Appendix 1

tamworthlistens
your town ▪ your life ▪ your say

State of Tamworth Debate

12 March 2019

Tamworth Borough Council

Purpose

To enable Council to debate the new vision and priorities.

Executive summary

The report is intended to encourage debate on the new vision 'To put Tamworth, its people and the local economy at the heart of everything we do' and corporate priorities under the headings:

- **People and Place**
- **Organisation**

Background

The Vision for Tamworth is underpinned by high level, evidence based priorities that focus upon both Tamworth (the place), the communities served (the people) as well as the Council (the organisation).

However, it has become evident that the plans, processes and strategies that have guided the organisation to date required a review and refresh if elected members are to respond to the demands from local people.

Consequently, this report details the new priorities and explains why the priority is important.

Appendices

Appendix 2	**Tamworth Borough Data Pack 2018**
Appendix 3	**Tamworth Health Profile 2018**
Appendix 4	**Tamworth Town Centre ideas**

People and Place

Four priorities have been identified under this heading

To meet housing needs through a variety of approaches and interventions

To facilitate sustainable growth and economic prosperity

To work collaboratively and flexibly to meet the needs of our communities

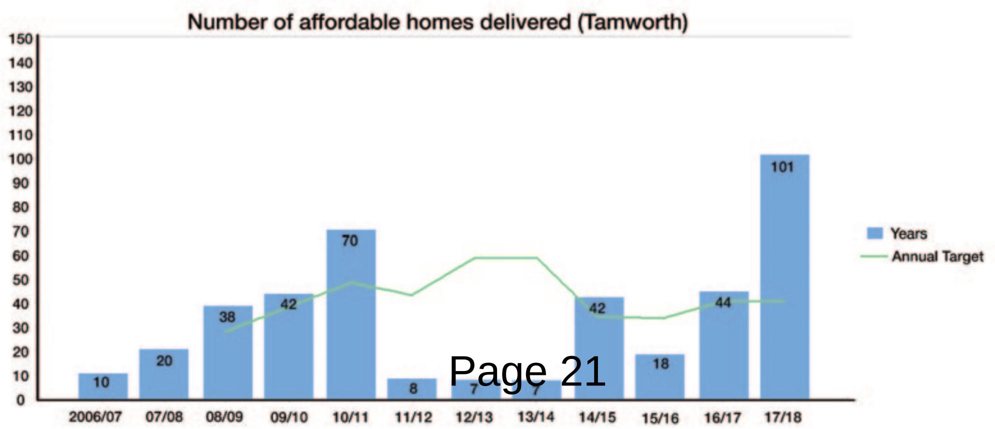
To create a new and developing vision for the continued evolution of Tamworth, including a Town Centre fit for the 21st century

To meet housing needs through a variety of approaches and interventions

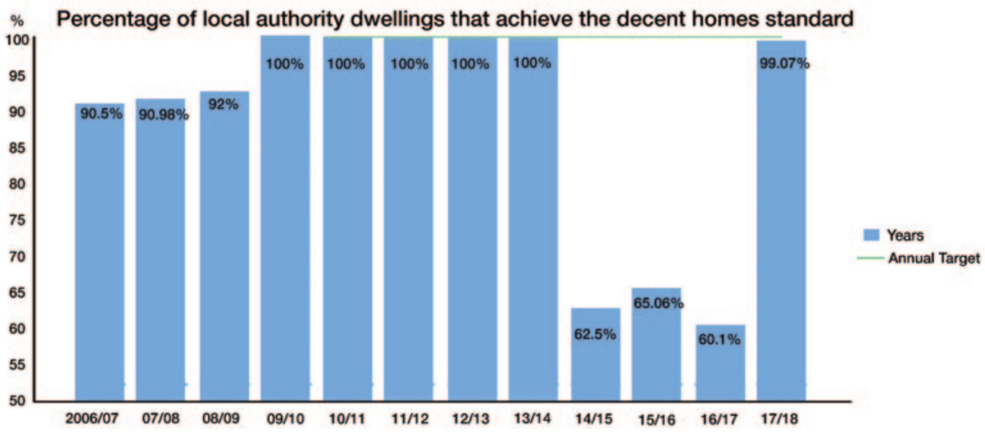
This is a priority because access to safe and suitable accommodation is a key issue for Tamworth residents and continues to be the highest area of demand for Council services overall.

The Council places a high priority on its role in supporting people to access the housing they need, seeking to improve standards across all tenures and working to ensure that neighbourhoods can thrive.

The provisional return for affordable homes completions for the year 2017/18 was 101 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. The figure was well above the target of 40 units but includes a large 100% affordable scheme that was completed this year.

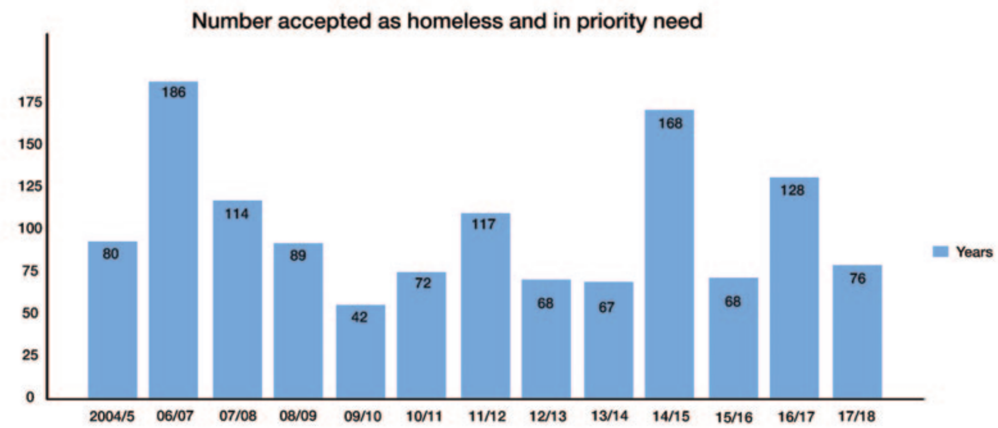


The decent council homes standards has improved, the low figures for the previous years being due to revised stock condition data and the start of a new five year cycle commencing 2015/16.



The number accepted as homeless and in priority need saw a reduction in 2017/18.

There are currently 1509 on the housing register; 909 of these are a one-bed need.



The number of lettings made over the last three years and the average number of applications is shown below:

Year	No. of lettings	No. of applications
2015	258	1624
2016	261	1585
2017	259	1491

In the 2019/20 budget consultation exercise 14% of respondents felt that the level of spending on housing should be more and 49% felt it should remain the same.

In the 2019/20 budget consultation exercise 21% of respondents felt that the level of spending on housing advice, grants and homelessness should be more and 52% felt it should remain the same.

Comments received included:

How about converting the library into sheltered housing for the homeless/emergency accommodation. The well-off can look after themselves but the vulnerable will always need your help

We have loads of houses up for sale and empty. Why not renovate those instead of using up green belt land, put houses on sites that are disused

To facilitate sustainable growth and economic prosperity

This is a priority Tamworth is well placed to benefit from the economic prosperity of the West Midlands as a whole and the Council recognises the importance of its role in ensuring that this increased prosperity benefits all residents and enhances our town.

We welcome continued infrastructure growth including increased housing. However, we believe that the Council has a pivotal role to play in ensuring that this growth is managed in a way which enhances the lives of our residents, protects our environment and supports a balanced economy.

In the 2019/20 budget consultation exercise, 34% of respondents felt that the level of spending on improving the economic, physical, social and environmental condition of Tamworth should be more and 50% felt it should remain the same.

In the 2019/20 budget consultation exercise 11% of respondents felt that the level of spending on business support and advice should be more and 48% felt it should remain the same.

Comments received included:

Raising the profile of the town should be raised

Focus on businesses who actually understand their own role in making the town more affluent

As a resident, advice to wealth creating businesses that start up in town to aid economic regeneration is a key expectation I have of Tamworth Borough Council

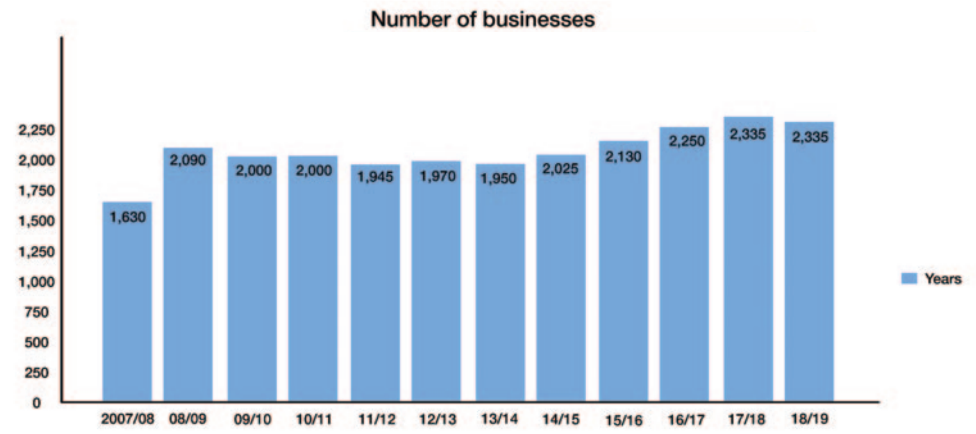
Invest in improving the attractiveness of the town to attract good businesses, reward businesses who take pride in their properties, prioritise attracting successful, high end, international companies to enable the town to flourish

Start-up businesses should be supported but established and expanding businesses should be prioritised as they have more disposable capital to spend on the area and maintain the appearance of their establishments (thus the town) to a better level

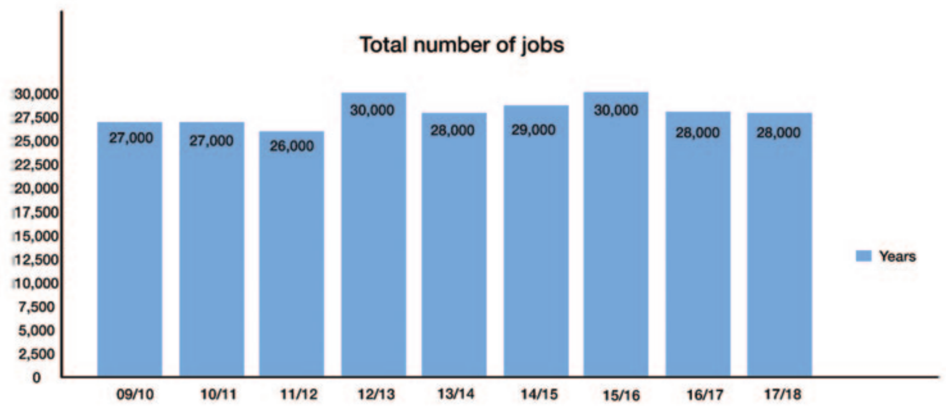
The safety and condition of our town need to be prioritised

Industrial estates around Tamworth needs to look inviting for new businesses to think this is the place to be. At present they look run down and unwelcoming

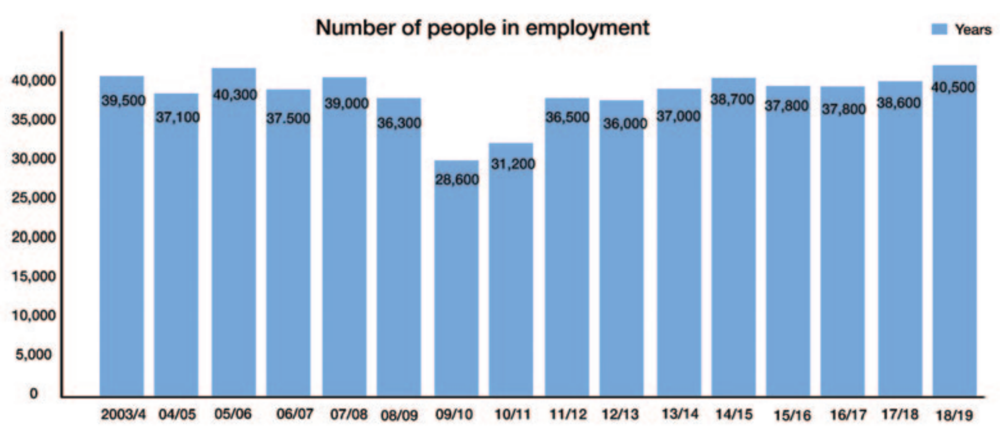
The numbers of businesses in Tamworth fell slightly in 2018/19. (Source: ONS 2018)



The total number of jobs remained the same in 2017/18. (Source:ONS 2018)



The number of people in employment shows signs of continuing improvement and has increased to 40,500 in 2018/19 (Source:ONS 2018)



Claimant count is a measure of unemployment and measures the ‘out of work’ benefits of universal credit and job seeker’s allowance. In December 2018, there were 1,060 claimants (2.2% of the working age population). This compares to 3.0% in the West Midlands and 1.3% in Staffordshire.

The Tamworth Enterprise Centre has been a success; since it opened in June 2017 there have been 19 tenant businesses employing 61 people. There have been 15 virtual tenants and the meeting rooms have accommodated more than 1,500 trainees over that time.

To work collaboratively and flexibly to meet the needs of our communities

This is a priority because the Council has invested strongly in the development of innovative and proactive collaboration across agencies and sectors and has a well-earned reputation for placing partnership at the heart of our approach.

We consider that our ability to deliver positive outcomes for residents is enhanced by working with others and as a result we will continue to invest in the development of purposeful and meaningful partnerships. In particular we will focus on enhancing the work that we do with others to protect vulnerable people and enhance neighbourhoods.

In the 2019/20 budget consultation exercise 16% of respondents felt that the level of spending on grants for voluntary organisations and charities should be more and 45% felt it should remain the same.

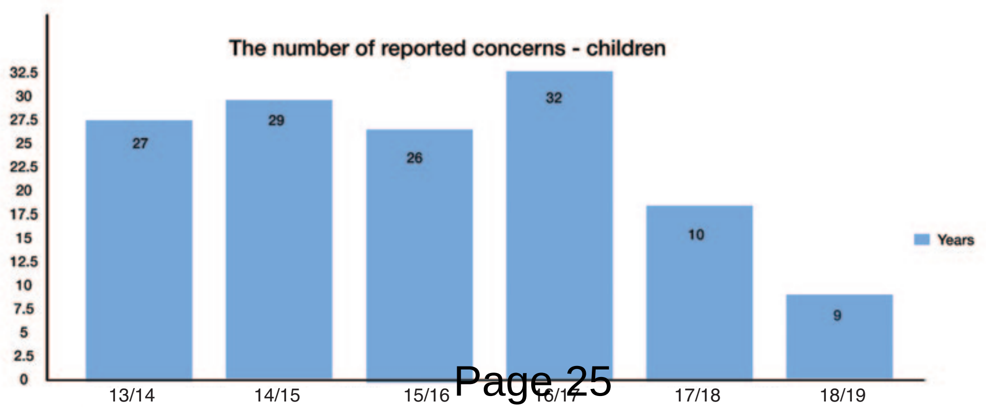
In the 2019/20 budget consultation exercise 15% of respondents felt that the level of spending on commissioning services from voluntary organisations and charities should be more and 44% felt it should remain the same.

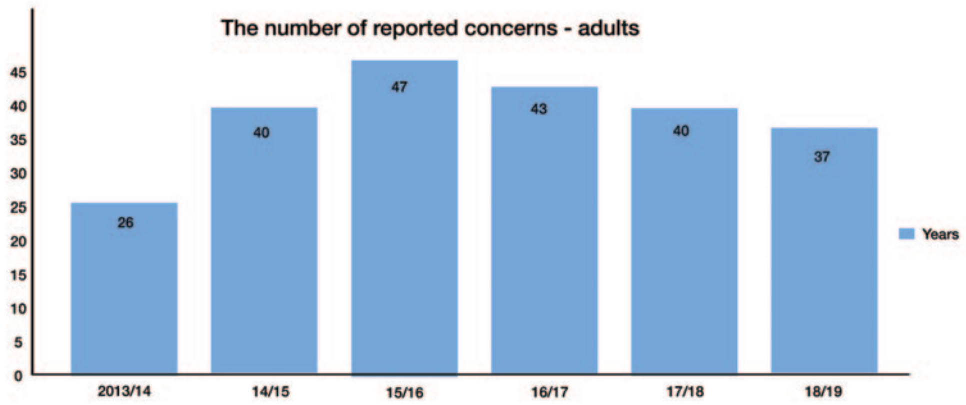
Comments received included:

‘We should have more parks on local estates so children can have somewhere to play especially on new build estates’

‘The Council should be spending more to invest in the future health of the nation bringing about long term savings in healthcare’

As an organisation, Tamworth Borough Council has a statutory duty to safeguard and promote the welfare of children and adults at risk. The number of concerns raised in relation to children reduced in 2017/18 but for adults it remains fairly consistent.

