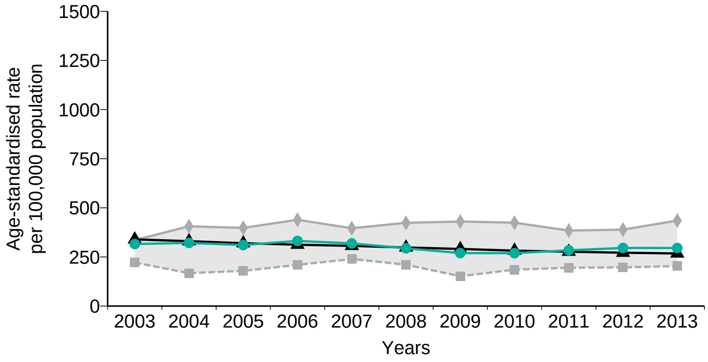
Health inequalities: changes over time

These charts provide a comparison of the changes in early death rates (in people under 75) between this area and all of England. Early deaths from all causes also show the differences between the most and least deprived quintile (IMD2010) in this area. (Data points are the midpoints of 3 year averages of annual rates, for example 2005 represents the period 2004 to 2006).

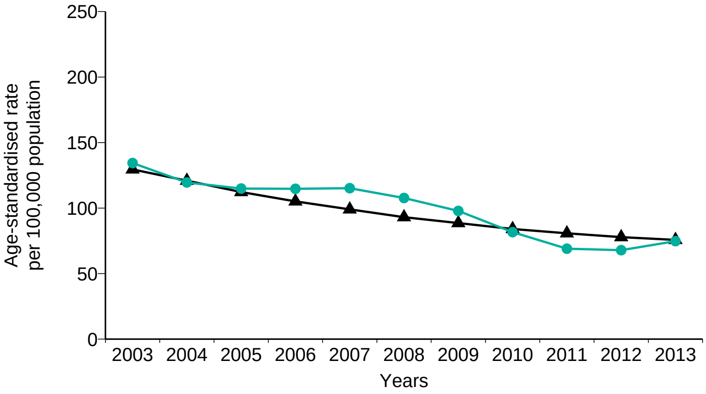
Early deaths from all causes:
MEN



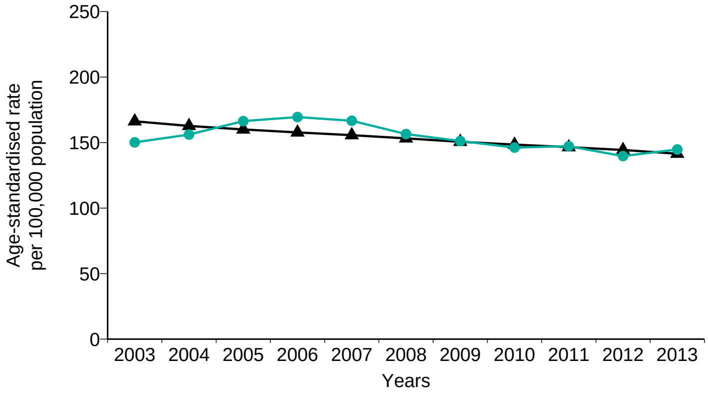
Early deaths from all causes:
WOMEN



Early deaths from heart disease and stroke



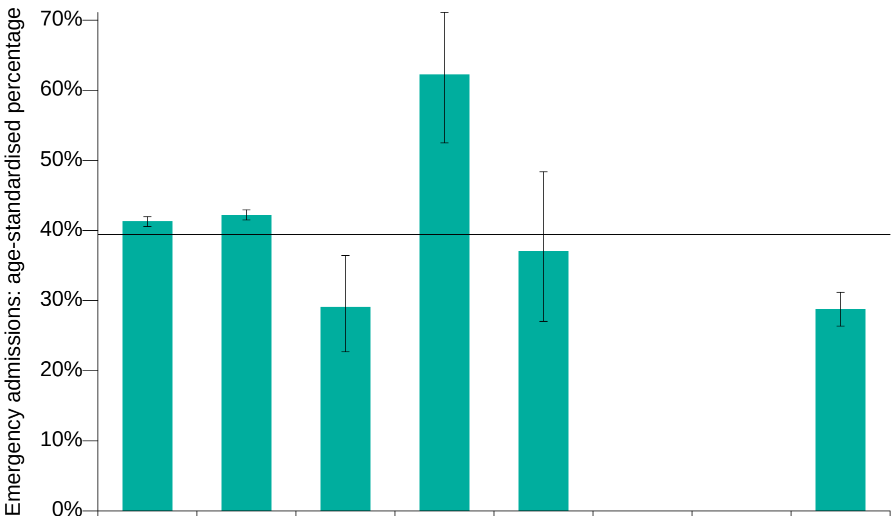
Early deaths from cancer



England average — Local average — Local least deprived — Local most deprived — Local inequality

Health inequalities: ethnicity

Percentage of hospital admissions that were emergencies, by ethnic group, 2014/15



All ethnic groups	White	Mixed	Asian	Black	Chinese	Other	Unknown	
8,144	7,586	54	60	26	-	-	377	Local number of emergency admissions
41.3	42.2	29.1	62.2	37.1	-	-	28.7	Local value %
39.4	39.9	38.8	44.0	43.1	35.9	44.9	30.9	England value %

This chart shows the percentage of hospital admissions for each ethnic group that were emergencies, rather than planned. A higher percentage of emergency admissions may be caused by higher levels of urgent need for hospital services or lower use of services in the community. Comparing percentages for each ethnic group may help identify inequalities.

Tamworth

95% confidence interval

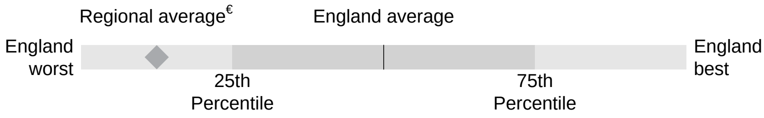
England average (all ethnic groups)

Figures based on small numbers of admissions have been suppressed to avoid any potential disclosure of information about individuals.

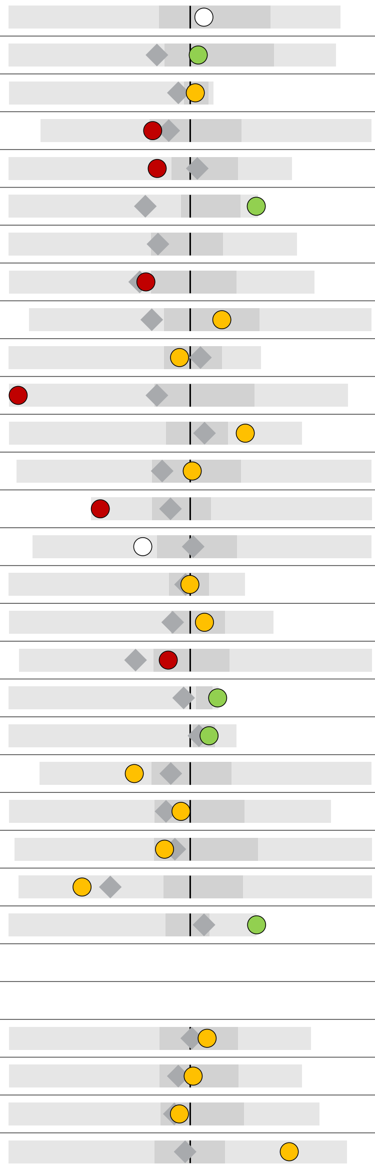
Health summary for Tamworth

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average
- Not compared



Domain	Indicator	Period	Local No total count	Local value	Eng value	Eng worst	England Range	Eng best
Our communities	1 Deprivation score (IMD 2015) #	2015	n/a	20.3	21.8	42.0		5.0
	2 Children in low income families (under 16s)	2013	2,695	17.9	18.6	34.4		5.9
	3 Statutory homelessness†	2014/15	23	0.7	0.9	7.5		0.1
	4 GCSEs achieved†	2014/15	463	53.3	57.3	41.5		76.4
	5 Violent crime (violence offences)	2014/15	1,300	16.8	13.5	31.7		3.4
	6 Long term unemployment	2015	30	0.6	4.6	15.7		0.5
Children's and young people's health	7 Smoking status at time of delivery	2014/15	x¹	x¹	11.4	27.2		2.1
	8 Breastfeeding initiation	2014/15	654	67.7	74.3	47.2		92.9
	9 Obese children (Year 6)	2014/15	149	17.4	19.1	27.8		9.2
	10 Alcohol-specific hospital stays (under 18)	2012/13 - 14/15	21	40.6	36.6	104.4		10.2
	11 Under 18 conceptions	2014	60	42.0	22.8	43.0		5.2
Adults' health and lifestyle	12 Smoking prevalence in adults†	2015	n/a	12.3	16.9	32.3		7.5
	13 Percentage of physically active adults	2015	n/a	57.2	57.0	44.8		69.8
	14 Excess weight in adults	2012 - 14	n/a	73.8	64.6	74.8		46.0
Disease and poor health	15 Cancer diagnosed at early stage #	2014	133	46.3	50.7	36.3		67.2
	16 Hospital stays for self-harm	2014/15	146	192.2	191.4	629.9		58.9
	17 Hospital stays for alcohol-related harm	2014/15	433	595	641	1223		374
	18 Recorded diabetes	2014/15	4,737	6.7	6.4	9.2		3.3
	19 Incidence of TB	2012 - 14	1	0.4	13.5	100.0		0.0
	20 New sexually transmitted infections (STI)	2015	280	560	815	3263		191
	21 Hip fractures in people aged 65 and over	2014/15	75	636	571	745		361
Life expectancy and causes of death	22 Life expectancy at birth (Male)	2012 - 14	n/a	79.3	79.5	74.7		83.3
	23 Life expectancy at birth (Female)	2012 - 14	n/a	82.7	83.2	79.8		86.7
	24 Infant mortality†	2012 - 14	17	6.0	4.0	7.2		0.6
	25 Killed and seriously injured on roads	2012 - 14	23	9.9	39.3	119.4		9.9
	26 Suicide rate†	2012 - 14	19	x²	10.0			
	27 Deaths from drug misuse #	2012 - 14	4	x²	3.4			
	28 Smoking related deaths	2012 - 14	288	257.7	274.8	458.1		152.9
	29 Under 75 mortality rate: cardiovascular	2012 - 14	147	74.8	75.7	135.0		39.3
	30 Under 75 mortality rate: cancer	2012 - 14	284	144.7	141.5	195.6		102.9
	31 Excess winter deaths	Aug 2011 - Jul 2014	41	7.2	15.6	31.0		2.3



