South Staffordshire
Locality Data Profile

Locality 5
2010

Bobbington
Enville
Himley
Kinver
Lower Penn
Swindon
Trysull & Seisdon
Wombourne
### Document Details

<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>South Staffordshire Locality Data Profile Locality 5</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Date created</strong></td>
<td>August 2010</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>The purpose of this document is to provide a general overview of key data for the locality</td>
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</tr>
<tr>
<td></td>
<td>• Staffordshire Observatory</td>
</tr>
<tr>
<td></td>
<td>• South Staffordshire Primary Care Trust</td>
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<td></td>
<td>• Staffordshire Fire and Rescue Service</td>
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<td></td>
<td>• Staffordshire Police</td>
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<td></td>
<td>• South Staffordshire Community and Voluntary Action</td>
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<tr>
<td></td>
<td>• Community &amp; Learning Partnership</td>
</tr>
<tr>
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</tbody>
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**If you need a copy of this information in large print, Braille, another language or on cassette, please contact Policy and Partnerships.**
1. Introduction

This is the third year that we have produced our Locality Profiles, they are proving an extremely useful source of data for us and our partners. We know that by identifying specific needs of a particular locality, we can target the issues that shape people’s lives and then develop plans across the partnership to address them.

In early 2007, South Staffordshire Council and its partners realised that each organisation was dividing the district up in a different way from 27 parishes to over 100 police neighbourhoods. As a result, South Staffordshire Council took the lead role in co-ordinating a programme of work to develop a Locality model for the district.

Locality working means that everyone with an interest in a particular area can come together to discover the issues and decide on the solutions. This includes residents, local businesses, voluntary and community groups, supported by us and our partners.

It was identified that the Local Area Agreement looked predominantly at district level data, which may mask small but important pockets of deprivation or localised need. However partners agreed to break down their own data into localities which has been used to inform these Locality Profiles, allowing us to highlight the differences between the localities and identify the priorities for development of services.
2. Setting the Scene

Locality 5

This is by far the largest locality covering the southern part of South Staffordshire and lying between the outskirts of Dudley and Wolverhampton and the Shropshire border. It includes the parishes of Lower Penn, Trysull and Seisdon, Himley, Swindon, Wombourne, Bobbington, Enville and Kinver.

It lies within two regional landscape areas as identified in Staffordshire County Council’s ‘Planning for Landscape Change SPG, (SCC-PLC). The vast majority is Mid-Severn Sandstone Plateau whose landscape character is sandstone estatelands but parts of Enville and Bobbington, bordering Shropshire are ancient redlands. A small outlying portion of the Cannock Chase and Cankwood Regional Character Area extends out towards Wombourne and Himley including Penn Common and the landscape character of all of this of is sandstone hills and heaths.

This is an attractive landscape characterised by pronounced sandstone ridges close to, and sometimes almost contiguous with, the boundaries with Wolverhampton and Dudley. These occur at Orton Hill, It is the hilliest part of the district with Kinver Edge housing a hillfort and there are extensive views north from Enville Sheepwalks to Stafford and Cannock Chase before the landscape falls sharply to the west and the valley of the River Severn. The ridge now known as Tinkers Castle was the route of a Roman road and there was a Roman camp at Greensforge midway between Gailey (in Locality 1) and Droitwich in Worcestershire. The old road from Worcester to Chester passed through Kinver.

The influence of large landed estates is highly visible in this locality in the form of historic parklands, commercial woodlands associated with these estates, and the distinctive “estate buildings” which they built. The Wrottesley estate extended to the B4176 Dudley/Telford road – widely termed “the rabbit run”. In addition there are the Wodehouse Estate in Wombourne and Lower Penn, Himley Hall and the estate of the Earls of Dudley in Himley and Swindon, Prestwood Hall and the estates of the Foley and later the Marsh families in Kinver, Enville Hall and the extensive estates of the former Earls of Stamford and Warrington and Four Ashes Hall and its estate on the boundary with Bridgnorth. There are also smaller halls at Leaton and Gothersley.
3. Demographics

The Index of Multiple Deprivation 2007 (IMD 2007) is one way of identifying deprived areas. Within IMD 2007 the ‘geographical barriers’ sub-domain measures access to key local services such as GP surgeries, supermarkets, schools and post offices. Locality 5 has half of its population facing the most difficult access to services, with 46% of its population falling in the most deprived quintile.

Age

The graph below displays the number of residents in Locality 5 by their respective age bands.

As can be seen from the graph on the left, the peak age bands for Locality 5 are 45-49 and 60-64 years old, with 2,120 and 2,066 residents falling into these bands respectively.

Population projections

Changes in population structure between 2008 and 2031

The above population projections are based on the revised 2008 mid-year population estimates. The chart shows a significant growth in older people, particularly those aged 75 and over in both Locality 5 and South Staffordshire, compared to England as a whole.

Ethnicity

According to 2007 ONS mid year estimates there were 4,700 people from a black or minority ethnic background in South Staffordshire, which is 4.4% of the population, compared to 11.8% for England.

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>% of population</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>98.8%</td>
</tr>
<tr>
<td>Asian</td>
<td>0.7%</td>
</tr>
<tr>
<td>Mixed</td>
<td>0.3%</td>
</tr>
<tr>
<td>Black</td>
<td>0.1%</td>
</tr>
<tr>
<td>Chinese or other</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

Source: 2001 Census, ONS
4. Customer Insight

South Staffordshire Primary Care Trust has purchased MOSAIC which uses information from a number of sources to categorise types of people living at different postcodes. This allows us to produce a generalised picture of the behaviours and motivations of groups of people living in particular areas. The key groups in Locality 5 are below (N.B. the numbers in brackets give the figure for England).

**Professional Rewards** successful professionals living in suburban or semi-rural homes 29% (9%)

These people are the UK’s executive and managerial classes. Often in their 40s, 50s or 60s, some may be owners of small or medium sized businesses. These people have significant equity in their own homes. With incomes from their investments as well as from employment, their affluence means they are often paying a higher rate of tax.

They are usually married, living in spacious family homes with children, many of whom will be at university or finding their feet in successful careers. Typical neighbourhoods are found in semi-rural dormitory villages from where their occupants often travel to work by car. Houses are likely to be detached with four or more bedrooms and be well maintained and equipped, and surrounded by property of a similar style. Tastes in clothing and furniture are generally conservative, with preferences for good taste over ostentation.

These people seek value for money and good service rather than the lowest prices and will pay a premium for quality and reliability. They rely on national media, particularly quality national newspapers, to obtain information. This is a population that is influenced by evidence rather than “hard sell”. Many people in this group are owners of a second home, whether in Britain or overseas. This group is highly likely to research and provide their own solutions to any difficulties they might have.

**Small Town Diversity** residents of small and mid-sized towns with strong local roots 19% (5%)

These people tend to be found in neighbourhoods of older housing where there is relatively little change in the population from one year to the next. They have strong roots in their local community, friends and family who live nearby and are likely to live the rest of their lives in the same community. Although many people are more likely to be in their retirement years, these neighbourhoods are quite diverse in terms of age distribution and types of household.

Some people are quite well off whilst others have to be careful to make ends meet, but you are unlikely to find people at either extreme of the income distribution. A significant number are self employed. The more affluent residents are owners of successful local businesses, the least well off are young school leavers. Incomes are relatively low, restricted by the job opportunities in these small towns.