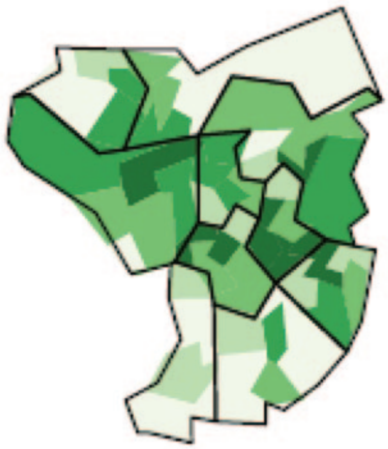


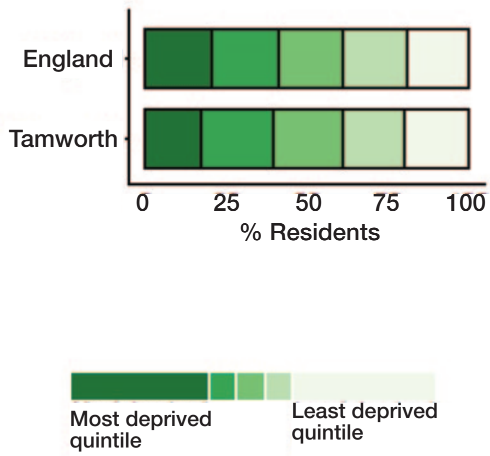


When compared to the deprivation quintiles in England, 17.7% (13,600 people) of Tamworth's population are in the least deprived quintile and 21.9% (16,900 people) are in the second most deprived quintile. (Source; Tamworth Health Profile 2018)

National

The first of the two maps shows differences in deprivation in this area based on national comparisons using national quintiles (fifths) of IMD 2015, shown by lower super output area. The darkest coloured areas are some of the most deprived neighbourhoods in England. The chart shows the percentage of the population who live in areas at each level of deprivation.





To create a new and developing vision for the continued evolution of Tamworth, including a Town Centre fit for the 21st century

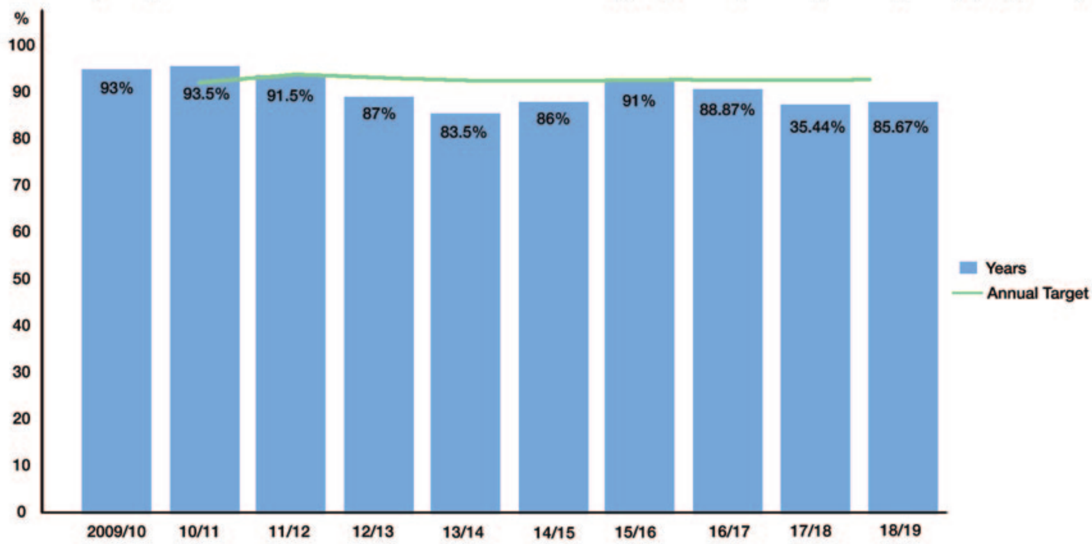
This is a priority because, as is the case across the UK, the nature and use of our town centre is changing, with a reduction in the viability of the retail offer in its traditional form. However, the town centre remains an important resource for the town as a whole, with the potential to greatly enhance Tamworth's already enviable leisure offer.

We believe that the Council is well placed to lead the development of a clear and inclusive vision for the town centre which provides the framework for future sustainability. This will link to our own plans for regeneration including the re-development of the Gungate area.

In February, a survey was undertaken, inviting residents, businesses and visitors to share their ideas on the future of the Town Centre. The responses received to date are at Appendix 4.

Like many other towns, Tamworth town centre has seen a drop in the occupancy rates of its retail outlets.

The occupancy levels of Town Centre retail outlets - Shopping Policy Area (Primary Shopping Area)



Comments received in this year's budget consultation included:

> *This year myself and my family have spent a lot of time at different outdoor pools and splash pads. Tamworth would do well making an area like this and then have a shop and other chargeable things nearby to make some money*

> *More funding towards the town's beloved street scene, they do a brilliant job on cleaning the borough and keeping the place tidy and everywhere looking smart. We should also increase spending for Tamworth arts and events department I think they have excelled themselves this year. I would love to see a continuation of the gateway project, a Gibbs and Canning statue on the Glascote cemetery roundabout to further celebrate the town's heritage*

Some fun free water play in the park for the children in the summer please and more benches around the tennis court/skate park for the mums to watch their children play would be nice

The town centre requires a plan to make it 'A place to be' rather than at present a place not to be. The Jewellery quarter in Birmingham was a rundown place until the old buildings were turned into homes revitalizing the place where small businesses are now appearing making it a place to be

We should have a park and ride from Ventura to Town to get people back into the town centre

Give new businesses a chance after they have invested a lot with start-up costs as we need more independent shops not more charity shops as more independents bring in people and charity shops drive people away from town centres

Encourage investment in the town

Sell off Tamworth Borough Council owned town centre properties which are poorly maintained

As a regular visitor to Tamworth town centre I feel the Council need to get people away from Ventura and back into the town centre. To do this more popular shops and upmarket restaurants need to be encouraged to return and get shoppers back into the Town

Organisation

Four priorities have been identified under this heading

To be financially stable

To ensure our employees have the right skills and culture to help our residents, visitors and businesses

To ensure our service delivery is consistent, clear, and focused

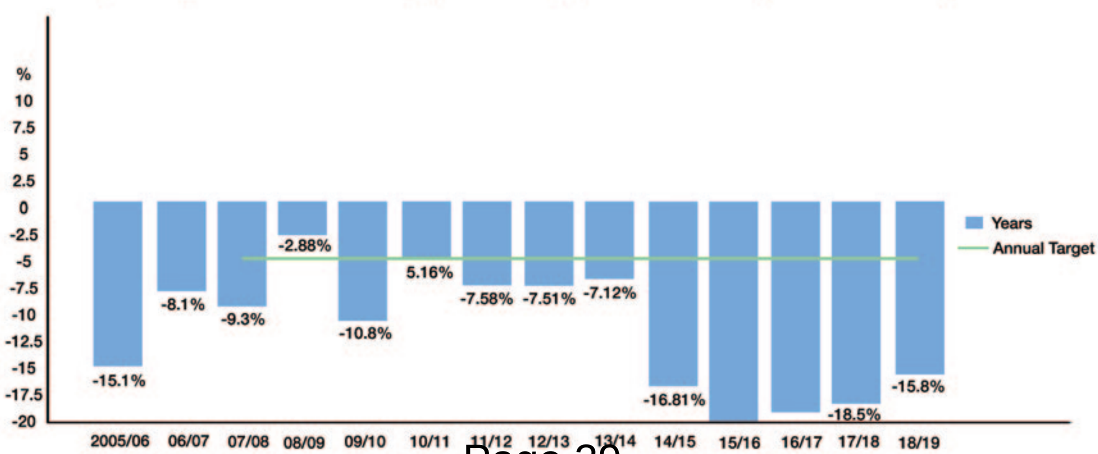
To ensure our decisions are driven by evidence and knowledge

To be financially stable

This is a priority because along with much of the public sector Tamworth is facing an uncertain financial future. The Council has a proven track record as a trusted custodian of public finances and we will continue to emphasise the importance of sound financial management linked to effective risk management and governance.

We further believe that by adopting commercial approaches and critically evaluating commercial opportunities we can significantly increase our financial sustainability and increase our ability to offer VFM for residents.

Spending maintained within approved budget and without significant underspends



Comments received in the budget consultation included:

> ‘*Services could be reviewed to make efficiencies in their operation*’

> ‘*Services that may generate income should be examined closely*’

> ‘*The emphasis should be on doing a total review of what services the council needs to provide legally, costing this and then work out what it then can provide with the remaining money. It should sell off any property it owns that is not necessary for the provision of its services*’

> ‘*Decrease the number of councillors and hold elections every four years*’

> ‘*Sell off Marmion House and move to a smaller more cost effective building*’

> ‘*Ensuring the Council’s buildings are being economically run including any commercial units owned by the council. Densify use by staff and rent the freed up space to provide an income. Look at using meeting rooms etc. for external functions*’

To ensure our employees have the right skills and culture to help our residents, visitors and businesses

This is a priority because we consider that our teams and our elected members constitute our greatest asset and that by ensuring that every individual has the necessary skills, competencies and knowledge to fulfil their roles we can work most effectively for the benefit of residents.

Ensuring that front line staff and elected members have access to useful and up to date information regarding service delivery and community issues also greatly increases effectiveness and we will prioritise the development of resources which maximise the accessibility of information.

Peer Review

The challenges currently facing councils are unprecedented, but sector-led improvement has proven to be a success even in tough times; having a Peer Review will be a valuable exercise to undertake.

The Peer Review will prove to be a large piece of work that is fully funded and led by the Local Government Association and is in real terms ‘sector-led improvement’. Every local authority is actively encouraged to take part in this process every four to five years; the last time Tamworth Borough Council took part in this process was 2013 so a further review is due. The process will involve engaging with a wide range of people connected with the council and the findings from the review will be delivered immediately.

Other councils which have previously undertaken the review process, as well as research carried out, clearly endorse the value of peer review.

The Peer Review will hopefully provide this council with:

- Validation of our strategic direction of travel (our own self-assessment), will support our diagnosis of the council's strengths and weaknesses, and/or our overarching approach to a set of issues - what we might call the reality checking part of the process or as one chief executive described it 'the show and tell' approach;
- The opportunity to seek a robust critique of where the gaps are, what (if anything) are they are missing and how they can move forward – what we might call strategic challenge;
- Thirdly provide us with the offer of robust, experienced and practical support to help move this council forward and to provide us with valuable learning and reflection resulting in tangible change and improvement for Tamworth Borough Council throughout.

Councillor Training

Currently newly elected councillors undertake a basic induction in the first few weeks in office that covers governance, standards and regulation. It needs to be more effective!

With contributions from members, a portal will be developed that will equip them with essential information such as corporate governance, the councillor role, standards and ethics and the policy context but just as importantly, it will provide members with information with regards to understanding their ward better.

The aim is that the portal will provide information such as what are the 'hot issues', what complaints are being raised within the council that could affect citizens in each ward. Basically councillors will be 'tapping' into knowledge and insight that the council has available which in turn will ensure that they are informed.

Councillors are aware that public expectation is high and now with the ever growing use of social media they need to react quicker and therefore need to be equipped with the skills, knowledge and information that will ensure that they fulfil their role as community champions and connectors.

Organisation and People Strategy

The council's organisational and people strategy is a long term plan and will detail how the organisation, its culture, processes and its employees need to change/evolve/develop over time commencing with a detailed assessment of what needs to be done so that we are clear what changes need to take place.

This strategy will be underpinned by a comprehensive set of corporate policies and processes including succession planning and performance appraisals.

The Human Resources/Organisational Development will lead the development of a competency and development process to equip staff with the skills required to do their job.

Following the organisational review the organisational development strategy will be shaped to include succession planning and a revised personal development review process.

To ensure our service delivery is consistent, clear, and focused

This is a priority because ensuring that residents are able to easily access clear information about the standards of service they can expect from us will greatly help to reduce waste demand and promote confidence in the Council. Of equal importance is ensuring that the right tools are in place to deliver consistently to the expected standard.

We will prioritise the development of clear standards of service across the organisation and will further develop our approaches to measure and respond quickly to customer intelligence and levels of satisfaction.

In the 2019/20 budget consultation exercise 9% of respondents felt that the level of spending on improved access to information/customer services should be more and 38% felt it should remain the same. More than half (51%) felt it should be less.

We believe that we have a responsibility to define and clearly communicate our service offer and to be honest and up front when we are not able to meet residents' expectations.

The introduction of the Tamworth Community Offer will ensure:

- We create insight and use our knowledge
- We are clear about our service offer
- We develop and use prevention and earliest help approaches

The Tamworth Community Offer delivery plan aims to ensure the development of service standards for all front line services provided by Tamworth Borough Council will make use of insight to ensure transformational programmes are 'whole' system reviews.

An essential aspect of the council's 'offer' is that of understanding its communication and consultation processes. The council will develop a communication strategy that aligns and supports the delivery of the new Council priorities and promotes the use of digital platforms such as the customer portal, social media and council website.

Comments received in this year's budget consultation included:

‘***Offer more digital services to save staff time/money***’

‘***Bring more services back in-house***’

To ensure our decisions are driven by evidence and knowledge

This is a priority because the Council receives a considerable amount of useful information though customer feedback along with statistical information from a variety of sources. We believe that by ensuring we are making the maximum use of all available information and knowledge we can create insight to inform decision making at every level.

We will work to further develop the means by which we collect, collate and analyse all available information for the purpose of enhancing our ability to support evidence based decision making.

We live in a data-driven world where the voice of the customer is powerful. The council has access to and collates thousands of data sets. Collectively those individual data sets provide the organisation with insight into its customers.

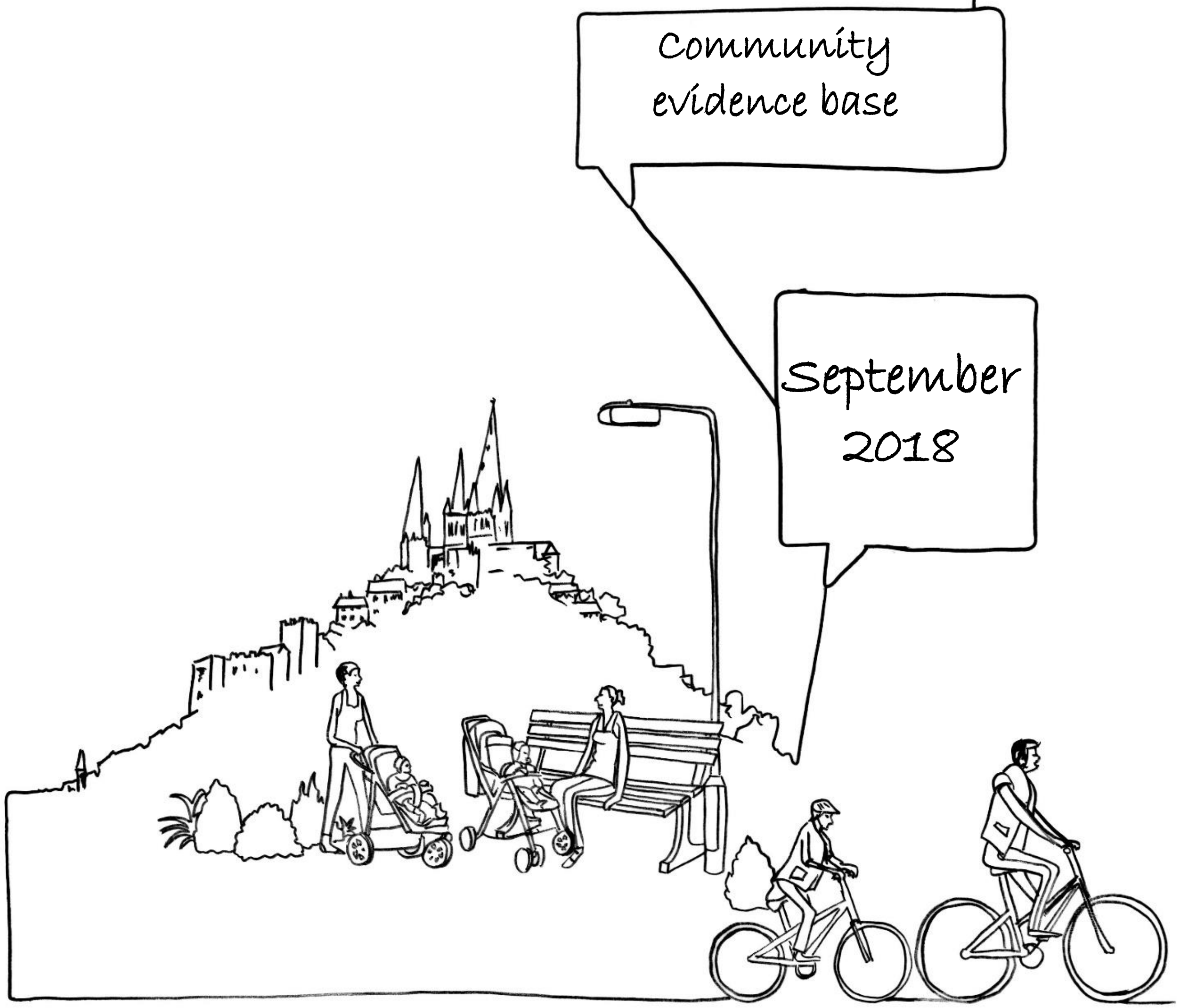
The creation of the customer insight ‘hub’ will become the ‘engine’ for informing how we engage with and develop creative approaches to understanding our citizens and their needs. Further that evidence and knowledge will be used to shape our services and will provide the evidence and transparency to our decision making processes.