Indicator notes

1 Index of Multiple Deprivation (IMD) 2015 **2** % children (under 16) in low income families **3** Eligible homeless people not in priority need, crude rate per 1,000 households **4** 5 A*-C including English & Maths, % pupils at end of key stage 4 resident in local authority **5** Recorded violence against the person crimes, crude rate per 1,000 population **6** Crude rate per 1,000 population aged 16-64 **7** % of women who smoke at time of delivery **8** % of all mothers who breastfeed their babies in the first 48hrs after delivery **9** % school children in Year 6 (age 10-11) **10** Persons under 18 admitted to hospital due to alcohol-specific conditions, crude rate per 100,000 population **11** Under-18 conception rate per 1,000 females aged 15-17 (crude rate) **12** Current smokers, Annual Population Survey (APS) **13** % adults achieving at least 150 mins physical activity per week **14** % adults classified as overweight or obese, Active People Survey **15** Experimental statistics - % of cancers diagnosed at stage 1 or 2 **16** Directly age sex standardised rate per 100,000 population **17** The number of admissions involving an alcohol-related primary diagnosis or an alcohol-related external cause (narrow definition), directly age standardised rate per 100,000 population **18** % people on GP registers with a recorded diagnosis of diabetes **19** Crude rate per 100,000 population **20** All new diagnoses (excluding Chlamydia under age 25), crude rate per 100,000 population **21** Directly age and sex standardised rate of emergency admissions, per 100,000 population aged 65 and over **22, 23** The average number of years a person would expect to live based on contemporary mortality rates **24** Rate of deaths in infants aged <1 year per 1,000 live births **25** Rate per 100,000 population **26** Directly age standardised mortality rate from suicide and injury of undetermined intent per 100,000 population (aged 10+) **27** Directly age standardised rate per 100,000 population **28** Directly age standardised rate per 100,000 population aged 35 and over **29** Directly age standardised rate per 100,000 population aged under 75 **30** Directly age standardised rate per 100,000 population aged under 75 **31** Ratio of excess winter deaths (observed winter deaths minus expected deaths based on non-winter deaths) to average non-winter deaths (three years)

† Indicator has had methodological changes so is not directly comparable with previously released values. € "Regional" refers to the former government regions.
# New indicator for Health Profiles 2016. x¹ Value not published for data quality reasons x² Value cannot be calculated as number of cases is too small

More information is available at www.healthprofiles.info and http://fingertips.phe.org.uk/profile/health-profiles Please send any enquiries to healthprofiles@phe.gov.uk

tamworthlistens

your town ▪ your life ▪ your say

State of Tamworth Debate

9th March 2017

Introduction

The report look at progress made against the new strategic priorities;

- Living a quality life in Tamworth,
- Growing stronger together in Tamworth,
- Delivering quality services in Tamworth.

It highlights achievements and issues backed up by performance information and public opinion gained through our consultation activities, where available.

This approach is intended to encourage debate in the Council Chamber on those things important in Tamworth.

Appendices are attached

Appendix B	Tamworth Listens Question Time Event 2016 Responses
Appendix C	Budget Consultation Report 2017/18
Appendix D	Tamworth Borough Locality Profile 2016
Appendix E	Tamworth Health Profile 2016

Living a quality life in Tamworth

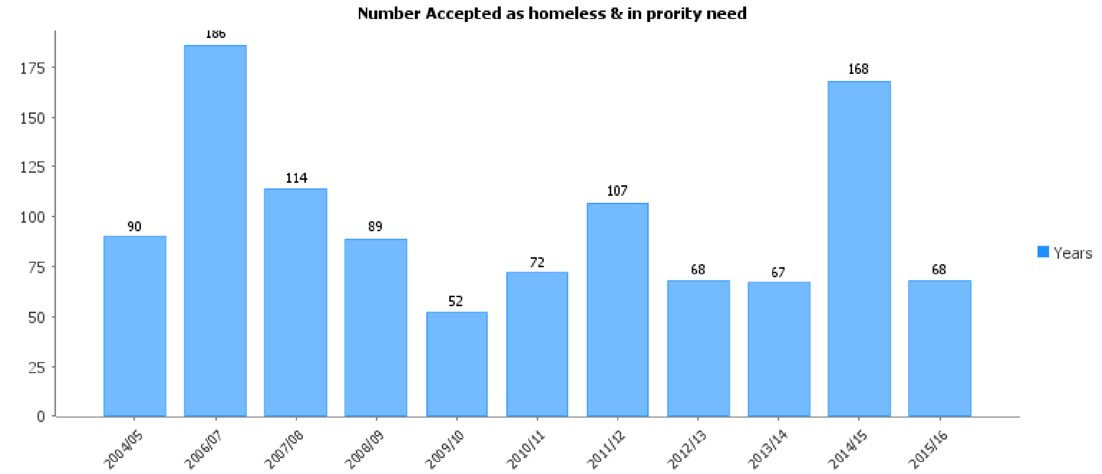
To support this strategic priority, Tamworth Borough Council works towards these objectives;

- Support and protect individuals and communities that are or may become vulnerable,
- Enable residents to improve their health and quality of life,
- Work together with partners and residents to tackle the causes of inequality in Tamworth,
- Work together with residents to maintain and improve a safe, clean and green environment,
- Work together to improve housing quality in Tamworth.

Support and protect individuals and communities that are or may become vulnerable

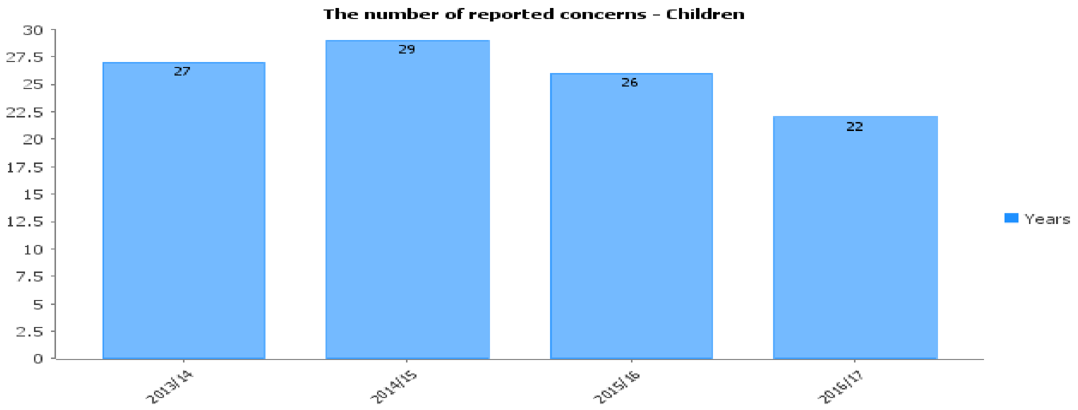
This objective was seen as important by 69% of respondents in the 2017/18 budget consultation exercise.

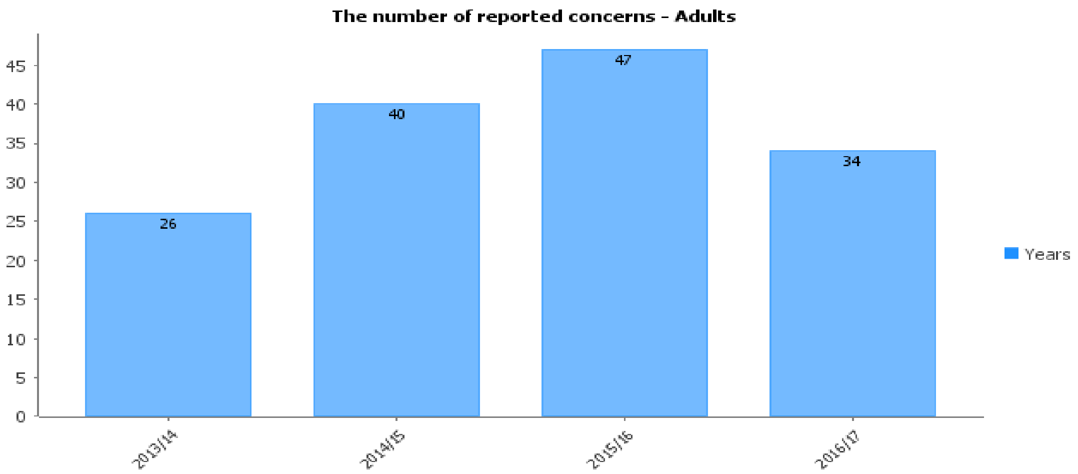
The number accepted as homeless and in priority need saw a rise in 2014/15 but this settled back to its normal level in 2015/16.



