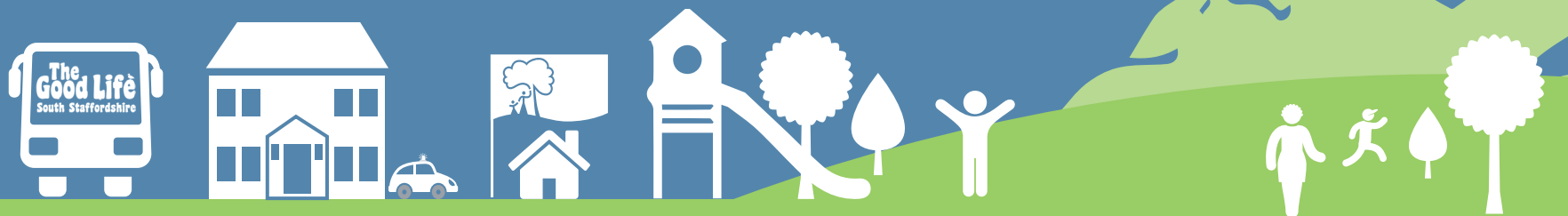




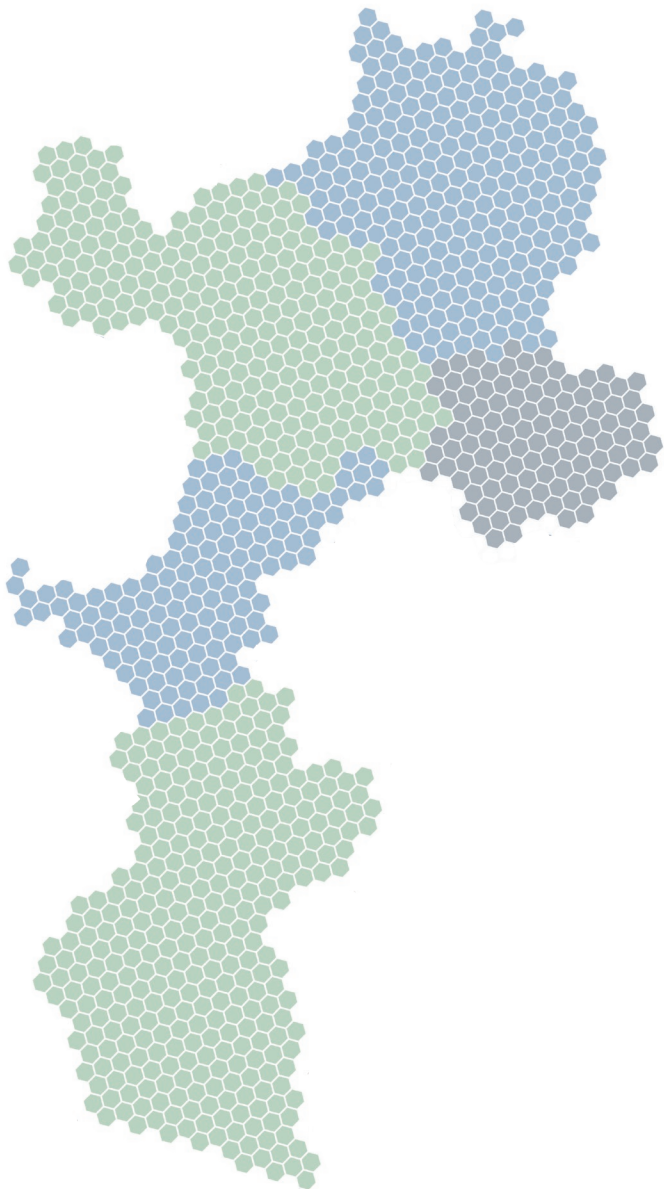
South Staffordshire Council

Locality Profile 2018

10th Anniversary Edition



www.sstaffs.gov.uk



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Locality Data Profiles 2018: Introduction

“Your Council supporting Your Place and Your Community”



Our approach: underpinning all that we do

- Customer focused organisation.
- Value for money.
- Working in partnership.

Welcome to the 2018 Locality Profile for South Staffordshire Council, celebrating 10 years of locality working. In April 2016, we launched our new Council Plan 2016-2020, which clearly set our ambitions for 'A Skilled and Prosperous District', 'A Safe and Sustainable District' and 'A Connected District'. The profile has been structured around these three themes so we can ensure we can achieve our ambitions for the residents of South Staffordshire.

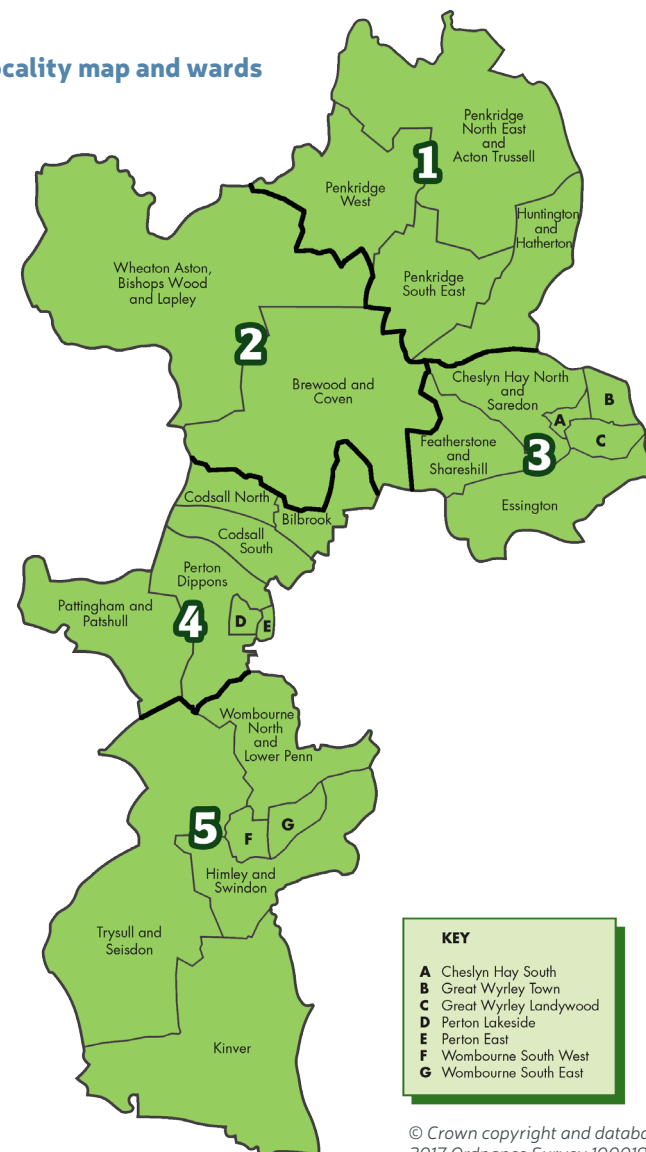
Purpose of the Locality Profile

1. To provide an overview of South Staffordshire through statistics.
2. To benchmark against England averages.
3. To identify challenges at a locality and ward level.
4. To support the effective targeting of resources and place-based working.
5. To use Mosaic to gain a more in-depth understanding of South Staffordshire.
6. To incorporate the residents' survey findings to gain a more personal understanding of our district.

The information in this profile will be the start of conversations with our public and private partners, voluntary and community sector and local communities to ensure we continue to work together to support the residents of South Staffordshire.