Those organisations who know their customers are better placed to be able to meet their needs. This leads to more satisfied customers and lower costs to meet those needs (including ‘getting it right first time’).

Staffordshire County Council

Tamworth Borough Data Pack

The Strategy Team



Staffordshire Observatory

Document details

Title	Tamworth Borough Data Pack
Date created	September 2018
Description	The purpose of this Data Pack is to provide communities with an evidence base to help understand residents' needs at a local level. It links with the Early Help Framework, the Community Safety Assessments and contributes to the Joint Strategic Needs Assessment.
Produced by	Strategy Team Staffordshire County Council
Contact	Phillip Steventon, Public Health Analyst Tel: 01785 276529 Email: phillip.steventon@staffordshire.gov.uk Strategy Team, Staffordshire County Council
Geographical coverage	Tamworth
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Staffordshire Observatory	https://www.staffordshireobservatory.org.uk/homepage.aspx

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1 Introduction and purpose

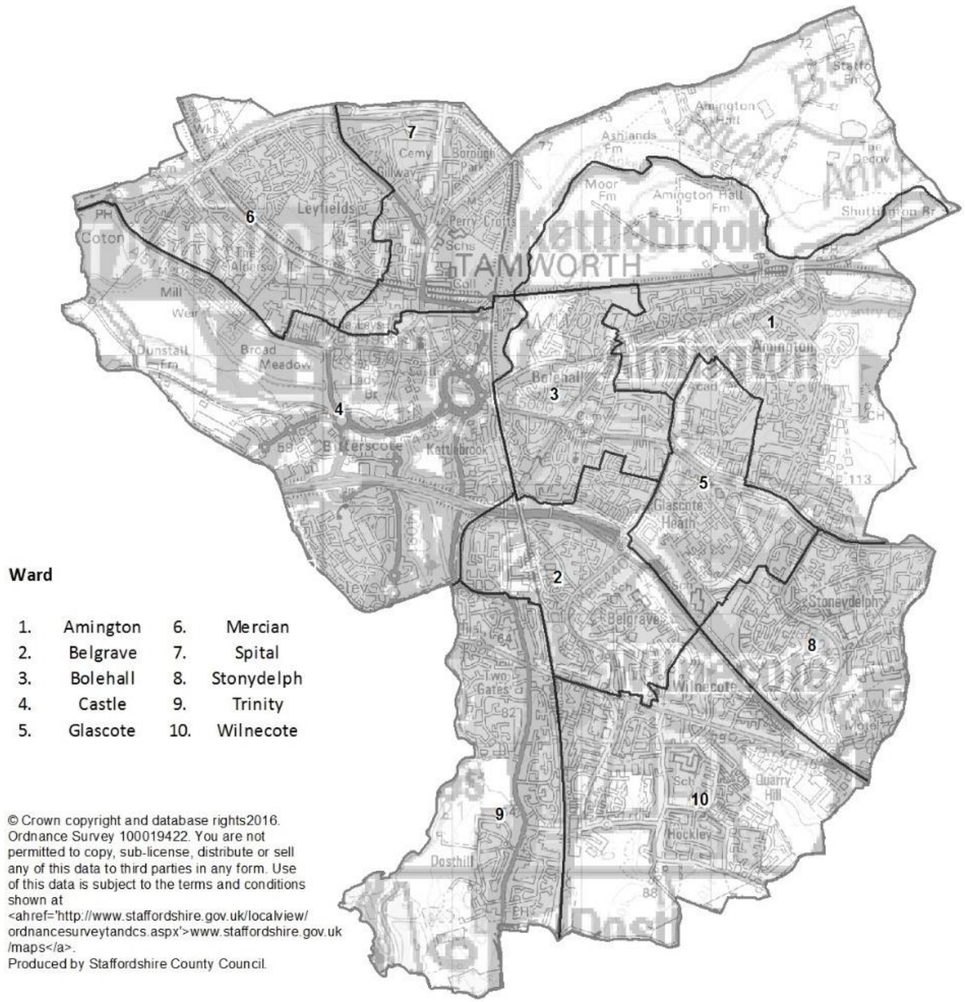
Welcome to the **2018 Borough Data Pack for Tamworth**.

This Data Pack helps to identify priorities at district and ward level to support targeting and in particular should be used alongside the data within the **Early Help Framework** to support place-based working. It provides a robust intelligence base across a wide range of indicators which cover the three priority outcomes for Staffordshire:

- be able to 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.

To make a real difference and to reduce inequalities we need to target our efforts towards those residents, families and communities who experience the greatest levels of inequality and who demonstrate the highest levels of vulnerability. This Data Pack helps to identify these communities and provides evidence to support the development of more focussed place-based strategies.

In addition to the Early Help Framework this Data Pack should be used alongside other resources such as the Community Safety Assessments and Joint Strategic Needs Assessments and local intelligence and knowledge. **Used together, these will create an enriched picture of residents, their families and their communities to underpin more effective evidence-based commissioning and support.**



2 Key points

2.1 The population of Tamworth

- Tamworth is resident to 76,500 people. There are fewer people aged 16-64 and 85 and over in Tamworth compared to average.
- The overall population of Tamworth is projected to decrease between 2017 and 2027 by 1%. However, there is significant growth projected in people aged 65 and over (21%) and aged 85 and over (48%). The rate of increase in the number of older people aged 85 and over in Tamworth is faster than the England average equating to 700 additional residents aged 85 and over by 2027.
- 18% of Tamworth residents (13,600 people) live within the most deprived national quintile.
- The dependency ratio for older people in Tamworth is 29 older people for every 100 people of working age which is higher than England.

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

- Tamworth has a higher than average proportion of children living in households where there are no adults in employment.
- The proportion of children in Tamworth who reach a good level of development at the age of five (74%) is better than the national average (71%).
- GCSE attainment[1] for Tamworth pupils is lower than the England average. There are however inequalities within the district with attainment ranging from 18% in Belgrave ward to 42% in Mercian ward.
- Tamworth has a higher than average proportion of children who are absent or excluded from school.
- The percentage of adults aged 16-64 with NVQ level 3[2] or above is lower than the national average.
- Unemployment rates in Tamworth (as at May 2018) are lower than the national average, youth unemployment is similar.
- The gap in the employment rate between those with a long-term health condition and the general population is 29%, similar to the national average (29%). Other vulnerable groups (for example those with mental health conditions or who have a learning disability) have relatively low employment rates.
- Around 30% (23,200) of the population in Tamworth are estimated to be financially stressed, i.e. find it difficult or very difficult to cope on their current income. This is lower than the national average (28%).
- The proportion of older people in Tamworth who are aged 60 and over living in income deprived households is significantly worse than the national average.
- Housing affordability is an issue in Tamworth. The average house price (£170,000) now stands at 6.8 times the average gross salary (£25,098).

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[1] *This indicator refers to the percentage of children achieving Grade 5 or above in English and Maths.*

[2] *NVQ 3 = two or more A levels, BTEC Ordinary National Diploma (OND), City & Guilds Advanced Craft.*

2.3 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. Men and women living in the most deprived areas of Tamworth live six and eight 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 16). In addition, healthy life expectancy remains below retirement age which has significant long-term implications.
- Around 27% of children aged four to five in Tamworth have excess weight (overweight or obese) with rates being higher than average. Around 37% of children aged 10-11 have excess weight.
- Teenage pregnancy rates in Tamworth are higher than England and rates are higher in five wards.
- During 2016/17 around 130 children under 15 were admitted to hospital for unintentional and deliberate injuries, with rates similar to England.
- Around six out of ten adults have excess weight (either obese or overweight) which is similar to the national average. The proportion of people who are obese in Tamworth is also similar to the England average.
- Two out of ten Tamworth adults are physically inactive, similar to the England average (equating to around 12,700 people). Around one in two Tamworth adults aren't eating the recommended five portions of fruit and vegetables per day.

- The number of people on depression, diabetes and learning disabilities registers in Tamworth is higher than the national averages - although this could reflect good case finding, diagnosis and recording. However, there is a higher proportion of residents in Tamworth aged 65 and over with a limiting long-term illness compared to the national average. Disability claimants are also high which would suggest levels of long term conditions are high.
- With some indicators pointing to unhealthy lifestyles and higher numbers of people with long-term conditions in Tamworth, emergency hospital admissions are higher than the national average and long-term users of adult social care are also higher. The number of Tamworth residents who die early from causes considered preventable is higher than the national average.
- End of life care is a concern for the district with the proportion dying at home or usual place of residence worse (40%) than the national average (46%).

2.4 Feel safer, happier and more supported

- Data from 'Feeling the Difference' suggests that 93% Tamworth respondents were satisfied with the area as a place to live.
- The rate of children in need is similar to the Staffordshire average.
- Tamworth has a lower proportion of lone pensioner households compared to the national average.
- 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%.
- Around one in ten Tamworth households are living in fuel poverty. This is similar to the national average.

- Based on Feeling the Difference Survey, nearly twice as many people are fearful of being a victim of crime (13%) compared with those who have experienced crime (7%) in Tamworth.
- The rate of overall crime in Tamworth is below the national average. However, levels of alcohol-related crime are higher than the national average.
- Re-offending levels amongst adults in Tamworth are significantly worse than England.

2.5 Supporting Place Based Approach (PBA)

The aim of PBA in Staffordshire is to make best use of public sector and community assets to:

- Reduce demand to higher tier services,
- Improve outcomes for children, families and communities by providing support as early as possible,
- Build resilience and encourage independence within communities and provide high quality statutory services when required.

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The ward indicator matrix shows that is it often the more deprived areas experiencing poorer outcomes. For us to achieve better outcomes for the residents of 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. The table below highlights wards which have the highest levels of need based on an assessment of key indicators:

Table 1: Wards with highest levels of need

Wards	Families and communities face multiple issues Link to map.	Higher risk of children experiencing poorer outcomes Link to map
Belgrave	✓	✓
Bolehall	✓	
Castle	✓	
Glascote	✓	✓
Mercian	✓	
Spital	✓	
Stoneydelph	✓	✓

3 District / borough 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 even if an indicator is categorised as being 'better than England' it 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 it could still mean that it is an important issue locally 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
Demographics												
Mid-year population estimate	2017	99,100	117,600	103,500	129,000	111,900	134,800	98,500	76,500	870,800	5,860,700	55,619,400
Percentage under five	2017	5.5% (5,500)	6.2% (7,300)	4.8% (5,000)	4.8% (6,200)	4.4% (5,000)	5.0% (6,800)	4.5% (4,400)	6.0% (4,600)	5.1% (44,700)	6.2% (363,400)	6.1% (3,384,900)
Percentage under 16	2017	17.9% (17,800)	19.4% (22,800)	17.0% (17,600)	16.3% (21,000)	15.5% (17,300)	16.9% (22,700)	16.1% (15,900)	19.3% (14,800)	17.2% (150,000)	19.6% (1,148,300)	19.1% (10,638,000)
Percentage aged 16-64	2017	63.3% (62,700)	61.6% (72,500)	59.5% (61,600)	63.5% (81,900)	60.6% (67,800)	61.1% (82,300)	59.3% (58,500)	62.4% (47,700)	61.4% (535,000)	62.1% (3,636,600)	62.8% (34,950,900)
Percentage aged 65 and over	2017	18.8% (18,600)	18.9% (22,300)	23.5% (24,300)	20.2% (26,100)	23.9% (26,800)	22.1% (29,700)	24.5% (24,100)	18.3% (14,000)	21.3% (185,900)	18.4% (1,075,800)	18.0% (10,030,500)
Percentage aged 85 and over	2017	2.3% (2,200)	2.4% (2,800)	2.7% (2,800)	2.6% (3,300)	2.9% (3,300)	2.7% (3,600)	2.8% (2,800)	1.9% (1,400)	2.6% (22,300)	2.4% (142,800)	2.4% (1,352,100)
Dependency ratio per 100 working age population	2017	58.0	62.2	67.9	57.5	65.0	63.8	68.5	60.3	62.8	61.2	59.1
Dependency ratio of children per 100 working age population	2017	28.3	31.5	28.5	25.7	25.5	27.6	27.2	31.0	28.0	31.6	30.4
Dependency ratio of older people per 100 working age population	2017	29.7	30.7	39.5	31.8	39.5	36.1	41.3	29.3	34.7	29.6	28.7
Population change between 2017 and 2027	2017-2027	0.9% (900)	3.6% (4,300)	2.3% (2,300)	4.5% (5,800)	2.5% (2,700)	2.9% (3,800)	1.5% (1,500)	-0.6% (-500)	2.4% (20,900)	5.3% (308,200)	5.7% (3,150,100)
Population change between 2017 and 2027- under five	2017-2027	-8.4% (-500)	-6.1% (-400)	-4.0% (-200)	4.6% (300)	0.2% (0)	-2.5% (-200)	-1.2% (-100)	-10.4% (-500)	-3.4% (-1,500)	-0.2% (-700)	-2.2% (-74,900)
Population change between 2017 and 2027 - under 16s	2017-2027	-5.9% (-1,000)	1.2% (300)	-2.6% (-500)	3.0% (600)	2.8% (500)	0.1% (0)	-1.7% (-300)	-6.9% (-1,000)	-0.9% (-1,400)	4.0% (46,000)	3.5% (375,600)

