Staffordshire County Council

# Tamworth Borough Locality Profile

## March 2015

# Tamworth Borough
## Locality Profile: March 2015

**Staffordshire Observatory**

## Document Details:

| | |
|---|---|
| Title | Tamworth Borough Locality Profile |
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# TAMWORTH BOROUGH

## Locality Profile 2015: Introduction & Methodology

Welcome to the 2015 Locality Profile for Tamworth Borough. This profile is one of eight produced for each district in Staffordshire, presenting data across a range of themes at a ward, district and county level.

The profiles contain indicators across seven themes aligned to the strategic priorities of Staffordshire County Council:

- Great place to live
- Living well
- Resilient communities
- Best start
- Ready for life
- Right for business
- Enjoying life

These profiles provide a high-level view of demand and variation at a locality level, including trends over time and identification of priority issues.

They are intended to be used alongside other research produced by the Insight, Planning & Performance Team and local intelligence to enable evidence based commissioning decisions.

The most current data sets available have been used (as at time of writing), however reporting time periods may vary; please see the appendices for full details of data sources.



**Ward Boundaries**

| | | |
|---|---|---|
| 1. Spital | 5. Castle | 9. Stonydelph |
| 2. Trinity | 6. Belgrave | 10. Glascote |
| 3.Wilnecote | 7. Bolehall | |
| 4. Mercian | 8. Amington | |

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# PRIORITY MEASURES METHODOLOGY

A 'basket' of 50 indicators have been allocated a priority status, which it is intended will provide commissioners and practitioners with a robust understanding of priority issues at a district level. This analysis is based on, and provides a view of performance in the context of local/national comparators and trends over time (dependent on the availability of comparator information). The priority classifications are as follows and detailed in the matrix below:
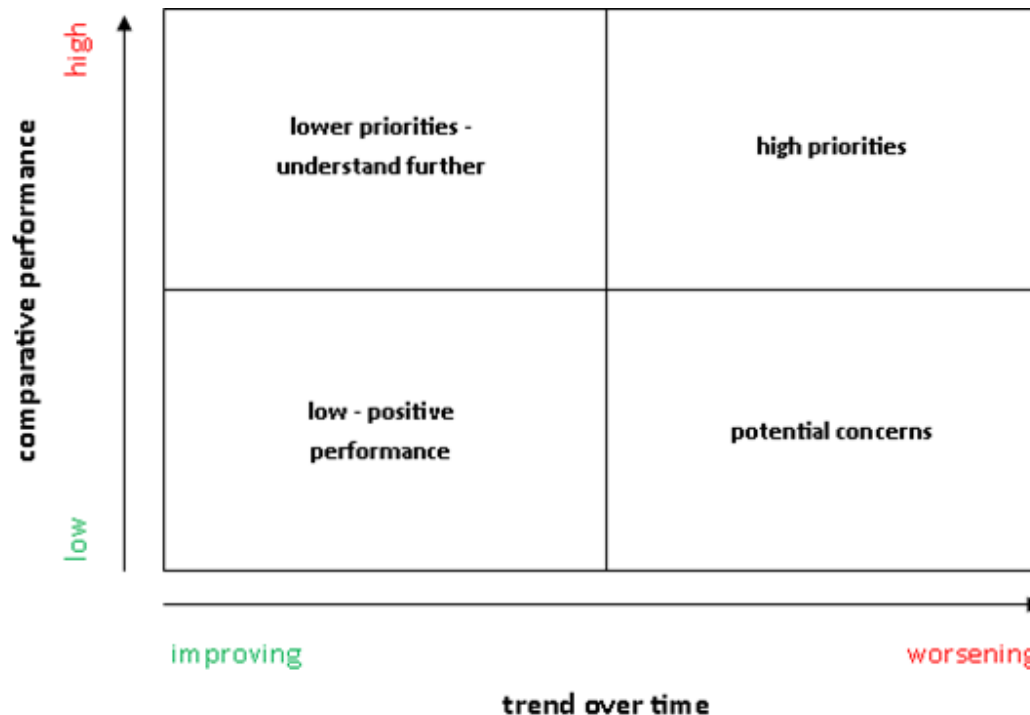
1. High Priorities
2. Potential Concerns
3. Lower Priorities - Understand Further
4. Low - Positive Performance

**It is intended that these priorities not be targeted in isolation but be indicative of the broader commissioning needs of the population and communities at large.**

## Prioritisation Matrix

**Lower Priorities:** Where trends suggest an improving situation and performance is better than the comparator

**High Priorities:** Where trends suggest a worsening situation and performance is notably worse than the comparator

**Low - Positive performance:** Where trends suggest an improving situation and performance is notably better than the comparator

**Potential Concerns:** Where trends suggest a worsening situation and performance is worse than the comparator

# CONSIDERATIONS FOR COMMISSIONING

The Residents of Tamworth Borough Will...

**Feel safer, happier and more supported:**

⇒ Rates of total recorded crime and anti social behaviour have reduced considerably in Tamworth in recent years. While rates are lower than national rates, both are above the county rates. The rate of total recorded crime is the highest of all eight districts in Staffordshire and is largely attributable to much higher rates recorded in three specific wards (Castle, Glascote, Belgrave). Tamworth has the lowest proportion of residents who state that they feel safe when they go out after dark, however the percentage of adult and juvenile offenders who go on to re-offend shows a reducing, positive trend.

⇒ The rate of Looked after Children is lower than county and national rates, with the exceptions of Mercian Ward and Wilnecote wards. However, the rates of children who are identified as in need (CIN) and of those who are subject to a Child Protection Plan (CPP) are both above county and national rates with particularly high figures in the wards of Glascote, Belgrave and Stonydelph.

⇒ Residents of Tamworth are less satisfied with their local area as a place to live when compared to other districts and the overall figure for the county, however the proportion of residents who report feeling happy yesterday shows a declining trend and can therefore be considered a high priority.

⇒ Tamworth has is a considerably better proportion of lone pensioner households than the county as well as all of the other districts. The level of fuel poverty in Tamworth varies across each ward and the district figure is similar to national figures. However the trends suggest more people are living in fuel poverty across the borough and this should therefore be considered a potential concern.

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

⇒ There is a significantly higher percentage of pupils attaining a Good Level of Development at Early Years than national and a higher level than the county figure. Educational attainment levels at Key Stage 2 and Key Stage 4 are lower than the county attainment rates and significantly lower than the national average. Performance at Key Stage 4 is the lowest of all the districts. The wards of Glascote and Stonydelph have particularly low percentages.

⇒ The percentage of schools, and pupils attending schools in Tamworth that are rated good or outstanding by Ofsted are below the county average, and trends suggest the proportion is decreasing. This could therefore be considered a high priority for the Borough.

⇒ There is a higher proportion of students not in education, employment or training (NEET) when compared to county figures, especially in the wards of Amington and Glascote. The proportion of children who claim free school meals in Tamworth is this

highest in the county, with particularly high figures in the Glascote and Amington wards.

⇨ While Tamworth has a lower proportion of older people than county and national levels, the proportion of people aged 60+ living in income deprived households is much worse than most other districts and national rates.

⇨ The percentage of working age people claiming Job Seekers Allowance (JSA) in Tamworth is lower than the county average, as is youth unemployment. However the proportion of working age people claiming overall out of work benefits is higher than the county average.

**Be healthier and more independent:**

⇨ Compared to Staffordshire as a whole a considerably smaller proportion of the Tamworth population have a limiting long-term illness, one of only two districts with a proportion that is similar to the national rate. However, despite the fact that Tamworth has the smallest proportion of residents aged 65 and over in the county (a proportion which is significantly lower than national) the percentage of those within this age group who have a limiting long-term illness is higher than at county level and significantly higher than the national figure. This is therefore a high priority for the Borough.