Councillor Brian Edwards MBE
Leader of South Staffordshire Council

Locality map and wards



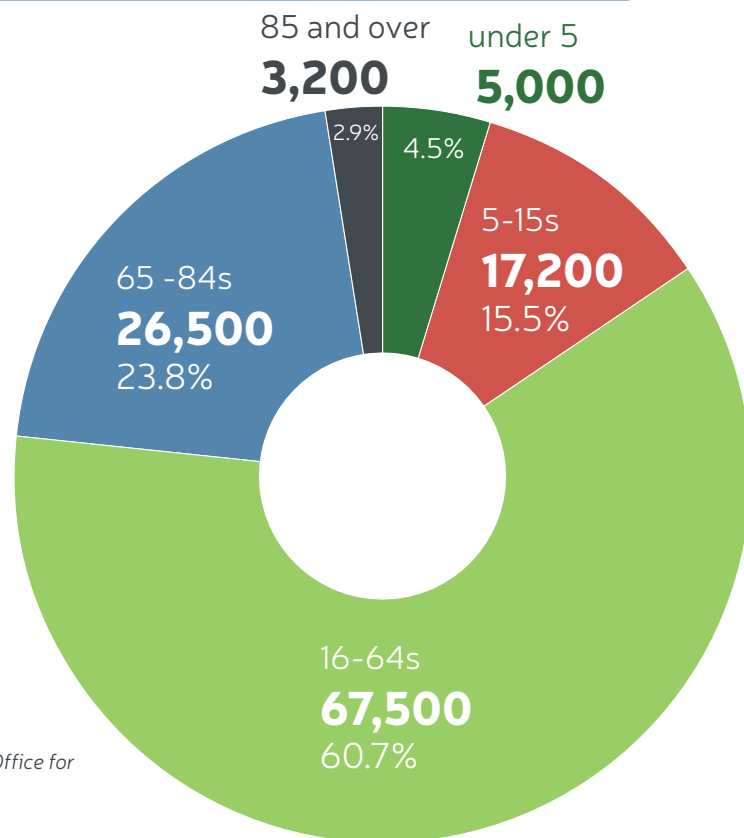
KEY

- A Cheslyn Hay South
- B Great Wyrley Town
- C Great Wyrley Landwood
- D Perton Lakeside
- E Perton East
- F Wombourne South West
- G Wombourne South East

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2017 Ordnance Survey 100019681

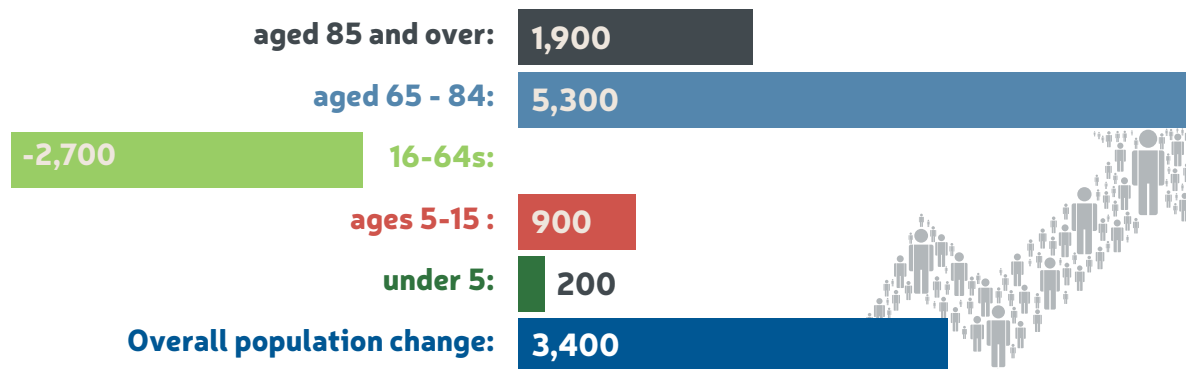
Demographics

South Staffordshire at a glance

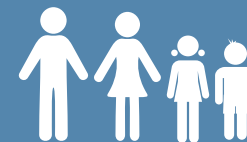


Source: 2016 Mid-year population estimates Office for National Statistics

Population change between 2016 - 2026



Population:
111,200



Trends in dependency ratios for older people in South Staffordshire



1985
6 to 1



2000
4 to 1

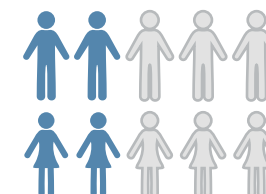


2015
3 to 1



2030
2 to 1

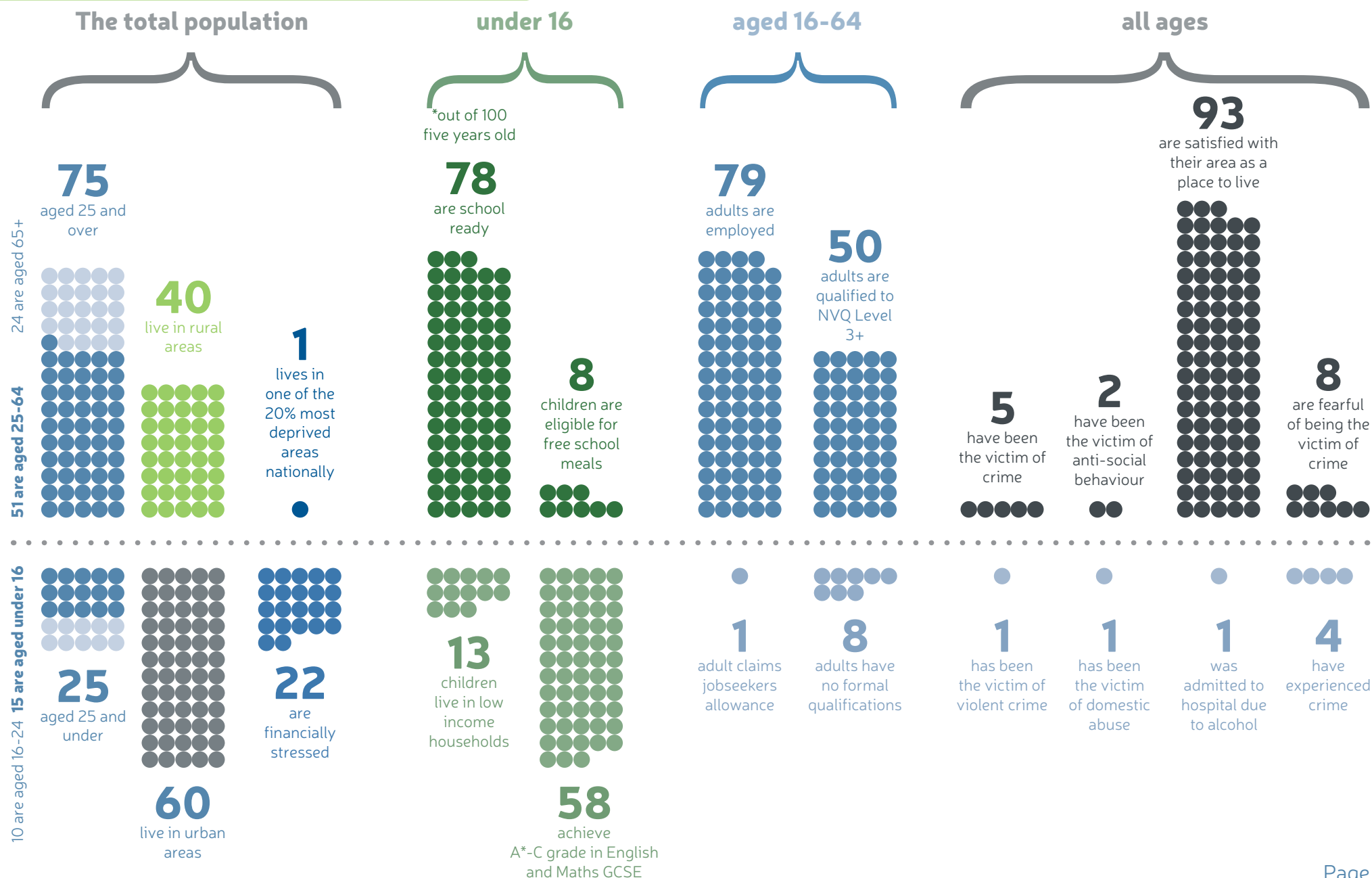
40% of the population live in **rural areas**