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

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Population change between 2017 and 2027 - ages 16-64	2017-2027	-2.7% (-1,700)	-1.2% (-800)	-2.1% (-1,300)	1.5% (1,200)	-4.1% (-2,700)	-1.6% (-1,300)	-3.1% (-1,800)	-5.0% (-2,400)	-2.0% (-10,800)	2.3% (82,600)	2.1% (741,800)
Population change between 2017 and 2027 - 65 and over	2017-2027	19.8% (3,700)	21.7% (4,800)	16.6% (4,000)	15.4% (4,000)	18.6% (5,000)	17.2% (5,100)	14.6% (3,500)	21.0% (2,900)	17.8% (33,100)	16.7% (179,700)	20.3% (2,032,700)
Population change between 2017 and 2027 - 85 and over	2017-2027	37.7% (800)	28.6% (800)	55.0% (1,500)	26.6% (900)	47.3% (1,600)	36.9% (1,300)	34.6% (1,000)	47.5% (700)	38.6% (8,600)	26.7% (38,000)	25.6% (345,800)
Proportion of population living in rural areas	2016	9.1% (9,000)	21.9% (25,500)	29.8% (30,700)	20.5% (26,300)	39.8% (44,200)	32.2% (43,300)	30.2% (29,600)	0.0% (0)	24.1% (208,600)	14.7% (850,800)	17.0% (9,370,200)
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	2016	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	2016	13.8% (13,600)	17.8% (20,800)	3.9% (4,000)	11.2% (14,400)	1.4% (1,500)	5.3% (7,100)	4.6% (4,500)	17.7% (13,600)	9.2% (79,500)	29.5% (1,696,100)	20.2% (11,092,200)
Percentage in second most deprived IMD 2015 quintile	2016	30.0% (29,600)	16.6% (19,300)	10.6% (10,900)	28.9% (37,100)	9.7% (10,800)	12.3% (16,500)	18.2% (17,800)	21.9% (16,900)	18.3% (158,900)	18.6% (1,070,700)	20.5% (11,257,100)
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%	13.4%	16.8%	13.0%	15.5%	15.3%	15.8%	23.3%	12.9%	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%
Child poverty: Children living in income deprived families, 0-15	2015	16.4% (2,900)	12.7% (2,800)	11.3% (1,800)	14.1% (2,800)	11.3% (1,800)	10.6% (2,200)	10.8% (1,600)	16.6% (2,500)	12.9% (18,400)	19.8% (217,000)	16.8% (1,678,000)
Be able to access more good jobs and feel benefits of economic growth												
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)	2017	73.3% (780)	71.1% (1,020)	76.3% (870)	75.3% (1,000)	77.9% (920)	76.8% (1,070)	77.1% (790)	74.1% (650)	74.5% (7,130)	68.6% (50,800)	70.7% (473,630)

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
Pupil absence	Sept to Dec 17	4.8%	4.4%	4.0%	4.4%	4.6%	4.2%	4.1%	4.6%	4.4%	4.4%	4.3%
Children receiving fixed term exclusions (by Postcode of School)	Jan-18	6.8% (900)	3.6% (720)	2.5% (360)	4.5% (710)	7.5% (1,120)	3.4% (570)	3.8% (580)	5.2% (580)	4.6% (5,530)	4.7% (41,970)	4.8% (381,870)
Children permanently excluded from school (by Postcode of School)	Jan-18	0.3% (40)	0.1% (30)	0.1% (20)	0.2% (30)	0.2% (30)	0.1% (20)	0.1% (20)	0.2% (20)	0.2% (200)	0.1% (1,220)	0.1% (7,720)
Children with special educational needs	Jan-18	13.6% (1,730)	12.3% (2,350)	13.0% (1,800)	13.6% (2,090)	12.0% (1,720)	11.3% (1,870)	10.7% (1,580)	14.0% (1,430)	12.5% (14,750)	15.5% (148,700)	14.6% (1,276,220)
Children who claim free school meals	Jan-18	12.3% (1,560)	8.7% (1,670)	7.6% (1,040)	11.5% (1,760)	7.7% (1,110)	8.5% (1,400)	7.8% (1,150)	13.8% (1,410)	9.5% (11,200)	15.5% (139,240)	13.2% (1,057,400)
GCSE attainment (% achieving grade 5 or above in English & Maths)	2017	27.9% (230)	44.2% (660)	48.8% (420)	39.1% (420)	39.4% (390)	44.7% (430)	43.3% (520)	29.1% (230)	39.3% (3,300)	39.8% (23,430)	41.0% (457,740)
Adults with NVQ level 3 or above (16-64)	Jan 2017 - Dec 2017	53.7% (32,600)	49.5% (35,700)	60.2% (37,100)	47.1% (38,200)	51.4% (33,700)	68.6% (53,100)	52.5% (31,400)	42.9% (20,400)	53.7% (282,300)	50.8% (1,808,800)	57.1% (19,734,900)
Adults with no qualifications (16-64)	Jan 2017 - Dec 2017	3.3% (2,000)	7.9% (5,700)	2.9% (1,800)	7.9% (6,400)	8.1% (5,300)	n/a	6.9% (4,100)	5.9% (2,800)	5.5% (28,700)	10.4% (371,800)	7.6% (2,622,500)
People in employment (aged 16-64)	Jan 2017 - Dec 2017	81.9% (50,200)	84.1% (60,900)	78.6% (48,400)	75.7% (61,400)	77.2% (51,000)	83.8% (65,300)	74.1% (44,700)	77.7% (37,000)	79.3% (418,900)	72.4% (2,584,400)	75.1% (26,035,400)
Unemployment (16-64 year claimant counts)	May-2018	1.5% (920)	1.3% (910)	1.2% (750)	1.5% (1,200)	1.4% (940)	1.0% (840)	1.1% (620)	1.9% (920)	1.3% (7,080)	2.8% (99,950)	2.1% (741,510)
Youth unemployment (16-24 claimant counts)	May-2018	2.2% (230)	1.7% (190)	1.7% (170)	1.7% (290)	1.8% (200)	1.3% (180)	1.2% (110)	2.2% (180)	1.7% (1,520)	3.0% (19,940)	2.3% (141,440)
Gap in the employment rate between those with a long-term health condition and the overall employment rate	2016/17	43.9%	33.6%	43.7%	29.2%	37.7%	37.4%	26.6%	29.2%	35.0%	28.7%	29.4%
Older people aged 60 and over living in income-deprived households (IMD 2015)	2016	17.9% (4,280)	13.2% (3,720)	11.1% (3,360)	14.0% (4,620)	12.5% (4,210)	10.0% (3,720)	11.6% (3,540)	18.1% (3,310)	13.1% (30,760)	18.2% (246,110)	16.2% (2,043,600)
Housing affordability ratio (ratio of median house price to median gross earnings)	2017	5.7	6.4	7.4	5.2	7.0	6.7	5.9	6.8	6.3	6.6	7.9
Average house price	Q3 2017	£158,000	£167,000	£225,000	£130,500	£212,250	£192,000	£159,000	£170,000	£175,000	£177,000	£230,000
Average gross salary	2017	£27,787	£26,058	£30,344	£24,943	£30,329	£28,664	£27,149	£25,098	£27,789	£26,857	£29,085

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
Percentage of all adults who live in households most likely to have barriers to connectivity and digital use	2015	14.0%	12.0%	12.0%	15.0%	15.0%	13.0%	20.0%	12.0%	14.0%	n/a	n/a
Coverage of premises with access to Superfast Broadband Speeds of over 24 mbps	Jun-18	99.4%	94.4%	96.1%	97.1%	91.9%	94.1%	89.1%	99.9%	95.7%	96.4%	95.2%
Be healthier and more independent												
General fertility rates per 1,000 women aged 15-44	2016	58.8 (1,050)	72.0 (1,460)	59.5 (980)	49.3 (1,190)	56.1 (970)	58.4 (1,280)	56.1 (850)	63.2 (920)	59.0 (8,690)	64.8 (71,040)	62.5 (663,160)
Infant mortality rate per 1,000 live births	2014-2016	6.2 (20)	6.0 (26)	5.2 (15)	5.4 (20)	3.2 (9)	3.8 (14)	5.6 (14)	5.9 (16)	5.2 (134)	6.0 (1,256)	3.9 (7,710)
Low birthweight babies - full term babies (under 2,500 grams)	2014-2016	7.5% (250)	7.4% (340)	6.6% (190)	9.1% (290)	7.3% (190)	7.5% (260)	6.5% (170)	7.5% (220)	7.5% (1,910)	8.6% (18,350)	7.3% (144,840)
Unplanned hospital admissions due to alcohol-specific conditions (under 18) (rate per 100,000)	2014/15-2016/17	43.0 (30)	18.6 (10)	32.0 (20)	28.0 (20)	30.2 (20)	27.8 (20)	29.4 (20)	51.1 (30)	31.5 (160)	28.5 (1,080)	34.2 (11,990)
Excess weight - overweight and obese. (children aged four to five)	2016/17	27.6% (300)	23.8% (330)	23.9% (240)	26.7% (330)	24.7% (250)	21.7% (280)	24.4% (220)	26.7% (250)	24.9% (2,200)	24.2% (16,900)	22.6% (142,420)
Excess weight - overweight and obese. (children aged 10-11)	2016/17	36.0% (340)	33.6% (420)	34.0% (330)	33.6% (370)	34.7% (320)	30.7% (370)	30.0% (250)	37.3% (290)	33.6% (2,680)	37.1% (23,110)	34.2% (190,570)
Under-18 conception rates per 1,000 girls aged 15-17	2016	24.3 (40)	17.3 (30)	16.8 (30)	34.4 (70)	18.5 (30)	19.3 (40)	18.1 (30)	33.3 (50)	22.4 (320)	21.4 (2,110)	18.8 (17,010)
Hospital admissions caused by unintentional and deliberate injuries in children under 15 (rate per 10,000)	2016/17	86 (140)	91 (190)	95 (160)	101 (200)	70 (110)	89 (190)	89 (130)	90 (130)	89 (1,250)	107 (11,400)	101 (100,730)
Depression prevalence (ages 18+)	2016/17	11.2% (9,630)	7.8% (8,540)	7.4% (5,530)	11.3% (12,040)	7.4% (5,950)	8.9% (9,270)	10.0% (7,190)	11.1% (7,590)	9.4% (65,730)	9.4% (514,200)	9.1% (4,187,800)
Suicides and injuries undetermined (ages 15+) (ASR per 100,000)	2014-2016	8.9 (20)	9.0 (30)	9.6 (30)	9.3 (30)	8.3 (30)	14.1 (50)	7.3 (20)	13.8 (30)	10.1 (230)	10.0 (1,490)	9.9 (14,280)
Self-harm admissions (ASR per 100,000)	2016/17	178 (180)	206 (240)	145 (140)	268 (350)	183 (190)	183 (240)	211 (190)	201 (150)	199 (1,680)	189 (11,090)	185 (103,720)
Learning disabilities prevalence	2016/17	0.6% (690)	0.5% (670)	0.3% (310)	0.4% (540)	0.3% (330)	0.4% (470)	0.5% (410)	0.6% (540)	0.5% (3,950)	0.5% (36,160)	0.5% (274,210)
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)

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
Disability Living Allowance claimants (%)	Nov-17	4.6% (4,560)	2.2% (2,560)	3.1% (3,180)	2.8% (3,630)	3.0% (3,320)	2.2% (2,890)	2.6% (2,580)	3.3% (2,570)	2.9% (25,270)	3.2% (187,690)	3.1% (1,722,120)
Smoking prevalence (18+)	2016	20.1% (15,800)	20.2% (18,500)	10.8% (9,000)	20.2% (21,200)	10.7% (9,800)	15.3% (16,600)	9.0% (7,200)	16.7% (10,000)	15.4% (107,500)	15.4% (697,600)	15.5% (6,739,800)
Alcohol-related admissions (narrow definition) (ASR per 100,000)	2016/17	869 (850)	737 (840)	662 (720)	857 (1,080)	707 (850)	738 (1,030)	657 (680)	646 (480)	738 (6,530)	708 (39,110)	636 (337,110)
Deaths from drug misuse	2014-2016	4.3 (10)	5.2 (20)	S	5.6 (20)	S	4.1 (20)	4.3 (10)	S	3.7 (90)	4.3 (710)	4.2 (6,800)
Adults who are overweight or obese (excess weight)	2016/17	69.9%	64.8%	66.2%	69.4%	63.8%	60.9%	61.4%	61.4%	65.0%	63.6%	61.3%
Adults who are obese	2016/17	36.6%	28.3%	26.2%	31.4%	20.9%	23.2%	24.5%	27.4%	27.5%	26.0%	23.3%
Healthy eating - 5-a-Day	2016/17	50.4%	57.6%	55.4%	54.2%	63.4%	53.3%	58.0%	54.8%	55.9%	54.8%	57.4%
Physical activity in adults	2016/17	59.2%	61.1%	68.5%	64.6%	64.3%	68.6%	66.8%	65.8%	64.9%	62.6%	66.0%
Seasonal flu - people aged 65 and over	2016/17	68.4% (13,900)	68.1% (13,290)	69.1% (11,640)	70.6% (18,130)	69.3% (15,920)	70.2% (19,340)	67.2% (14,270)	70.8% (10,910)	69.3% (115,820)	70.1% (759,470)	70.5% (7,014,440)
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+)	2016/17	7.7% (6,760)	6.9% (7,700)	6.4% (4,810)	7.3% (7,930)	7.1% (5,770)	6.5% (6,830)	7.6% (5,520)	7.1% (4,890)	7.1% (50,210)	7.5% (414,200)	6.7% (3,116,400)
Hypertension prevalence	2016/17	16.4% (17,660)	13.6% (18,870)	13.7% (12,630)	16.0% (20,820)	17.3% (16,960)	15.8% (20,150)	18.6% (16,310)	14.1% (12,090)	15.6% (135,480)	14.7% (1,015,380)	13.8% (8,028,080)
Dementia prevalence	2016/17	0.8% (860)	0.7% (1,040)	0.7% (660)	1.0% (1,350)	1.0% (1,010)	0.9% (1,150)	1.0% (830)	0.7% (620)	0.9% (7,530)	0.8% (53,960)	0.8% (443,840)
Emergency (unplanned) admissions (ASR per 1,000)	2016/17	100 (9,550)	119 (13,770)	104 (11,180)	131 (16,760)	96 (11,390)	101 (13,940)	106 (10,990)	128 (9,360)	110 (96,930)	116 (663,050)	107 (5,762,680)
Long-term adult social care users (ASR per 1,000)	2017/18	20.5 (1,580)	19.5 (1,810)	15.2 (1,390)	18.4 (1,980)	14.8 (1,520)	18.4 (2,120)	21.1 (1,810)	21.8 (1,190)	18.4 (13,390)	19.2 (87,680)	19.9 (872,510)
Permanent admissions to residential and nursing care homes for people aged 65 and over (rate per 100,000)	2016/17	628 (120)	627 (140)	463 (110)	522 (130)	661 (180)	704 (210)	559 (130)	731 (100)	634 (1,160)	632 (6,700)	611 (60,350)
Falls admissions in people aged 65 and over (ASR per 100,000)	2016/17	1,994 (340)	2,292 (490)	2,068 (460)	2,288 (570)	2,062 (530)	1,609 (450)	1,762 (400)	2,131 (260)	2,005 (3,490)	2,068 (22,010)	2,114 (210,550)

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

Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Excess winter mortality	Aug 2013 to Jul 2016	24.5% (200)	20.5% (210)	22.8% (220)	18.1% (220)	17.7% (190)	21.4% (260)	25.3% (250)	12.8% (80)	20.6% (1,610)	18.3% (9,070)	17.9% (80,700)
Life expectancy at birth - males (years)	2014-2016	78.6	79.2	80.7	78.9	80.6	80.5	79.9	78.7	79.7	78.8	79.5
Life expectancy at birth - females (years)	2014-2016	82.6	82.1	83.0	82.3	84.1	83.4	82.8	82.7	82.9	82.7	83.1
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)	2014-2016	7.7	8.4	9.5	8.3	4.8	5.7	5.9	6.4	7.8	9.7	9.3
Inequalities in life expectancy - females (slope index of inequality) (years)	2014-2016	5.5	7.0	6.8	9.7	6.2	6.0	4.3	8.2	6.7	7.3	7.3
Mortality from causes considered preventable (various ages) (ASR per 100,000)	2014-2016	201 (580)	206 (690)	157 (540)	210 (800)	155 (590)	164 (700)	164 (560)	204 (450)	180 (4,900)	196 (31,560)	183 (277,330)
End of life: proportion dying at home or usual place of residence	2016/17	40.4% (350)	43.2% (460)	44.3% (460)	41.6% (530)	43.2% (510)	40.7% (500)	45.3% (500)	40.2% (250)	42.5% (3,550)	43.8% (22,960)	46.1% (221,300)
Feel safer, happier and more supported												
Children in need – (rate per 1,000 children aged under 18) **	2017/18	25.2 (500)	22.3 (570)	15.1 (300)	22.9 (540)	11.8 (230)	19.4 (490)	17.2 (310)	18.7 (310)	19.3 (3,260)	n/a	n/a
Looked after children (rate per 1,000 children aged under 18)	2017/18	7.4 (150)	7.1 (180)	4.2 (80)	6.3 (150)	2.8 (60)	4.9 (120)	5.6 (100)	7.3 (120)	6.2 (1,040)	n/a	n/a
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)