A key characteristic of these people is that they live in communities, small enough for houses of different ages and styles to exist in close proximity and where social housing estates, if they do exist, are small in scale. For many of these people their social networks are dominated by friends and family, and the focus of leisure is meeting up with friends in homes and gardens, or in pubs at meetings of local associations.

They prefer to discuss things face to face both in terms of accessing information and receiving services. They are uncomfortable using the internet or interactive TV.
**Rural Solitude** residents in isolated rural communities 9% (5%)

These people live in small villages, isolated farmhouses or cottages where farming and tourism are the mainstays of the economy. The neighbourhoods are sufficiently remote from major centres of population not to have become commuter dormitories, and are characterised by a traditional country way of life with a strong sense of community. The population includes farmers, people employed in businesses that support the farming industry, the retired who have opted for a slower pace of life and locally born people who work in low-paid or middle income jobs in local market towns. A high proportion of the population is married or, if single, widowed.

Owner-occupation is common, with a few residents renting from private landlords. Houses are usually spacious, detached and surrounded by gardens, and, though unemployment is low, the lower wage rates typical in these areas result in modest levels of disposable income. A problem for many younger residents is the high ratio of house prices to local incomes due to the influx of retired people and the purchase of second homes.

Access to public services is difficult in these areas. Many people will rely, where possible, on mobile services. Few households have access to mains gas, and many rely on oil fired central heating, whilst limited public transport results in high motoring costs. People in these neighbourhoods have traditionally been loyal users of mail order companies and, despite poor access to broadband communications, are now willing users of the internet as well as call centres.

Crime levels, and corresponding policing levels, are low; where the police do have a presence it is likely to be a recognised face among the community. Whilst health is generally good, when an emergency occurs the distance to the nearest A&E department can be detrimental. The church is an important social focus for many residents along with activities organised by the local community.

**Suburban mindsets** middle income families living in moderate suburban semis 8% (13%)

These are mostly married people of middle age, living together with their children in family houses. These homes are typically semidetached houses that were popular during the inter war years or during the period between 1945 and 1960. These people are predominantly middle class or skilled working class individuals looking for a comfortable house in which to bring up a family, one which is affordable, accessible to where they work and relatively free of social problems.

Some commute to city office jobs from quite affluent suburbs whilst others earn good wages from manufacturing jobs working in large assembly plants located close to where they live. The most common feature of these people is their industriousness. Whilst some of this group have modest incomes, very few people are without a job, suffer long term sickness or claim benefit. They value their independence, rely on their own judgement rather than social or community attitudes, and do not necessarily get involved with their local community.

Much of this group’s personal wealth is tied up in their property, of which they are justly proud and many of them are likely to rely on their own skills rather than those of local tradesmen to maintain their homes and gardens. They are financially stable, and like to plan ahead both to minimise their exposure to financial uncertainty and to secure their future. Few are sufficiently affluent to rely on private education or health insurance and so rely on public provision of these services. However, in general they are sufficiently secure not to need public support with their finances and homes.

Readership of mid-market national tabloid newspapers is popular amongst this group. They are also more likely to respond to advertisements in regional newspapers, direct marketing and door-to-door campaigns.
**Alpha Territory** wealthy people living in the most sought after neighbourhoods 8% (4%)

These people are the most wealthy and influential individuals in the UK. They have risen to positions of power in the private and public sectors, whether as owners of their own businesses, as bankers in the city, as senior managers in industry or as top lawyers, surgeons or civil servants. These people are likely to use their wealth to purchase what they perceive as being the most desirable, whether it be expensive brands of jewellery or cars, or private education and healthcare. Their primary reliance on publicly provided services are those for which an alternative cannot be bought.

Adept at managing their complex business affairs, they work long hours, and many rely on specialist investment, tax and legal advisers for advice rather than being influenced by conventional advertising. They also have an extensive network of personal contacts with whom they confer on personal as well as business affairs. This group can be reached through media such as the financial press, leading business publications and through sponsorship of major sporting events to which many may be invited by friends and business partners.
5. Children & Young People

Population

This locality has 5,342 children and young people under the age of 19 according to 2008 mid year population estimates. This equates to 23% of the total population for Locality 5 which is high in comparison to the other localities. But if we look at actual numbers of children and young people, then the locality has low numbers.

<table>
<thead>
<tr>
<th>Age Band</th>
<th>Locality 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 4</td>
<td>1103</td>
</tr>
<tr>
<td>5 to 9</td>
<td>1264</td>
</tr>
<tr>
<td>10 to 14</td>
<td>1461</td>
</tr>
<tr>
<td>15 to 19</td>
<td>1514</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5342</strong></td>
</tr>
</tbody>
</table>

Source: 2008 mid-year population estimates, ONS

Health

Smoking

It has been estimated that there are 378 children aged 11-15 that are regular smokers in South Staffordshire and 83 live in this locality.

Obesity

Using the national figures reported in the 2008 Health Survey for England the number of children aged 2-15 years estimated to be overweight or obese in this locality totals 620. This equates to 16.6% of all children aged 2—15.

<table>
<thead>
<tr>
<th>Localities</th>
<th>Obese children aged 2-10</th>
<th>Obese children aged 11-15</th>
<th>Obese children aged 2-15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locality 5</td>
<td>350 (15.6%)</td>
<td>270 (18.2%)</td>
<td>620 (16.6%)</td>
</tr>
<tr>
<td>South Staffordshire</td>
<td>1470 (15.4%)</td>
<td>1200 (18.2%)</td>
<td>2670 (16.5%)</td>
</tr>
</tbody>
</table>

Source: National Child Measurement Programme: South Staffordshire PCT dataset 2007/08

Since 2006, an annual national height and weight exercise was undertaken by Primary Care Trusts for children in Reception (aged 4 to 5) and Year 6 (aged 10-11). At the moment the only data available at locality level is for 2007/08. At the moment the only data available at locality level is for 2007/08. So by 2013 we will have a better indication of overweight or obese children as those who are now in reception will then be in Year 6.

<table>
<thead>
<tr>
<th>Localities</th>
<th>Reception</th>
<th>Year 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locality 5</td>
<td>7.40%</td>
<td>14.6%</td>
</tr>
<tr>
<td>South Staffordshire</td>
<td>9.90%</td>
<td>18.20%</td>
</tr>
</tbody>
</table>

Source: Synthetic estimates for lifestyle behaviours, National Centre for Social Research 2000-2002

Teenage Pregnancy Rates 2005-2007

Overall teenage pregnancy rates aren’t a problem for this locality but if we look at the data we see that it is a problem in Wombourne South West with a rate of 4% for females aged 15-17.
School and Education

This locality is comparatively well served in terms of the provision of education for Children and Young People.

Both Edgecliff High School and Ounsdale High School have seen an increase in the percentage of pupils gaining 5+ A*-C including English and Maths GCSE/Equivalent since 2005, rising by 3% and 6% respectively. To add context, the highest achieving percentage was obtained at Wolgarston High School with 66%, while the lowest was Great Wyrley High School with 48%.

<table>
<thead>
<tr>
<th>School</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edgecliff High School</td>
<td>53%</td>
<td>64%</td>
<td>54%</td>
</tr>
<tr>
<td>Ounsdale High School</td>
<td>61%</td>
<td>58%</td>
<td>55%</td>
</tr>
</tbody>
</table>

The majority of students leaving both Edgecliff and Ounsdale continue in full time education. The percentage value for both schools are above the Staffordshire LA average.