5.4% of the population is from a **minority ethnic group**

Source: Insight, Planning and Performance, Staffordshire County Council 2017

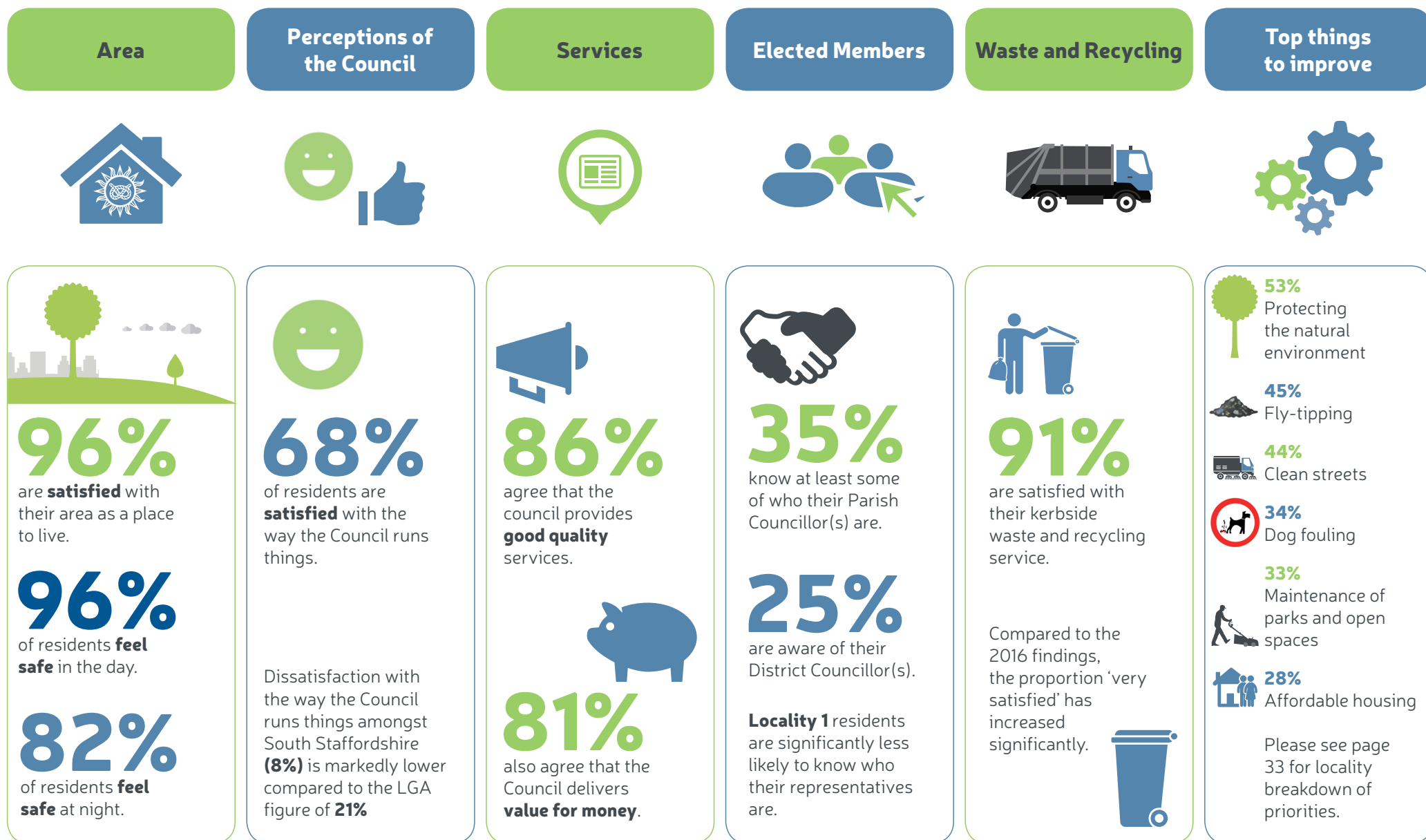
If South Staffordshire was 100 people



'My Place, My Say'

Resident Panel 2017

Every year, the Council commissions an independent market research company to find out what our residents think about the services that the Council provides and the local area. The last survey was sent to 2,070 households, selected at random in September 2017. Of these, 584 surveys were completed representing a response rate of 28.2%.



Introducing you to Mosaic



Mosaic Public Sector is designed to help us understand the demographics, lifestyles, preferences and behaviours of the UK adult population in extraordinary detail.

NEW
for 2018

How does this help South Staffordshire Council?

STEP 1

Every postcode in South Staffordshire falls under one out of the fifteen Mosaic groups. They all contain individual characteristics in regards to demographics, lifestyles, preferences and behaviours.

STEP 2

Each Mosaic segment is then broken down into a further 66 sub-type groups.

They link unique characteristics to smaller pockets of South Staffordshire.

STEP 3

We can use this information to:

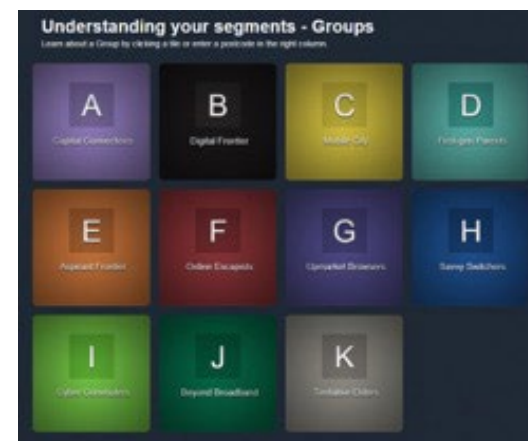
- Treat our residents as individuals.
- Contextualise the make-up of our residents, wards and localities.
- Highlight the differences between localities and wards
- Address barriers to our three Council Plan priorities at locality and ward level.
- Help inform decisions.



Mosaic also has a **Mosaic Digital Sector** which paints a unique picture of UK consumers based on their demographic characteristics, lifestyles and behaviours but has an additional emphasis on the digital make-up of South Staffordshire.

Mosaic Digital Sector divides South Staffordshire into just 11 groups. For this sector there are no subgroupings and there is an additional emphasis on:

- Technology ownership
- Technology adoption
- Home broadband speed
- Social media frequency
- Internet competency



We can use this information to:

- Find out how likely our residents will engage with us.
- Identify opportunities for delivering online services.
- Identify propensity to self-serve.
- Reach the right residents through the most effective platform.

The top six Mosaic groups of South Staffordshire

Mosaic is designed to help you understand the demographics, lifestyles, preferences and behaviours of the UK adult population in detail. It classifies all households by allocating them to one of 15 summary groups. These are the top six summary groups that make up South Staffordshire.

NEW

1. Suburban stability

Key Features:

- Older families.
- Some adult children at home.
- Suburban mid-range homes.
- Three bedroom.
- Have lived at same address for some years.
- Research on internet.

Age: 56-60

Household Income: £40k-£49k

Tenure: Owned

Property Type: Semi-detached



2. Prestige positions

Key Features:

- High value detached homes.
- Married couples.
- Managerial and senior positions.
- Supporting students and older children.
- High assets and investments.
- Online shopping and banking.

Age: 61-65

Household Income: £100k-£149k

Tenure: Owned

Property Type: Detached



3. Senior security

Key Features:

- Elderly singles and couples.
- Homeowners.
- Comfortable homes.
- Additional pensions above state.
- Don't like new technology.
- Low mileage drivers.

Age: 76-80

Household Income: <£15k

Tenure: Owned

Property Type: Bungalow



4. Country living

Key Features:

- Rural locations.
- Well-off homeowners.
- Attractive detached homes.
- Higher self-employment.
- High car ownership.
- High use of Internet.

Age: 66-70

Household Income: £100k-£149k

Tenure: Owned

Property Type: Named building



5. Aspiring homemakers

Key Features:

- Younger households.
- Full-time employment.
- Private suburbs.
- Affordable housing costs.
- Starter salaries.
- Buy and sell on eBay.

Age: 31-35

Household Income: £40k-£49k

Tenure: Owned

Property Type: Semi-detached



6. Domestic success

Key Features:

- Families with children.
- Upmarket suburban homes.
- Owned with a mortgage.
- 3 or 4 bedrooms.
- High Internet use.
- Own new technology.

Age: 41-45

Household Income: £70k - £99k

Tenure: Owned

Property Type: Detached



Mosaic group by Ward

The most prevalent Mosaic group in each ward is highlighted in green.
Please refer to the top six Mosaic groups on page 8 for more information.

Ward/Locality	Suburban stability	Prestige positions	Senior security	Country living	Aspiring homemakers	Domestic success
Locality 1						
Penkridge West Ward	8.60%	15.30%	6.60%	20.40%	10.60%	3.80%
Huntington and Hatherton Ward	7.30%	4.60%	8.50%	7.70%	21.70%	7.10%
Penkridge North East and Acton Trussell Ward	10.10%	14.20%	11.10%	38.80%	2.20%	4.30%
Penkridge South East Ward	19.50%	11.90%	19.50%	5.30%	6.80%	24.30%
Locality 2						
Wheaton Aston, Bishopswood and Lapley Ward	1.50%	2.80%	2.10%	60.60%	0.20%	3.20%
Brewood and Coven Ward	10.40%	11.30%	16.70%	22.00%	3.80%	6.90%
Locality 3						
Cheslyn Hay North and Saredon Ward	28.30%	1.80%	18.20%	4.10%	21.10%	3.90%
Featherstone and Shareshill Ward	19.70%	4.00%	10.30%	2.60%	14.70%	10.10%
Essington Ward	19.80%	10.30%	15.00%	3.20%	9.80%	12.70%
Cheslyn Hay South Ward	26.70%	10.80%	19.90%	0%	14.70%	9.20%
Great Wyrley Landywood Ward	17.20%	9.90%	14.20%	0.10%	14.90%	3.10%
Great Wyrley Town Ward	26.70%	3.20%	21.10%	0%	20.90%	4.80%
Locality 4						
Perton Dippons Ward	31.80%	7.70%	11.70%	20.60%	10.90%	11.70%
Pattingham and Patshull Ward	5.60%	17.50%	3.30%	35.80%	2.90%	5.90%
Codsall South Ward	12.90%	38.60%	15.30%	6.50%	6.60%	14.40%
Codsall North Ward	12.10%	16.10%	17.90%	7.30%	5.40%	11.40%
Bilbrook Ward	18.80%	5.30%	20.50%	0%	11.50%	7.30%
Perton Lakeside Ward	16.00%	17.90%	7.80%	0%	16.60%	8.50%
Perton East Ward	28.10%	27.00%	12.00%	0%	8.50%	24.10%
Locality 5						
Kinver Ward	4.00%	32.30%	8.80%	20.00%	3.10%	5.20%
Trysull and Seisdon Ward	0.30%	3.20%	0%	79.00%	0.20%	0.80%
Himley and Swindon Ward	6.70%	22.40%	23.90%	7.40%	21.10%	2.20%
Wombourne North and Lower Penn Ward	12.60%	29.50%	18.50%	4.00%	6.00%	13.70%
Wombourne South West Ward	21.90%	12.20%	11.80%	0%	10.90%	10.90%
Wombourne South East Ward	17.90%	19.90%	22.60%	0.20%	7.30%	8.80%