⇨ While statistically better than the national figure, the percentage of children in Tamworth in the most deprived Child Wellbeing Index national quintile is over twice that recorded at county level and the second highest across the districts.

⇨ Under 18 conception rates in Tamworth are the highest of all the districts and significantly worse than the national rate. Rates in the wards of Stonydelph, Amington and Glascote are significantly high. The increasing percentage of low birth-weight babies is also a high priority for the borough. Breastfeeding rates across Staffordshire as a whole are significantly worse than national rates. In Tamworth rates are improving but are below county and national, with a particularly low rate recorded for the ward of Stonydelph.

⇨ The number of alcohol related hospital admissions for residents of Tamworth has been increasing and is above the county average. This could therefore be considered a potential concern.

⇨ Mosaic profiling suggests that the proportion of the Tamworth population who are willing to volunteer for a good cause is lower than both county and national figures. This is reinforced when comparing the percentages of the population who have given unpaid help in the last 12 months as the figure for Tamworth is lower than county figures.

⇨ The proportion of residents claiming Disability Living Allowance in Tamworth is the second highest of all the districts and significantly higher than the national figure. This is true across all wards with the exceptions of Trinity and Wilnecote.
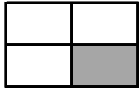
## DEMOGRAPHIC MEASURES

- It is important to consider long-term changes in the population to ensure that commissioning meets the needs of local residents. The population of Tamworth Borough increased to over 77,000 people in 2013 and has increased across all major age groups. The largest increase was experienced in the 65+ age group who now account for 16% of all residents.

| Measure | Tamworth | Trend | Status |
|---|---|---|---|
| Total Population | 77157 | ➡ | |
| Percentage of Population Under 5 Years (%) | 6.5% | ➡ | |
| Percentage of Population under 16 Years (%) | 20% | ➡ | N/A |
| Percentage of Population of Working Age (16-64 Years) (%) | 64% | ➡ | |
| Percentage of Population aged 65+ Years (%) | 16% | ➡ | |

## HIGH PRIORITIES

The majority of measures identified as 'high priority' in Tamworth Borough relate to living well, enjoying life and health, particularly in terms of physical activity, feelings of happiness, disabilities and long term illness. The quality schools and level of attainment also feature as high priorities. It is these measures where the districts relative performance is worse than the comparator performance and trends over time suggest a worsening situation.

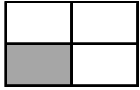| Measure | Tamworth | Trend | Status |
|---|---|---|---|
| Percentage of Adults Achieving At Least 150 Minutes of Physical Activity Per Week (%) | 48% | ⬇ | High Priority |
| Percentage of Residents Who Report Feeling Happy Yesterday (%) | 66% | ⬇ | High Priority |
| Percentage of Pupils Attending Schools Rated As Good Or Outstanding by ofsted | 61% | ⬇ | High Priority |
| The Rate of Business Start-ups per 1,000 working-age population | 1.9 | ⬇ | High Priority |
| Total Number of Employees (aged 16+) | 28,700 | ⬇ | High Priority |
| Percentage of Population Claiming Disability Living Allowance claimants (%) | 6% | ⬆ | High Priority |
| Percentage of Population under 5 Years (%) | 6.5% | ➡ | High Priority |
| Percentage of Low Birth Weight Babies (Less than 2,500g) (%) | 8.0% | ➡ | High Priority |
| Percentage of Population with Limiting Long-term Illness (%) | 17.9% | ➡ | High Priority |
| Percentage of 65+ Population with Limiting long-term illness (65+) (%) | 56% | ➡ | High Priority |
| Percentage of Schools Rated As Good Or Outstanding By ofsted | 65% | ➡ | High Priority |
| Percentage of Pupils Achieving 5+ GCSEs at Grade A* -C Including Maths and English (%) | 43% | ➡ | High Priority |

## POTENTIAL CONCERNS

| Measure | Tamworth | Trend | Status |
|---|---|---|---|
| Percentage of Housing Owned (outright, with a mortgage or shared ownership) (%) | 69% | ⬇ | Potential Concern |
| Number of families 'turned around' by the BRFC Programme | 130 | ⬇ | Potential Concern |
| Children with Excess Weight (In Reception) (aged 4-5 years) (%) | 22.2% | ⬆ | Potential Concern |
| Alcohol Related Hospital Admissions Per 100,000 Population | 1928 | ⬆ | Potential Concern |
| Percentage of the Population Who Rate of Adult Safeguarding Referrals (Resident Postcode) | 3.3 | ⬆ | Potential Concern |
| Percentage of Population Living In Fuel poverty (%) | 10% | ➡ | Potential Concern |
| Percentage of Lone Pensioner Households % of total households | 11% | ➡ | Potential Concern |

## LOWER PRIORITIES

| Measure | Tamworth | Trend | Status |
|---|---|---|---|
| Rate of Under 18 Conceptions (Rate/1,000) | 48.81 | ➡ | Lower Priority |
| Percentage of Residents Who are Satisfied With Local Area as a Place To Live (%) | 93% | ➡ | Lower Priority |
| Percentage of Housing Socially Rented (%) | 19% | ➡ | Lower Priority |
| Percentage of residents who feel that affordable, decent housing most needs improving in their local area (%) | 13% | ➡ | Lower Priority |
| Life Expectancy At Birth - Females (Years) | 82.86 | ➡ | Lower Priority |
| Percentage of Pupils Achieving KS2 Level 4+ in Reading, Writing and Maths (%) | 75.2% | ➡ | Lower Priority |
| Percentage of the Population Who Feel safe when go outside in local area after dark (%) | 69.1% | ➡ | Lower Priority |
| Breastfeeding Prevalence (At 6-8 weeks) (%) | 25.3% | ⬆ | Lower Priority |
| Percentage of Housing Privately Rented or Living Rent Free % | 12% | ⬆ | Lower Priority |
| Average Point Score Per Subject Entered at Post-16 | 207.4 | ⬆ | Lower Priority |
| Percentage of the Population Who Have Given Unpaid Help Over The Last 12 Months (%) | 15% | ⬆ | Lower Priority |
| The Percentage of the Population with Level 4 qualifications and above (%) | 17.4% | ⬆ | Lower Priority |
| Mortality From Causes Considered Preventable (Asr/100,000) | 193.2 | ⬇ | Lower Priority |
| Percentage of the Population with No qualifications (%) | 26.8% | ⬇ | Lower Priority |

## LOW - POSITIVES

| Measure | Tamworth | Trend | Status |
|---|---|---|---|
| Life Expectancy At Birth - Males (Years) | 79.18 | ➡ | Low - Positive |
| Percentage of Pupils Achieving a Good Level Development - Early Years Foundation Stage (%) | 65% | ⬆ | Low - Positive |
| Percentage of Residents Who Feel The Things They Do In Their Life Are Worthwhile (%) | 91% | ⬆ | Low - Positive |
| Three Year Business Survival Rate (%) | 62.5% | ⬆ | Low - Positive |
| Excess Winter Mortality (%) | 5.0% | ⬇ | Low - Positive |
| Percentage of School-age Fixed-term Exclusions (%) | 2.2% | ⬇ | Low - Positive |
| Total Recorded Crime (Rate Per 1,000 Residents) | 57.2 | ⬇ | Low - Positive |
| Antisocial Behaviour (Rate Per 1,000 Residents) | 24.8 | ⬇ | Low - Positive |
| Percentage of Adult and Juvenile offenders who go on to Re-offend | 24% | ⬇ | Low - Positive |
| Rate of Unemployment (16-64 year olds claiming jobseekers allowance) (%) | 0.6 | ⬇ | Low - Positive |
| Rate of Youth unemployment (18-24 year olds claiming jobseekers allowance) (%) | 1.3 | ⬇ | Low - Positive |
| Rate of Out-of-work benefit claimants (Aged 16-64) (%) | 9.1 | ⬇ | Low - Positive |

Key:

🟢 Improving Trend          ⬆ Increasing Trend

🔴 Worsening Trend          ⬇ Decreasing Trend

🟡 Nominal Change +/- 5%    ➡ Nominal Change +/- 5%

# Tamworth Borough

## Demographic Overview

This section provides an overview of the demographic profile of Tamworth Borough at ward level, and makes comparisons to the National average.