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
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	2016	12.5% (5,280)	14.0% (6,870)	10.8% (4,630)	12.9% (7,060)	10.4% (4,830)	11.5% (6,700)	12.4% (5,420)	11.1% (3,670)	12.0% (44,450)	13.7% (327,240)	11.1% (2,550,570)
Statutory homelessness - eligible homeless people not in priority need (rate per 1,000 households)	2016/17	0.5 (20)	0.8 (40)	S	S	S	0.1 (10)	S	0.5 (20)	0.2 (90)	1.1 (2,710)	0.8 (19,460)
Access to private transport	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)
Statutory homelessness - households in temporary accommodation (rate per 1,000 households)	2016/17	S	0.5 (20)	0.3 (20)	S	S	S	0.3 (10)	1.1 (40)	0.3 (100)	1.1 (2,610)	3.3 (77,230)
Satisfied with their lives (aged 16+)	2016/17	8.0	7.8	7.9	7.9	7.6	7.8	7.9	7.9	7.8	7.7	7.7
Satisfied with area as a place to live (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	95.2%	92.5%	94.9%	93.2%	95.9%	95.4%	97.2%	92.9%	94.6%	n/a	n/a
Residents who felt fearful of being a victim of crime (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	15.5%	11.1%	8.4%	17.8%	11.1%	15.7%	10.1%	13.0%	12.8%	n/a	n/a
People who have experienced crime (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	5.0%	6.5%	6.9%	6.3%	3.1%	4.1%	2.5%	6.6%	5.1%	n/a	n/a
Residents who have given unpaid help to any group(s), club(s) or organisation(s) (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	10.6%	13.4%	15.0%	14.3%	15.0%	14.6%	14.1%	9.7%	13.3%	n/a	n/a
Residents who have given unpaid help to any friend or neighbours (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	22.8%	21.8%	21.9%	27.5%	28.0%	27.3%	30.6%	23.7%	25.5%	n/a	n/a
Total recorded crime (rate per 1,000)	2017/18	70.0 (6,902)	73.3 (8,557)	55.9 (5,760)	67.5 (8,677)	52.8 (5,865)	60.9 (8,173)	48.3 (4,735)	76.5 (5,887)	62.9 (54,556)	76.4 (443,165)	83.0 (4,585,568)
Violent crime (rate per 1,000)	2017/18	25.3 (2,494)	26.0 (3,036)	17.2 (1,777)	25.1 (3,223)	15.9 (1,764)	20.8 (2,786)	18.9 (1,850)	24.8 (1,907)	21.7 (18,837)	22.0 (127,440)	23.7 (1,309,678)
Anti-social behaviour (rate per 1,000)	2017/18	31.4 (3,090)	28.5 (3,329)	21.1 (2,179)	34.6 (4,443)	17.7 (1,973)	26.8 (3,601)	21.2 (2,078)	27.5 (2,113)	26.3 (22,806)	27.0 (156,477)	27.9 (1,541,857)
Alcohol-related crime (compared to Staffordshire and Stoke-on-Trent) (rate per 1,000)	2017/18	4.1 (406)	6.7 (784)	4.0 (414)	6.6 (850)	2.3 (254)	4.3 (581)	5.3 (519)	4.0 (311)	4.8 (4,119)	n/a	n/a

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
Domestic abuse (compared to Staffordshire and Stoke-on-Trent) (rate per 1,000)	2017/18	10.7 (1,059)	9.9 (1,160)	7.0 (725)	10.5 (1,344)	6.0 (669)	8.0 (1,075)	7.3 (720)	10.9 (835)	8.7 (7,587)	6.8 (39,604)	6.4 (354,156)
Sexual offences (rate per 1,000 population)	2017/18	3.1 (301)	3.5 (403)	2.2 (225)	2.8 (356)	2.1 (232)	2.3 (308)	2.6 (253)	2.7 (204)	2.6 (2,282)	2.5 (14,762)	2.5 (140,100)
Re-offending levels (adults)	Jul 15 – Jun 16	24.5% (170)	24.7% (220)	20.9% (100)	22.5% (190)	16.8% (80)	29.0% (220)	22.8% (120)	27.6% (150)	24.0% (2,510)	29.9% (22,170)	28.3% (125,690)
Re-offending levels (juveniles)	Jul 15 – Jun 16	50.0% (20)	34.3% (10)	50.0% (10)	43.9% (30)	33.3% (10)	39.3% (20)	54.0% (30)	42.3% (10)	43.7% (440)	38.7% (2,440)	41.6% (14,640)
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 & Stoke-on-Trent)	Nov 16 – Apr 18	89.0%	79.2%	89.6%	90.6%	81.0%	87.3%	85.1%	83.7%	85.6%	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)
Carers who have as much social contact as they would like	2016/17	62.2%	50.0%	21.1%	37.6%	42.9%	46.3%	48.1%	28.0%	44.2%	36.9%	35.5%
Health related quality of life for carers	2016/17	8.9	7.9	6.4	7.7	8.5	8.4	8.8	7.7	8.3	7.7	7.7

4 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 even if an indicator is categorised as being 'better than England' it 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 it could still mean that it is an important issue locally and should be considered alongside local knowledge.

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

Indicator	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
Demographics														
Mid-year population estimate (000s), 2016	7.7	7.8	7.8	7.6	8.0	6.8	7.2	7.7	7.4	9.1	77.0	867.1	5,800.7	55,268.1
% under five, 2016	5.7% (440)	6.8% (530)	6.5% (510)	5.4% (410)	6.8% (550)	5.0% (340)	5.3% (380)	7.0% (540)	5.7% (420)	6.4% (580)	6.1% (4,680)	5.2% (44,980)	6.3% (365,270)	6.2% (3,429,050)
% under 16, 2016	18.9% (1,470)	21.7% (1,680)	20.0% (1,560)	15.9% (1,210)	23.9% (1,920)	17.6% (1,190)	17.0% (1,220)	20.5% (1,580)	17.9% (1,320)	20.1% (1,840)	19.4% (14,960)	17.2% (149,270)	19.5% (1,133,960)	19.1% (10,529,100)
% aged 16-64, 2016	63.7% (4,930)	62.3% (4,840)	61.5% (4,780)	64.6% (4,890)	60.5% (4,840)	59.6% (4,040)	58.9% (4,220)	67.5% (5,190)	61.7% (4,540)	66.3% (6,050)	62.8% (48,320)	61.7% (534,950)	62.2% (3,605,570)	63.1% (34,856,130)
% aged 65 and over, 2016	17.4% (1,340)	16.0% (1,240)	18.4% (1,430)	19.5% (1,480)	15.6% (1,250)	22.9% (1,550)	24.1% (1,730)	12.0% (920)	20.4% (1,500)	13.6% (1,240)	17.8% (13,680)	21.1% (182,900)	18.3% (1,061,200)	17.9% (9,882,840)
% aged 85 and over, 2016	1.0% (80)	1.1% (90)	2.0% (160)	3.0% (230)	1.0% (80)	2.7% (190)	3.7% (270)	1.1% (80)	1.7% (130)	1.3% (120)	1.8% (1,420)	2.5% (21,690)	2.4% (140,000)	2.4% (1,328,100)
Dependency ratio per 100 working age population, 2016	57.0	60.5	62.5	54.8	65.3	67.9	69.8	48.1	62.1	50.8	59.3	62.1	60.9	58.6
Dependency ratio of children per 100 working age population, 2016	29.7	34.8	32.6	24.6	39.5	29.5	28.8	30.4	29.1	30.3	31.0	27.9	31.5	30.2
Dependency ratio of older people per 100 working age population, 2016	27.3	25.7	30.0	30.2	25.7	38.4	40.9	17.7	33.0	20.5	28.3	34.2	29.4	28.4
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)

Compared to England:

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

Indicator	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
Index of multiple deprivation (IMD) 2015 weighted score, 2016	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, 2016	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)
Rural Urban Classification, 2016	Urban city and town	Urban city and town	Urban city and town	Urban city and town	Urban city and town	Urban city and town	Urban city and town	Urban city and town	Urban city and town	Urban city and town	n/a	n/a	n/a	n/a
Rural Urban Classification - high level, 2016	Urban	Urban	Urban	Urban	Urban	Urban	Urban	Urban	Urban	Urban	n/a	n/a	n/a	n/a
% in second most deprived IMD 2015 national quintile, 2016	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
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
Be able to access more good jobs and feel benefits of economic growth														
Children living in income deprived families, 2015 (%)	17.2% (260)	18.7% (330)	13.5% (210)	10.7% (130)	29.1% (550)	17.8% (200)	16.6% (190)	18.8% (320)	7.6% (100)	11.3% (210)	16.6% (2,480)	12.9% (18,370)	19.8% (216,950)	16.8% (1,678,030)
School readiness (Early Years Foundation Stage), 2017 (%)	70.5% (60)	70.5% (90)	75.0% (80)	74.2% (50)	64.8% (80)	77.5% (60)	76.5% (60)	69.6% (60)	79.5% (70)	81.7% (100)	74.1% (650)	74.5% (7,130)	68.6% (50,800)	70.7% (473,630)
Pupil absence, Autumn Term, 2017/18 (%)	5.1%	4.8%	4.8%	3.6%	5.5%	3.9%	4.2%	4.6%	4.1%	4.4%	4.6%	4.4%	4.4%	4.3%
Children with special educational needs, 2018 (%)	14.9%	18.0%	13.4%	10.4%	17.0%	9.7%	12.1%	13.3%	11.1%	11.0%	14.0%	12.5%	15.5%	14.6%

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

Indicator	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
Children who claim free school meals, 2018 (%)	17.1% (170)	17.0% (220)	12.9% (140)	6.4% (50)	26.0% (360)	8.9% (90)	9.0% (90)	15.9% (150)	4.2% (40)	7.4% (90)	13.8% (1,410)	9.5% (11,200)	15.5% (139,240)	13.2% (1,057,400)
GCSE attainment (achieving grade 5 or above in English & Maths), 2017 (%)	28.9% (30)	17.8% (20)	35.8% (30)	23.1% (10)	22.4% (20)	41.7% (40)	36.4% (20)	21.8% (10)	26.8% (20)	24.1% (20)	29.1% (230)	39.3% (3,300)	39.8% (23,430)	41.0% (457,740)
Unemployment (claimant counts), May 2018 (%)	2.1% (110)	2.3% (110)	2.1% (100)	2.0% (100)	3.0% (150)	1.9% (80)	1.9% (80)	1.8% (100)	0.8% (40)	1.2% (70)	1.9% (920)	1.3% (7,080)	2.8% (99,950)	2.1% (741,510)
Older people aged 60 and over living in income-deprived households, 2016 (%)	14.9% (270)	18.6% (310)	20.4% (370)	24.4% (460)	25.4% (430)	18.0% (360)	14.4% (310)	22.5% (320)	11.9% (240)	13.6% (240)	18.2% (3,310)	13.1% (30,760)	18.2% (246,110)	16.2% (2,043,600)
Be healthier and more independent														
General fertility rate per 1,000 women aged 15-44, 2014-2016	60 (270)	68 (320)	59 (270)	65 (270)	59 (290)	60 (210)	54 (210)	71 (340)	68 (250)	54 (310)	62 (2,730)	58 (25,870)	64 (210,970)	62 (1,989,050)
Low birthweight babies (under 2,500 grams), 2014-2016 (%)	9.5% (30)	6.0% (20)	4.9% (10)	9.1% (30)	9.0% (30)	9.7% (20)	6.9% (10)	9.1% (30)	6.8% (20)	8.0% (30)	7.9% (220)	7.4% (1,910)	8.7% (18,350)	7.4% (144,840)
Excess weight (children aged four to five), 2014/15 to 2016/17 (%)	23.3% (60)	22.3% (80)	24.5% (70)	21.2% (40)	29.6% (110)	22.4% (40)	21.9% (50)	25.7% (80)	22.4% (60)	21.2% (70)	23.8% (660)	23.5% (6,130)	n/a	22.2% (414,490)
Excess weight (children aged 10-11), 2014/15 to 2016/17 (%)	36.3% (90)	40.8% (110)	35.3% (80)	30.0% (60)	34.4% (110)	32.1% (60)	31.8% (60)	32.8% (80)	35.2% (90)	33.4% (100)	34.4% (830)	33.6% (8,000)	n/a	33.9% (553,230)
Under-18 conception rates per 1,000 girls aged 15-17, 2013-2015									S		40 (170)	26 (1,140)	26 (63,190)	23 (470)
Disability Living Allowance claimants, Nov 2017 (%)	3.9% (300)	3.8% (300)	3.5% (270)	3.2% (250)	4.2% (340)	3.6% (250)	2.9% (210)	3.2% (250)	2.2% (170)	2.7% (250)	3.3% (2,570)	2.9% (25,270)	3.2% (187,690)	3.1% (1,722,120)
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, 2016 (%)	10.8% (360)	12.5% (390)	12.9% (430)	8.4% (310)	13.3% (430)	10.5% (310)	12.3% (390)	10.8% (350)	8.8% (280)	11.0% (420)	11.1% (3,670)	12.0% (44,450)	13.7% (327,240)	11.1% (2,550,570)
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 2012-July 2017 (%)	0% (0)	3.5% (<5)	0% (0)	0% (0)	11.6% (10)	20.7% (20)	28.9% (50)	30.0% (20)	31.3% (30)	31.6% (20)	12.3% (120)	22.2% (2,910)	19.5% (16,170)	19.1% (144,710)
Life expectancy at birth - males (years), 2012-2016	79.5	79.8	78.9	76.8	79.7	79.9	77.0	79.6	80.8	81.6	79.2	79.7	78.8	79.6
Life expectancy at birth - females (years), 2012-2016	82.2	79.5	85.3	84.1	87.0	82.9	80.1	84.1	85.6	84.4	82.7	83.0	82.8	83.2

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

Indicator	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
Mortality from causes considered preventable (various ages) (ASR per 100,000), 2012-2016	204 (80)	193 (70)	206 (70)	245 (90)	251 (90)	170 (60)	215 (80)	214 (60)	138 (50)	158 (60)	197 (710)	179 (8,010)	196 (31,560)	183 (277,330)
Adult social care - long term care (ASR per 1,000), 2017/18	17 (90)	41 (170)	21 (120)	24 (160)	21 (100)	21 (120)	26 (180)	24 (100)	15 (80)	15 (70)	22 (1,190)	18 (13,390)	19 (87,680)	20 (872,510)
End of life: proportion dying at home or usual place of residence, (2013-2015)	32.6% (50)	51.9% (110)	33.9% (60)	34.4% (70)	31.0% (40)	38.2% (80)	48.8% (160)	40.8% (50)	34.8% (60)	36.4% (50)	39.5% (720)	42.4% (10,700)	42.1% (66,670)	44.6% (640,870)
Feel safer, happier and more supported														
Children in Need *: open cases at end of year per 1,000 0-17 population **	19 (30)	24 (50)	19 (30)	14 (20)	26 (60)	21 (30)	25 (40)	21 (40)	8 (10)	8 (20)	19 (310)	19 (3,260)	n/a	n/a
Looked after children: Open cases at end of year per 1,000 0-17 population **	S	8 (20)	8 (10)	S	12 (30)	10 (10)	9 (10)	9 (20)	S	6 (10)	7 (120)	6 (1,040)	n/a	n/a
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)
Total recorded crime (rate per 1,000), 2017/18	48.6 (380)	77.4 (600)	60.1 (470)	217.5 (1,650)	71.0 (570)	57.7 (390)	80.8 (580)	68.3 (530)	39.7 (290)	48.3 (440)	76.5 (5,890)	62.9 (54,560)	76.4 (443,170)	83.0 (4,585,570)
Violent crime (rate per 1,000), 2017/18	19.6 (150)	26.9 (210)	20.3 (160)	47.6 (360)	29.0 (230)	23.6 (160)	29.2 (210)	28.0 (220)	9.0 (70)	15.9 (150)	24.8 (1,910)	21.7 (18,840)	22.0 (127,440)	23.7 (1,309,680)
Antisocial behaviour (rate per 1,000), 2017/18	16.9 (130)	30.1 (230)	19.2 (150)	68.2 (520)	35.2 (280)	23.0 (160)	16.8 (120)	29.8 (230)	10.9 (80)	23.6 (220)	27.5 (2,110)	26.3 (22,810)	27.0 (156,480)	27.9 (1,541,860)
Domestic abuse (rate per 1,000), 2017/18	9.2 (70)	10.6 (80)	9.9 (80)	14.1 (110)	15.1 (120)	10.2 (70)	12.7 (90)	14.7 (110)	4.6 (30)	7.7 (70)	10.9 (840)	8.7 (7,590)	n/a	n/a

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

Indicator	Amington	Belgrave	Bolehall	Castle	Glascote	Mercian	Spital	Stonydelph	Trinity	Wilnecote	Tamworth	Staffordshire	West Midlands	England
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)

* Children with an open CIN (excluding LAC and CP) involvement as at 31/03/2018 including cases in assessment and awaiting closure.