As an organisation, Tamworth Borough Council has a statutory duty to safeguard and promote the welfare of children and adults at risk. The figures recorded provides evidence that staff understand this responsibility and recognise what neglect and abuse is and know how to appropriately respond to concerns they have.

The number of concerns raised in relation to children has remained consistent whilst the number of concerns raised in relation to adults at risk has increased steadily over the past four years evidencing the increased demand on the service over this period.





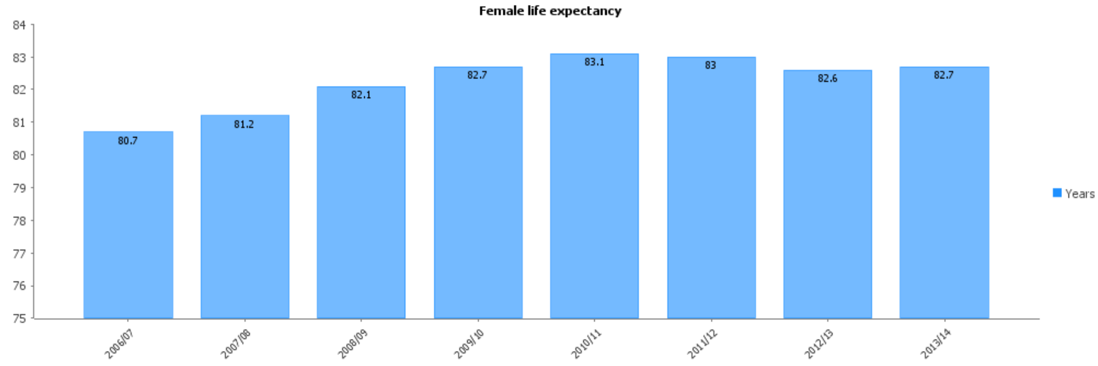
Enable residents to improve their health and quality of life

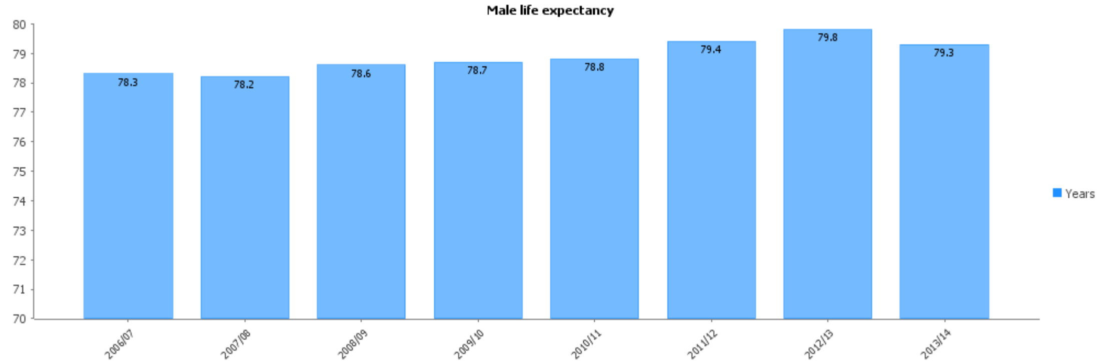
This objective was seen as important by 72% of respondents in the 2017/18 budget consultation exercise; the joint highest under this priority.

When asked to select five things that make somewhere a good place to live, good health services was seen as important by 78% of respondents in the 2017/18 budget consultation exercise; the second highest. With 69% of respondents believing the health service needed to improve to make Tamworth a better place to live.
Comments made reinforced people's strength of feeling in this area;

- '*Better health care for the elderly',*
- *'Easier access to healthcare in general for the growing population',*
- *'Tamworth is a growing population and we have less hospital availability than ever before, but you still want to build houses'*
- *'access to a doctor is difficult'*

The overall health of people has improved over the last few years; people's life expectancy is improving. Life expectancy for a female is 82.7 (compared to 83.2 nationally) and for a male is 79.3 (compared to 79.5 nationally).





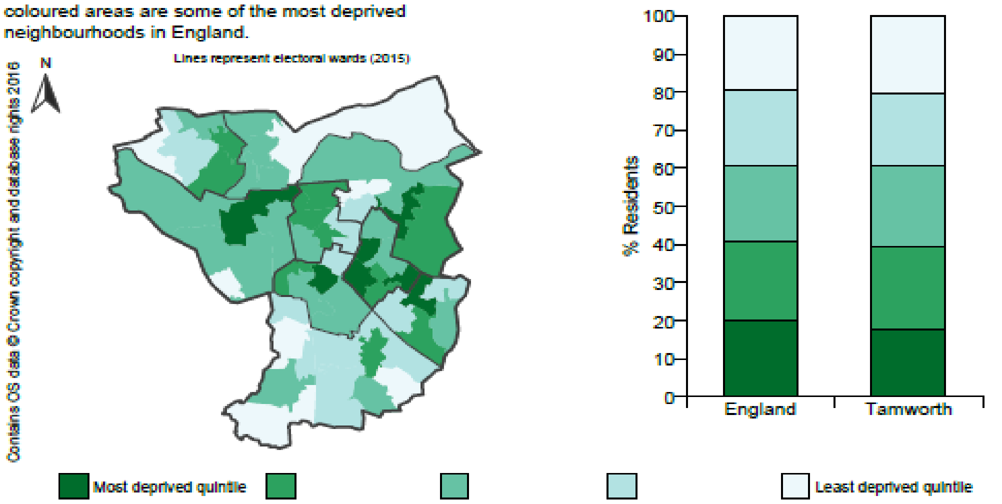
Work together with partners and residents to tackle the causes of inequality in Tamworth

This objective was seen as important by 53% of respondents in the 2017/18 budget consultation exercise; the lowest under this priority.

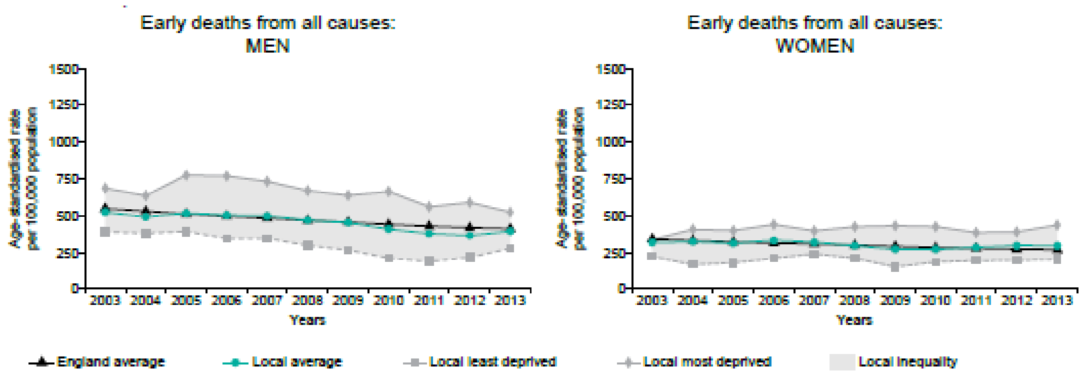
When compared to the deprivation quintiles in England, 17.5% of Tamworth's population are in the most deprived quintile and 20.3% are in the least deprived quintile.

The map shows differences in deprivation in this area based on national comparisons, using quintiles (fifths) of the Index of Multiple Deprivation 2015 (IMD2015), shown by lower super output area. The darkest coloured areas are some of the most deprived neighbourhoods in England.

This chart shows the percentage of the population who live in areas at each level of deprivation.



When considering health inequality, the difference in the incidences of premature death is more prevalent in those living in the most deprived quintiles for both men and women.



Work together with residents to maintain and improve a safe, clean and green environment

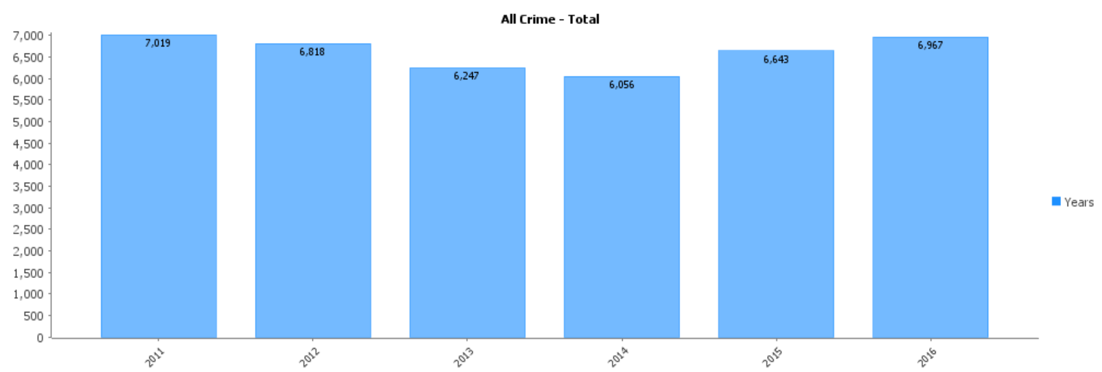
This objective was seen as important by 72% of respondents in the 2017/18 budget consultation exercise; the joint highest under this priority.