**KEY**

- Similar to National average
- Better than National average
- Worse than National average
- Lower than National average
- Higher than National average
- Suppressed/not available/not compared

| | Amington | Belgrave | Bolehall | Castle | Glascote | Mercian | Spital | Stonydelph | Trinity | Wilnecote | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total 2013 Population | 7,828 | 7,805 | 7,717 | 7,462 | 7,992 | 6,651 | 7,127 | 7,795 | 7,326 | 9,454 | 77,157 | 857,007 | 56,948,229 |
| Total under 5 Population | 445 | 598 | 559 | 374 | 624 | 308 | 381 | 598 | 417 | 674 | 4,978 | 46,099 | 3,592,907 |
| Total under 16 Population | 1,528 | 1,741 | 1,523 | 1,243 | 1,942 | 1,146 | 1,225 | 1,659 | 1,283 | 1,952 | 15,242 | 149,370 | 10,764,403 |
| Total Working Age (16-64) Population | 5,090 | 4,968 | 4,856 | 4,845 | 4,997 | 4,021 | 4,191 | 5,380 | 4,690 | 6,388 | 49,426 | 536,755 | 36,278,017 |
| Total 65+ Population | 1,210 | 1,096 | 1,338 | 1,374 | 1,053 | 1,484 | 1,711 | 756 | 1,353 | 1,114 | 12,489 | 170,882 | 9,905,809 |
| Population under 5 Years (%) | 5.7% | 7.7% | 7.2% | 5.0% | 7.8% | 4.6% | 5.3% | 7.7% | 5.7% | 7.1% | 6.5% | 5.4% | 6.3% |
| Population under 16 Years (%) | 19.5% | 22.3% | 19.7% | 16.7% | 24.3% | 17.2% | 17.2% | 21.3% | 17.5% | 20.6% | 19.8% | 17.4% | 18.9% |
| Population Working Age (16-64 Years) (%) | 65.0% | 63.7% | 62.9% | 64.9% | 62.5% | 60.5% | 58.8% | 69.0% | 64.0% | 67.6% | 64.1% | 62.6% | 63.7% |
| Population 65+ Years (%) | 15.5% | 14.0% | 17.3% | 18.4% | 13.2% | 22.3% | 24.0% | 9.7% | 18.5% | 11.8% | 16.2% | 19.9% | 17.4% |
| Population Density (people per km2) | 1,662 | 4,065 | 4,884 | 1,432 | 5,224 | 2,578 | 1,497 | 3,898 | 2,492 | 2,612 | 2,501 | 327 | 413.5 |
| Minority ethnic group (%) | 5.3% | 4.1% | 4.0% | 6.2% | 5.4% | 4.4% | 5.9% | 5.3% | 4.0% | 5.3% | 5.0% | 6.4% | 20.2% |
| Index of Multiple Deprivation (IMD 2010) weighted score | 19.0 | 24.7 | 20.3 | 20.7 | 33.6 | 17.7 | 16.6 | 20.7 | 9.4 | 14.3 | 19.7 | 16.4 | 21.5 |
| % in the most deprived IMD national quintile (%) | 23.4% | 17.1% | 0.0% | 22.9% | 48.4% | 0.0% | 0.0% | 23.4% | 0.0% | 0.0% | 13.7% | 9.4% | 20.4% |
| Dominant Mosaic Group | M | H | H | D | M | E | E | M | E | H | H | H | E |

- Overall, Tamworth has a similar under 5 population to national proportions although it is higher than the county average. At ward level there is some variance, with Belgrave, Bolehall, Glascote, Stonydelph and Wilnecote having significantly higher proportions than national average. These wards (with the exception of Bolehall) also have a significantly higher percentage of under 16 year olds compared to the national average and higher levels than the county average.

- A significantly lower percentage of 65 and over age group live in Tamworth compared to the national average, although these levels vary between wards, with particularly low proportions living in Stonydelph and higher proportions living in Spital and Mercian.

- There is a far higher population density when compared to Staffordshire and England and four of the ten wards have a significantly higher percentage of population living in the highest deprivation quintile nationally, namely Amington, Castle, Glascote and Stonydelph.

# TAMWORTH BOROUGH

## Great Place to Live

This section provides an overview of the key indicators of a Great Place to Live in Tamworth Borough at ward level, and makes comparisons to the National average.

**KEY**

- 🟧 Similar to National average
- 🟦 Lower than National average
- 🟩 Better than National average
- ⬜ Higher than National average
- 🟥 Worse than National average
- ⬜ Suppressed/not available/not compared

| | Amington | Belgrave | Bolehall | Castle | Glascote | Mercian | Spital | Stonydelph | Trinity | Wilnecote | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Satisfied with local area as place to live (%) | S | S | S | S | S | S | S | S | S | S | 92.8% | 94.1% | - |
| Housing owner-occupied (%) | 71.9% | 69.3% | 67.3% | 54.1% | 54.6% | 72.2% | 68.8% | 68.7% | 85.2% | 76.4% | 68.7% | 72.8% | 64.1% |
| Housing privately rented (%) | 8.6% | 9.7% | 12.1% | 20.6% | 8.2% | 7.8% | 13.6% | 8.3% | 9.2% | 10.4% | 11.0% | 11.3% | 16.8% |
| Housing social housing (%) | 18.6% | 20.4% | 19.4% | 23.7% | 36.4% | 19.0% | 16.4% | 22.3% | 4.9% | 12.4% | 19.3% | 14.7% | 17.7% |
| Average National Broadband Speed by Dominant Mosaic Group | 15.1 | 13.2 | 13.2 | 13.3 | 15.1 | 13.4 | 13.4 | 15.1 | 13.4 | 13.2 | 13.2 | 13.2 | - |

- Overall the residents of Tamworth are less satisfied with their local area as a place to live when compared to the overall figure for the county, this is also the lowest of all the districts in Staffordshire. There is a significantly higher proportion of owner-occupied and social housing and a significantly lower proportion of privately rented housing in Tamworth when compared with national proportions. Castle and Glascote have lower levels of owner-occupied housing and the highest proportions of social housing in the Borough while Trinity has the highest levels of owner-occupied and the smallest proportion of social housing.

- As detailed in the Demographics Overview, each ward has a dominant Mosaic group. Each of these groups are attributed an average broadband speed which is calculated nationally and within Tamworth these broadband speeds are all in line or above the county average.

S = Suppressed

For data sources, please see Appendix C

# TAMWORTH BOROUGH

## Living Well

This section provides an overview of the key indicators of Living Well in Tamworth Borough at ward level, and makes comparisons to the National average.