** Ward level CIN and LAC rates can be influenced by sibling group sizes so care must be taken using these figures.

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Public Health England

Protecting and improving the nation's health

Tamworth

District

This profile was published on 3 July 2018

Local Authority Health Profile 2018

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.

Health in summary

The health of people in Tamworth is generally similar to the England average. About 17% (2,500) of children live in low income families. Life expectancy for both men and women is similar to the England average.

Health inequalities

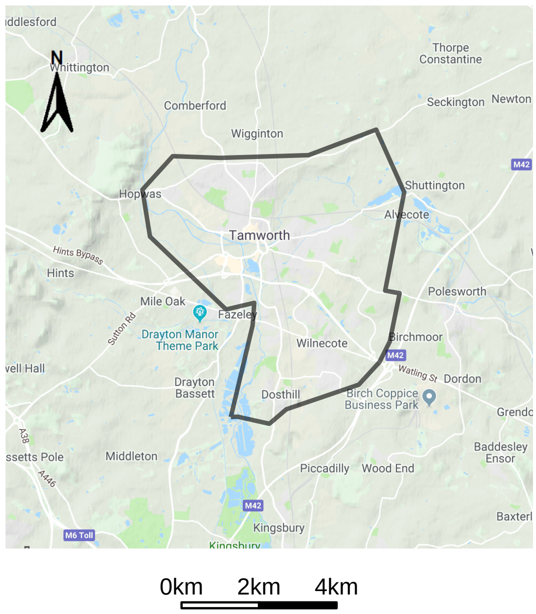
Life expectancy is 6.4 years lower for men and 8.2 years lower for women in the most deprived areas of Tamworth than in the least deprived areas.**

Child health

In Year 6, 23.4% (181) of children are classified as obese, worse than the average for England. The rate of alcohol-specific hospital stays among those under 18 is 51*. This represents 9 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 646*. This represents 477 stays per year. The rate of self-harm hospital stays is 201*. This represents 154 stays per year. 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 statutory homelessness is better than average.



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Map data © 2018 Google
Local authority displayed with ultra−generalised clipped boundary

For more information on priorities in this area, see:

- https://www.staffordshire.gov.uk/health/PublicHealth/PublicHealthandWellbeing.aspx

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

Local Authority Health Profiles are Official Statistics and are produced based on the three pillars of the Code of Practice for Statistics: Trustworthiness, Quality and Value.

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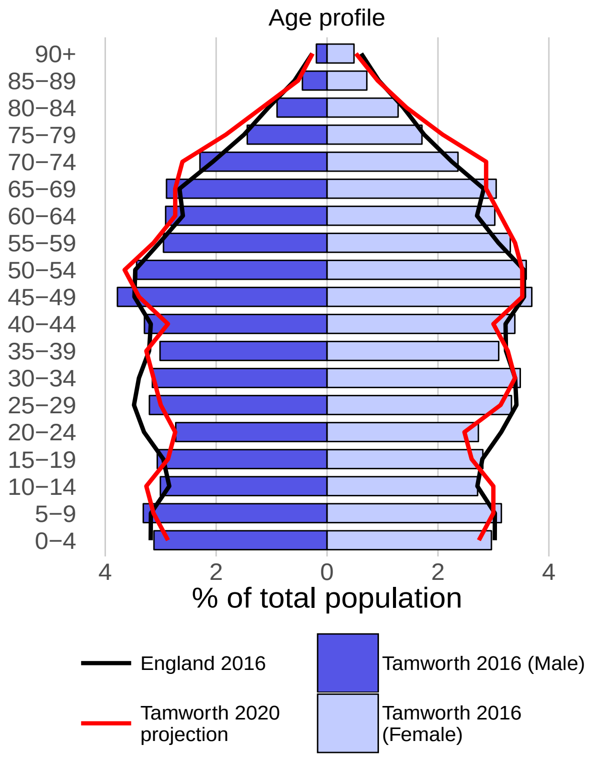
* rate per 100,000 population

** see page 3

Population



Understanding the sociodemographic profile of an area is important when planning services. Different population groups may have different health and social care needs and are likely to interact with services in different ways.

	Tamworth (persons)	England (persons)
Population (2016)*	77	55,268
Projected population (2020)*	77	56,705
% population aged under 18	21.8%	21.3%
% population aged 65+	17.8%	17.9%
% people from an ethnic minority group	1.7%	13.6%

* thousands

Source:
Populations: Office for National Statistics licensed under the Open Government Licence
Ethnic minority groups: Annual Population Survey, October 2015 to September 2016

Deprivation

The level of deprivation in an area can be used to identify those communities who may be in the greatest need of services. These maps and charts show the Index of Multiple Deprivation 2015 (IMD 2015).

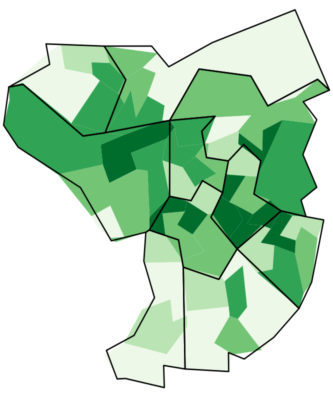
National

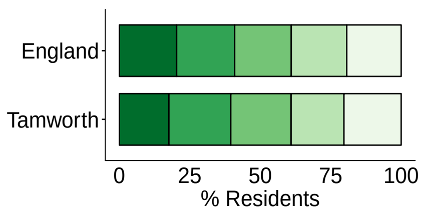
The first of the two maps shows differences in deprivation in this area based on national comparisons, using national quintiles (fifths) of IMD 2015, shown by lower super output area. The darkest coloured areas are some of the most deprived neighbourhoods in England.

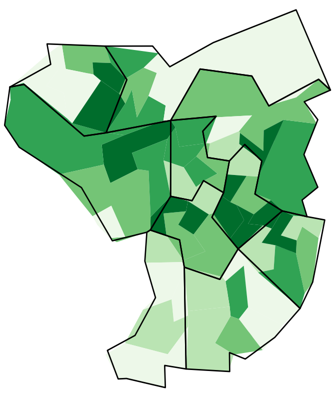
The chart shows the percentage of the population who live in areas at each level of deprivation.

Local

The second map shows the differences in deprivation based on local quintiles (fifths) of IMD 2015 for this area.







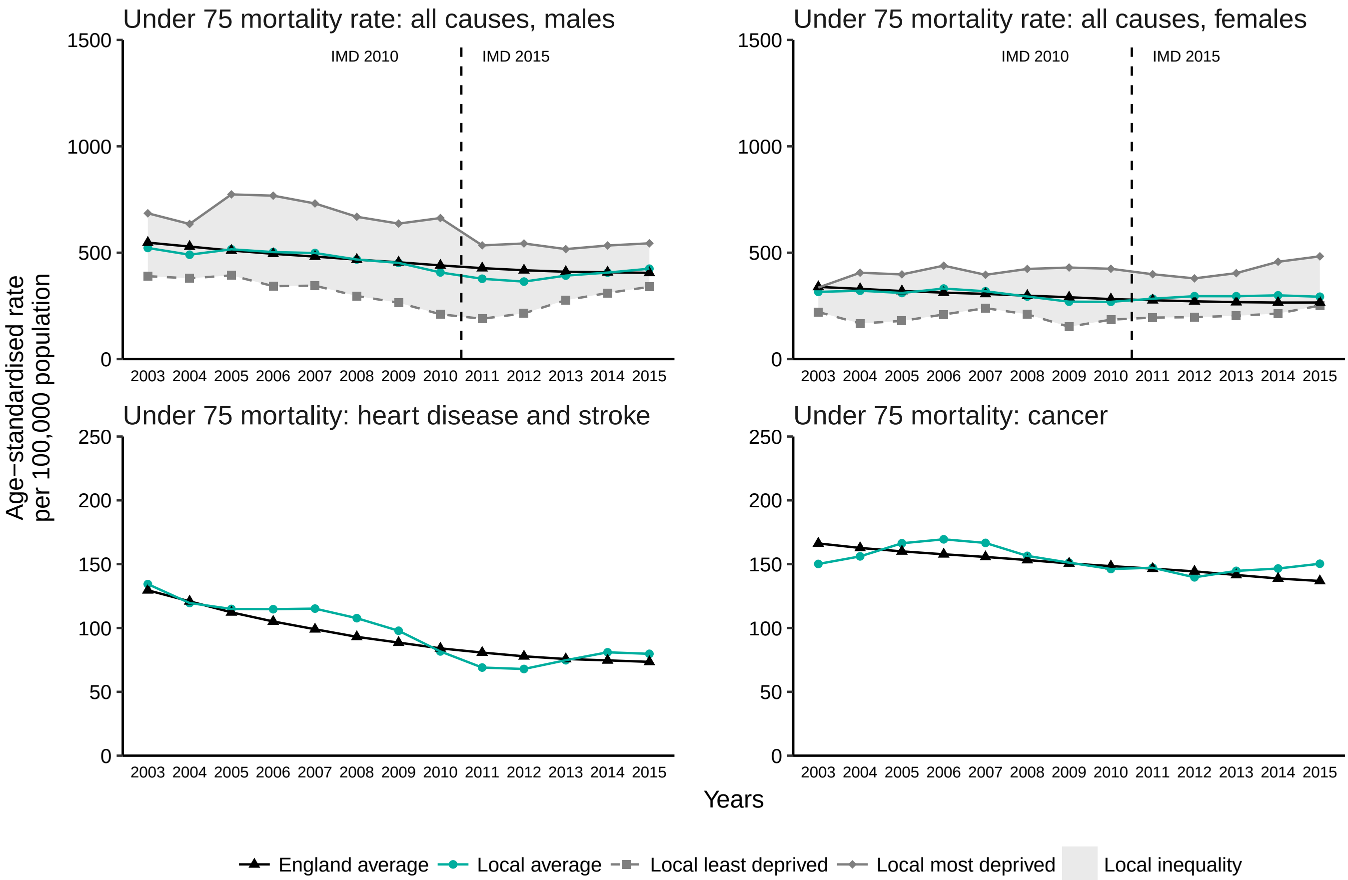
Lines represent electoral wards (2017). Quintiles shown for 2011 based lower super output areas (LSOAs). Contains OS data © Crown copyright and database rights 2018. Contains public sector information licensed under the Open Government Licence v3.0

Health inequalities: life expectancy

The charts show life expectancy for males and females within this local authority for 2014-16. The local authority is divided into local deciles (tenths) by deprivation (IMD 2015). The life expectancy gap is the difference between the top and bottom of the inequality slope. This represents the range in years of life expectancy from most to least deprived within this area. If there was no inequality in life expectancy the line would be horizontal.

Trends over time: under 75 mortality

These charts provide a comparison of the trends in death rates in people under 75 between this area and England. For deaths from all causes, they also show the trends in the most deprived and least deprived local quintiles (fifths) of this area.



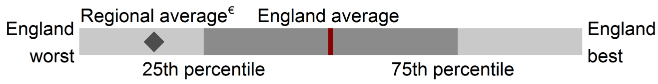
Data from 2010-12 onwards have been revised to use IMD 2015 to define local deprivation quintiles (fifths), all prior time points use IMD 2010. In doing this, areas are grouped into deprivation quintiles using the Index of Multiple Deprivation which most closely aligns with the time period of the data. This provides a more accurate way of examining changes over time by deprivation.

Data points are the midpoints of three year averages of annual rates, for example 2005 represents the period 2004 to 2006. Where data are missing for local least or most deprived, the value could not be calculated as the number of cases is too small.

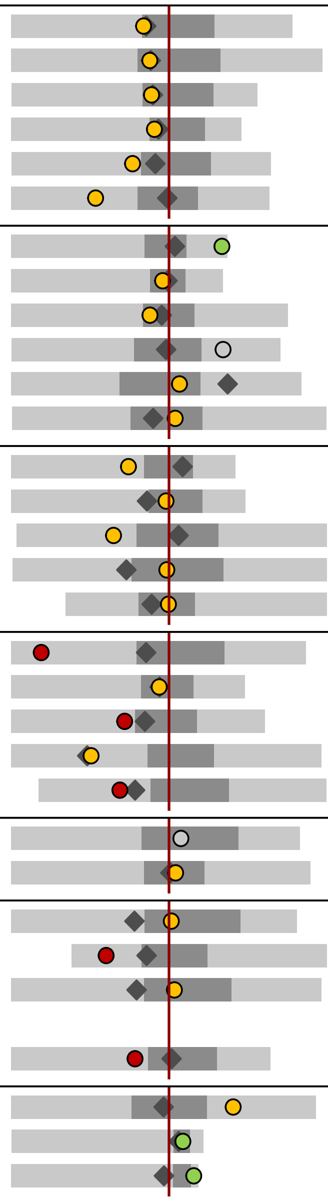
Health summary for Tamworth

The chart below shows how the health of people in this area compares with the rest of England. This area's value for each indicator is shown as a circle. The England average is shown by the red 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 names	Period	Local count	Local value	Eng value	Eng worst	Eng best
Life expectancy and causes of death	1 Life expectancy at birth (Male)	2014 − 16	n/a	78.7	79.5	74.2	83.7
	2 Life expectancy at birth (Female)	2014 − 16	n/a	82.7	83.1	79.4	86.8
	3 Under 75 mortality rate: all causes	2014 − 16	739	357.3	333.8	545.7	215.2
	4 Under 75 mortality rate: cardiovascular	2014 − 16	163	79.8	73.5	141.3	42.3
	5 Under 75 mortality rate: cancer	2014 − 16	310	150.3	136.8	195.3	99.1
	6 Suicide rate	2014 − 16	28	13.8	9.9	18.3	4.6
Injuries and ill health	7 Killed and seriously injured on roads	2014 − 16	37	16.0	39.7	110.4	13.5
	8 Hospital stays for self−harm	2016/17	154	201.2	185.3	578.9	50.6
	9 Hip fractures in older people (aged 65+)	2016/17	75	608.7	575.0	854.2	364.7
	10 Cancer diagnosed at early stage	2016	177	57.1	52.6	39.3	61.9
	11 Diabetes diagnoses (aged 17+)	2017	n/a	78.6	77.1	54.3	96.3
	12 Dementia diagnoses (aged 65+)	2017	613	68.8	67.9	45.1	90.8
Behavioural risk factors	13 Alcohol−specific hospital stays (under 18s)	2014/15 − 16/17	26	51.1	34.2	100.0	6.5
	14 Alcohol−related harm hospital stays	2016/17	477	646.0	636.4	1,151.1	388.2
	15 Smoking prevalence in adults (aged 18+)	2017	11,125	18.5	14.9	24.8	4.6
	16 Physically active adults (aged 19+)	2016/17	n/a	65.8	66.0	53.3	78.8
	17 Excess weight in adults (aged 18+)	2016/17	n/a	61.4	61.3	74.9	40.5
Child health	18 Under 18 conceptions	2016	45	33.3	18.8	36.7	3.3
	19 Smoking status at time of delivery	2016/17	92	11.8	10.7	28.1	2.3
	20 Breastfeeding initiation	2016/17	576	64.2	74.5	37.9	96.7
	21 Infant mortality rate	2014 − 16	16	5.9	3.9	7.9	0.0
	22 Obese children (aged 10−11)	2016/17	181	23.4	20.0	29.2	8.8
Inequalities	23 Deprivation score (IMD 2015)	2015	n/a	20.3	21.8	42.0	5.0
	24 Smoking prevalence: routine and manual occupations	2017	n/a	24.8	25.7	48.7	5.1
Wider determinants of health	25 Children in low income families (under 16s)	2015	2,480	16.6	16.8	30.5	5.7
	26 GCSEs achieved	2015/16	425	49.4	57.8	44.8	78.7
	27 Employment rate (aged 16−64)	2016/17	35,700	74.9	74.4	59.8	88.5
	28 Statutory homelessness	2016/17	16	0.5	0.8		
	29 Violent crime (violence offences)	2016/17	1,912	24.8	20.0	42.2	5.7
Health protection	30 Excess winter deaths	Aug 2013 − Jul 2016	76	12.8	17.9	30.3	6.3
	31 New sexually transmitted infections	2017	286	580.5	793.8	3,215.3	266.6
	32 New cases of tuberculosis	2014 − 16	4	1.7	10.9	69.0	0.0



For full details on each indicator, see the definitions tab of the Health Profiles online tool: www.healthprofiles.info

Indicator value types
1, 2 Life expectancy - Years 3, 4, 5 Directly age-standardised rate per 100,000 population aged under 75 6 Directly age-standardised rate per 100,000 population aged 10 and over 7 Crude rate per 100,000 population 8 Directly age-standardised rate per 100,000 population 9 Directly age-standardised rate per 100,000 population aged 65 and over 10 Proportion - % of cancers diagnosed at stage 1 or 2 11 Proportion - % recorded diagnosis of diabetes as a proportion of the estimated number with diabetes 12 Proportion - % recorded diagnosis of dementia as a proportion of the estimated number with dementia 13 Crude rate per 100,000 population aged under 18 14 Directly age-standardised rate per 100,000 population 15, 16, 17 Proportion - % 18 Crude rate per 1,000 females aged 15 to 17 19, 20 Proportion - % 21 Crude rate per 1,000 live births 22 Proportion - % 23 Index of Multiple Deprivation (IMD) 2015 score 24, 25 Proportion - % 26 Proportion - % 5 A*-C including English & Maths 27 Proportion - % 28 Crude rate per 1,000 households 29 Crude rate per 1,000 population 30 Ratio of excess winter deaths to average of non-winter deaths (%) 31 Crude rate per 100,000 population aged 15 to 64 (excluding Chlamydia) 32 Crude rate per 100,000 population

€"Regional" refers to the former government regions.