1. A Skilled and Prosperous District

- Supporting and growing existing businesses.
- Attracting and supporting new businesses.
- Enhancing the skills of our residents.

Focus on: *Backing business development, supporting vulnerable people to move closer to work and self-sufficiency, opportunities for young people.*

Key Findings

Strengths and Challenges

Strengths

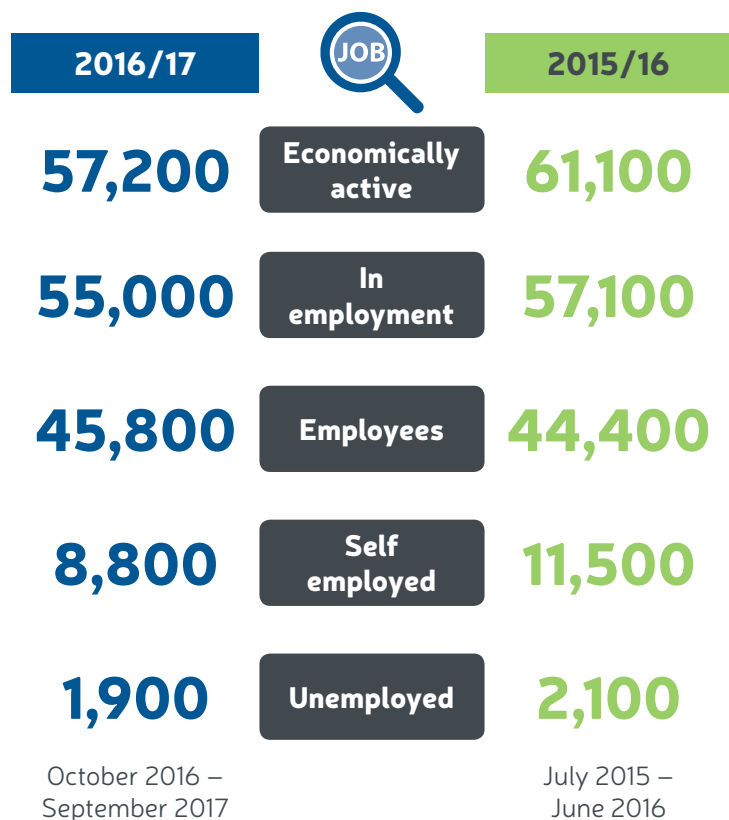
- Unemployment and youth unemployment rates in South Staffordshire (as at October 2017) were lower than the national average. The proportion of people claiming out-of-work benefits is also better than average (5.4% compared to 8.1%).
- The overall benefit claimants have decreased by 1,510 since May 2013.
- Using the Mosaic variable "Financial Stress", 22% (23,600) of the population in South Staffordshire find it difficult or very difficult to cope on current income. This is lower than the national average (28%). However, there is variation across the district with financial stress ranging from 16% in Himley and Swindon Ward to 29% in Huntington and Hatherton ward.
- The proportion of South Staffordshire residents aged 60 and over living in income deprived households is significantly lower than the national average.
- In total 90% of those who have joined the Building Better Opportunities Programme have made positive improvements towards moving closer or into work.
- 77.9% of 5 year olds are school ready which is 7% above average.
- Investments by five major international brands clearly highlight the growing appeal of South Staffordshire as a place to relocate and do business.

Challenges

- The gap in the employment rate between those with a long-term health condition and the general population is 38%, higher than the national average (29%). Other vulnerable groups (for example those with mental health conditions or who have a learning disability) also have relatively low employment rates.
- The percentage of adults aged 16-64 with NVQ level 3 or above is lower than the national average. South Staffordshire also has a similar number of adults with no qualifications when compared to the national average.
- Four out of the six secondary schools in South Staffordshire have a below average GCSE attainment of grade 5 or above in English and Maths.
- There is one lower super output area (LSOA) that falls within the most deprived national quintile in South Staffordshire, making up around 1% of the total population (1,500 people). This area falls within the ward of Wombourne South West.
- Unemployment in Bilbrook is above average.

A Skilled and Prosperous District

Employment



Source: Nomis, 2018

The number of people claiming benefit principally for the reason of being unemployed.

175 people aged 18-24
105 people aged 18-21
390 aged 25-49
250 aged 50

(December 2017)

This is measured by combining the number of people claiming Jobseeker's Allowance (JSA) and National Insurance credits with the number of people receiving Universal Credit principally for the reason of being unemployed - these are experimental statistics due to the recent introduction of Universal Credit.

Source: Nomis, 2018

Main benefit claimants - working age client group

Total claimants
Job seekers
Employment and Support Allowance and Incapacity Benefits
Lone parents
Carers
Others on income related benefits
Disabled
Bereaved

South Staffordshire - November 2016 (%)	Great Britain (%)	South Staffordshire				
		Nov 2016	May 2016	May 2015	May 2014	May 2013
7.8	11.0	5,270	5,410	5,700	6,070	6,780
0.7	1.1	450	550	730	1,040	1,550
4.0	6.1	2,700	2,670	2,690	2,590	2,550
0.6	1.0	390	420	440	470	460
1.5	1.7	1040	1,030	970	850	800
0.1	0.2	90	100	140	190	200
0.7	0.8	480	530	610	780	790
0.2	0.2	120	120	130	150	160

Vulnerable groups



(for example those with mental health conditions or who have learning disability) have low employment rates.

Universal Credit

The total number of households on Universal Credit as of December 2017 is **528**, of which **341** are in payment. **314** are single with no children.

Source: Universal Credit: Households, Department for work & pensions, gov.uk



Above National Average

Unemployment
(England average - 1.9%)

Bilbrook
2.8%

Financially Stressed
(England average - 28%)

Huntington and Hatherton
29%

Source: Insight, Planning and Performance, Staffordshire County Council, 2017

Summary

- Unemployment and youth unemployment rates in South Staffordshire are lower than the England average excluding Bilbrook.
- The overall benefit claimants have decreased by 1,510 since May 2013.
- All wards excluding Huntington and Hatherton are below the 'financially stressed' mosaic variable average.