<table>
<thead>
<tr>
<th></th>
<th>Continued full-time education</th>
<th>Structured learning in the workplace</th>
<th>No structured learning in the workplace</th>
<th>Not yet settled in any full time positive activity</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edgecliff High School</td>
<td>94.7%</td>
<td>4.4%</td>
<td>0%</td>
<td>0%</td>
<td>0.9%</td>
</tr>
<tr>
<td>% change from 2008</td>
<td>+5.5%</td>
<td>-1.4%</td>
<td>-1.7%</td>
<td>-2.5%</td>
<td>+0.1%</td>
</tr>
<tr>
<td>Ounsdale High School</td>
<td>90.2%</td>
<td>3.3%</td>
<td>1.1%</td>
<td>4.3%</td>
<td>1.1%</td>
</tr>
<tr>
<td>% change from 2008</td>
<td>+3.9%</td>
<td>-6.3%</td>
<td>+0.6%</td>
<td>+1.3%</td>
<td>+0.6%</td>
</tr>
</tbody>
</table>

Source: South Staffordshire 14-19 Partnership Implementation Plan April 2010-2015
**Special Educational Needs (SEN)**

The term SEN has a legal definition, “children with special educational needs all have learning difficulties or disabilities that make it harder for them to learn than most children of the school age”.

- School action — when a school first starts giving extra or different help for a child because it has identified SEN
- School Action Plus— if the child doesn't make enough progress, the school then needs to ask advice from other professionals outside the school
- Fully Statemented — The LA will usually make a statement if they decide that all the special help a child needs cannot be provided from within the schools resources

Looking at Locality 5 in comparison with the district, it does have a high percentage of children needing School Action Plus (7.2%) and the highest percentage of School Action (11.4%). The percentage of students that are fully statemented is on par with the district (2.1%).

<table>
<thead>
<tr>
<th>Locality Area</th>
<th>Cohort Size</th>
<th>School Action</th>
<th>School Action Plus</th>
<th>Fully Statemented</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>2613*</td>
<td>298</td>
<td>188</td>
<td>56</td>
</tr>
</tbody>
</table>

* Compulsory school age pupils only (Reception through to Year 11).

Source: January 2010 School Census

**Community and Learning Partnership**

Community and Learning Partnerships (C&LPs) are defined as: clusters of Schools, Children’s Centres and community venues to deliver the Government’s core offer for both Extended Services and Children’s Centres. This core offer consists of a range of services reflecting local need based on annual business plans created by the clusters Management Advisory Group (MAG).

**Key Priority Areas identified by Kinver MAG 2010**

**Community**

- Ensure all existing and future C&LP Extended Service funded projects have an exit strategy for sustainability
- Support and create where possible intergenerational activities

**Young People**

- Further develop and support transport for after school activities
- Promote healthy lifestyles
- Launch Get Active funding
- Ensure young people have a say in shaping their own services
- Support Schools in expanding after school provision

**Children’s Centre**

- Preparation for Ofsted
- Family Outreach service
- Deliver Children’s centre outreach activities in the community
- Availability of childcare for babies
- Promote healthy lifestyles
Wombourne Priority Areas identified by Wombourne MAG 2010

Community

- Ensure all existing and future C&LP Extended Service funded projects have an exit strategy for sustainability
- Support and create where possible intergenerational activities
- Celebrate and promote existing C&LP projects in local media

Young People

- Further develop and support transport for after school activities
- Promote healthy lifestyles
- Launch Get Active funding
- Ensure young people have a say in shaping their own services
- Support Schools in expanding after school provision

Children’s Centre

- Preparation for Ofsted
- Family Outreach service
- Deliver Children’s centre outreach activities in the community
- Promote healthy lifestyles

Children’s Centre Locations

Edgecliff High School, Kinver
Wombourne Library and Giggetty Estate Bungalow, Wombourne

C&LP’s manage a team of Parent Support Workers who work in partnership with schools, the family and all services/agencies. Parent Support Workers work with parents in a schools context to help improve behaviour and attendance, overcome the families barriers to learning and increase the number of parents involved in their child’s education both at school and in the home.

C&LP’s provide Get Active funding in partnership with schools to pay for a child’s nominated regular after school activity when the family is unable to pay.
6. Community Safety

Crime & Incidents figures recorded between 1st April 2009 and 31st March 2010

Per 1000 population, Locality 5 performed better than South Staffordshire as a whole for serious acquisitive crime, violent crime and anti-social behaviour.

Below is a graph showing the number of crimes and incidents in Locality 5 since 2006.

Source: Strategic Assessment 2009/10, Staffordshire Observatory

Reports of anti-social behaviour increased between 2008/09 and 2009/10. However, since 2006/07 reports have reduced by 23%.

Serious acquisitive crime

What is serious acquisitive crime?

Serious acquisitive crime includes burglary of domestic dwellings, theft of motor vehicles, theft from motor vehicles and robbery of personal property.

This locality has seen a decrease in serious acquisitive crime since 2008/09, reducing from 305 to 197 crimes.

Of the 197 serious acquisitive crimes committed, 96 were vehicle crimes. This total is a decrease on the previous year’s total of 173.

The hotspot areas within the locality for this type of crime were Kinver with 36 crimes and Wombourne with 30 vehicle crimes. The majority of vehicle crime that took place at these locations and across the district was theft from vehicles rather than the vehicle itself being stolen. Just over 60% of vehicle crime were theft from vehicles.

Violent crime

What is meant by violent crime?
Violent crime includes harassment, robbery (from the person and business property), sexual offences, homicide, serious and other assaults. Other assault includes several crime types including wounding, actual body harm and common assault.

Locality 5 has seen a slight increase in violent crime, rising from 215 to 220 crimes recorded in 2009/10. Of these 220 crimes, 117 took place in Wombourne. Kinver witnessed 47 violent crimes.

Approximately 60% of the violent crime recorded in Locality 5 was classed as other assault. Harassment was the next highest violent crime type, making up nearly 20% of the total crime. Homicide/serious assault resulted in just 5% of all violence.

Between them, Bobbington, Enville and Lower Penn recorded just 10 violent crimes during 2009/10.

Perceptions of respondents feeling unsafe in the local area after dark

<table>
<thead>
<tr>
<th>%</th>
<th>Locality 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>64%</td>
</tr>
<tr>
<td>Neither safe or unsafe</td>
<td>17%</td>
</tr>
<tr>
<td>Unsafe</td>
<td>19%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>%</th>
<th>Locality 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>80%</td>
</tr>
<tr>
<td>Neither safe or unsafe</td>
<td>10%</td>
</tr>
<tr>
<td>Unsafe</td>
<td>10%</td>
</tr>
</tbody>
</table>

Perceptions of safety during the day

<table>
<thead>
<tr>
<th>%</th>
<th>Locality 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>93%</td>
</tr>
<tr>
<td>Neither safe or unsafe</td>
<td>5%</td>
</tr>
<tr>
<td>Unsafe</td>
<td>2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>%</th>
<th>Locality 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>96%</td>
</tr>
<tr>
<td>Neither safe or unsafe</td>
<td>2%</td>
</tr>
<tr>
<td>Unsafe</td>
<td>2%</td>
</tr>
</tbody>
</table>

Perceptions of respondents that agree the police and other public services are dealing with ASB issues in the local area by locality

28%  16%
Anti-social behaviour

What is anti-social behaviour?