If 25% or more of areas have no data then the England range is not displayed.

Please send any enquiries to healthprofiles@phe.gov.uk

Residents survey responses

More touristic feel, more children activities. Tramline over Ladybridge. Splash pad in Castle Grounds, outdoor bar restaurants by river. More upmarket retailers. Chain/restaurant bars in Ankerside that open late. Tram line from train station to town centre.
New shops in the town. Private landlords should pay more rent if building is empty. Council should lower rents. No letting to phone, mobile and barber shops. Let empty shop space to market stall holders.
More traditional shops like sweet shops independent bakery. More cafes and a different vibe like Paris and Amsterdam. Show off our history with shops that come from that era more outdoor events.
I would like to see the co-operative back to how it was. A proper shoe shop, Clark's or hotters. The three shops that are unsafe, made safe and used, one could house Tamworth Information. A small car part shop, a decent book shop. Cooked meat shop. Signage in keeping with the old town. Bring back the outside baths with heated water; we don't need any more Turkish barbers or charity shops or Opticians. We need fancy quirky shops. People to patrol streets to stop teenagers riding bikes scooters through the pedestrian streets, a restriction or time allocation for deliveries to shops in George Street and Market Street. The band stand used more regularly.
Cheaper parking. Eating area. Entice nice restaurants. Miller & Carter, Ask Italian, Los Iguanas, Pizza Hut.
Demolish the indoor market area replace with really nice restaurants and bars overlooking the church make it an upmarket quarter and square, add a water feature or mini fountains for kids. Move the markets from clogging up the main roads into the Gungate precinct save clogging streets. Free parking even if a park ride or at football ground etc. What happened to the boats on the river I remember or even Borrowpit lake? Some kind of themed transport to from Ventura via Ladybridge. i.e. Saxon etc. Encourage niche shops. Missing an antiques centre. What about a Reliant Robin experience in town? A mini farm with Tamworth pigs in the town centre the kids would love that. Giant photos of the town's history and heritage as well as modern pics.
Free parking.
More restaurants, more events especially over weekends this would encourage more shops to open. The I Love Tamworth Event should be on the same weekend as the Nation Heritage Open Weekend 2nd weekend of September to take advantage of national publicity and safe confusion for visitors. The Christmas Lights Turning On event is a bit sad and needs reinventing Emphasis with new build should be on eateries, hotels and town centre housing. The standard of architecture should improve the look of the town. Really push to improve look of frontages in town centre especially those above the shop fronts some of which look abandoned, unloved with windows missing see near to The Phoenix in George St. Encourage the above shop areas to be turned into living accommodation by use of planning laws and grant inducements. More housing in town centre leads to more demand for eateries and convenience stores etc. Council keeps emphasising that they don't own much property in town centre but what they do own is poorly maintained and not up to modern standards.
A wider range of restaurants for all tastes and budgets. More evening activities, such as Escape Rooms, SoftPlay for the children (I know there's one at the bowling alley, but Town Centre would work in addition to this), and other entertainment to bring people to town in the evenings. LED lighting is cheap to install and run, and would brighten up a dull town centre. Fairy-lights by the castle and down market street would create an all year round experience, and give the centre an immediate upmarket boost.

Better shops and more food outlets. Create an area like Brindley place in Birmingham. Lots of places to eat and drink so that Ventura is for shopping and town is for eating and drinking with decent bars and restaurants
Live acoustic style cafe, open mic so people can just come in and perform for free, set up open mic nights for comedy, singing etc., set up singing/music classes for young stars cheap, books to donate/take/read. As it'll be open mic, small children can go to the mic to sing things like nursery rhymes to build confidence; shop could have its own live stream/YouTube channel to record acts to help get their name out into the world/publicity for free. Paid crèche style soft play where you can leave children to go shopping on your own for 1-2 hours.
Move the tourist information centre from its current location to a more central area in the town centre, i.e. near where it was before in Market Street near the Robert Peel statue or to a suitable empty building near to the Assembly rooms. It would be great if the tourist information centre could be combined with a space that could evolve. There could be displays about the history of Tamworth and also interactive displays about the future of Tamworth. Local Photographers or artists could display their work. There is definitely room for more independent places to eat and bringing in retailers that offer something different than Ventura.
Ankerside needs a modern stamp to it. New shops need to come into Tamworth to attract all generations. Our history needs to be embraced more. Tamworth museum? We need to teach others about our Anglo-Saxon history.
Cheaper parking. Lots of little independent more specialist shops craft shops, music shop or record shop, pet shop art gallery gift shops pasty type shop bookshops olde worlde tea shoppe and sweet shop, Saxon centre in castle grounds castle to focus on its history with river boating and outdoor lido town centre museum concentrating on historical figures. Moat House come back into town's possession and use as a tourist attraction as Victorian life museum and asylum history/medical history of town history of the Comberfords and recreate the grounds and avenue of lime trees and incorporate river walk. Could use it for summer fetes for charity as Dr Woody did and hold leisure activities there that the patients did like painting, drawing, poetry, reading, gardening, handicraft clubs etc.
Wider selection of independent shops, removal of tatty market stalls from main streets, quality eateries and micro pubs rather than fast food and cheap pub grub, more greenery throughout the town, improved shop frontages, cleaner streets. Visitors' first impressions of our town centre are poor, especially if accessing it from the Castle Grounds - rubbish accumulating in pit area (next to Nationwide BS), pet market stall and all the smells that accompany it, other market stalls obscuring the Town Hall and even more stalls as far as the eye can see. Stricter policies on shop signage, colour schemes and cleanliness. Financially encourage more independent retailers with quality goods and restrict the number of bargain basement type shops and takeaways. Open up our streets again so that we can see the shops. Place restrictions on the types of market wares sold in the town, where they are sold and the quality of the actual stalls. Consider building a designated market hall, possibly the old precinct area? Open up the Town Hall and surrounding area as a gastro eatery - a great draw to visitors accessing the town after visiting the castle. Offer walking tours of the town - we have plenty of heritage sites, not just the castle. Hold open air farmers' markets, quality craft fairs, street food markets, promoting local produce. Run a shuttle service between Ventura Park and the Town centre to encourage more visitors using our out of town shops.

Revisit your marketing strategy and promote our town and its events and activities better, using social media, radio and tv.
A town centre that did not appear dowdy and run down. Vendors and market traders selling less bargain basement goods to attract a broader cross section of purchasers. A defined market area to free up shop frontages. More of an atmosphere during the day which is there on an evening. Promotion of the heritage. Promoted events in the town. Micro Pubs. Somewhere decent to have good, unfast food. A safe well maintained clean area, Gastro food. Plan how the town centre is going to be accessed by visitors to the towns promotions and attractions and what their first impression of the town will be, tidy and maintain the access from the castle grounds removing regularly the litter from the excavated castle gate by Guy's town hall, relocate the heritage/ information centre back to that area, possibly in the town hall which is a part of the towns heritage. In that area encourage independent niche traders, develop a Gastro food area, micro brewery/pub, quality restaurant, so visitors can enjoy the experience of coming not only to an event at the castle or in the castle grounds but exploring the town. Maintain the quality of shop frontages throughout the centre ensuring guidelines are in place. In the longer term look at developing a historically themed link such as a tram, between the Ventura shopping area and the town to ping the two centres.
I think you need to form an area that it meeting place for coffee shops and restaurants, must be all close to each other so that people can choose a variety of styles, Mexican, Italian and Traditional, Coffee Shops with outdoor seating and heaters, the St Editha's square with live music bands, free parking would bring people to the town and lower rates for business for first 3 years so they get established.
More restaurants. Something like a five guys, not a Macdonald's, etc. An independent pizza place would be good. There are next to no quality offerings in the centre, or at Ventura. As above, encourage Independent, higher end restaurants and shops. These more boutique offerings can't afford Ventura, nor do they need the space. The pubs are starting to up their game, food offerings need to catch up.
More restaurants and bars/ clubs to cater for all ages (over 25s) restaurants bistros not just cafes that shut early or Indian restaurants thriving social scene. also more heritage centres I am in the National Trust and English heritage member love the castle shame to see moathouse closed. Museum, heritage trails etc. Interesting different shops to entice people to look around whilst eating out visiting castle etc. Not sure if taxi licenses are your remit but more of them cheaper a few companies seem to have the monopoly and charge extortionate prices cheaper to come back from Lichfield or Sutton than to go! Get people coming in for night out and visiting multiple locations. More restaurants/bars both independent and chains for all ages and types live music, dancing etc. Tamworth Tap has it spot on. The street eats and beats is brilliant and always full showing people want bit of music drinks and different food options. Make the assembly rooms more of a theatre, entice more national shows like the Garrick in Lichfield does. A museum celebrating our history. Free Shuttle bus between Ventura and town. Make sure town is signposted and promoted heavily at Ventura, Snowdome and Drayton manor this is where visitors are! If you're a visitor would you know how to get to ladybridge to town? Better market - artisan/ food drink/ craft not just tat will entice younger crowd. What can be done about private landlords can they be encouraged to fill their units somehow? Same with breweries. I'd rather have housing than empty units people living in town will increase footfall and entice restaurants and shops in. Forum for business owners pub landlords etc incentive to join to get them all talking to each other.
A wider range of good quality places to eat - more of a 'cafe culture' in the day, and decent restaurants in the evening (think Christopher's, The Albert, Da

Quino). More community activities - craft workshops etc. Wider range of specialist shops - the stuff I can't buy in the supermarket. The Toolbox is a good example. At night it's unpleasant waking along Gorge Street - it's not well lit and can feel unwelcoming. The pedestrian corridor from Kettlebrook Road is intimidating in the evening- I do not feel safe using the subways once it's dark and don't go into the town centre alone in the evening. Encouraging more outdoor seating outside eateries - like the Penny Black. Encouraging the integration of retail and social/community events. The village I lived in before Tamworth had a rapidly recovering High Street - a craft shop ran all kinds of knitting/card making workshops, the small furniture shop next door regularly held workshops on customising furniture with paint effects, paper etc. The next village along had a cake shop where you could learn sugar craft, frosting and chocolate making. This resulted in people actively coming into the village to learn, socialise, shop and frequent the cafe and coffee shop. Book retailers offering book clubs, writing workshops etc. Pop up restaurants in vacant units?
A cheaper and better transport service between Ventura and the town centre. Cheaper parking would entice more visitors to the town. Council needs to promote our heritage to entice more visitors. Like the City of York!!!! Why can’t the council and The Chamber of Commerce join forces and promote Tamworth as somewhere for small business to come to. Can the council do something to attract market traders again. Food and drink events work very well. The town and surrounding areas are in the process of a major building programme.
Pop up independent quality shops/cafes, regular farmers or food markets on Sundays or Saturdays in specific area of the town, more shops open on Sundays, street entertainers, signpost visitors from castle grounds especially on events days. Also make Tamworth a destination. We have fantastic history and buildings and we’re not promoting them. How about Facebook promotion? I have friends in Tamworth who never go into town as they don’t know what’s there. Or giving shop/cafe discounts to walking, history, running groups etc? I understand the issue around Parking charges being baked into budgets but this is short sighted as if Is definitely a barrier. Why not make money in other ways? Rent deckchairs, donkey rides in summer, create an inland seaside (think Matlock) more money making events. Town centre shop fronts, signage: mandate that’s it’s in keeping with the history. Finally you don’t have infinite resource so why not get a residents group together, people with ideas, skills, drive and energy to volunteer suggestions, investigate possibilities and benchmark what’s working well elsewhere. We are a town of two halves but it seems that the town centre doesn’t work for everyone and neither does Ventura. They both need to be inclusive like the castle grounds are.
A splash park in the old swimming baths area in the castle grounds, and canoes on the river, linking up to other areas such as the moat house. Some sort of land train/tram to link Ventura and town, it could maybe visit other areas such as Snowdome etc. New leisure facilities and a gym with a creche, alongside this a separate facility for those with additional needs. Improve the crazy golf and get businesses to sponsor it. Move the market to a different area and also offer themed markets. Also put some housing into the town centre. A Heritage Centre showcasing our Saxon past and a history of Tamworth. Lots of restaurants and night time leisure, maybe some health shops. Organise park runs in the castle grounds and increase the events over Summer, ask for donations at free events and ring fence the money for the town centre.
More variety of small shops. More choices this will encourage more foot fall. Keep the historic buildings & local crafts & home grown produce. I would like the Moat House to be saved & restored where need & to be used as a museum to show how Tamworth used to be. You could have schools & visitors locals visit for a small charge. Add coffee shop/restaurant so you can eat while you enjoy the history of Tamworth through the ages.
Change parking rates so that you get an hour or two not 30 minutes for 70p. Then I might not just rush to the bank and back to car and might actually look

at the few remaining shops. This would encourage people who are just nipping to bank to take their time and would increase business in the town centre.
More specialist, independent shops, such as arts and crafts, delicatessen, local produce etc. Also more dog friendly stores. Free parking window, for example between 10am and 3pm, to encourage more visitors to the town centre without giving away the income generated from town centre workers.
My idea would be to bring Ventura Park and the town centre as one .In the summer use the river to transport our visitors and our residents buy canal barges. On Sundays we could use the market stalls and do car boot sales that would generate people to come into the town and use our restaurant's,cafe and bars.
A museum to celebrate our heritage, so much more than just Tamworth Castle. Robert Peel/Police Force/capital of Mercia/Colin Grazier/John Rawlett/Drayton Manor - family history etc it could incorporate Tamworth from the ancient era to modern day. The museum could offer tours to school children and link it to the National Curriculum - for example Tamworth during the Romans, Tamworth in the age of Victoria, Tamworth during WW2 (link to evacuees and the surrounding villages). I am a History teacher and this is something I would love to get involved in. A wider variety of restaurants, cocktail bars and quality clothes shops.
Free parking obviously isnt an option but only applying charges until 3pm would encourage footfall later in the day. Make Tamworth town centre a destination by encouraging outlet retailers- a mini Clarks Village. This would compliment rather than compete with Ventura. Approach NewLife as they have recently opened new outlets. The Gungate site could be a ‘Mere Green’ type area of quality eating places. Encourage local talent - a ‘rent a shelf’ pop up shop for local artists/craftspeople.
Have a museum / art gallery to make the most of the towns history such as the links to the police force and the Staffordshire Hoard and how important Tamworth was centuries ago. A better tourist information centre close to the castle so people visiting the castle might be sign posted to other historic buildings in the town. Where the information centre is currently is nowhere near where most visitors would go to if they visited the town. Don’t even know if the sign posts in town are correct to point people in the right direction to go to the information centre. Dont allow too many of the same types of shops to open such as the large number of Turkish barbers and all the fast food places. Not enough shops for children to be interested in. I think a shuttle that could take people from Ventura to town across the Ladybridge.
Schemes which bring more community activities into the centre, ideally which bring together private enterprise with voluntary sector to tackle social needs such as skills training/personal development in NEETS, homelessness, loneliness and isolation in older people and for those with multiple complex needs or special educational needs. More initiatives such Coliseum Cards in the town centre (which blend retail enterprise with social needs and voluntary sector) would be ideal - crafts, knitting, confectionery, café/restaurant type business models could all be matched against different third sector / voluntary groups and all supported by an integrated coordination programme that assisted with insurance, H&S and safeguarding, business model development, affordable loans/accelerator funding etc - Land assembly: buying up land / units to enable long term consolidation and redevelopment, but to in the interim securing rent cap agreements 2-3years) to allow small businesses to start out to planning certainty. - Lighting scheme: evening lighting is very poor - detailed business plan which can be marketed at long term return investment funds and perhaps supported by a BID / business rate levy mechanism once a certain level of investment or other KPI had been triggered.