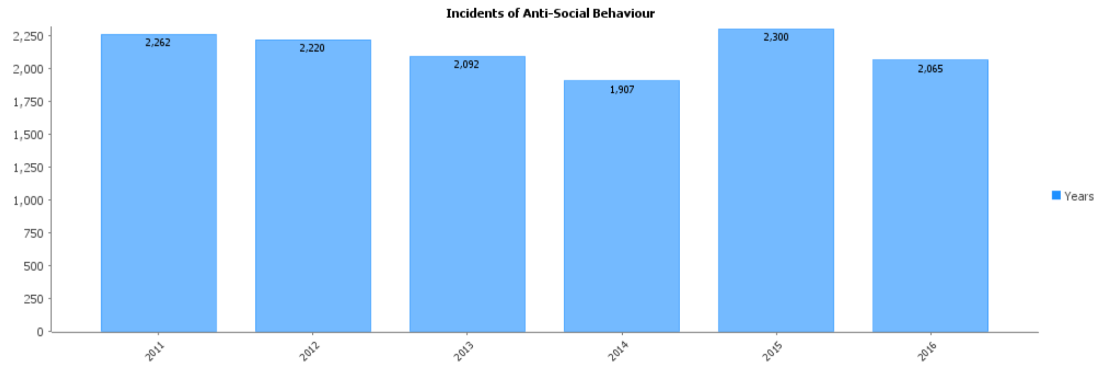
Safe Environment

When asked to select five things that make somewhere a good place to live, low levels of crime was seen as important by 90% of respondents in the 2017/18 budget consultation exercise; the highest. With 64% of respondents believing the level of crime needed to improve to make Tamworth a better place to live. More than half of respondents felt that more should be spent on tackling anti-social behaviour. Comments made included:

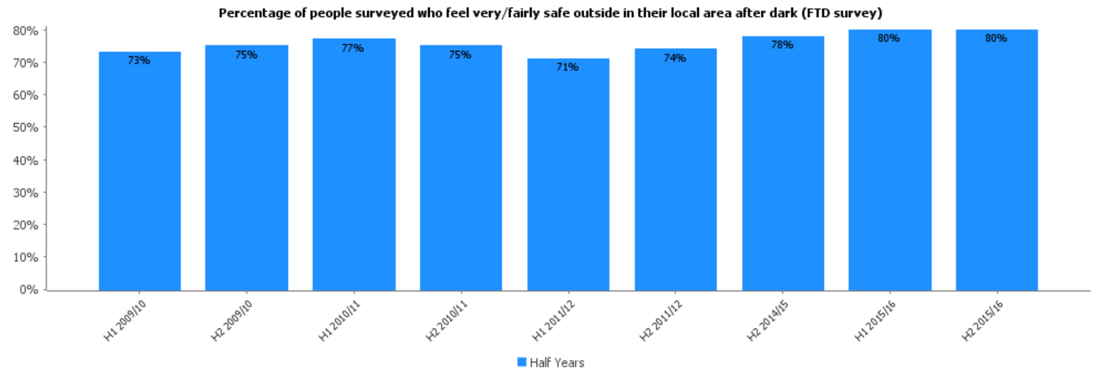
- To see '*more police officers on the streets'*
- *'anti-social behaviour being dealt with in a firm way'*

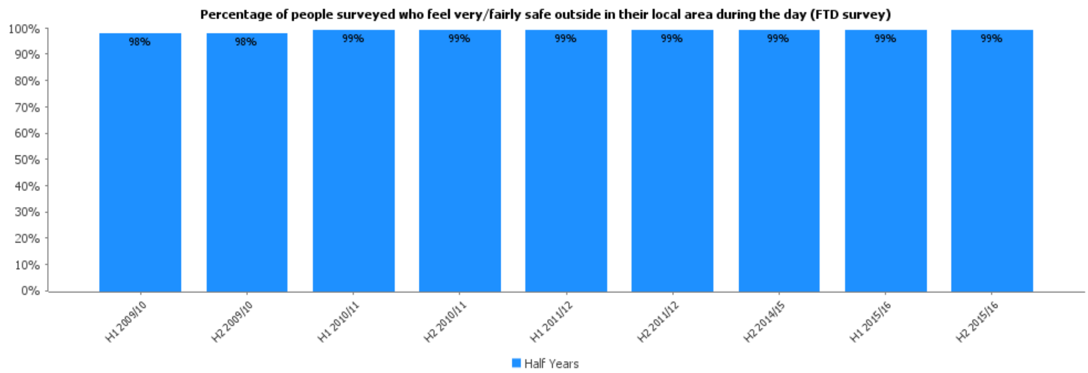
The number of all crimes recorded increased over the last two years but after a spike in 2015, the number of anti-social behaviour cases has decreased slightly.





People's perception of crime has remained largely the same over the same period.





Clean environment

When asked to select five things that make somewhere a good place to live, clean streets were seen as important by 54% of respondents in the 2017/18 budget consultation exercise; with 64% of respondents believing the cleanliness of streets needed to improve to make Tamworth a better place to live. Comments made reinforced this

- *''less litter, especially in the Castle Grounds',*
- *'if Tamworth were really clean, surely business, people and providers would be encouraged to come here',*

- People should be encouraged to *'take pride in the area'* and schools and colleges should *'educate people to be proud of their town'*

Green environment

When asked to select five things that make somewhere a good place to live, open spaces were seen as important by 48% of respondents in the 2017/18 budget consultation exercise; with 41% of respondents being of the opinion that open spaces needed to improve to make Tamworth a better place to live. 39% of respondents felt that more should be spent on parks, open spaces and street cleaning.
Comments made on this area included:

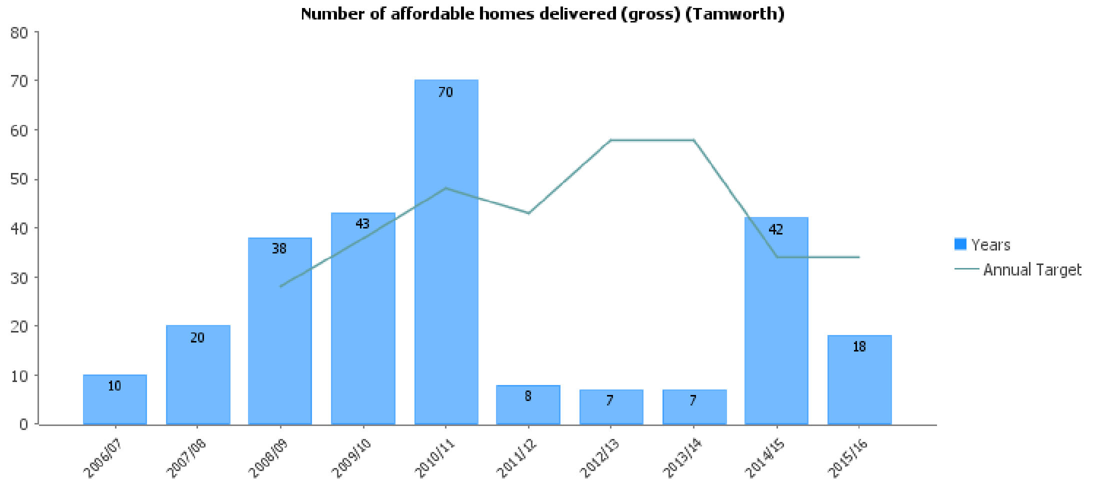
- *"Tamworth is lovely for its countryside and open spaces (at the moment!)",*
- *"Sadly the main open space has been sold off" and "unfortunately the decision to sell off the golf course has already begun to contribute to a deteriorating quality of life in Tamworth" and "loss of one of the things Tamworth needs - open green spaces",*
- *"Tamworth needs to review and complete its cycle path network. When I moved into my current house I was told the estates cycle path would be connected to the town's network 'soon'. 16 years later still waiting. I rarely cycle due to the dangerous roads".*
- *"I think you should cut back less of the grass verges in the summer, so that the wild grasses seed and feed butterflies and insects".*

Work together to improve housing quality in Tamworth

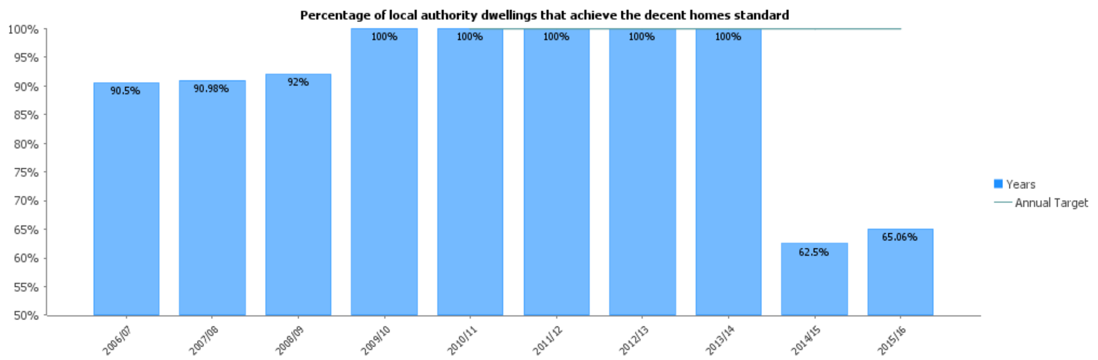
This objective was seen as important by 63% of respondents in the 2017/18 budget consultation exercise. Having affordable decent housing was felt to be important by 47% of respondents with 52% being of the opinion that this needed to improve to make Tamworth a better place to live. Comments made reinforced this:

- *Enabling Tamworth residents to access more affordable decent housing must be the priority",*
- *"My Daughter would love to buy her own house but I can't see any hope even though there are 1000's of houses about to be built in/around Tamworth over the next few years - not in the Council's control as profit driven developers are in charge",*
- *"Stop squashing houses in gaps around other buildings",*
- *"Put pressure on the appropriate highways authorities to improve and create a road system to cope with the increased housing development due and taking place",*
- *"Tamworth is a growing area and we have less hospital availability than ever before, but you still want to build houses".*

The provisional return for affordable homes completions for the year 2015/16 was eighteen units. The Council's role in providing new homes is setting the right environment for house building by producing an up to date and sound Local Plan and the approval of planning applications for sustainable development. Whilst the figure was below target, a number of schemes are currently under construction which should lead to higher figures next year.