A Skilled and Prosperous District

Employment

Earnings by place of work (2016)

Gross weekly pay

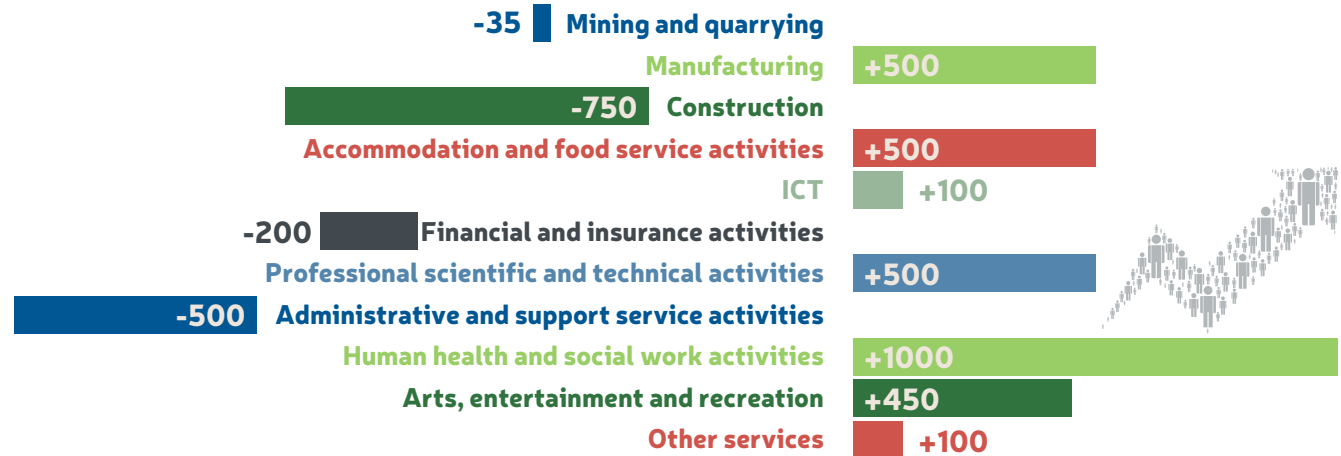


Employee jobs by industry sector (2016)



Source: Nomis, 2018

Job sector changes from 2015 – 2016



A Skilled and Prosperous District

Business Hub



Enterprise Count

5,833 businesses are located in South Staffordshire.

Micro (less than 10 employees)	4,228	72%
Small (11-50 employees)	291	5%
Medium (51- 250 employees)	86	1%
Large (251 or more employees)	9	0.2%

Source: Mint UK January 2018

The South Staffordshire Business Hub, located at the Council Offices, Codsall, supports and assists local businesses with the challenges they face. The Hub offers practical services to help businesses grow, access new customers, reduce overheads and thrive for years to come.



South Staffordshire
BUSINESS HUB

- Served Accommodation
- Hot Desking
- Virtual Office
- Meeting Rooms
- Energy Switch
- Free Business Support
- Free Access to Finance
- Advertising
- Networking, Training and Events

237 businesses accessed the Hub's services in 2017/2018.

549 businesses have been supported or accessed the Hub's services since April 2016.

98% of businesses stated they were satisfied with the services and or support they received.



A Skilled and Prosperous District

Top 5 Employers by Locality (January 2018)

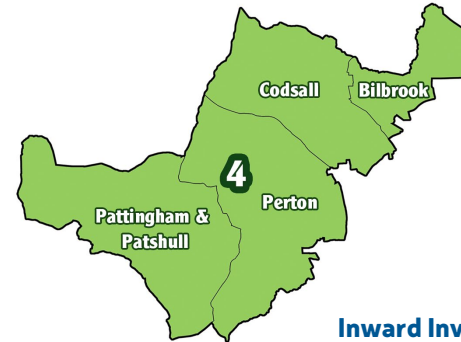
Inward Investment

Investments by five major international brands clearly highlight the growing appeal of South Staffordshire as a place to relocate and do business.



Locality 1

1. Argos Distribution (950*)
2. Stone Group Limited (233)
3. Granite One Hundred Holdings Limited (227)
4. Stone Computers Limited (227)
5. Carnell Support Services Limited (217)

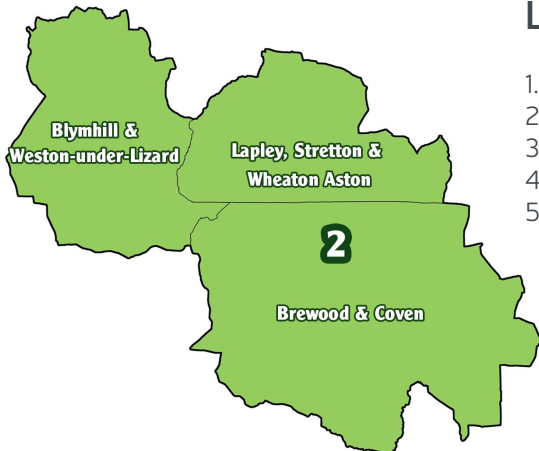


Locality 4

1. JLR (1400)
2. Moog (438)
3. South Staffordshire Council (300)
4. Eurofins Biopharma Product Testing UK Limited (266)
5. Eurofins Food Testing UK Limited (237)

Inward Investment

i54 South Staffordshire - An additional £470m of private sector inward investment set to safeguard/create 1749 jobs. ERA and Atlas Copco (Tentec) relocated to i54 South Staffordshire.

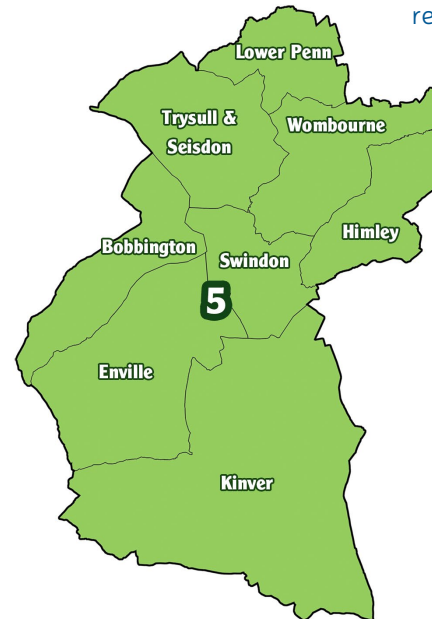


Locality 2

1. Gestamp (800)
2. PDM Produce (UK) Limited (384)
3. Huntercombe Stafford Hospital (300*)
4. K. Transport Services (Midlands) Limited (101)
5. K Investments Limited (101)

Inward Investment

Four Ashes Park - £400m of public and private sector investment since 2014. The development of Four Ashes Park is set to safeguard/create up to 1,300 jobs.



Locality 5

1. Invictus Education Trust (689)
2. Static Systems Holdings Limited (205)
3. Static Systems Group PLC (204)
4. CompleteLink Limited (173)
5. Slademain Limited (123)



Locality 3

1. HMYOI Brinsford (500)
2. Oakwood Prison (500)
3. Jack Moody Holdings PLC (386)
4. Mann & Hummel (UK) Limited (316)
5. Lakeview Care Home (250)

(Employee figures are approximate)

*figures as of January 2017

Source: Mint UK January 2018

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A Skilled and Prosperous District

Qualifications and Skills

Apprenticeships - By Age					
	2012/13	2013/14	2014/15	2015/16	2016/17
All	1,110	950	1,080	1,080	1,070
Under 19	250	330	330	330	330
19-24	380	350	350	340	350
25+	470	270	400	410	390

Apprenticeships - By Subject Sector					
	2012/13	2013/14	2014/15	2015/16	2016/17
Agriculture, Horticulture and animal care	10	10	20	20	10
Business, Administration and Law	370	290	320	310	320
Construction, Planning and the Built Environment	20	50	40	50	50
Education and Training	10	10	10	10	20
Engineering and manufacturing technologies	220	180	190	200	220
Health, Public Services and Care	210	200	240	240	240
Information and Communication technology	30	40	50	30	30

Source: Skills & Employability Team, Staffordshire County Council, 2017

	NVQs or Equivalents	
	January 2015 - December 2015	January 2016 - December 2016
NVQ4 and above	26,200	23,700
NVQ3 and above	41,000	34,000
NVQ2 and above	53,900	51,100
NVQ1 and above	60,200	59,500
No qualifications	4,500	5,200

NVQ 1 and above / or Equivalent

e.g. fewer than 5 GCSEs at grades A-C, foundation GNVQ, NVQ1, intermediate 1 national qualification (Scotland) or equivalent

NVQ 2 and above / or Equivalent

e.g. 5 or more GCSEs at grades A-C, intermediate GNVQ, NVQ 2, intermediate 2 national qualifications (Scotland) or equivalent.

NVQ 3 and above / or Equivalent

e.g. 2 or more A-levels, advanced GNVQ, NVQ 3, 2 or higher or advanced higher national qualifications (Scotland) or equivalent.

NVQ 4 and above / or Equivalent

e.g. HND, Degree and Higher Degree level qualifications or equivalent.

Source: Nomis, 2018

Above Average
NVQ 2 and above/or
equivalent.

Similar to Average
No qualifications.

Below Average
NVQ 3 and above/or
equivalent.

A Skilled and Prosperous District

Education



77.9%

of 5 year olds are school ready - **7% above average.**

NEETS

Young People Not in Education, Employment and Training.

There are **1825** 16-17 year olds, of which **50** fall into NEET category in South Staffordshire.