**KEY**

- ☐ Similar to National average
- ☐ Better than National average
- ☐ Worse than National average
- ☐ Lower than National average
- ☐ Higher than National average
- ☐ Suppressed/not available/not compared

| | Amington | Belgrave | Bolehall | Castle | Glascote | Mercian | Spital | Stonydelph | Trinity | Wilnecote | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Population 75+ Years (%) | 5.0% | 4.9% | 7.0% | 8.9% | 4.0% | 9.9% | 11.8% | 3.5% | 6.8% | 4.3% | 6.5% | 8.6% | 7.9% |
| Population 85+ Years (%) | 0.9% | 1.1% | 1.8% | 2.4% | 0.9% | 2.5% | 3.7% | 0.9% | 1.6% | 1.1% | 1.6% | 2.3% | 2.3% |
| Provision of population providing unpaid care (%) | 11.2% | 10.0% | 10.5% | 9.2% | 10.8% | 11.7% | 11.3% | 10.1% | 11.2% | 10.0% | 10.6% | 11.6% | 10.2% |
| Mortality from causes considered preventable (ASR/100,000) | 180.0 | 149.1 | 230.1 | 253.9 | 240.8 | 187.3 | 189.0 | 222.1 | 126.1 | 188.3 | 193.2 | 179.2 | 183.9 |
| Limiting long-term illness (%) | 17.6% | 17.5% | 18.9% | 19.5% | 19.0% | 21.6% | 22.1% | 14.8% | 15.6% | 14.1% | 17.9% | 19.2% | 17.6% |
| Limiting long-term illness (65+) (%) | 51.9% | 56.2% | 55.8% | 61.7% | 55.0% | 57.0% | 53.2% | 58.9% | 51.6% | 57.9% | 55.8% | 52.6% | 51.5% |
| Disability Living Allowance claimants (%) | 6.8% | 7.0% | 6.1% | 6.5% | 8.4% | 6.2% | 5.8% | 6.0% | 4.2% | 4.4% | 6.1% | 5.1% | 5.0% |
| Lone pensioner households (%) | 9.1% | 8.4% | 13.0% | 15.9% | 8.8% | 14.0% | 16.2% | 6.2% | 10.2% | 7.0% | 10.9% | 12.6% | 12.4% |
| Older people aged 60 and over living in income-deprived households (%) | 19.9% | 20.0% | 25.4% | 27.3% | 26.0% | 20.0% | 16.6% | 26.0% | 13.8% | 16.2% | 20.8% | 15.0% | 18.0% |
| Fuel poverty (%) | 8.6% | 11.9% | 12.9% | 9.8% | 12.1% | 9.4% | 12.4% | 7.1% | 7.3% | 9.3% | 10.1% | 12.2% | 10.4% |
| Excess winter mortality (%) | -7.7% | -10.0% | 7.1% | -12.9% | 13.4% | 20.8% | 3.6% | 16.9% | 25.2% | 15.3% | 5.0% | 18.6% | 18.6% |
| Life expectancy at birth - males (Years) | 79.6 | 77.6 | 78.1 | 77.2 | 80.6 | 78.2 | 78.7 | 79.4 | 81.9 | 81.6 | 79.2 | 79.3 | 79.1 |
| Life expectancy at birth - females (Years) | 83.4 | 79.8 | 85.9 | 83.6 | 83.3 | 84.3 | 79.6 | 83.8 | 86.8 | 83.2 | 82.9 | 83.0 | 83.0 |

- There are a significantly lower proportion of residents aged 75+ and 85+ in Tamworth when compared to England. This is true across all wards with the exception of Castle, Mercian and Spital. There is also a significantly higher proportion of the 65+ population with a limiting long-term illness and Tamworth has a significantly higher proportion of residents claiming disability living allowance as a Borough and across all wards except Trinity and Wilnecote.

- The proportion of older people aged 60 and over living in income-deprived households across Tamworth is much worse than the national and county averages, Trinity is the only ward in Tamworth where proportions are much better than the national average. Life expectancy in the district is similar to the England average for both males and females. Females in Belgrave and Spital wards have a significantly lower life expectancy when compared nationally. Both genders in Trinity have a significantly higher life expectancy.

# TAMWORTH BOROUGH

## Resilient Communities

This section provides an overview of the key indicators of Resilient Communities in Tamworth Borough at ward level, and makes comparisons to the National average.

**KEY**

| | | | |
|---|---|---|---|
| 🟧 Similar to National average | | 🟦 Lower than National average | |
| 🟩 Better than National average | | ⬜ Higher than National average | |
| 🟥 Worse than National average | | ⬜ Suppressed/not available/not compared | |

| | Amington | Belgrave | Bolehall | Castle | Glascote | Mercian | Spital | Stonydelph | Trinity | Wilnecote | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Willing to volunteer for a good cause (Dominant Group) (%) | 45.8 | 48.2 | 45.2 | 53.3 | 43.4 | 45.2 | 49.5 | 48.2 | 45.2 | 48.2 | 48.2 | 49.5 | 49.6 |
| Total recorded crime (Rate/1,000) | 38.7 | 52.8 | 44.3 | 174.5 | 56.7 | 31.3 | 37.0 | 43.4 | 21.0 | 38.0 | 57.2 | 44.4 | 65.3 |
| Antisocial behaviour rates (Rate/1,000) | 21.3 | 29.6 | 19.3 | 45.3 | 35.5 | 17.6 | 20.2 | 24.4 | 12.4 | 20.4 | 24.8 | 23.3 | 37.6 |
| Rate of Adult Safeguarding Referals (Resident Postcode) | 2.7 | 6.1 | 3.9 | 2.4 | 2.5 | 5.4 | 6.1 | 2.0 | 1.0 | 1.5 | 3.3 | 3.4 | - |
| Rate per 1,000 Child Protection Plan | 5.1 | 9.7 | 3.5 | 5.8 | 12.3 | 6.1 | 6.5 | 9.5 | S | 6.8 | 7.1 | 3.9 | 4.2 |
| Rate per 1,000 Looked After Children (LAC) home ward | S | 3.6 | 4.1 | S | 3.6 | 9.9 | S | 3.7 | 3.5 | 6.4 | 4.1 | 5.6 | 6.0 |
| Rate per 1,000 Children in Need | 81.4 | 121.0 | 80.7 | 56.6 | 128.2 | 82.9 | 78.4 | 111.6 | 46.9 | 48.2 | 85.9 | 68.5 | 68.5 |
| Have given unpaid help over the last 12 months (%) | S | S | S | S | S | S | S | S | S | S | 15.3% | 17.4% | - |
| Feel safe when go outside in local area after dark (%) | S | S | S | S | S | S | S | S | S | S | 69.1% | 75.5% | - |

- With the exception of Castle ward, the district has a lower percentage of people who may be willing to volunteer for a good cause, compared to both Staffordshire and England. Castle is the only ward significantly above the national average for all recorded crime and for antisocial behaviour, the district rate is above the county average, but below the national in both measures. The town centre ward of Castle has a substantially higher rate of recorded crime compared to the district, county and national rates and overall residents in Tamworth feel less safe when going outside after dark compared to the Staffordshire average.

- There is a worse rate in Tamworth of children being on a Child Protection Plan or being classed as a Child in Need, although the rate of Looked After Children in the district is significantly better than the national average.

- A lower proportion of Tamworth residents have given unpaid help over the past 12 months when compared to the county.

S = Suppressed

For data sources, please see Appendix C

# TAMWORTH BOROUGH

## Best Start

This section provides an overview of the key indicators of Best Start in Tamworth Borough at ward level, and makes comparisons to the National average.