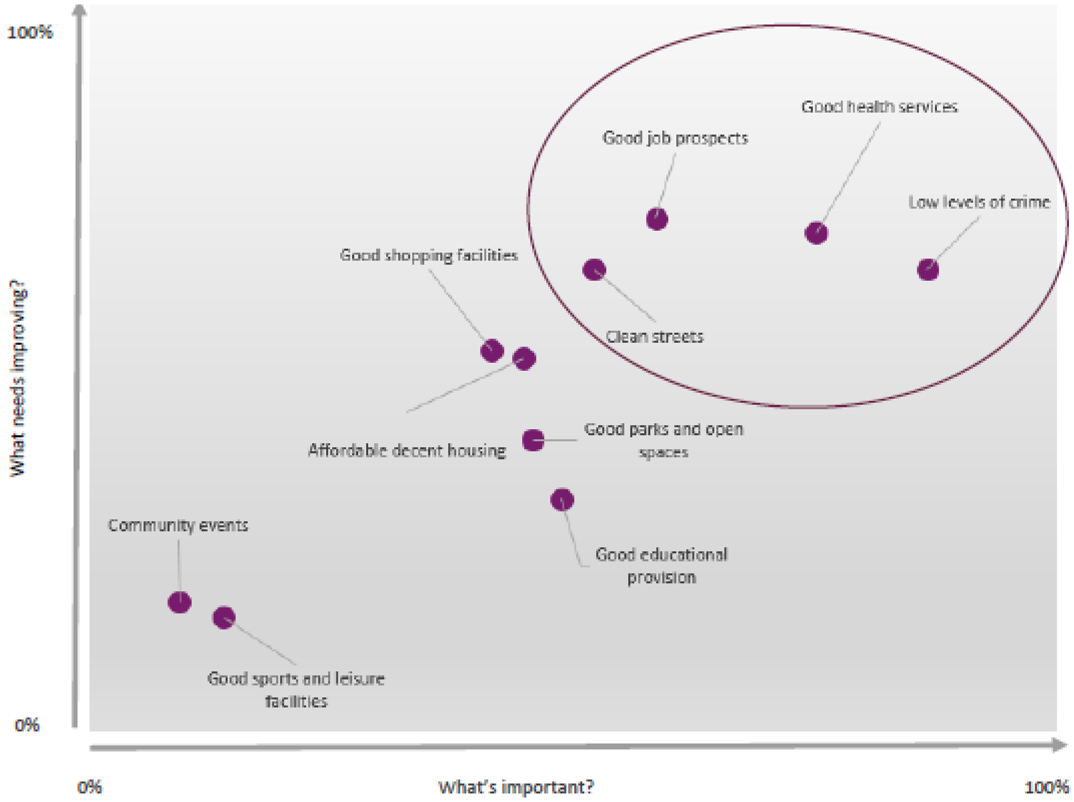
The low decent homes standard figure is due to revised stock condition data and the start of a new five year cycle commencing 2015/15.



What makes somewhere a good place to live and what needs improving in Tamworth?

From the results of the Budget Consultation 2016/17, this graph shows both what respondents feel is important and what needs improving to make Tamworth a better place to live.

Low levels of crime, good health services, good job prospects and clean streets were seen as both of higher importance in making somewhere a good place to live and also higher in needs of improvement in Tamworth.



At the Tamworth Listens Question Time Event in January 2017, a number of questions were asked on living a quality life in Tamworth. These are listed below and the responses are contained at Appendix B

Why has Tamworth Borough Council gone against the policy of not redeveloping garage sites if they are more than 50% occupied? Why then do those sites remain empty, losing the Council close to £400 per month in revenue? Why has the Council stated that the garages are under-used, but for the past six years, the policy has been not to re let empty garages? Why do TBC Council officials give misleading information when challenged about their policies concerning the garage sites?

Please outline what safeguards the Council will put in place to ensure that the future growth of the town will not be at the expense of the quality of life for *current residents or the level of services they have a right to expect from the Council.*

What more is going to be done regarding the potholes on damaged roads in Tamworth considering Staffordshire County Council has received almost £1.6million from the Government?

What proposals are being put in place for cleaning out drains out more frequently to stop the outcome of Flooding?

Why is the A5 Bypass always covered in litter on both sides?

With the budget restraints imposed on emergency services, I would like to ask representatives whether the Police are able to cope with the increase in crime that we are currently experiencing across the town and whether our police managers are requesting more officers to deal with them or are they patching up holes to gain the next promotion? I understand that the police officers on duty are only able to deal with response with no full time police resources being given to prevention based activity and volunteers having to be used. Are members of the panel pushing for more police officers? The town is growing in population yet our services appear to being eroded without our leaders doing anything about it.

With the proposed building of 1200 homes in Amington, what is the Council doing to improve the road network in Amington?

Dog fouling is horrendous, what is being done about it?

Speeding and 'boy racers' are a problem; speed bumps are required.

Pelican crossing needed in Cottage Farm Road and Tamworth Road.

What is being done about cyclists on streets with no lights or helmets?

Growing stronger together in Tamworth

To support this strategic priority, Tamworth Borough Council works towards these objectives;

- Develop and support the local economy, together with local businesses and partners through our regional influence,
- Work with businesses and developers to create a vibrant and sustainable town centre,
- Work together to strengthen the relationships between schools/FE & HE/Employers,
- Champion higher skilled and better paid jobs in Tamworth,
- Use our regional influence to support an environment where business and enterprise can flourish and grow,
- Work together to strengthen the connections between schools/FE & HE/Employment to create opportunities for higher skilled and better paid jobs,
- Adopt a commercial approach to managing Council assets in order to enhance the viability of the Borough Council,
- Work together to preserve and promote Tamworth's heritage, leisure and natural environment,
- Work together to preserve our culture; preserve our heritage and sustain our natural environment.

Develop and support the local economy, together with local businesses and partners through our regional influence

The health of the local economy is vital, as it impacts on different aspects of people's lives. A thriving economy provides a basis for improving the quality of life of the people who live in, work in and visit Tamworth.

This objective was seen as important by 60% of respondents in the 2017/18 budget consultation exercise.

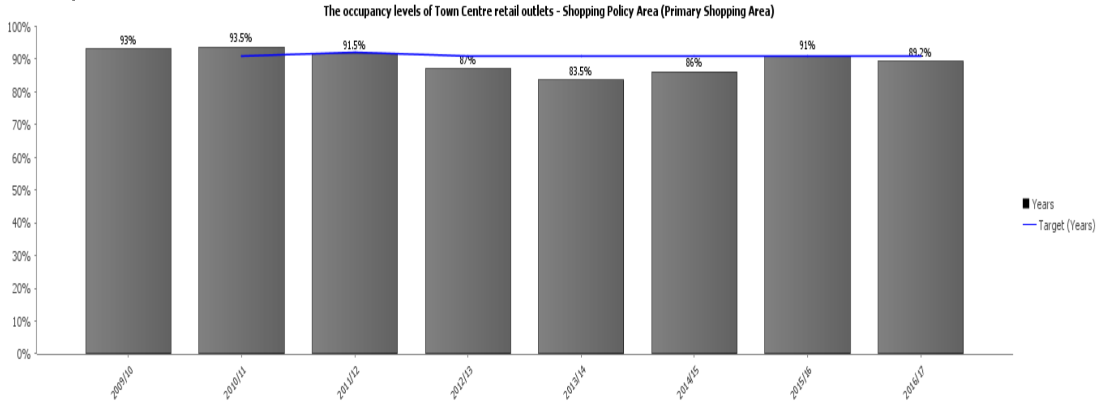
When asked to select priorities to assist business and the economy, those respondents to the business budget consultation exercise 2017/18 chose the following two as the top priorities above all others;

- Reducing business rates and other charges (89%)
- Reducing the number of empty business premises (63%).
- Providing opportunities for business growth also featured highly (39%)

Work with businesses and developers to create a vibrant and sustainable town centre

This objective was seen as important by 70% of respondents in the 2017/18 budget consultation exercise. Good shopping facilities were seen as important in making somewhere a good place to live by 43% of respondents with 53% feeling these needed to improve.

The occupancy level of town centre retail units is beginning to improve from the dip in 2013/14.