Grade 5 or above in English and Maths GCSE

South Staffordshire 39.2%
England 42.6%

New Progress 8 Score

England average **-0.03**

This score shows how much progress pupils at this school made between the end of key stage 2 and the end of key stage 4, compared to pupils across England who got similar results at the end of key stage 2. This is based on results in up to eight qualifications, which include English, Maths, 3 English Baccalaureate qualifications including Sciences, Computer Science, History, Geography and Languages, and three other additional approved qualifications.

	Secondary schools	Number of students	Absences England average 5.4%	Persistent absences England average 13.5%	Grade 5 or above in English and Maths GCSE England average 42.6%	Progress 8 Score England average -0.03
Locality 1	Wolgarston High School Penkridge	653	4.8%	No data available	57%	Above average 0.46
Locality 3	Cheslyn Hay Sport and Community High School	1301	5.1%	13.2%	37%	Below average -0.49
	Great Wyrley High School	746	10.2%	33.3%	28%	Below average -0.43
Locality 4	Codsall Community High School	952	5.4%	12.9%	43%	Average 0.11
Locality 5	Kinver High School	540	5.2%	14.7%	29%	Below average -0.32
	Ounsdale High School Wombourne	870	5.0%	12.7%	41%	Below average -0.25

Source: School Performance Tables, Gov.uk 2017

A Skilled and Prosperous District

Building Better Opportunities

South Staffordshire and Stafford Building Better Opportunities Programme



**BUILDING BETTER
OPPORTUNITIES**

Stafford & South Staffordshire



The South Staffordshire and Stafford Building Better Opportunities Partnership is a voluntary and community sector led approach to helping tackle poverty and social exclusion. It is one of a number of Building Better Opportunities (BBO) schemes

across England, funded by the Big Lottery Fund and the European Social Fund and aims to support 721 individuals over a three-year period (2017 to 2019).

Support is delivered by a multi-partner approach which helps people who are unemployed or economically inactive overcome complex and multiple needs and build self-confidence and resilience, to help them progress towards or into employment.

The South Staffordshire and Stafford Building Better Opportunities programme was awarded £2.3million to help support people most in need and furthest from the labour market. It builds upon existing partnership working relationships and has over 20 partners involved with a delivery or strategic role.

Source: Welfare Services, South Staffordshire Council, 2018

Building Better Opportunities



January 2017 - October 2018:

343 participants have signed up to the programme since January 2017.

20 participants who were previously Economically Inactive have moved into job searching and are now work ready.

94 participants have applied for jobs and 41 have moved into employment.

156 participants have reported that they feel less isolated because they have a job, engaged in support or are undertaking voluntary work.

27 participants have left the programme and moved into accredited training,

50 participants have worked with the partnership network on a personal development course.

84 participants have taken on volunteering roles, supporting them to make the transition into paid employment.

In total **90%** of those who joined the programme have made positive improvements towards moving closer or into work.



SSWC

A Skilled and Prosperous District

Work Clubs in South Staffordshire



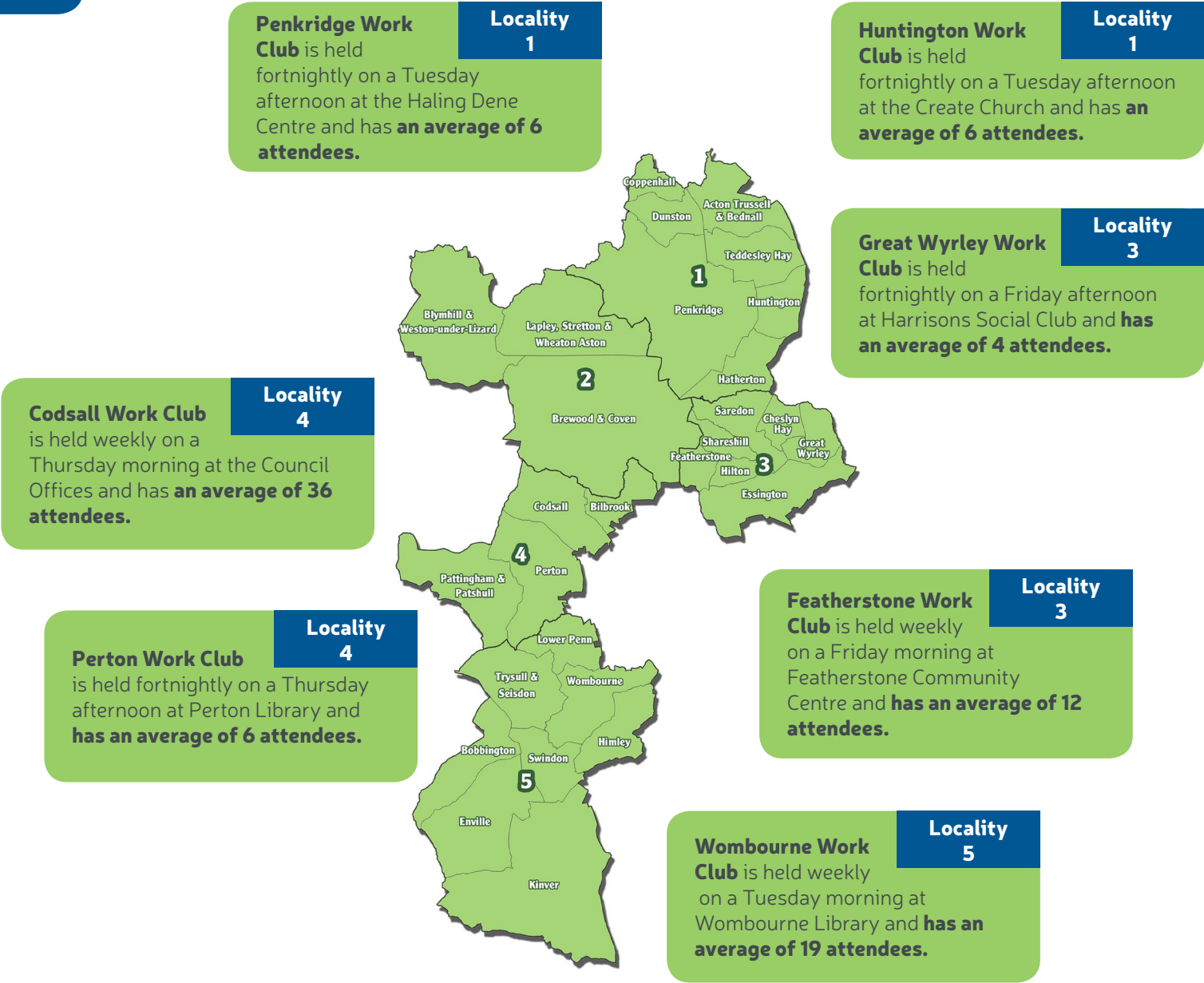
There are seven Work Clubs based in Codsall, Featherstone, Great Wyrley, Huntington, Penkridge, Perton and Wombourne. Each Work Club consists of a:

- Careers coach
- IT coach with laptops
- A team member from:
- Citizens Advice
- Support Staffordshire
- South Staffordshire Housing Group.

This means we offer advice on benefits, housing, volunteering, debt, IT support and careers advice and guidance. Free Wi-Fi is available at each Work Club.

We also invite businesses in, to talk to attendees about potential job opportunities, reducing their utility bills or to provide advice about financial products.

As of October 2018:



Addressing the barriers to 'A Skilled and Prosperous District' through Mosaic

Despite an overall thriving district, Mosaic allows us to reveal the small pockets of South Staffordshire where some residents are experiencing poorer outcomes.

4.7% of Perton Lakeside and 3.4% of Bilbrook experience...

- A shortage of opportunities to move on or move up.
- Education is limited and many have no, or only very low, qualifications.
- High unemployment.

5.7% of Wombourne South West and 4.7% of Huntington and Hatherton experience...

- High unemployment.
- Low wages.
- Families needing support.
- High numbers of children living in homes with no adult in employment.
- Education often completed at GCSE level.
- Gaining the skills and experience to compete successfully in the jobs market is challenging.
- Most deprived areas in the country.

3.6% of Bilbrook and 3.1% of Huntington and Hatherton experience...

- A higher need for support through a range of benefits, except those that are pension related.
- They are likely to receive support around looking for employment - Job Seeker's Allowance and Income Support, as well as Employment .

5.4% of Wombourne South West and 4.4% of Huntington and Hatherton experience...

- High unemployment with few qualifications.
- Low income labourers.
- Opportunities are hard to come by.
- A third struggle to find work.
- High number of carers which provide 50hrs+ of unpaid care.

4.6% of Featherstone and Sheshill and 3.6% of Huntington and Hatherton experience...