Anti-social behaviour (ASB) as recorded by Staffordshire Police includes a wide range of incidents, including rowdy and inconsiderate behaviour, vehicle related nuisance, noise nuisance, neighbour disputes, street drinking and the anti-social use of fireworks.

Locality 5 saw an increase in ASB of nearly 7% (48 incidents) in 2009/10 compared to 2008/09.

Wombourne, Kinver, Trysull & Seisdon, Swindon and Enville all saw increases in ASB. Below is a breakdown showing what each parish recorded and how it performed last year.

<table>
<thead>
<tr>
<th>Locality</th>
<th>2008/09</th>
<th>2009/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wombourne</td>
<td>398</td>
<td>451</td>
</tr>
<tr>
<td>Kinver</td>
<td>193</td>
<td>173</td>
</tr>
<tr>
<td>Trysull &amp; Seisdon</td>
<td>39</td>
<td>64</td>
</tr>
<tr>
<td>Himley</td>
<td>33</td>
<td>32</td>
</tr>
<tr>
<td>Swindon</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Lower Penn</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>Enville</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Bobbington</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>722</strong></td>
<td><strong>770</strong></td>
</tr>
</tbody>
</table>

When does anti-social behaviour take place in Locality 5?

The graph below shows the day and time ASB was reported in Locality 5. Each bar within the chart represents a two hour time slot. For instance, the bar that totals 27 incidents on Monday represents 6pm-8pm. The bar before it represents 4pm to 6pm and the bar after represents 8pm to 10pm.

The graph shows that generally, ASB is more frequent towards the end of the week with Friday recording the most incidents (143). Saturday (135) and Sunday (115) also recorded higher levels of ASB than the rest of the week.

The temporal analysis also shows when during the day ASB was reported. Between Friday 6pm and Saturday 2am, 101 incidents were reported. Between Saturday 6pm and Sunday 2am a further 81 incidents were logged. These two 8 hour time slots saw a total of 182 ASB incidents, equating to 23% of all ASB recorded in Locality 5.
Arson in Locality 5

Between 1st April 2009 and 31st March 2010 there were 68 deliberately ignited fires lit. The fires took place in the following wards:

<table>
<thead>
<tr>
<th>Ward Level</th>
<th>Arson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kinver</td>
<td>22</td>
</tr>
<tr>
<td>Wombourne South West</td>
<td>16</td>
</tr>
<tr>
<td>Trysull &amp; Seisdon</td>
<td>13</td>
</tr>
<tr>
<td>Wombourne South East</td>
<td>8</td>
</tr>
<tr>
<td>Himley &amp; Swindon</td>
<td>6</td>
</tr>
<tr>
<td>Wombourne North &amp; Lower Penn</td>
<td>3</td>
</tr>
<tr>
<td><strong>Locality Total</strong></td>
<td><strong>68</strong></td>
</tr>
</tbody>
</table>

When are the fires taking place?

The graph above shows when arson occurred during 2009/10 in Locality 5.

From the graph, it can be seen that the most reported month was in April when 17 deliberate fires were ignited. Eight of these took place in Wombourne South West. This coincided with the peak month for South Staffordshire as a whole.

Of the 21 fires in Kinver, 10 took place in April and May. Following the initial spate of fires in April, Wombourne South West remained low, until March when a further 4 were ignited.
Road Safety

Locality 5 has seen a constant decrease in casualties due to Road Traffic Collisions (RTCs) since 2007, decreasing from 174 to 121 in 2009. South Staffordshire has seen a constant decrease in the total number of RTCs since 2006. The number of casualties for this locality and the rest of the district is shown in the graph below.

Number of road traffic casualties by locality

Where did the collisions take place?
The map below shows the locations of the RTCs and the severity of the casualty in Locality 5.

Definition of casualty severity

Slight Injury
A minor injury such as a sprain, bruise or slight cuts, not necessarily requiring medical treatment.

Serious Injury
An injury that involves detention in hospital as an in-patient either immediately or later, from an injury such as a fracture, internal injury, severe cuts, crushing or concussion. Also included are casualties who die more than 30 days after the accident from injuries sustained in the collision.

Fatality
Where death occurs within 30 days or less as a result of the accident (does not include death from natural causes or suicide).

Key
- Slight Injury (106)
- Serious Injury (8)
- Killed (7)

The A449 recorded 33 casualties within Locality 5. Of the 7 fatalities, 5 were recorded at two separate locations on the A449. The other two fatalities occurred on Gospel Ash Road, Bobbington and Dunsley Road, Kinver. Of the 121 casualties, 9 were pedestrians whose ages ranged from 5 to 82 years old.
7. Economic Vibrancy

This section will provide a picture of the economic picture of this locality. It looks out how many people are able to work, the level of benefit claimants and types of employment in the area.

Overall benefit claimants

The period November 2007 to November 2009, saw a total increase of 270 additional people claiming benefits in Locality 5. Wombourne South West has the highest number of people claiming benefits, followed by Kinver and Wombourne North and Lower Penn. Trysull and Seisdon has the lowest number of claimants, if we look at the claimants as a percentage of the population for that ward we can see that Himley and Swindon has the highest rate of its population claiming benefits.

<table>
<thead>
<tr>
<th>Locality 5</th>
<th>November 2007 number</th>
<th>November 2008 number</th>
<th>November 2009 number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>rate</td>
<td>rate</td>
<td>rate</td>
</tr>
<tr>
<td>Himley and Swindon</td>
<td>135 12.7</td>
<td>125 11.8</td>
<td>150 14.1</td>
</tr>
<tr>
<td>Kinver</td>
<td>325 8.2</td>
<td>345 8.7</td>
<td>395 10.0</td>
</tr>
<tr>
<td>Trysull and Seisdon</td>
<td>85 6.7</td>
<td>85 6.7</td>
<td>105 8.3</td>
</tr>
<tr>
<td>Wombourne North and Lower Penn</td>
<td>280 7.7</td>
<td>295 8.1</td>
<td>335 9.2</td>
</tr>
<tr>
<td>Wombourne South East</td>
<td>170 8.6</td>
<td>165 8.4</td>
<td>185 9.4</td>
</tr>
<tr>
<td>Wombourne South West</td>
<td>330 10.8</td>
<td>365 12.0</td>
<td>425 13.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1325</strong></td>
<td><strong>1380</strong></td>
<td><strong>1595</strong></td>
</tr>
</tbody>
</table>

Source: NOMIS—Official Labour Market Statistics

Carers Benefit

In November 2009, there were 135 people claiming carers benefits in Locality 5, 40 of these are from Wombourne South West, 30 Wombourne North and Lower Penn, 25 in Wombourne South East, 20 in Kinver and 10 in both Himley and Swindon and Trysull and Seisdon. Overall since November 2007, there has been an increase of 25 additional claimants.

Incapacity Benefit

This locality has the second highest number of people claiming incapacity benefit when compared to all localities. There were 660 people claiming incapacity benefit in this locality in November 2009, this was an increase on last year with an additional 20 people. 175 of claimants come from Kinver, this is the highest ward for Locality 5, with the lowest being Trysull and Seisdon at 45.