Comments made around this objective were:

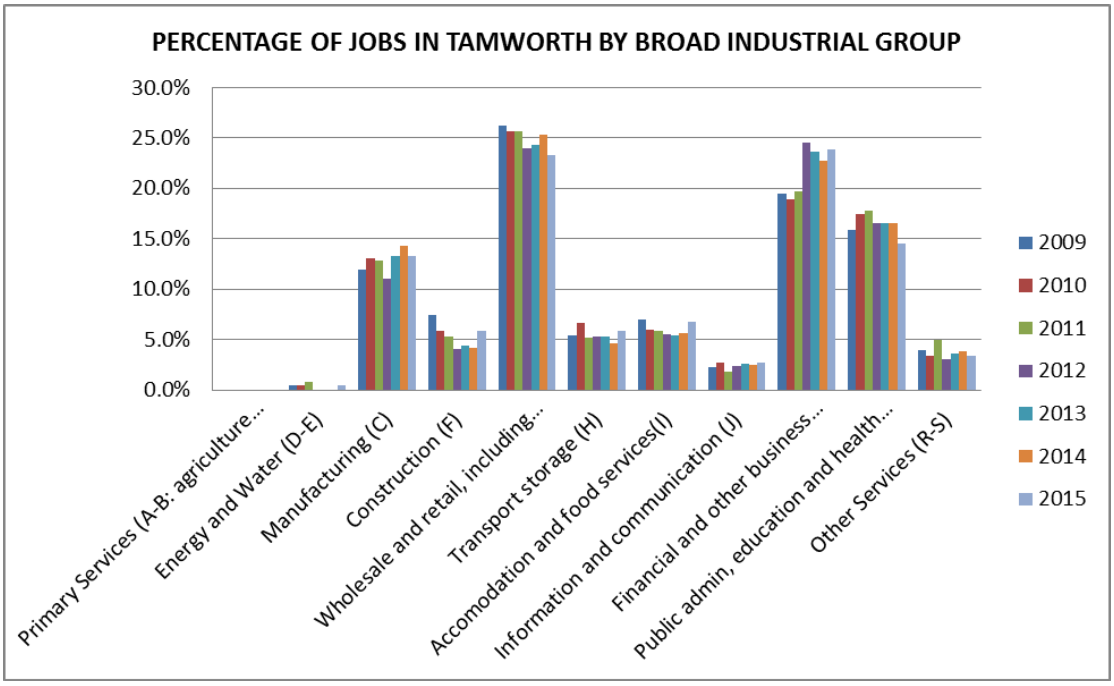
- *"Encourage more specialised shops, pop up shops and upmarket food outlets"* and *"encourage more local stores who are allowed to compete with big businesses",*
- *"Improve transport links to Ventura for out of town shopping",*
- *"Consider reducing the rents on commercial premises to encourage businesses to open in the town centre"*
- *"There aren't enough big enough premises in town and out of town locations are primarily aimed at big business (Ventura Park) or are not promoted by the local authority as retail destinations. More signage to out of town retail areas is required",*
- *"Improve quality business meeting locations, cafes, bars in the town centre".*

On the issue of town centre car park charges, 76% of respondents indicated that they would like to see these reduced. Comments on this issue included

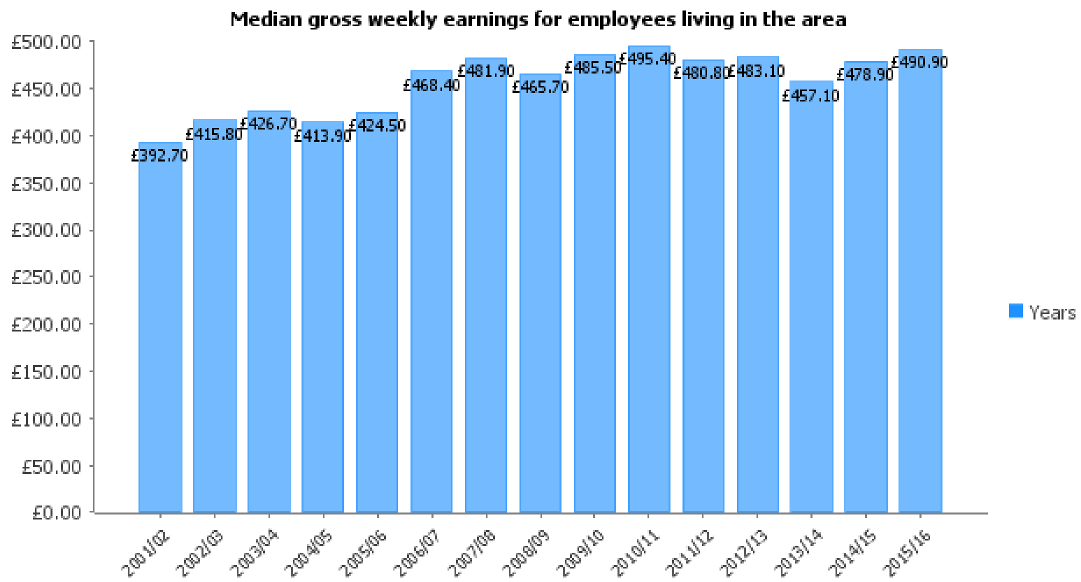
- That reducing car parking charges would *"Encourage more visitors to the town, more people to shop/eat/visit the town, therefore increasing economic growth to retailers",*
- *"Parking is already very high and dramatically affecting footfall in the the town centre with a knock-on effect on shops"*
- *"Car parking charges are making Tamworth a ghost town".*

Champion higher skilled and better paid jobs in Tamworth

There are 30,000 employee jobs in Tamworth. In 2015, the categories of 'wholesale & retail' and 'financial & insurance services' accounted for over 47% of these jobs.

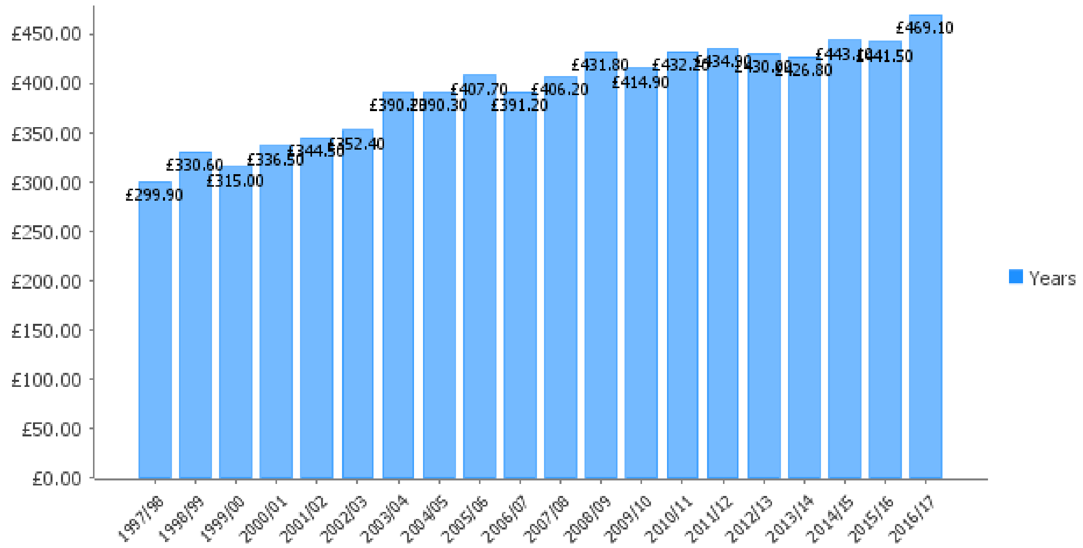


The average weekly pay for employees living in the area is £490.90; lower than the West Midlands at £507.80 and Staffordshire at £530.90.



The average weekly pay for employees working in the area is £469.10; lower than the West Midlands at £510.20 and Staffordshire at £496.40.

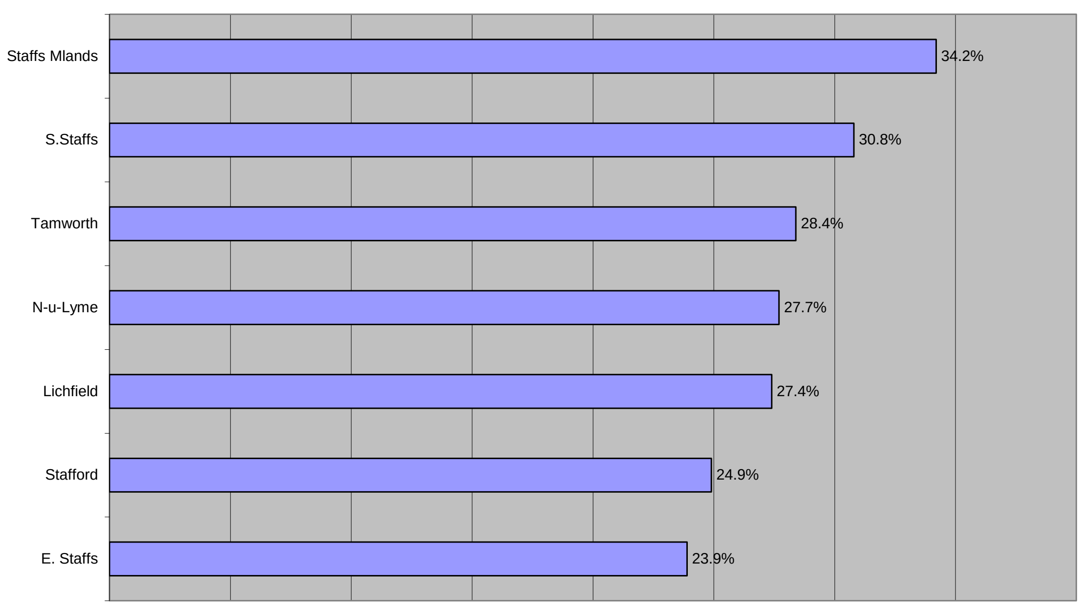
Median gross weekly earnings for employees working in the area



Figures from the Annual Survey of Hours and Earnings (ASHE) show that in 2014 an estimated 5.9 million jobs were paid below the Living Wage.