**KEY**

- Similar to National average
- Better than National average
- Worse than National average
- Lower than National average
- Higher than National average
- Suppressed/not available/not compared

| | Amington | Belgrave | Bolehall | Castle | Glascote | Mercian | Spital | Stonydelph | Trinity | Wilnecote | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Population under 5 Years (%) | 5.7% | 7.7% | 7.2% | 5.0% | 7.8% | 4.6% | 5.3% | 7.7% | 5.7% | 7.1% | 6.5% | 5.4% | 6.3% |
| Child Wellbeing Index (CWI) 2009 weighted score | 138.4 | 191.5 | 156.4 | 128.5 | 269.1 | 112.8 | 112.6 | 165.7 | 93.1 | 107.9 | 150.2 | 114.3 | 159.3 |
| % in the most deprived CWI national quintile (%) | 29.4% | 20.9% | 0.0% | 0.0% | 77.9% | 0.0% | 0.0% | 28.6% | 0.0% | 0.0% | 18.4% | 7.8% | 24.4% |
| Under 18 conceptions (Rate/1,000) | 77.8 | 44.6 | 24.9 | 42.1 | 72.1 | 40.1 | 35.4 | 81.9 | 25.8 | 25.4 | 48.8 | 31.9 | 30.9 |
| Low birth weight babies (Less than 2,500g) (%) | 8.8% | 8.3% | 6.6% | 6.1% | 10.6% | 13.4% | 6.7% | 7.9% | 5.5% | 7.1% | 8.0% | 7.3% | 7.4% |
| Breastfeeding prevalence (6-8 weeks) (%) | 22.2% | 26.6% | 28.9% | 35.8% | 20.7% | 20.8% | 27.6% | 11.1% | 28.6% | 22.2% | 23.9% | 32.7% | 47.1% |
| Excess weight (Reception) (aged 4-5 years) (%) | 17.4% | 24.2% | 22.4% | 19.5% | 22.4% | 19.0% | 22.7% | 25.7% | 25.0% | 21.7% | 22.2% | 23.4% | 22.5% |
| Good Level Development - Early Years Foundation Stage (%) | 61.0% | 64.0% | 68.8% | 61.4% | 64.1% | 59.7% | 61.1% | 66.7% | 67.1% | 71.2% | 65.1% | 64.2% | 60.0% |

- There is a significantly lower proportion of children in Tamworth in the most deprived national quintile for the Child Wellbeing Index, although 3 wards, Amington, Glascote and Stonydelph are significantly higher with Glascote being over 50% higher than the England average.

- There is a significantly higher under 18 conception rate in the district, most notably in Amington, Glascote and Stonydelph. Breastfeeding prevalence is significantly lower across the district and all wards in Tamworth when compared to England, particularly in Stoneydelph ward.

- The percentage of children attaining a Good Level of Development in Early Years is significantly higher than nationally, this is predominately due to Wilnecote ward. The percentage of reception age pupils with excess weight is similar to the national average, with the exception of Amington which is significantly better.

# Tamworth Borough

## Ready for Life

This section provides an overview of the key indicators of Ready for Life in Tamworth Borough at ward level, and makes comparisons to the National average.

**KEY**

- Similar to National average
- Better than National average
- Worse than National average
- Lower than National average
- Higher than National average
- Suppressed/not available/not compared

| | Amington | Belgrave | Bolehall | Castle | Glascote | Mercian | Spital | Stonydelph | Trinity | Wilnecote | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total school absence (%) | 5.0% | 4.6% | 4.3% | 4.2% | 4.6% | 4.0% | 4.5% | 4.7% | 3.7% | 4.3% | 4.4% | 4.5% | - |
| Total school unauthorised absence (%) | 1.0% | 0.7% | 0.3% | 0.6% | 0.9% | 0.8% | 0.5% | 0.8% | 0.4% | 0.4% | 0.6% | 0.6% | - |
| School age fixed term exclusion (%) | 0.5% | 4.2% | 0.3% | 0.2% | 5.8% | 2.7% | 1.4% | 1.4% | 0.6% | 1.9% | 2.2% | 2.6% | - |
| KS2 Level 4+ Reading, Writing and Maths (%) | 73.6% | 73.7% | 70.5% | 79.1% | 69.7% | 85.7% | 76.1% | 68.5% | 72.6% | 70.7% | 75.2% | 76.7% | 79.0% |
| 5 GCSEs (A* -C) including Maths and English (%) | 34.3% | 28.7% | 42.6% | 52.3% | 31.0% | 55.6% | 58.2% | 33.3% | 47.1% | 45.0% | 43.0% | 54.9% | 53.4% |
| Young people not in education, employment or training (16-19) (%) | 8.6% | 6.5% | 4.2% | 2.9% | 8.7% | 3.2% | 2.6% | 7.3% | 1.4% | 2.4% | 4.5% | 4.0% | - |
| Excess weight (Year 6) (aged 10-11 years) (%) | 33.1% | 38.4% | 31.0% | 32.3% | 33.3% | 30.2% | 32.0% | 33.5% | 32.8% | 29.2% | 32.7% | 33.9% | 33.5% |
| Children who claim free school meals (%) | 15.3% | 17.8% | 16.3% | 9.4% | 30.7% | 11.9% | 14.7% | 17.4% | 4.3% | 11.1% | 15.5% | 11.8% | 16.3% |

- The percentage of pupil absence including unauthorised absence is similar in Tamworth to the county average. The percentage of fixed term exclusions is lower in the district compared to the county average. At ward level there are some considerable differences with percentages in Belgrave and Glascote almost double that at county level while several other wards have much lower levels under 1%.

- The percentage of pupils attaining Level 4+ in Reading, Writing and Maths at Key Stage 2 is significantly lower than the national average, particularly in Glascote, Stonydelph and Wilnecote. The percentage of pupils attaining 5+ A*-C GSCE's or equivalent including English and Maths is significantly lower than the national average, particularly in Amington, Belgrave, Glascote and Stonydelph.

- There is a higher proportion of young people not in education, employment or training (NEET) in Tamworth compared to Staffordshire, with high proportions in Amington and Stonydelph. There is a significantly lower percentage of pupils claiming free school meals in Tamworth, when compared with national figures, although there is a significantly higher proportion claiming in Glascote ward.

For data sources, please see Appendix C

# TAMWORTH BOROUGH

## Right for Business

This section provides an overview of the key indicators of Ready for Business in Tamworth Borough at ward level, and makes comparisons to the National average.

**KEY**

| | |
|---|---|
| ☐ Similar to National average | ☐ Lower than National average |
| ☐ Better than National average | ☐ Higher than National average |
| ☐ Worse than National average | ☐ Suppressed/not available/not compared |

| | Amington | Belgrave | Bolehall | Castle | Glascote | Mercian | Spital | Stonydelph | Trinity | Wilnecote | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Total Employees (aged 16+) | 3,500 | 900 | 700 | 9,000 | 400 | 7,000 | 1,600 | 1,700 | 600 | 3,400 | 28,700 | 315,100 | 23,631,900 |
| Rate of Business Start-ups per 1,000 working-age population | 1.4 | 1.8 | 0.6 | 3.1 | 2.2 | 2.0 | 1.9 | 0.9 | 2.7 | 2.3 | 1.9 | 2.4 | - |
| Unemployment (16-64 year olds claiming jobseekers allowance) (%) | 0.5% | 0.7% | 0.7% | 0.5% | 0.8% | 0.4% | 0.6% | 0.7% | 0.4% | 0.5% | 0.6% | 0.9% | 1.9% |
| Youth unemployment (18-24 year olds claiming jobseekers allowance) (%) | 1.4% | 1.5% | 1.5% | 0.8% | 2.4% | S | 1.0% | 2.1% | S | 1.2% | 1.3% | 1.8% | 2.7% |
| Out-of-work benefit claimants (16-64) % | 10.1% | 10.4% | 9.3% | 9.3% | 14.1% | 9.5% | 9.2% | 9.5% | 4.2% | 6.2% | 9.1% | 8.0% | 9.8% |
| No qualifications (%) | 26.1% | 29.4% | 29.3% | 27.5% | 31.1% | 30.3% | 28.2% | 23.3% | 22.7% | 21.7% | 26.8% | 24.8% | 22.7% |
| Level 4 qualifications and above (%) | 18.3% | 13.2% | 16.1% | 20.6% | 11.3% | 16.6% | 20.1% | 17.3% | 20.0% | 19.9% | 17.4% | 24.0% | 27.2% |

- The town centre ward of Castle has the highest number of employees in Tamworth. There is a lower rate of business start-ups in Tamworth, although Castle and Trinity wards are both above the county rate. The percentage of working age people claiming Job Seekers Allowance (JSA) in Tamworth and across all the wards is significantly lower than the England average. Youth unemployment is also significantly below the England average. Out of work benefit claimants in Tamworth are significantly lower than the England average, with the exception of Glascote ward.