Working Age Population

When looking at the economy of an area it is essential to look at the working age population. The figures below display data for Locality 5, how many are people are of a working age and are considered able and likely to work. This gives us a picture of the total number of potential workers within an area. However it doesn't exclude those who are claiming benefits and are unable to work, as outlined above. 24% of the population for South Staffordshire live in Locality 5 and around 9% are of a working age.

<table>
<thead>
<tr>
<th>Locality 5</th>
<th>2009 estimates using 2007 ONS data</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total population</td>
</tr>
<tr>
<td>Himley and Swindon</td>
<td>1,964</td>
</tr>
<tr>
<td>Kinver</td>
<td>6,972</td>
</tr>
<tr>
<td>Trysull and Seisdon</td>
<td>2,159</td>
</tr>
<tr>
<td>Wombourne North and Lower Penn</td>
<td>6,355</td>
</tr>
<tr>
<td>Wombourne South East</td>
<td>3,835</td>
</tr>
<tr>
<td>Wombourne South West</td>
<td>4,748</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>26,033</strong></td>
</tr>
</tbody>
</table>

Source: ONS 2007
Job Seeker Allowance Claimant Count

This is the best indicator that we have of the impact the recession as it is the most up to date information available.

The table below presents the number of people claiming JSA for this locality. Between March 2009 and March 2010, there has been an total increase of 29 claimants. The biggest increase is in Wombourne North and Lower Penn by 11 claimants. The only ward in this locality to see an decrease is in Himley and Swindon by 3 claimants.

<table>
<thead>
<tr>
<th>JSA Claimants - 2009/10</th>
<th>March 2009</th>
<th>March 2010</th>
<th>% Increase / decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Number</td>
<td>rate</td>
</tr>
<tr>
<td>Himley and Swindon</td>
<td>33</td>
<td>30</td>
<td>2.8</td>
</tr>
<tr>
<td>Kinver</td>
<td>88</td>
<td>98</td>
<td>2.5</td>
</tr>
<tr>
<td>Trysull and Seisdon</td>
<td>24</td>
<td>24</td>
<td>1.9</td>
</tr>
<tr>
<td>Wombourne North and Lower Penn</td>
<td>86</td>
<td>97</td>
<td>2.7</td>
</tr>
<tr>
<td>Wombourne South East</td>
<td>63</td>
<td>64</td>
<td>3.2</td>
</tr>
<tr>
<td>Wombourne South West</td>
<td>122</td>
<td>132</td>
<td>4.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>416</strong></td>
<td><strong>445</strong></td>
<td></td>
</tr>
</tbody>
</table>

Employment in Locality 5

The pie chart below illustrates the types of employment in Locality 5.

The largest type of employment in Locality 5 is to be found in distribution, hotels and restaurants, this accounts for nearly 25% of the total amount employed and it is the highest number of those employed for all localities. This is closely followed by public administration, health and education and then banking, finance and insurance.

The least type of employment for this locality is transport and communications.

Types of Employment in Locality 5

- Manufacturing (1057)
- Construction (753)
- Distribution, Hotels and Restaurants (1705)
- Transport and Communications (366)
- Banking, finance and insurance (1249)
- Public administration, health and education (1636)
- Other Services (434)

Source: NOMIS—Annual Business Enquiry 2008
The graph opposite illustrates the change in employment numbers between 2001 and 2008 in Locality 5.

Overall Locality 5 has a net loss of minus 157 jobs.

This locality is the only locality to lose jobs in the Distributions, hotels and restaurants sector. It is also the locality to see the largest decrease in manufacturing out of all localities.

Locality 5 has the largest increase of 251 in the banking, finance and insurance sector.

### Size of firms

<table>
<thead>
<tr>
<th>Locality 5</th>
<th>1-10 employees</th>
<th>11-49 employees</th>
<th>50-199 employees</th>
<th>200 or more employees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1028</td>
<td>107</td>
<td>20</td>
<td>2</td>
</tr>
</tbody>
</table>

In Locality 5, 65.2% of males and 34.8% of females are employed to work full time. Comparing this to part time figures, 20.6% of males and 79.4% of females are employed to work part time. So males tend to be employed full time and the majority of females are employed on a part time basis in this locality.

<table>
<thead>
<tr>
<th>Locality 5</th>
<th>Male Full time worker</th>
<th>Male Part time workers</th>
<th>Female Full time workers</th>
<th>Female Part time workers</th>
<th>Total Full time</th>
<th>Total Part time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3025</td>
<td>527</td>
<td>1613</td>
<td>2033</td>
<td>4638</td>
<td>2560</td>
</tr>
</tbody>
</table>

Locality 5 has an average income of £44,133, which is the highest average amount for all localities. To add context the lowest average income is for Locality 3 with £36,417.

Looking at the 2001 census we can see that people are commuting into the locality overwhelmingly from Dudley and then Wolverhampton followed by Walsall. People commuting out the District, the majority commute to Dudley then Wolverhampton, then Sandwell, Birmingham and Walsall.

### Recorded businesses in South Staffordshire in 2008

<table>
<thead>
<tr>
<th>Locality 1</th>
<th>Locality 2</th>
<th>Locality 3</th>
<th>Locality 4</th>
<th>Locality 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>671</td>
<td>545</td>
<td>973</td>
<td>713</td>
<td>1157</td>
</tr>
</tbody>
</table>

Source: NOMIS—Annual Business Enquiry 2008
8. Environmental Quality

South Staffordshire is a rural district covering an area of 40,905 hectares (101,000 acres) on the north western edge of the West Midlands conurbation. 80% of the District is protected by green belt.

The chart opposite illustrates the make-up of this locality.

Source: Health Profile for South Staffordshire Local Authority (April 2008) Public Health Intelligence Team

In 2008 the South Staffordshire District Council commissioned Wardell Armstrong LLP to conduct an audit of open space within the district. Open spaces and recreation facilities can provide a number of functions within the urban fabric of towns and villages, ensuring that these are places in which people will choose to live. They provide opportunities for play, physical activity and quiet contemplation. They also help to improve biodiversity.

Historic Parks and Gardens

There are five historic parks and gardens in this locality:

Enville Hall
The Earls of Stamford lived in Enville Hall which is still owned and lived in by the family though the title is extinct. The Hall, which once boasted its own private racecourse (now a mere forestry track), remains a private house, but it hosts occasional events each year.

Himley Hall Landscape Park
This is an eighteenth century Grade II* listed building set in 180 acres of 'Capability Brown' landscaped parkland. As the former stately home of the Earls of Dudley Himley Hall was a luxurious, up-to-date home, so fashionable that in the 1930s it was a regular weekend retreat for Royal visitors, including Edward, Prince of Wales. In 1934 the Duke and Duchess of Kent spent the first two weeks of their honeymoon at Himley.

Wombourne Wodehouse
The Wodehouse is situated on the Wom Brook to the east of the village, and the estate has existed since medieval times. In the middle of the 18th century, the house and its gardens were turned into a centre of culture.

Prestwood
This has been converted into a residential care home.

Baggeridge Country Park
Baggeridge Country Park is a beautiful area of countryside on the doorstep of the Black Country. Being set back from the roads, its secluded delights are revealed to you as you explore further. The creation of today’s scenery however, is very diverse. Formally the Baggeridge Colliery and part of the original Himley Estate of the Earls of Dudley, the site has been transformed into 150 acres of attractive country park.
Amenity Greenspace

This includes informal recreation space and areas of incidental open space and land allocated via section 106 agreements. There are 21 areas of amenity greenspace across the locality and Dark Lane in Kinver is noted for being of particularly high quality.