The proportion of jobs paid below the Living Wage in Tamworth is 28.4% compared to 23% for the UK, excluding London. Comparison to the other Staffordshire authorities is shown below.

Proportion of employee jobs paid less than the living wage 2014



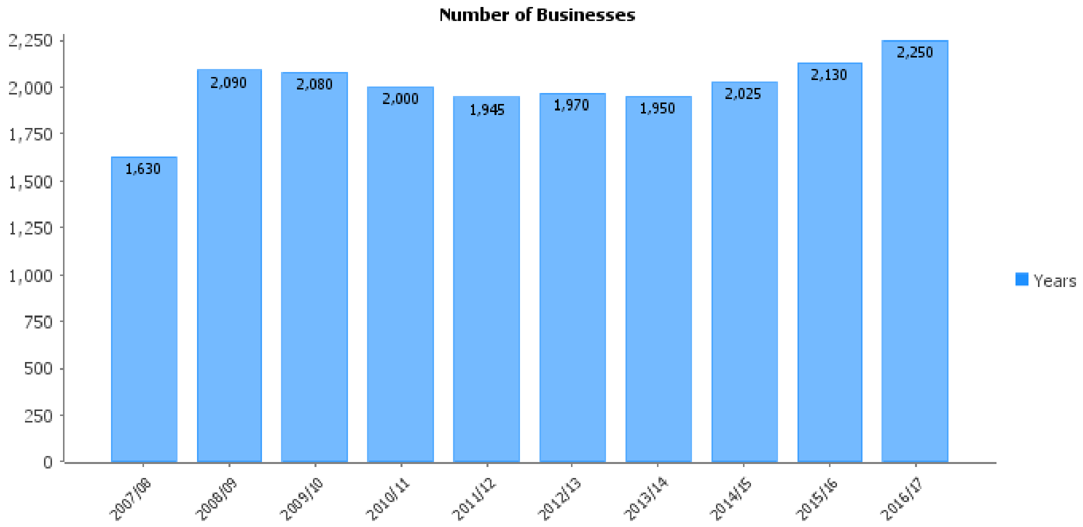
Claimant count is a key measure of unemployment and measures those people claiming Jobseeker's Allowance benefit (JSA).

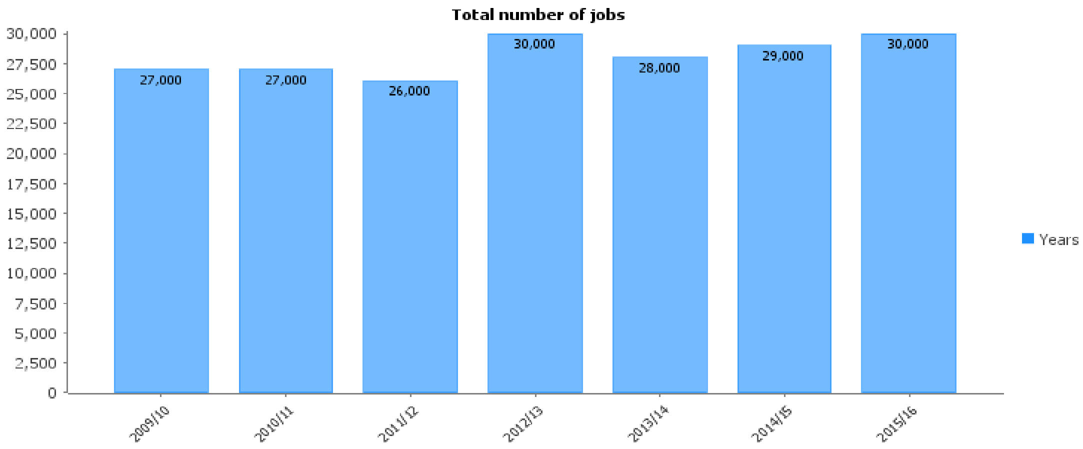
In May 2016 there were 290 people claiming JSA in Tamworth, 0.6% of the working age population. This is equivalent to the county rate and lower than the regional (1.7%) and national (1.3%) rates.

Use our regional influence to support an environment where business and enterprise can flourish and grow

The Council is keen for local businesses to grow and therefore needs to be aware of what barriers need to be broken down in order for this to happen. Businesses were asked to identify what they felt were the main barriers to business expansion. The 'cost of business rates' were viewed as the main barrier to expansion. 'Affordability of premises' was the second most common barrier to expansion.

After remaining stable for a few years, the numbers of businesses in Tamworth increased in the last three years and the total number of jobs has shown a corresponding increase.





Work together to strengthen the connections between schools/FE & HE/Employment to create opportunities for higher skilled and better paid jobs and **Work together to strengthen the relationships between schools/FE & HE/Employers**

These objectives were regarded as important by 60% of respondents to the 2017/18 budget consultation exercise.

Good education provision was seen by 51% of respondents as making somewhere an important place to live with only 33% of respondents feeling that it needed to improve.

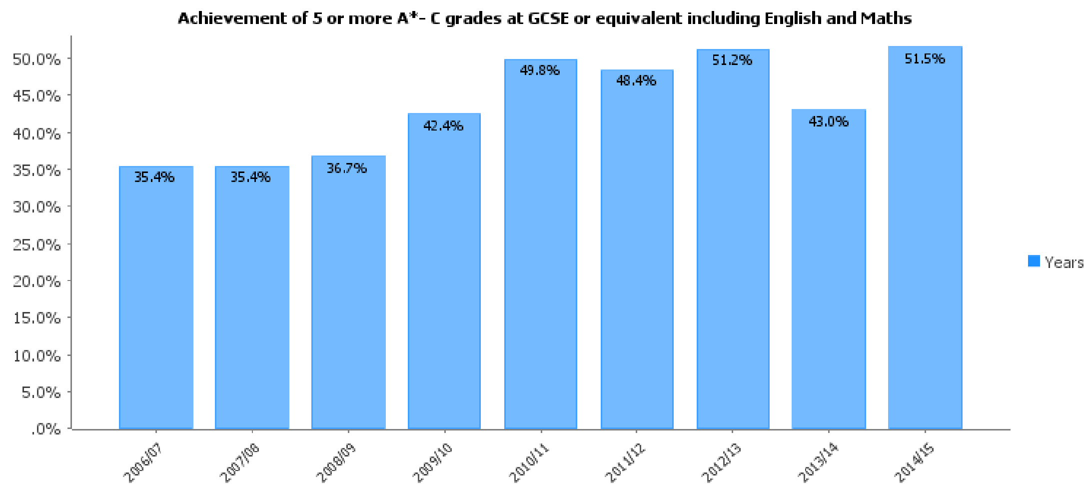
Comments made around this were

“We need the ability to study for degree level education within Tamworth. This will improve the prospects and aspirations of many residents”

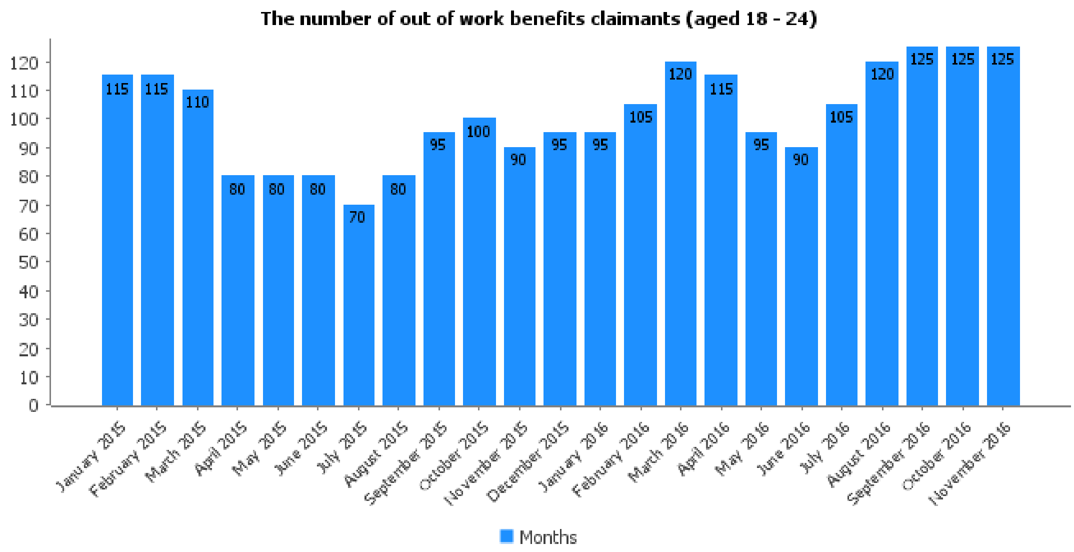
“It's important that businesses offer youngsters the chance to develop new skills but there should be support from the council to help businesses which provide opportunities to young people to grow”.