- The percentage of residents in Tamworth with no qualifications is worse than the England average, the percentage of residents qualified to Level 4 (HNC or equivalent) or above is also worse than the England average.

S = Suppressed

For data sources, please see Appendix C

# APPENDIX A: DISTRICT COMPARISONS

## Demographics

**KEY**

| | | | |
|---|---|---|---|
| ☐ Similar to National average | | ☐ Lower than National average | |
| ☐ Better than National average | | ☐ Higher than National average | |
| ☐ Worse than National average | | ☐ Suppressed/not available/not compared | |

| | Cannock Chase | East Staffordshire | Lichfield | Newcastle-under-Lyme | South Staffordshire | Stafford | Staffordshire Moorlands | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|
| Total 2013 Population | 98,119 | 114,922 | 101,768 | 125,239 | 110,295 | 132,092 | 97,415 | 77,157 | 857,007 | 56,948,229 |
| Total under 5 Population | 5,785 | 7,298 | 5,240 | 6,396 | 4,932 | 6,782 | 4,688 | 4,978 | 46,099 | 3,592,907 |
| Total under 16 Population | 18,033 | 22,051 | 17,555 | 20,956 | 17,458 | 22,198 | 15,877 | 15,242 | 149,370 | 10,764,403 |
| Total Working Age (16-64) Population | 63,063 | 72,225 | 61,699 | 80,053 | 68,412 | 82,575 | 59,302 | 49,426 | 536,755 | 36,278,017 |
| Total 65+ Population | 17,023 | 20,646 | 22,514 | 24,230 | 24,425 | 27,319 | 22,236 | 12,489 | 170,882 | 9,905,809 |
| Population under 5 Years (%) | 5.9% | 6.4% | 5.1% | 5.1% | 4.5% | 5.1% | 4.8% | 6.5% | 5.4% | 6.3% |
| Population under 16 Years (%) | 18.4% | 19.2% | 17.3% | 16.7% | 15.8% | 16.8% | 16.3% | 19.8% | 17.4% | 18.9% |
| Population Working Age (16-64 Years) (%) | 64.3% | 62.8% | 60.6% | 63.9% | 62.0% | 62.5% | 60.9% | 64.1% | 62.6% | 63.7% |
| Population 65+ Years (%) | 17.3% | 18.0% | 22.1% | 19.3% | 22.1% | 20.7% | 22.8% | 16.2% | 19.9% | 17.4% |
| Population Density (people per km2) | 1,244 | 297 | 307 | 594 | 271 | 221 | 169 | 2,501 | 327 | 413.5 |
| Minority ethnic group (%) | 3.5% | 13.8% | 5.4% | 6.7% | 5.4% | 7.4% | 2.5% | 5.0% | 6.4% | 20.2% |
| Index of Multiple Deprivation (IMD 2010) weighted score | 20.6 | 19.1 | 12.7 | 18.9 | 11.9 | 13.1 | 16.0 | 19.7 | 16.4 | 21.5 |
| % in the most deprived IMD national quintile (%) | 11.7% | 20.4% | 3.7% | 15.0% | 0.0% | 6.0% | 4.5% | 13.7% | 9.4% | 20.4% |
| Dominant Mosaic Group | H | L | B | F | B | A | A | H | H | E |

## Great Place to Live

**KEY**

| | | | |
|---|---|---|---|
| ☐ Similar to National average | | ☐ Lower than National average | |
| ☐ Better than National average | | ☐ Higher than National average | |
| ☐ Worse than National average | | ☐ Suppressed/not available/not compared | |

| | Cannock Chase | East Staffordshire | Lichfield | Newcastle-under-Lyme | South Staffordshire | Stafford | Staffordshire Moorlands | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|
| Satisfied with local area as place to live (%) | 93.9% | 93.4% | 94.3% | 94.0% | 95.7% | 94.2% | 94.6% | 92.8% | 94.1% | - |
| Housing owner-occupied (%) | 69.7% | 70.1% | 76.2% | 69.5% | 76.3% | 72.1% | 80.0% | 68.7% | 72.8% | 64.1% |
| Housing privately rented (%) | 12.1% | 15.1% | 9.5% | 10.5% | 8.5% | 12.9% | 9.8% | 11.0% | 11.3% | 16.8% |
| Housing social housing (%) | 16.9% | 13.5% | 13.2% | 18.7% | 13.9% | 13.7% | 8.9% | 19.3% | 14.7% | 17.7% |
| Average National Broadband Speed by Dominant Mosaic Group | 13.2 | 15.4 | 12.9 | 13.2 | 12.9 | 5.0 | 5.0 | 13.2 | 13.2 | - |

# APPENDIX A: DISTRICT COMPARISONS

## Best Start

**KEY**

| | |
| --- | --- |
| ☐ Similar to National average | ☐ Lower than National average |
| ☐ Better than National average | ☐ Higher than National average |
| ☐ Worse than National average | ☐ Suppressed/not available/not compared |

| | Cannock Chase | East Staffordshire | Lichfield | Newcastle-under-Lyme | South Staffordshire | Stafford | Staffordshire Moorlands | Tamworth | Staffordshire | ENGLAND |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Population under 5 Years (%) | 5.9% | 6.4% | 5.1% | 5.1% | 4.5% | 5.1% | 4.8% | 6.5% | 5.4% | 6.3% |
| Child Wellbeing Index (CWI) 2009 weighted score | 142.6 | 132.8 | 92.2 | 114.0 | 81.2 | 111.4 | 88.2 | 150.2 | 114.3 | 159.3 |
| % in the most deprived CWI national quintile (%) | 5.2% | 19.4% | 0.0% | 7.8% | 2.1% | 7.7% | 0.0% | 18.4% | 7.8% | 24.4% |
| Under 18 conceptions (Rate/1,000) | 39.7 | 31.3 | 31.3 | 29.7 | 21.8 | 28.8 | 28.7 | 48.8 | 31.9 | 30.9 |
| Low birth weight babies (Less than 2,500g) (%) | 7.2% | 8.3% | 8.2% | 7.7% | 5.8% | 6.3% | 6.7% | 8.0% | 7.3% | 7.4% |
| Breastfeeding prevalence (6-8 weeks) (%) | 23.3% | 30.8% | 35.3% | 35.3% | 33.9% | 36.2% | 43.6% | 23.9% | 32.7% | 47.1% |
| Excess weight (Reception) (aged 4-5 years) (%) | 26.8% | 22.8% | 22.7% | 22.1% | 24.4% | 21.8% | 24.7% | 22.2% | 23.4% | 22.5% |
| Good Level Development - Early Years Foundation Stage (%) | 64.2% | 58.7% | 64.5% | 60.8% | 70.8% | 70.3% | 61.0% | 65.1% | 64.2% | 60.0% |