Cemeteries and Graveyards

There are 9 cemeteries and churchyards which provide opportunities for quiet contemplation and nature conservation. St Mary’s Church in Enville is regarded as being of particular high quality.

Allotments

There is one allotment site in Wombourne North and Lower Penn.

Natural and semi-natural Greenspace

This is ‘land, water and geological features which have been naturally colonised by plants and animals and which are accessible on foot to large numbers of residents’. This includes Kinver Edge a popular site to visit for people outside of the area. There are two Friends Groups in Locality 5 Friends of Wombrook Walk and Friends of Kinver Open Spaces. These are members of the community who get involved in the management and upkeep of their open space and the district council is keen to support the formation of such groups.

BMG Survey Results

In March 2010 we surveyed 1,000 of our residents on a range of issues. Here are the environmental highlights for this locality:

- 92% of residents of this locality are satisfied with it as a place to live
- 74% are satisfied that local services are working to make the area cleaner and greener
- 65% are satisfied that their area is being kept clear of litter and refuse
- 56% feel that dog fouling is an issue (this is the joint highest result of all localities)
Energy Efficiency

Our Thermal Imaging Survey was undertaken in March/April 2008. The survey shows levels of heat loss from each building in the district from dark blue meaning low levels of heat loss to bright red which is high levels of heat loss.

The survey was undertaken on a cold crisp night using a plane fitted with a thermal imaging camera. These images help to show where buildings can improve on the levels of insulation.

To see more of these maps, and to find your own property log on to www.sstaffs.gov.uk/energyefficiency

Below is just a snapshot of the survey which is relevant to this locality:

The number of properties showing high levels of heat loss was greatest in Locality 5. Whilst some areas do not have access to mains gas there was no correlation between those who have access to gas and those that have adequate levels of heat loss.

To raise awareness of this with local residents a copy of the thermal imaging survey has been made available at events for the public such as Wombourne Community Fire Station open day.

Locality 5 has also been targeted by a mail shot from the Energy Saving Trust in April 2010 to encourage residents in this area to book a free Home Fire Risk Check with Staffordshire Fire and Rescue Service which also includes an energy audit. This energy audit will provide householders on ways to save money on heating bills as well as put them in touch with grants and discounts for insulation measures.
Environmental Insight

Understanding what our residents thoughts, attitudes and behaviours are to Green issues can provide a useful tool to help us challenge and change these perceptions. CACI have produced Green ACORN data that combines data from a number of sources including demographic and behavioural data for small areas and DEFRA’s (Department for Environmental, Food and Rural affairs) Survey of Public Attitudes and Behaviour towards the Environment, 2007. The information can help us to select the most appropriate communication channel to target each of the 7 groups and encourage our residents to behave more environmentally responsible.

The pie chart summarised a break down for the 7 groups for this locality:

![Green Acorn data chart](chart.png)

The top three groups in Locality 5 are Waste not want not (27%), Enthusiastic Greens (26%) and Passive Spectators (12%).

Waste not want not

These are older people who, relatively, do a lot to help the environment. The majority consider recycling to be a duty. However their motivation is not environmental, it is more a generational desire to avoid waste and a concern for the countryside. This produces a conflicting picture in terms of their green-ness.

They are the people most likely to be using energy-saving light bulbs, recycling, cutting down on water use. They don't like wasting food and buy at least some locally produced foodstuffs.

On the other hand, these older people consider climate change too long term to worry them personally and in any event are least likely to believe that the future will include an environmental disaster. They may also say there is less point in the UK taking environmental action, since this will be negated by lack of action by other countries.

More than a third of this segment subscribe to magazines. They also favour newspaper such as the Express, Mail and the Telegraph. They may also obtain news through their moderate use of the Internet.

The car is an important aspect of these people’s lives and they are unwilling to make less use of their car. Equally they are unlikely to cut down on their holiday flights. They would object to environmental tariffs on those who fly most, and object to taxes for those who drive most.
Enthusiastic Greens

Despite their green attitude people in this segment might have a relatively high carbon footprint. They typically take many more flights than average, particularly within Europe, and are twice as likely as the average to fly business class. Over half will take two or more holidays a year.

These people see themselves as being more environmentally friendly than any other, and are the people most desirous of a green lifestyle. They are most likely to consider climate change to be an immediate problem rather than an issue for the future.

They are more likely to hold positive green attitudes and most likely to feel there is an environmental crisis caused by human behaviour. They may seek information about how they can be more environmentally friendly.

Readership of the broadsheet press, whether the Financial Times, Telegraph, Guardian, Times or the Independent is well above average. This segment actively uses the Internet both for information and for shopping.

This segment is much less likely to require financial incentives to take environmentally friendly actions.

They are more likely than not to be recycling - whether paper, glass, tins, cardboards or clothes. They are also likely to compost garden waste, use energy-saving light bulbs, and to buy locally produced food, fair trade products and eco-friendly products.

While this segment generally thinks it is knowledgeable about green issues a fair proportion are not aware of terms such as carbon footprint or carbon offsetting.

Passive Spectators

Broadly this segment will agree with the view that there are environmental issues to be faced, although not having strong opinions on the matter. On the other hand they may not consider that the earth has limited resources.

In practice many may find it difficult to adopt environmentally friendly habits. They may pay less attention to cutting down on energy use how much water they use in the home. Similarly they are less likely than average to be seeking to waste less food and not particularly interested in locally produced food.

They are also less likely than the average person to recycle with the possibly exception of recycling clothes. Relatively few are likely to purchase eco-friendly products or make an effort to buy fair trade products.

In some respects these people will have a lower than average carbon footprint. The majority did not fly anywhere in the past year – due to taking fewer holidays - and they are less frequent car users and more frequent bus users than average. They are more likely than average to walk to work but are the people least likely to use a bicycle or train.
What is Environmental Crime?

Environmental crime is made up of the following —

- Fly-tipping
- Littering
- Dog Fouling
- Abandoned Vehicles
- Illegal Waste Carriers
- Charity Bag Collectors

Of these crime types, the most prevalent in Locality 5 and across South Staffordshire are fly-tipping and illegal waste carriers.

<table>
<thead>
<tr>
<th>Fly-tipping</th>
<th>2008/09</th>
<th>2009/10</th>
<th>Actual difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wombourne</td>
<td>29</td>
<td>24</td>
<td>-5</td>
</tr>
<tr>
<td>Kinver</td>
<td>51</td>
<td>53</td>
<td>+2</td>
</tr>
<tr>
<td>Trysull &amp; Seisdon</td>
<td>12</td>
<td>3</td>
<td>-9</td>
</tr>
<tr>
<td>Swindon</td>
<td>4</td>
<td>12</td>
<td>+8</td>
</tr>
<tr>
<td>Bobbington</td>
<td>4</td>
<td>3</td>
<td>-1</td>
</tr>
<tr>
<td>Enville</td>
<td>7</td>
<td>12</td>
<td>+5</td>
</tr>
<tr>
<td>Lower Penn</td>
<td>26</td>
<td>19</td>
<td>-7</td>
</tr>
<tr>
<td>Himley</td>
<td>10</td>
<td>8</td>
<td>-2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>143</strong></td>
<td><strong>134</strong></td>
<td><strong>-9</strong></td>
</tr>
</tbody>
</table>

Source: Waste Management Services, South Staffordshire Council

As can be seen from the table, there was a reduction in the number of fly-tipping cases in this locality. The district as a whole has also seen a decrease in fly-tipping. This is against National Average which is showing an increase.