- High unemployment.
- Those in work have less secure jobs than they did in the past as local industries have declined.
- They have few qualifications
- Generally find work in semi-routine and routine occupations paying relatively low wages.
- With larger households and low household incomes, paying the bills can become a struggle and these areas suffer from high levels of financial stress. Price is therefore a driving factor in any purchasing decision.





2. A Safe and Sustainable District

- Protect the Green Belt.
- Ensure a safe and clean environment.
- Aim to provide homes that people need.

Focus on: *Safeguarding our environment, reassuring residents, future housing meets local need.*

Key Findings

Strengths and Challenges

Strengths

- Feelings of safety during the day and at night are high.
- Crime rates in South Staffordshire are low.
- Our leisure schemes and commissioned groups are proving very popular.
- The smoking prevalence of adults in South Staffordshire is better than the national average.
- Depression, self-harm, suicides and injuries undetermined in South Staffordshire, are all slightly below national average.
- Clinical outcomes for all long-term conditions except dementia and stroke are above what is considered acceptable.
- There are no wards in South Staffordshire where teenage pregnancy rates are higher than the national average.

Challenges

- Housing affordability is an issue for low earners in South Staffordshire. The latest district affordability ratio in January 2018 was 8.82, which means the lower quartile house price in South Staffordshire is almost nine times the lower quartile average annual income. It is Locality 2's second most desired improvement.
- Healthy life expectancy in South Staffordshire is 66 years for men and 66 years for women. Women are spending more of their lives in poor health than men (17 years compared to 14).
- Long-term conditions such as dementia, diabetes, hypertension and stroke are higher than the national average.
- Excess weight in adults is similar to the national average. Excess weight in children is above the national average.
- The uptake of the seasonal flu and pneumococcal vaccine in people aged 65 is worse when compared to the England average and the trend over the last five years is worsening.
- Breast and cervical attendance has worsened over the last five years.
- South Staffordshire has a higher proportion of lone pensioner households compared to the national average.
- Burglary is the biggest concern to South Staffordshire safety. Himley and Swindon, Trysull and Seisdon and Bilbrook, however, are the only wards that have higher burglary rates than the England average. Burglary has also increased in Locality 2 and 3 since the previous 12 months.
- Locality 5 residents feel unsafe due to anti-social behaviour. Statistics show that there have been an additional 73 incidents over the last 12 months compared to the previous 12 months.

A Safe and Sustainable District

Children experiencing poorer outcomes

A number of common risks increase the risk of a child experiencing poorer outcomes. The following research has highlighted the areas that children in South Staffordshire are most in need:

- Out-of-work benefits, May 2016.
- Financial Stress, 2016 modelled data.
- Children in low-income house holds, 2014.
- Free school meals, January 2016.
- Overcrowded housing, 2011.
- Lone parent households, 2011.
- Anti-social behaviour, 2015/16.
- GCSE attainment, 2014/15.
- Youth unemployment, aged 16-24, 2016.
- Excess weight (reception), 2013/14 to 2015/16.
- Emergency admissions aged under 20, 2015/16.
- Young carers aged under 16, 2011.
- Children in need aged under 18, 2015/16.
- Child protection plans aged under 18, 2015/16.
- Looked after children aged under 18, 2015/16.
- Preventable mortality, 2011-2015.

In the Children's Needs Index, the following wards were highlighted as Medium Needs (compared to England average)

Locality 1

Penkridge West
Penkridge North East and Acton Trussell
Hatherton and Huntington

Locality 3

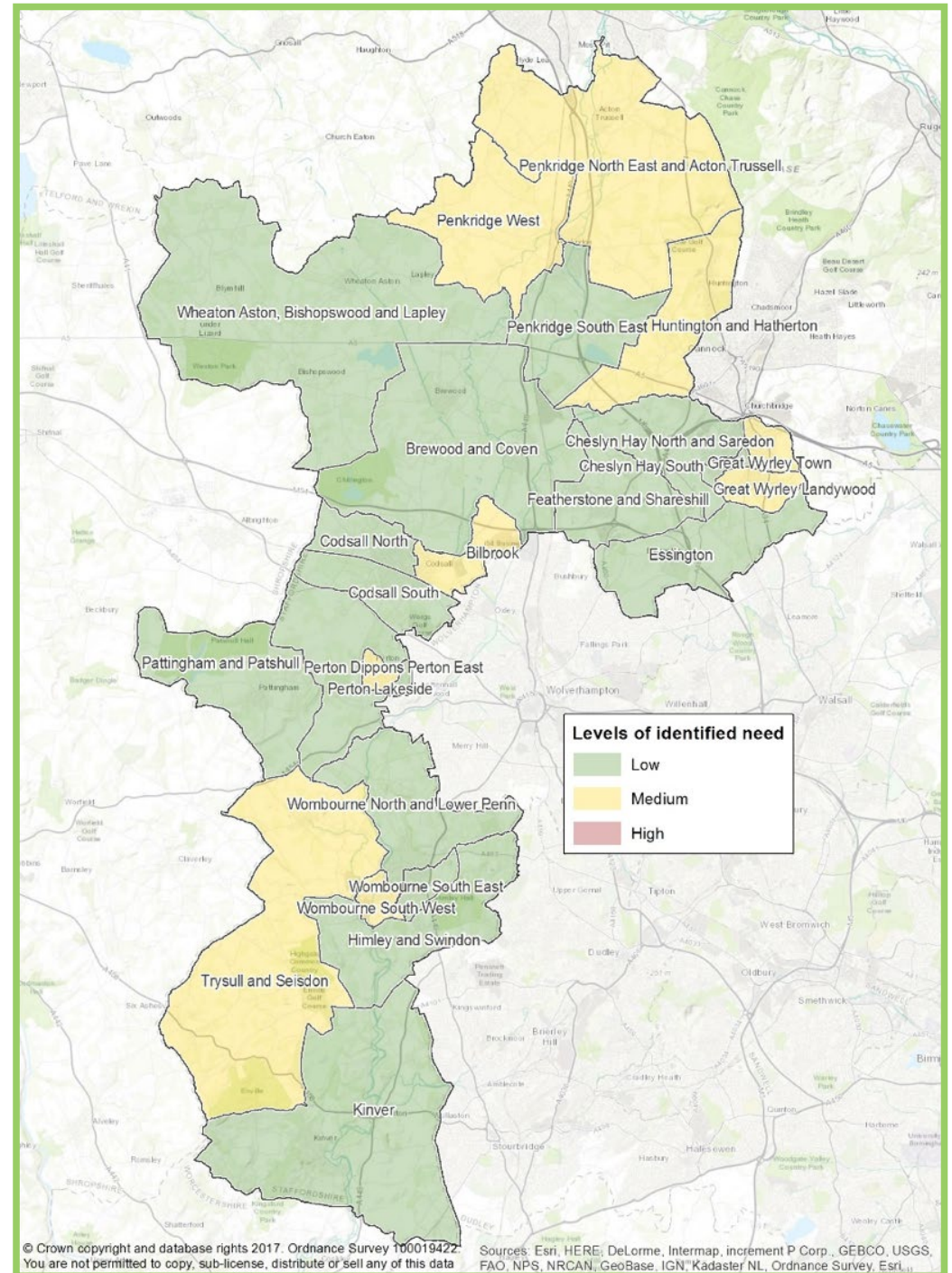
Great Wryley Landywood
Great Wryley Town