A splash pad/ fake beach area. During the warmer weather hundreds of people travel to Kingsbury water park / Bosworth etc but for people without transport or people like myself whose partner uses the car for work are left unable to go to these places. If Tamworth had something like this to offer I am certain it would bring in hundreds of families therefore also using the local facilities and shops/cafes.
More independent shops. Rent the rooms out above the shops as there seems to be a lot empty then you will have more people using the local shops which in itself will encourage growth.
The town centre is a boring 9-5 town . Soon as 5pm comes it’s dead. Shops closed and the only places open is takeaways and the odd pub . Why don't the possibility of purchasing the empty businesses and it will be the perfect chance to incentivise the town and reinvigorate it at the same time . I would also add that the problem of homelessness is becoming more noticeable each week .If some of the businesses could maybe converted to liveable accomodation for the homeless families and people who don't have a home .
We need to bring in more entertainment businesses into town centre along with apartments for young people. This in its self will bring more people into the area, which will then bring more restaurants. It has worked well in the Jewellery Quarter in Birmingham which was full of derelict warehouses 10 years ago and now looks totally different.
My idea is tourist attraction we already have the Castle, market and events going on but need something that will make children want to go as the parents would follow and spending money in the shops that are in the town. You have the likes of the man-made beach of Bosworth Water Park, water world of Stoke sir even wonderland of Telford. I think a family attraction would force families into the town centre driving footfall and hopefully saving business through passing trade. Car parking isn't an issue as you have to pay in other towns people just use it as an excuse.
It needs a supermarket, move Morrisons from bell corner to Ankerside or tempt another supermarket to an empty shop. Have town centre events, why is the food festival set on a muddy castle green site, you do a monthly Friday night one in town centre, the food festival does not have to be in the dreadful church square is can be set in threaded areas in say town hall under root, in Ankerside in church square. We need a quirky theme to attract people in, a book market or other market where items sold from containers, trolling or bikes We need a bus station, the former Precinct is ideal and a minor change to traffic flow would make it central place Why not have a load of quirky telephone boxes that make pop up shops they would add novelty Why not a Peel Trail, we don't celebrate this famous statesmen enough. Why not a community centre in the town not halfway to Ventura
The town must maximise its proposed cultural / creative quarter. To do this we must have a museum and it must be the natural home for the Staffordshire Hoard and all things Reliant as well as our ancient history and past citizens such as Peel and Guy. The modernised Assembly rooms must attract genuinely popular acts. Top quality tribute acts, quality panto with known names etc. The council run outdoor events, e.g. the food and drink fair, should, if at all feasible, be brought into the town centre. Why not use the bigger empty units in Ankerside or the upstairs of the coop? There needs to be more of these events as they do seem to be popular. One hour free parking in a town centre car park would attract more residents without unduly impacting council revenues. Join up the town's cycle paths and make sure they lead into town and that there is adequate secure bike parking. Then promote it. A thriving market is important. Can market rents be reduced for new stalls? Preferential rates for stalls offering something different?
Find a niche and focus on it. I am from Richmond in North Yorkshire and still visit family regularly. Like Tamworth they have a castle and riverside walks -

and in the main similar shops but they have rebranded as a centre for art (probably based on McKenzie Thorpe coming from there). There is no gallery after gallery - even cafes sell art! Similarly Thirsk, heavily marketed on James Herriot, his home and now museum is there and the town seems to capture that bye gone age e.g Thirsk Yarn Bombers and therefore independent wool shops.
I work in the town centre, and spend a lot of my evenings at local community run activities. One major issue I feel Tamworth has is the lack of safe street lighting in and around the castle grounds. I also believe that not only will improved lighting help regular users of the town centre, but potentially encourage people to make the walk between the town centre and Ventura park, which will improve residents' fitness and provide economic benefit for both parties. More than anything, I dislike feeling unsafe in the town I have called home for my entire life.
Heritage would bring in visitors and help develop smaller interest shops. The tourist information shop needs returning to streets where people shop. Then the bus service needs a terminus, so people (we have a large community of elderly and parents of young children) can easily get to and from the centre without walking from one place to another. Strangers get confused. The railway is well used, buses to Birmingham and elsewhere for work should be to this terminus. The centre then needs accommodation so people can commute. Commuter's would use the shops and eating establishments on their doorstep and create a 'cafe' society Existing buildings need help or insistence that they smarten up the frontages and the heritage look needs to be maintained even the young get tired of streets of glass and steel no matter how shiny.
Similar thing on a Sunday to Camden market in London (that place is buzzing on a Sunday), use half of the new car park on Colehill as a car boot keeping the pitch prices low, let’s say £5.00 for the size of a parking space, cars and up to medium size vans the same, no trucks, to encourage a wide variety of items. Then run a market from the car park entrance along Colehill past the Penny Black, down to Yum Yums, up George street/ Market Street as usual, through Middle entry onto the Church Square, past the Coop and looping back around to the Penny Black so it takes you around the town. Also use the empty shops along the route and in Ankerside for stalls or more car boot stalls as they do in Camden. tram link from Town to Ventura and back, so people can park at either and visit both, also quite a few people visit Tamworth by train but find it difficult to get to Ventura, we desperately need to link the two.

Businesses survey responses

You don’t set business rates however you also offer no help to business to appeal there rateable value with the VOA (an almost impossible task for the average shop keeper). I know this as I have asked. There’s also something called the business rates hardship relief scheme, again something I have brought to your attention in the past but with no joy. My business has lost in real terms approximately 30% of our income since out of town shopping has been allowed to grow unchecked and online has become more the norm. I also know more could be done locally to help encourage start up and established businesses to “Prosper”. IDEAS and FEEDBACK 1/Why not try to adopt a free short time (1hr) parking scheme see if it works . 2/Perhaps tell the parking wardens not to ticked tradesmen with vans parked on the job . 3/set aside part of your revenues and finance section to help local businesses with problems they may be having like the business rates appeals.
Better connections between Ventura park and the town centre: A tram service between Ventura park and Tamworth town centre.
Ditch the contracts with NCP and whoever else you sell your car parking to and give it for free. That will entice more visitors - like it does at Ventura. It will also entice more retailers to move in to Tamworth. If you don’t do it soon, there won’t be a town centre - just pubs and cafe's.
Cheaper parking. Tidy up areas around the high streets. Make landlords tidy the frontage of any empty shops other than being left untidy making the town look drab No more of the same business too many barber shops one that I own and have decided not to renew my lease in April this year. Due to another barbers opening in George Street that is 2 doors away from mine at common lane . Help small business by addressing them personally on how they feel about the town centre itself.
Why can’t some of the shops/ businesses use empty shops while they stand empty until new business move in? Like Iceland using old Argos site? It might increase sales enough to take on extra shop on permanent. Is there a way to encourage new business with rent and rates relief? give a chance to get established? What makes the town look worse is the empty units. The empty shops on market street don’t look as bad as the glass have been covered with decorative vinyl.

Tamworth Borough Council Facebook comments

Develop St Editha's square opposite the church into a continental style square with eateries bars and cafés spilling out into the square, encouraging young and old to take in the town centre atmosphere.
We need better shops Tamworth is full of history but not much to come in to town for otherwise.
Great video, looking forward to seeing what is in store for Tamworth and how we can get businesses to come to Tamworth and getting more trade from Ventura to come into the town centre. With the amount of trade on Ventura, adding parking charges would create a good amount of funds for the council to use to help in paying for regeneration of the town centre and the shops you mentioned need to be brought up to code before they can be let. If that was added, a parking pass could then be implemented where you can pay for a day and use the car park at both Ventura and in the town Centre. That way you get the people shopping at Ventura then visiting the town centre for the Castle etc. or a wide variety of eating establishments.
I've suggested to the council several times that we need some water play in the castle grounds for the children in the summer. More benches around the skate park and tennis court and more swings please. Would be good if the roundabout actually went round too!
As nice and beautiful as the Ladybridge is now it would be brilliant at Christmas to have a German market style Christmas market along there maybe around the carpark at the lady bridge and through the gate house below the castle we have a great history and heritage in Tamworth now let’s show it off. We drive miles to lots of different towns and cities Christmas markets it’s a growing trend Tamworth’s missing a trick
The town is too geared up for the older generation , there's no children's shops in the town , we don't have enough quirky shops that offer anything different , and a decent food area that has big chain restaurants along with independent ones . I’d love to see a splash pad down the castle grounds , when we have warmer weather to visit somewhere that has a splash pad or any outdoor water play is a good drive , we have so much to offer here in Tamworth to visit it’s just never promoted enough, and please open some toilets that are central in the town , rushing to Ankerside when your over near St Editha’s is a nightmare .
You need to support the small businesses that still remain...& not give permission for another barbershop we already have 17 in the town centre alone!!! Its absolute madness!
I’m sorry but Tamworth town centre is dreadful! It use to be vibrant but now it’s dead. It needs to be made welcoming and a destination venue - much as Lichfield have done. You need to cut rates and rents and lure in dining experiences, start up boutiques and shops that are different and quirky - what about small farmer shops, delicatessens. Encourage markets, French markets, farmers markets there is So much you can do! and please make the walk from the castle into Tamworth appealing not that dreadfully dirty bridge.
What Tamworth need is more male clothes shops at one stage there was more men's clothes shops than women's ones now the about three men clothes shops and we need more toy shops for kids and computer shops and a decent music and video shop so we can buy things like what they've got in Nuneaton like HMV
The town centre would work well as a hub for restaurants and other eateries in my opinion. It needs a massive facelift.
Perhaps a free shuttle bus that takes people from Ventura to the centre of town whereby they get discounts or get vouchers to use at local stores! Look at

touchwood Solihull! Yes they have a nice inside mall to look round but they also have good shops outside along with independent stalls! They have got the mix right and it works ! Many people out of town going to Ventura don't know what the town offers other than charity shops and the local bank! Entice people with event days , put on a free shuttle bus to the town and could be funded by small parking charges at Ventura! Parking in Solihull is not free but people still go there
What about toilets you need them children and old people can't all ways make to we're the toilets are in Ankerside thank you.
Take a leaf out of Ashby town centre - a small thriving town with a great selection of independent shops, cafes, etc
I would agree that Ashby is a good model to look towards. The rebranding of the town to include the castle, retail offering and becoming a purple flag for night time entertainment is something that Tamworth could achieve.
Is there any way you could promote these independent business that pay rent to you the council on your own social media? You have a huge following and huge influence. Ankerside gets promotion from you but don't see much else (apart from this video!) Short videos for businesses (this is way too long). Clips / photos / GIFs / offers. Increasing footfall will be difficult when people will go to Ventura where it's free to park but this might help! If people are aware of what's to offer they may just pop in - there are so many amazing independent businesses in Tamworth but they might just need a little push from you guys to build awareness
There is nothing at Ventura to encourage people from out of town to the town centre. I work in the town centre myself and the only business I was aware of in your video was Christopher's. If the people of Tamworth don't even know these businesses are here how on earth are others supposed to?
Haven't read through the comments from others but all I hear from people about Tamworth is how scared they are to go into the town during early evening due to violent crime, I understand the policing is not part of your remit but pressing for more police presence would help people feel safer. I believe Tamworth is a sleeping giant whose history means we should be up there above other large towns!! The football club was doing well but has now declined??
Admit defeat of some of the town. Turn it into housing. Concentrate on a small number of units.
I think this is an idea that has quite some merit. Even along market street, the units/shops that are still open often have significant space above, which years ago would have been accommodation. Permanent residences here would at least provide the council some much needed council tax revenue, whilst also "guaranteeing" a core of people in the centre of town. Car parking may be regarded an issue, but other town centres cope with this on a permit basis in the under-utilised Car Parks. Contrast this with the massive new developments planned for the outskirts of Tamworth or, more correctly, if looking at the council tax boundaries, Lichfield.
Give special deals for independent local small companies, charge them a rent they can afford ! Is it's better to have a shop with people working in it that an empty shop!
A very informative video, I assume when talking about regenerating lower gungate you mean the car park opposite the police station as NCP have the majority of the land , or have you rented it to them short term , some of the shop fronts are in my opinion out of keeping with the town in certain areas, would this be down

to town planning, it needs tidying up
I think that where the old pool was in the castle grounds they should have the water fountains and maybe a park which has the swings for the adults who have learning disabilities

Other Facebook comments

Free parking, demolish the indoor market and replace with really nice restaurants and bars overlooking the church. Make it an upmarket quarter and square; add a water feature or mini fountains for kids. Move the markets from clogging up the main streets into the gungate precinct. Free parking even if a park ride or at football ground etc. Even cap parking at £1 for 2 hours etc. Some kind of themed transport to from Ventura via ladybridge.. ie Saxon etc. What about a reliant robin experience in town? A mini farm with Tamworth pigs in the town centre the kids would love that. Giant photos of the town history and heritage as well as modern pics.
Nice covered area for indoor outdoor cafe culture. Vegas meets backwater Europe. Being Brits we can mix that up nicely at our scale.
I think we should focus on the history of Tamworth. Not let it become submerged behind more restaurants etc. People use the town during the daytime too. Use Ankerside for restaurants bars etc and the old town itself in keeping with its history.
Primark , indoor market boats on the river and free parking.
A canal or river marina with little shops, restaurants and maybe a bar would be lovely.
Free parking in Tamworth is a must, it's far too expensive that's why the town has died a death you can go into Atherstone free parking but not greedy Tamworth. Ankerside is now awfully dated needs work, buckets everywhere catching rain water, loads of empty shops just decaying what is going on with this town I think Ventura ruined the town.
There are a few independent shops trying hard to bring life to the town! We need support! I am an artist with my own studio/gallery in Lichfield street and have lots of clients from Tamworth and surrounding areas also nationwide/ international. I am helped by councils such as Birmingham to hold exhibitions. I was invited to exhibit at the Council house a few weeks ago to promote the area.
Tamworth should make a lot more of the history and heritage of the town too. We have a fantastic ancient castle, a magnificent parish church with its rare double spiral staircase. Major historical figures associated with the town too, Robert Peel, Thomas Guy. Our town was once the capital of the ancient Kingdom of Mercia,

and even had its own mint (that is why we have Silver Street in the town). The council spent lots of money making the walk into Tamworth from Ventura more pleasant to encourage more people to visit.. How about putting on a free shuttle bus between the two to drop people into the town centre.
A large number of people have advocated an investment in a unique Saxon Heritage Centre similar to Yorvik in York. This builds on the historic past of the town and provides a unique draw for visitors.
Heritage trail to celebrate our history or historical figures.
I spend lots of time in North Yorkshire (where I am from and family still live) and am genuinely torn - entertainment wise (castle / cinema / bowling / snowdome / outdoor events / assembly rooms / castle grounds) all absolutely knock spots off those other towns but as 'town centres' they are all far better - I will contact Danny Cook and meet him if that's a genuine offer as there is in my view nothing those towns have that Tamworth doesn't - in fact often less! I would challenge council members to look at these towns and learn from them.
People would shop in the town centre if the parking was free. Why would you pay to park when Ventura is free.
Need some lovely apartments, restaurants and decent bars, and boutique shops.
Make Tamworth residents proud of our town again and have a designated market area not in front of shops that pay good money to be there. It's dreadful that when you go on market days you have to manoeuvre around these stalls to get to a shop and also dodge the endless amount of people on electric scooters.