Illegal waste carriers are targeted by on-going operations between Staffordshire Police and South Staffordshire Council officers to ensure that carriers are fully registered.
9. Health & Wellbeing

Life expectancy

Life expectancy within this Locality 5 is higher than England for males (by 10 months) and higher females (by 13 months).

<table>
<thead>
<tr>
<th>Male Life expectancy (years)</th>
<th>Female Life expectancy (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Locality 5</strong></td>
<td>78.4</td>
</tr>
<tr>
<td>South Staffs LA</td>
<td>78.2</td>
</tr>
<tr>
<td>England</td>
<td>77.6</td>
</tr>
</tbody>
</table>

Source: Death extracts 2004-2008 ONS population estimates for local authorities and wards

Within this locality the wards that have statistically higher than England all-age all-cause mortality rates are Himley and Swindon.

During 2006-2008, circulatory diseases made up 33% of all deaths in South Staffordshire and 26% of premature deaths (i.e. those occurring before the age of 75). This locality has low rates in comparison to the other localities and also much lower than England and South Staffordshire PCT.

Within Locality 5 the ward that has statistically higher than England all-age all-cause mortality rates is Himley & Swindon. South Staffordshire LA has a significantly lower premature mortality rate than England.

Healthy lifestyles

Smoking

There are two sources to measure smoking in adults, synthetic estimates and a local lifestyle survey. Using these sources, the estimated prevalence of adult smokers in Locality 5 is between 12% and 16%. Access to smoking cessation services (adjusted for smoking) are lower than the national average for Locality 5. Quit rates at 4 weeks for 2008/2009 for this locality are similar to the rest of the district and the England Average which is 51%.

Binge drinking

The levels of binge drinking are similar to England and across all localities, with Locality 5 having 3,600 estimated binge drinkers. The local adult lifestyle survey found that across the local authority the number of adults drinking twice the recommended levels of alcohol was three times higher in men than women.

Source: Smoking, drinking and drug use among young people in England in 2008, The Information Centre
The North West Public Health Observatory (NWPHO) has published estimates of hazardous and harmful drinkers at a local authority level. This locality has over a fifth of the district total for alcohol dependent drinkers.

<table>
<thead>
<tr>
<th>Estimated number for 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hazardous drinkers</td>
</tr>
<tr>
<td>Locality 5</td>
</tr>
<tr>
<td>4,231</td>
</tr>
<tr>
<td>(3,886-4,576)</td>
</tr>
<tr>
<td>Harmful drinkers</td>
</tr>
<tr>
<td>Local 5</td>
</tr>
<tr>
<td>985</td>
</tr>
<tr>
<td>(884-1,086)</td>
</tr>
<tr>
<td>Alcohol dependent drinkers</td>
</tr>
<tr>
<td>Local 5</td>
</tr>
<tr>
<td>637</td>
</tr>
</tbody>
</table>

Alcohol related admissions for Locality 5 are similar for both men and women when compared to local authority levels.

**Substance misuse in adults**

According to Home Office figures, it is estimated that there are about 200 problem drug users in South Staffordshire 2006-7. Using the rate for South Staffordshire, it has been estimated there are 47 problem drug users (crack and opiates) in this locality.

**Obesity**

Using synthetic estimates and the local adult lifestyle survey, the estimated prevalence of obese adults in Locality 5 is between 16% and 26% This is high when compared to the other localities and it is higher than the average for England and South Staffordshire.

Using synthetic estimates and the local adult lifestyle survey, the estimated proportion of adults eating five or more portions of fruit and vegetables in Locality 5 is between 25% and 30%.

The Active People Survey (APS) found that in 2008/09 10% of men and 14% of women in South Staffordshire LA achieved the Chief Medical Officer’s recommended levels of physical activity (30 minutes moderate activity, five days of the week). Synthetic estimates for adults taking part in 30 minutes of sport and active recreation three days a week is 22% for Locality 5 (similar to all other localities).

**General Fertility rates**

General fertility rates (GFRs) are a measure of the number of live births per 1,000 women of child bearing age (conventionally taken as those aged 15-44). There was an annual average of 200 live births in Locality 5 between 2004 and 2008 and a GFR of 47.2. This is an increase of the 2002-2006 GFR, which was 44.9.
This locality has relatively low numbers of people suffering poor mental health in the community. Causes of poor mental health include many factors relating to environment, social circumstances and culture. Below are estimated numbers of mental ill health and levels of care.

<table>
<thead>
<tr>
<th>Mental Health in the community</th>
<th>Attends Primary Care</th>
<th>GP identified disorder</th>
<th>GP refers to mental health services</th>
<th>Psychiatric Inpatients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locality 5</td>
<td>6,801-8,109</td>
<td>6,016</td>
<td>2,616</td>
<td>523-785</td>
</tr>
<tr>
<td>South Staffs</td>
<td>27,676-32,999</td>
<td>24,483</td>
<td>10,645</td>
<td>2,219-3,793</td>
</tr>
</tbody>
</table>

Severe mental illness is defined as people with schizophrenia, bipolar disorder and other psychoses. This locality has a low percentage of its population that have a severe mental illness.

<table>
<thead>
<tr>
<th>Population</th>
<th>Number of register</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locality 5</td>
<td>26,158</td>
<td>157</td>
</tr>
</tbody>
</table>

The Mental Illness Needs Index (MINI) was designed to predict the distribution of mental health problems at small area level by using hospital admissions and population characteristics at ward level. The latest version (MINI 2000) uses 1998 admission data for England, with component variables from the Index of Multiple Deprivation and the ONS Area Classification. MINI 2000 produces predicted numbers and rates of admissions at ward, local authority and PCT level.

MINI 2000 National Quintile

The 2001 Census collected information on self-reported limiting long term illness (LLTI) which can be used as a proxy for overall disease within a community.

<table>
<thead>
<tr>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locality 5</td>
<td>4,603</td>
</tr>
</tbody>
</table>

For more information on the sources of data, please contact us.
10. Housing

This section will give you a picture of the housing needs, average house prices and the housing profile for this locality.

Average house prices in March 2010

The average cost of a house in this locality is £268,736, this is £51,488 more than the average for the district. The highest average house price can be found in the Trysull and Seisdon ward, which is the highest priced ward in the whole of the district. The lowest average price for a house can be found in the Wombourne South East Ward. Overall this locality has very high average house prices compared to the rest of the district.

<table>
<thead>
<tr>
<th>Locality 5</th>
<th>£258,732</th>
</tr>
</thead>
<tbody>
<tr>
<td>Himley and Swindon Ward</td>
<td></td>
</tr>
<tr>
<td>Kinver Ward</td>
<td>£345,791</td>
</tr>
<tr>
<td>Trysull and Seisdon Ward</td>
<td>£370,143</td>
</tr>
<tr>
<td>Wombourne North and Lower Penn Ward</td>
<td>£261,123</td>
</tr>
<tr>
<td>Wombourne South East Ward</td>
<td>£163,992</td>
</tr>
<tr>
<td>Wombourne South West Ward</td>
<td>£212,638</td>
</tr>
</tbody>
</table>

Source: Home track, 2009

Stock Profile

The housing stock in Locality 5 is similar to that of the District as a whole, but is slightly more skewed towards home ownership of large property. The table below demonstrates the stock profile.