## Ready for Life

**KEY**

| | |
| --- | --- |
| ☐ Similar to National average | ☐ Lower than National average |
| ☐ Better than National average | ☐ Higher than National average |
| ☐ Worse than National average | ☐ Suppressed/not available/not compared |

| | Cannock Chase | East Staffordshire | Lichfield | Newcastle-under-Lyme | South Staffordshire | Stafford | Staffordshire Moorlands | Tamworth | Staffordshire | ENGLAND |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total school absence (%) | 4.8% | 4.5% | 4.2% | 4.7% | 4.7% | 4.5% | 4.5% | 4.4% | 4.5% | - |
| Total school unauthorised absence (%) | 0.9% | 0.5% | 0.5% | 0.6% | 0.6% | 0.5% | 0.3% | 0.6% | 0.6% | - |
| School age fixed term exclusion (%) | 3.3% | 2.9% | 2.1% | 3.7% | 3.0% | 2.3% | 1.2% | 2.2% | 2.6% | - |
| KS2 Level 4+ Reading, Writing and Maths (%) | 76.8% | 71.6% | 80.2% | 79.3% | 76.0% | 78.2% | 77.4% | 75.2% | 76.7% | 79.0% |
| 5 GCSEs (A* -C) including Maths and English (%) | 46.5% | 58.9% | 62.8% | 50.8% | 58.2% | 58.8% | 57.8% | 43.0% | 54.9% | 53.4% |
| Young people not in education, employment or training (16-19) (%) | 5.5% | 3.8% | 3.3% | 5.3% | 3.5% | 3.5% | 2.5% | 4.5% | 4.0% | - |
| Excess weight (Year 6) (aged 10-11 years) (%) | 36.6% | 33.3% | 31.3% | 35.5% | 35.6% | 31.7% | 34.3% | 32.7% | 33.9% | 33.5% |
| Children who claim free school meals (%) | 14.5% | 12.1% | 9.2% | 15.1% | 8.9% | 9.8% | 9.5% | 15.5% | 11.8% | 16.3% |

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# APPENDIX A: DISTRICT COMPARISONS

## Living Well

**KEY**

- ☐ Similar to National average
- ☐ Better than National average
- ☐ Worse than National average
- ☐ Lower than National average
- ☐ Higher than National average
- ☐ Suppressed/not available/not compared

| | Cannock Chase | East Staffordshire | Lichfield | Newcastle-under-Lyme | South Staffordshire | Stafford | Staffordshire Moorlands | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|
| Population 75+ Years (%) | 7.4% | 8.1% | 9.1% | 8.7% | 9.6% | 9.1% | 9.8% | 6.5% | 8.6% | 7.9% |
| Population 85+ Years (%) | 2.0% | 2.2% | 2.5% | 2.4% | 2.6% | 2.6% | 2.6% | 1.6% | 2.3% | 2.3% |
| Provision of population providing unpaid care (%) | 12.1% | 10.1% | 11.5% | 11.9% | 12.5% | 11.5% | 12.9% | 10.6% | 11.6% | 10.2% |
| Mortality from causes considered preventable (ASR/100,000) | 201.5 | 191.3 | 171.4 | 196.2 | 162.6 | 158.4 | 173.9 | 193.2 | 179.2 | 183.9 |
| Limiting long-term illness (%) | 20.7% | 17.7% | 18.1% | 20.8% | 18.7% | 18.2% | 21.1% | 17.9% | 19.2% | 17.6% |
| Limiting long-term illness (65+) (%) | 60.9% | 51.4% | 48.2% | 57.4% | 49.4% | 48.5% | 53.3% | 55.8% | 52.6% | 51.5% |
| Disability Living Allowance claimants (%) | 6.6% | 4.3% | 4.5% | 5.8% | 4.4% | 4.3% | 5.1% | 6.1% | 5.1% | 5.0% |
| Lone pensioner households (%) | 11.4% | 12.4% | 12.2% | 13.5% | 13.3% | 12.8% | 13.5% | 10.9% | 12.6% | 12.4% |
| Older people aged 60 and over living in income-deprived households (%) | 20.8% | 14.7% | 12.8% | 15.7% | 14.7% | 11.4% | 13.8% | 20.8% | 15.0% | 18.0% |
| Fuel poverty (%) | 11.1% | 14.6% | 10.9% | 13.4% | 10.5% | 12.4% | 13.5% | 10.1% | 12.2% | 10.4% |
| Excess winter mortality (%) | 10.2% | 15.7% | 23.3% | 22.7% | 19.9% | 22.1% | 21.5% | 5.0% | 18.6% | 18.6% |
| Life expectancy at birth - males (Years) | 78.9 | 78.5 | 79.6 | 78.4 | 79.8 | 80.2 | 79.3 | 79.2 | 79.3 | 79.1 |
| Life expectancy at birth - females (Years) | 82.8 | 82.9 | 83.0 | 82.2 | 83.2 | 83.6 | 83.1 | 82.9 | 83.0 | 83.0 |

## Resilient Communities

**KEY**

- ☐ Similar to National average
- ☐ Better than National average
- ☐ Worse than National average
- ☐ Lower than National average
- ☐ Higher than National average
- ☐ Suppressed/not available/not compared

| | Cannock Chase | East Staffordshire | Lichfield | Newcastle-under-Lyme | South Staffordshire | Stafford | Staffordshire Moorlands | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|
| Willing to volunteer for a good cause (Dominant Group) (%) | 45.8 | 45.2 | 55.7 | 45.8 | 55.7 | 55.7 | 49.5 | 48.2 | 49.5 | 49.6 |
| Total recorded crime (Rate/1,000) | 49.4 | 47.4 | 35.6 | 51.9 | 36.0 | 41.8 | 38.0 | 57.2 | 44.4 | 65.3 |
| Antisocial behaviour rates (Rate/1,000) | 28.4 | 24.7 | 18.6 | 30.2 | 17.1 | 22.6 | 19.5 | 24.8 | 23.3 | 37.6 |
| Rate of Adult Safeguarding Referals (Resident Postcode) | 3.2 | 2.9 | 3.1 | 4.0 | 3.9 | 3.6 | 2.9 | 3.3 | 3.4 | - |
| Rate per 1,000 Child Protection Plan | 8.0 | 3.2 | 2.3 | 4.7 | 1.2 | 2.9 | 2.5 | 7.1 | 3.9 | 4.2 |
| Rate per 1,000 Looked After Children (LAC) home ward | 6.2 | 3.8 | 4.1 | 6.9 | 2.0 | 5.7 | 4.4 | 4.1 | 5.6 | 6.0 |
| Rate per 1,000 Children in Need | 77.8 | 80.7 | 53.0 | 62.5 | 45.3 | 65.7 | 39.2 | 85.9 | 68.5 | 68.5 |
| Have given unpaid help over the last 12 months (%) | 10.3% | 18.1% | 18.3% | 13.7% | 16.5% | 23.2% | 22.2% | 15.3% | 17.4% | - |
| Feel safe when go outside in local area after dark (%) | 73.5% | 72.8% | 76.4% | 77.3% | 77.4% | 79.0% | 77.3% | 69.1% | 75.5% | - |

# APPENDIX A: DISTRICT COMPARISONS

## Right for Business

| KEY | Cannock Chase | East Staffordshire | Lichfield | Newcastle-under-Lyme | South Staffordshire | Stafford | Staffordshire Moorlands | Tamworth | Staffordshire | ENGLAND |
|---|---|---|---|---|---|---|---|---|---|---|
| Total Employees (aged 16+) | 34,300 | 55,100 | 41,000 | 43,800 | 28,600 | 55,800 | 27,800 | 28,700 | 315,100 | 23,631,900 |
| Rate of Business Start-ups per 1,000 working-age population | 2.0 | 2.6 | 2.7 | 2.2 | 2.4 | 2.7 | 2.2 | 1.9 | 2.4 | - |
| Unemployment (16-64 year olds claiming jobseekers allowance) (%) | 1.2% | 1.0% | 0.7% | 1.1% | 1.2% | 0.8% | 0.8% | 0.6% | 0.9% | 1.9% |
| Youth unemployment (18-24 year olds claiming jobseekers allowance) (%) | 2.4% | 1.8% | 1.5% | 1.1% | 2.2% | 1.5% | 1.8% | 1.3% | 1.8% | 2.7% |
| Out-of-work benefit claimants (16-64) % | 9.9% | 8.1% | 6.8% | 9.5% | 6.3% | 6.8% | 7.4% | 9.1% | 8.0% | 9.8% |
| No qualifications (%) | 28.2% | 24.7% | 22.4% | 26.8% | 24.0% | 20.4% | 26.6% | 26.8% | 24.8% | 22.7% |
| Level 4 qualifications and above (%) | 17.2% | 23.4% | 28.4% | 22.5% | 25.1% | 30.3% | 23.7% | 17.4% | 24.0% | 27.2% |