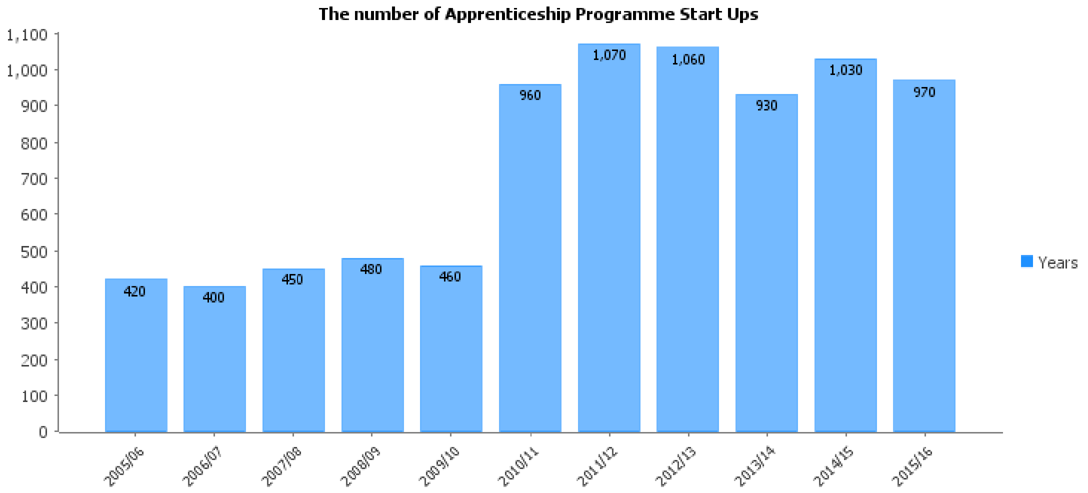
""Working together to strengthen the relationships between schools/Further Education & Higher Education/Employers is an important sector, but if you consider the lifetime period after formal education is considerably longer than that within it, 'community education' needs a higher profile".

After a dip in 2014, the percentage of children attaining 5 or more A* - C GCSE's improved in 2015. By way of comparison the figures for Staffordshire and England were 56.1% and 53.8% respectively.



The number of young people claiming out of work benefits rose during the second quarter of 2016/17 whilst the number of apprenticeship start-ups remains at a consistent level.





Adopt a commercial approach to managing Council assets in order to enhance the viability of the Borough Council

This objective was regarded as important by 52% of respondents to the 2017/18 budget consultation exercise.

Work together to preserve and promote Tamworth's heritage, leisure and natural environment and **Work together to preserve our culture; preserve our heritage and sustain our natural environment**

These objectives were regarded as important by 66% and 62% of respondents to the 2017/18 budget consultation exercise.

Community events and good sports and leisure facilities ranked as the lowest priorities for improvement in making Tamworth a better place to live.

At the Tamworth Listens Question Time Event in January 2017, a number of questions were asked on growing stronger together in Tamworth. These are listed below and the responses are contained at Appendix B

Why not make the shops in Tamworth town centre cheaper to rent and more of a tourist attraction like Chester or York? Little craft shops, local bakeries, gift shops, etc. not card shops or phone shops. We have enough of the big shops to visit at Ventura, so make the town into a town centre again. Maybe more people will visit it then?

I would love to ask for the panel's views on ways to regenerate the ever declining town centre. I don't see how it can compete head to head with the new Ventura Park development. But reports are that "High Streets" around the country are recovering. From what I see ours is not, and it must.

The town centre has seen a decline over many years by various councils led by both main parties. We have seen the reports over the years that meeting after meeting has been held but still the town centre is dying. Ventura is *thriving and it's a great way of bringing people into Tamworth but rather than blaming previous councils for not achieving can we please have a simple plan to regenerate the town centre and actually have action to help businesses thrive and bring people back into our wonderful town centre. Let's not have a panel led by councillors to plan or a team from both Ventura and the town centre but let's have people on the panel from the public with passion and vision and local business owners who actually know what people want. The councillors come into it to give support and make things happen rather than thinking of furthering their own careers*.

There used to be several public toilets in the town. Friends of mine who have travelled to Tamworth by bus find it difficult to get to the toilet; the nearest one is in Ankerside which is quite a way from the bus station and not well sign posted. With several pubs in the town centre now closed, there are no toilets available which is very bad for a town of this size. What can be done about this?

We hold meetings at St Editha's Church Hall in College Lane in the town centre for our monthly meetings. However, access has proved difficult due to the bollards in Colehill which we were informed would be lowered on request. Access has only been allowed with a great deal of inconvenience and difficulty.

What is the Council doing to support local businesses and the residents in those businesses?

What is the expected increase in footfall once the works are finished at the Tamworth Enterprise Centre?

Delivering quality services in Tamworth

To support this strategic priority, Tamworth Borough Council works towards these objectives;

- Provide accurate information via a fully integrated Customer Services Centre,
- Work with customers to improve their access to council services,
- Enable and support Tamworth residents and businesses using our statutory and regulatory powers,
- Enabling greater public engagement in local decision making,
- Demonstrate value for money.

Provide accurate information via a fully integrated Customer Services Centre

This objective was regarded as important by 63% of respondents to the 2017/18 budget consultation exercise.

In order to make efficiencies, respondents felt *"making savings in customer service and back office functions"* was a way to creating efficiencies.

Work with customers to improve their access to council services,

This objective was regarded as important by 73% of respondents to the 2017/18 budget consultation exercise. In the same consultation, 42% of respondents indicated that this is an area where they would like to see costs reduced; the most popular choice for cost reduction.

Enable and support Tamworth residents and businesses using our statutory and regulatory powers,

This objective was regarded as important by 66% of respondents to the 2017/18 budget consultation exercise.

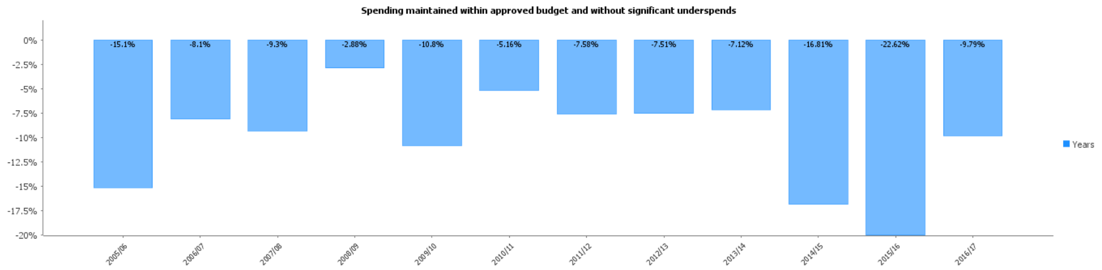
Enabling greater public engagement in local decision making,

This objective was regarded as important by 76% of respondents to the 2017/18 budget consultation exercise. When asked the question "Would you like to be more involved in the decisions which affect your local area?"44% said "yes" and 49% said "they would, depending on the issue". In the same consultation, 36% of respondents felt they could influence decisions which affect their local area.

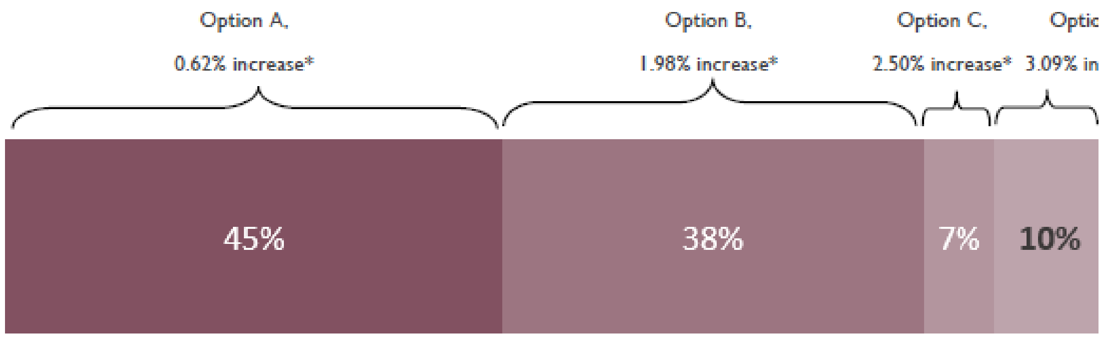
Demonstrate value for money.

This objective was regarded as important by 82% of respondents to the 2017/18 budget consultation exercise; the highest under this priority.

The projected full year position identifies a projected favourable variance against budget of £828k or 9.79%. The underspend achieved in previous years is shown below.



The most favourable increase in Council Tax amongst respondents to the 2017/18 budget was 0.62%, the lowest increase.



The general consensus amongst respondents was the Council had *"managed its budgets fairly well over the last 10 years".* This was *"during times of austerity"* and respondents acknowledged the *"challenges"* and *"difficulties"* this had placed upon the Council. Respondents did feel that Tamworth could make some improvements to it's spend. These included making efficiencies, focusing on core service provision and supporting the development of volunteering

At the Tamworth Listens Question Time Event in January 2017, a number of questions were asked on delivering quality services in Tamworth. These are listed below and the responses are contained at Appendix B.

Recently the Conservative led Surrey council said, it was left with no choice but to increase council tax by 15% because of cuts in funding by central government. Just how far off is Tamworth Borough council from being forced to do this?

We have a council dwelling Rental Income of £21 Million, but set against this we have an item "Supervision and Management" of £6 Million (nearly 30%). It would seem that, as a proportion of rents collected, the top eleven employees are not alone in doing well out of us taxpayers.

For each house where planning permission is granted on an application for 4 or more houses, about £12,000 from the Applicant and £9,000 by the Government is paid to Tamworth Borough Council: that makes roughly £21 Million per 1,000 houses. Can the Panel advise which part of subsequent years' accounts specifically, we will be able to keep a close eye on in respect of what happens to all of this massive influx of planning applications cash? I hope that because these sums are so large, they will be kept in detailed focus by both taxpayers and auditors – and perhaps even generate the dismissal of suggestions that Council Tax need be increased, at all, for some significant period?

Although I give credit to the hard work done by the volunteers at the community radio would the thousands of pounds spent by Tamworth Council on giving TCRFM free transmitter location & electricity each year be better spent on front line services?

This page is intentionally left blank