<table>
<thead>
<tr>
<th>Type</th>
<th>Locality 5</th>
<th>District</th>
<th>Tenure</th>
<th>Locality 5</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detached</td>
<td>45%</td>
<td>40%</td>
<td>Owned outright</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>Semi-detached</td>
<td>37%</td>
<td>40%</td>
<td>Mortgage Occupied</td>
<td>40%</td>
<td>44%</td>
</tr>
<tr>
<td>Terraced</td>
<td>8%</td>
<td>10%</td>
<td>Private Rented</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Flats</td>
<td>9%</td>
<td>8%</td>
<td>Social Rented</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2%</td>
<td>Shared Ownership</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>2%</td>
<td></td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: 2001 Census, ONS

There is a larger proportion of detached property in Locality 5 than the District as a whole and also slightly more flats, all other property types have smaller proportions. The majority tenure in Locality 5 is a near equal proportion of outright owned and mortgage occupied, as the locality has a larger proportion of outright owners than the District as a whole. The other tenures have the same proportion to that of the District. Therefore, majority property size and tenure is skewed towards the ownership of large detached and semi detached property.

Average house prices

The graph opposite illustrates the average house price in the locality between March 2009 and March 2010.

If we look at that period we can that it starts off high at £296,212, then starts falling until September at £268,736. Prices then start to rise again and the period ends on £268,736.

Source: Home track, 2009
Affordability

The lower 25% of house prices is considered to be a good measure of affordability, as they are affordable for low to moderate income households. The below table presents the lower quartile house price for Locality 5 and each ward.

<table>
<thead>
<tr>
<th>South Staffordshire (District)</th>
<th>£139,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Himley and Swindon Ward</td>
<td>£185,000</td>
</tr>
<tr>
<td>Kinver Ward</td>
<td>£210,000</td>
</tr>
<tr>
<td>Trysull and Seisdon Ward</td>
<td>£280,000</td>
</tr>
<tr>
<td>Wombourne North and Lower Penn Ward</td>
<td>£161,000</td>
</tr>
<tr>
<td>Wombourne South East Ward</td>
<td>£139,000</td>
</tr>
<tr>
<td>Wombourne South West Ward</td>
<td>£155,000</td>
</tr>
</tbody>
</table>

Source: Hometrack, 2009

The Wombourne South East Ward and Wombourne South West Ward are the most affordable wards in this locality and prices to the District average. The Trysull and Seisdon ward is the least unaffordable ward not only in this locality but for the district.

Another measure of affordability is the Affordability Ratio, which measures lower quartile house price against lower quartile annual income, in order to assess whether people with the lowest income can afford the cheapest housing.

In South Staffordshire the affordability ratio is 6.0, which means that a lower quartile house price would be 6 times the lower quartile income. The affordability ratio for the locality and its wards are presented below:

<table>
<thead>
<tr>
<th>Affordability Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Staffordshire (District)</td>
</tr>
<tr>
<td>Himley and Swindon Ward</td>
</tr>
<tr>
<td>Kinver Ward</td>
</tr>
<tr>
<td>Trysull and Seisdon Ward</td>
</tr>
<tr>
<td>Wombourne North and Lower Penn Ward</td>
</tr>
<tr>
<td>Wombourne South East Ward</td>
</tr>
<tr>
<td>Wombourne South West Ward</td>
</tr>
</tbody>
</table>

Source: Hometrack, 2009

Affordable Housing stock

The table below shows the breakdown of all social housing within the locality.

As the table shows Wombourne has over two thirds of the social housing stock.

<table>
<thead>
<tr>
<th>Type</th>
<th>Houses</th>
<th>Bungalows</th>
<th>Flats</th>
<th>Sheltered</th>
<th>Hostel</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bedrooms</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Bobbington</td>
<td>0</td>
<td>0</td>
<td>16</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Enville</td>
<td>2</td>
<td>0</td>
<td>7</td>
<td>11</td>
<td>0</td>
<td>26</td>
</tr>
<tr>
<td>Himley</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>5</td>
<td>7</td>
<td>20</td>
</tr>
<tr>
<td>Kinver</td>
<td>5</td>
<td>33</td>
<td>89</td>
<td>0</td>
<td>0</td>
<td>304</td>
</tr>
<tr>
<td>Lower Penn</td>
<td>0</td>
<td>0</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>20</td>
</tr>
<tr>
<td>Swindon</td>
<td>0</td>
<td>2</td>
<td>32</td>
<td>0</td>
<td>17</td>
<td>66</td>
</tr>
<tr>
<td>Trysull / Seisdon</td>
<td>0</td>
<td>9</td>
<td>17</td>
<td>2</td>
<td>8</td>
<td>42</td>
</tr>
<tr>
<td>Wombourne</td>
<td>0</td>
<td>87</td>
<td>284</td>
<td>9</td>
<td>101</td>
<td>994</td>
</tr>
</tbody>
</table>

Source: Surveys of RSLs, 2008
Housing needs

The table below was sourced from the Housing Market Assessment in 2007. It presents the number of units required to meet need in each Housing Market Area during the three year period 2007-2010.

Locality 5 (South) has its highest shortfalls of stock in the affordable housing sector. The greatest shortfall being that of 2 bedroom flats and 2 bedroom bungalows, followed by 3 bedroom houses. This is also the case with the stock in the private sector. However in this sector there appears to be a much greater shortfall in 3 bed houses and 1 bed flats.

<table>
<thead>
<tr>
<th>Sub - Area</th>
<th>Type</th>
<th>Bedroom Size</th>
<th>Private Sector</th>
<th>Affordable Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>*Shortfall</td>
<td>**Surplus</td>
</tr>
<tr>
<td>South</td>
<td>Flat</td>
<td>1</td>
<td>69</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>80</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>-</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Bungalow</td>
<td>1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>88</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>-</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>House</td>
<td>1</td>
<td>13</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>-</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3</td>
<td>201</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>451</td>
<td>105</td>
</tr>
</tbody>
</table>

Source: Housing Market Assessment 2007

The Locality 5 household composition is similar to that of the District, however the most significant differences are there are less couples with children and slightly more couples without children. The locality also has the smallest proportion of lone parent households.

All of the localities have large proportions of ‘Other’ households these contain households which are difficult to quantify in terms of people and accommodation requirements.

<table>
<thead>
<tr>
<th>Household Type</th>
<th>Locality 5 %</th>
<th>District %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Couple with children</td>
<td>32.7</td>
<td>35.0</td>
</tr>
<tr>
<td>Couple no children</td>
<td>22.4</td>
<td>21.7</td>
</tr>
<tr>
<td>Single Person</td>
<td>24.0</td>
<td>23.1</td>
</tr>
<tr>
<td>Lone Parent</td>
<td>6.1</td>
<td>7.5</td>
</tr>
<tr>
<td>Other</td>
<td>14.8</td>
<td>12.7</td>
</tr>
</tbody>
</table>

Source: 2001 Census, ONS
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