KEY

- Similar to National average
- Better than National average
- Worse than National average
- Lower than National average
- Higher than National average
- Suppressed/not available/not compared

# APPENDIX B: MOSAIC GROUPS

| A | Residents of isolated rural communities |
|---|---|
| B | Residents of small and mid-sized towns with strong local roots |
| C | Wealthy people living in the most sought after neighbourhoods |
| D | Successful professionals living in suburban or semi-rural homes |
| E | Middle income families living in moderate suburban semis |
| F | Couples with young children in comfortable modern housing |
| G | Young, well-educated city dwellers |
| H | Couples and young singles in small modern starter homes |
| I | Lower income families living in urban terraces in often diverse areas |
| J | Owner occupiers in older-style housing in ex-industrial areas |
| K | Residents with sufficient incomes in right-to-buy social housing |
| L | Active elderly people living in pleasant retirement locations |
| M | Elderly people reliant on state support |
| N | Young people renting flats in high density social housing |
| O | Families in low-rise social housing with high levels of benefit need |

# APPENDIX C: METADATA

| Indicator | Source | Date |
|---|---|---|
| Total 2013 Population | Office for National Statistics mid-year population estimates | 2013 |
| Total under 5 Population | Office for National Statistics mid-year population estimates | 2013 |
| Total under 16 Population | Office for National Statistics mid-year population estimates | 2013 |
| Total Working Age (16-64) Population | Office for National Statistics mid-year population estimates | 2013 |
| Total 65+ Population | Office for National Statistics mid-year population estimates | 2013 |
| Population under 5 Years (%) | Office for National Statistics mid-year population estimates | 2013 |
| Population under 16 Years (%) | Office for National Statistics mid-year population estimates | 2013 |
| Population Working Age (16-64 Years) (%) | Office for National Statistics mid-year population estimates | 2013 |
| Population 65+ Years (%) | Office for National Statistics mid-year population estimates | 2013 |
| Population Density (people per km2) | Office for National Statistics mid-year population estimates | 2013 |
| Minority ethnic group (%) | 2011 Population Census | 2011 |
| Index of Multiple Deprivation (IMD 2010) weighted score | Office for National Statistics | 2010 |
| % in the most deprived IMD national quintile (%) | Office for National Statistics | 2010 |
| Dominant Mosaic Group | Mosaic Public Sector Profiler | 2014 |
| Satisfied with local area as place to live (%) | Feeling the Difference | Mar 2008 - Sept 2014 |
| Housing owner-occupied (%) | 2011 Population Census | 2011 |
| Housing privately rented (%) | 2011 Population Census | 2011 |
| Housing social housing (%) | 2011 Population Census | 2011 |
| Average National Broadband Speed by Dominant Mosaic Group | Mosaic Public Sector Profiler | 2014 |
| Population 75+ Years (%) | Office for National Statistics mid-year population estimates | 2012 |
| Population 85+ Years (%) | Office for National Statistics mid-year population estimates | 2012 |
| Provision of population providing unpaid care (%) | 2011 Population Census | 2011 |
| Mortality from causes considered preventable (ASR/100,000) | Public Health England | 2009-2013 |
| Limiting long-term illness (%) | 2011 Population Census | 2011 |
| Limiting long-term illness (65+) (%) | 2011 Population Census | 2011 |
| Disability Living Allowance claimants (%) | NOMIS, Office for National Statistics | May-14 |
| Lone pensioner households (%) | 2011 Population Census | 2011 |
| Older people aged 60 and over living in income-deprived households (%) | 2011 Population Census | 2011 |
| Fuel poverty (%) | Department for Energy and Climate Change | 2012 |
| Excess winter mortality (%) | Office for National Statistics | August 2008 to July 2013 |
| Life expectancy at birth - males (Years) | Office for National Statistics | 2009-2013 |
| Life expectancy at birth - females (Years) | Office for National Statistics | 2009-2013 |

# APPENDIX C: METADATA

| Indicator | Source | Date |
|---|---|---|
| Willing to volunteer for a good cause (Dominant Group) (%) | Mosaic Public Sector Profiler | 2010 |
| Total recorded crime (Rate/1,000) | Staffordshire Police | 2013/14 |
| Antisocial behaviour rates (Rate/1,000) | Staffordshire Police | 2013/14 |
| Rate of Adult Safeguarding Referals (Resident Postcode) | Staffordshire County Council (SAR) | Oct 2013-Jan 2015 |
| Rate per 1,000 Child Protection Plan | Families First | 2013/14 |
| Rate per 1,000 Looked After Children (LAC) home ward | Families First | 2013/14 |
| Rate per 1,000 Children in Need | Families First | 2013/14 |
| Have given unpaid help over the last 12 months (%) | Feeling the Difference | Mar 2008 - Sept 2014 |
| Feel safe when go outside in local area after dark (%) | Feeling the Difference | Mar 2008 - Sept 2014 |
| Population under 5 Years (%) | Office for National Statistics mid-year population estimates | 2012 |
| Child Wellbeing Index (CWI) 2009 weighted score | Office for National Statistics | 2009 |
| % in the most deprived CWI national quintile (%) | Office for National Statistics | 2009 |
| Under 18 conceptions (Rate/1,000) | Office for National Statistics | 2010-2012 |
| Low birth weight babies (Less than 2,500g) (%) | Office for National Statistics | 2011-2013 |
| Breastfeeding prevalence (6-8 weeks) (%) | Public Health Intelligence | 2012/13 |
| Excess weight (Reception) (aged 4-5 years) (%) | National Child Measurement Programme | 2010/11 to 2012/13 |
| Good Level Development - Early Years Foundation Stage (%) | KEYPAS / Jan School Census | 2014 |
| Total school absence (%) | Jan, May and Oct School Census | 2014 |
| Total school unauthorised absence (%) | Jan, May and Oct School Census | 2014 |
| School age fixed term exclusion (%) | Jan, May and Oct School Census | 2014 |
| KS2 Level 4+ Reading, Writing and Maths (%) | KEYPAS / Jan School Census | 2014 |
| 5 GCSEs (A* -C) including Maths and English (%) | School Performance tables / Jan School Census | 2014 |
| Young people not in education, employment or training (16-19) (%) | Skills and Further Learning, Aspire Database | Dec-14 |
| Excess weight (Year 6) (aged 10-11 years) (%) | National Child Measurement Programme | 2010/11 to 2012/13 |
| Children who claim free school meals (%) | Oct 2014 School Census - National from Jan 2014 Census | 2014 |
| Total Employees (aged 16+) | Office for National Statistics - Nomis | 2013 |
| Rate of Business Start-ups per 1,000 working-age population | BankSearch Information Consultancy Ltd | Dec-14 |
| Unemployment (16-64 year olds claiming jobseekers allowance) (%) | Office for National Statistics - Nomis | Dec-14 |
| Youth unemployment (18-24 year olds claiming jobseekers allowance) (%) | Office for National Statistics - Nomis | Dec-14 |
| Out-of-work benefit claimants (16-64) % | Office for National Statistics - Nomis | May-14 |
| No qualifications (%) | 2011 Population Census | 2011 |
| Level 4 qualifications and above (%) | 2011 Population Census | 2011 |

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