Locality 4

Bilbrook
Perton Lakeside

Locality 5

Trysull and Seisdon
Wombourne South West



Source: Insight, Planning and Performance, Staffordshire County Council 2017

A Safe and Sustainable District

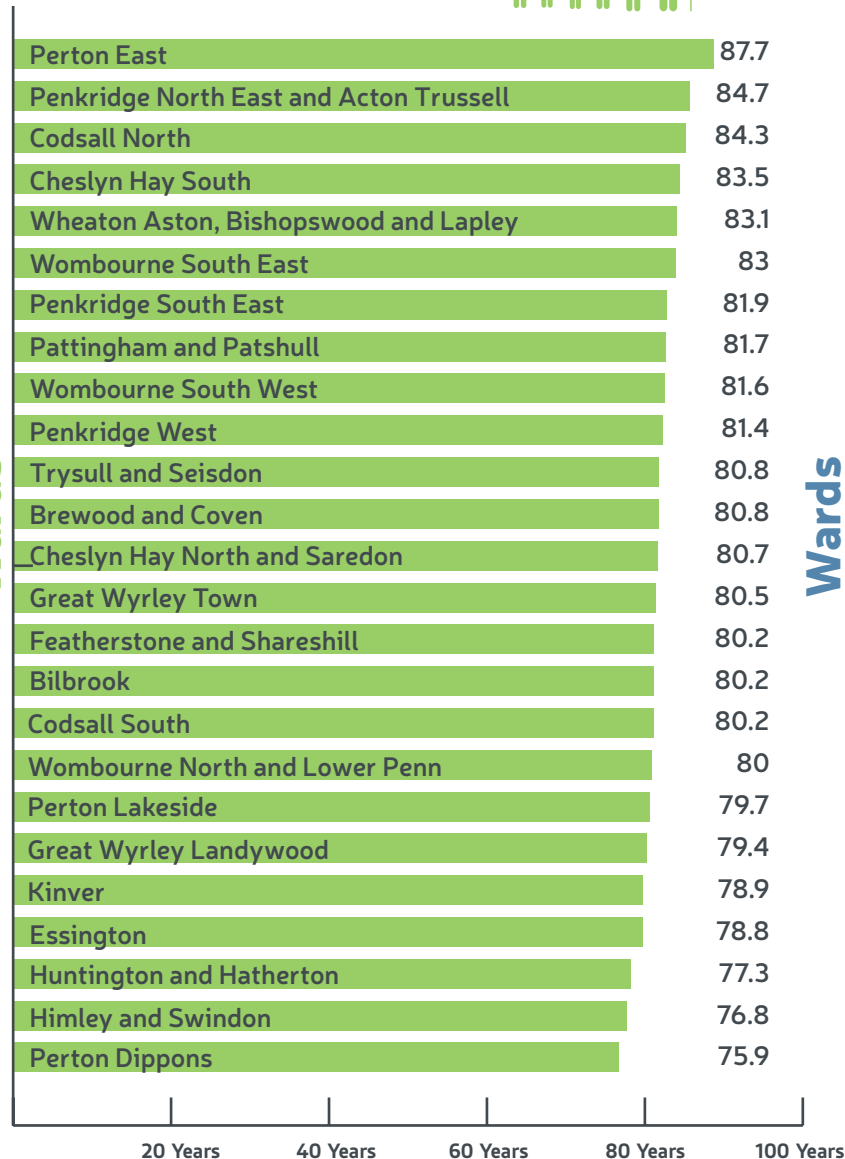
Health - Life expectancy

Life expectancy at birth -

Males (years) 2013-2015



Wards



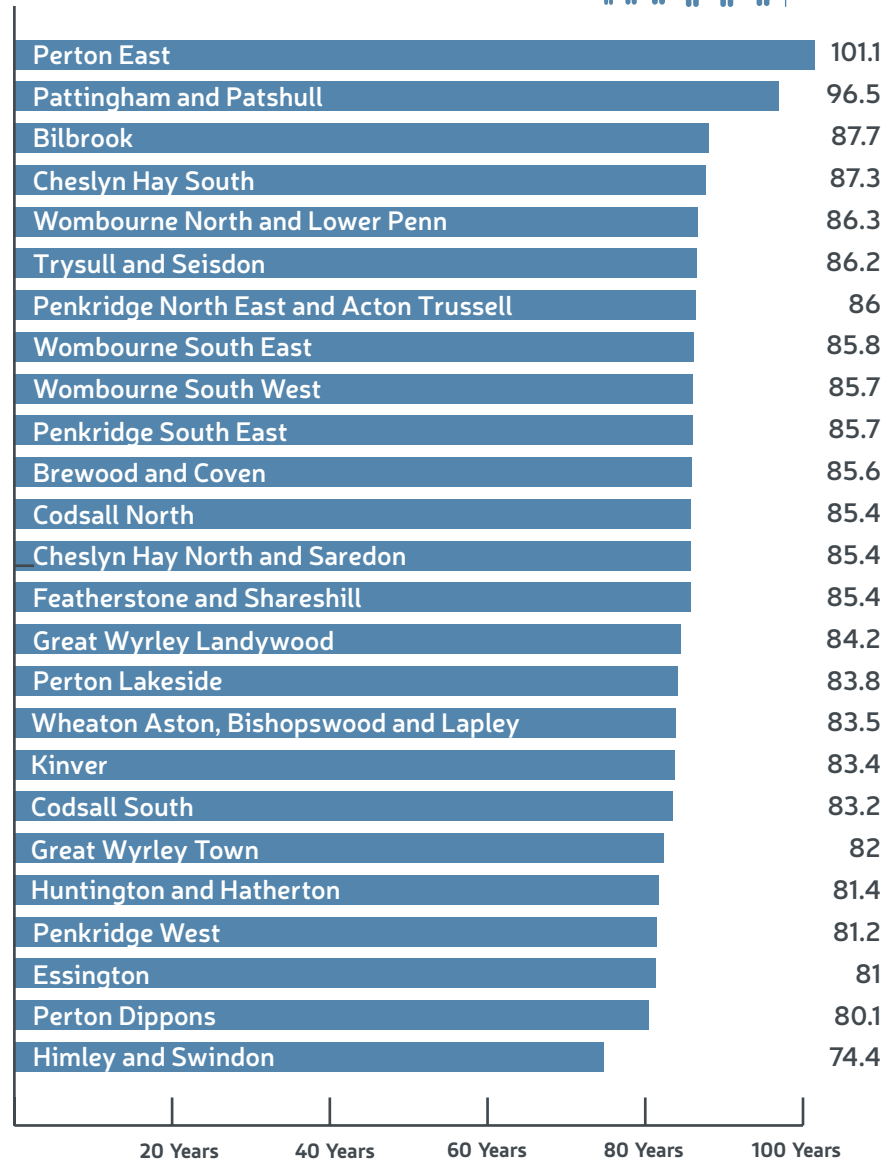
England average - Males 79.5 years

Life expectancy at birth -

Females (years) 2013-2015

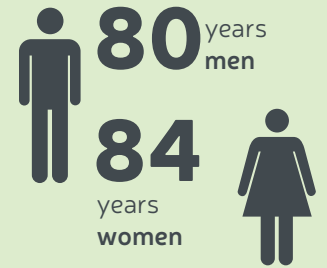


Wards

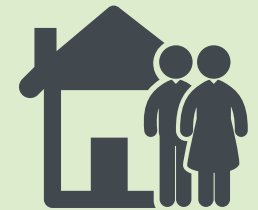


England average - Female 83.2 years

Life expectancy



Healthy life expectancy



66 years men and women

Older people aged 60 and over living in income-deprived households 2015:

Huntington and Hatherton	20.2 %
Featherstone and Sharesill	18.9 %
England	16.2 %
South Staffordshire	12.5 %

159 out of 100,000 residents have died early due to preventable diseases which is lower than the national average of 184 in 100,000.

A Safe and Sustainable District

Health at a glance



Teenage pregnancy

There are **no** wards in South Staffordshire where teenage pregnancy rates are higher than average.



Diabetes (ages 17+)

England average - **6.7%**

South Staffordshire
2015/16 - **6.8%**
2016/17 - **7.1%**



Smoking (ages 18+)

England average - **15.5%**

South Staffordshire
2015 - **9.7%** 2016 - **10.7%**



Seasonal flu vaccine attendance (age 65+)

England average - **70.5%**
South Staffordshire - **69.3%**



Hypertension

England average - **13.8%**

South Staffordshire
2015/16 - 16,430 people - **17.0%**
2016/17 - 16,960 people - **17.3%**



Depression (ages 18+)

England average - **9.1%**

South Staffordshire
2015/16 - **5.8%** 2016/17 - **7.4%**



Although breast and cervical screening attendance is better when compared to England, residents' screening attendance is worsening over the last five years.



Alcohol-related admissions

England average - **647** in 100,000

South Staffordshire
2014/15 - **880** in 100,000
2015/16 - **795** in 100,000



Self-harm admissions

England average -
197 in 100,000

South Staffordshire
2015 & 2016 - **170** in 100,000



Stroke or transient ischaemic attacks prevalence

England average - **1.7%**

South Staffordshire
2015/16 - **2.1%**
2016/17 - **2.2%**



Pneumococcal Vaccine attendance (aged 65+)

England average - **69.8%**

South Staffordshire
2016/17 - **63.5%**



Suicides and injuries undetermined (ages 15 +)

England average - **9.9** in 100,000

South Staffordshire
2013-15 - **10** in 100,000
2014-16 - **8.3** in 100,000



Dementia prevalence

England average - **0.8%**

South Staffordshire
2015/16 - **0.9%**
2016/17 - **1.0%**



Breastfeeding initiation rates

England average - **74.5%**

South Staffordshire
2016/17 - **65.6%**

A Safe and Sustainable District

Children - Weight & Leisure



**Penkridge Good
life holiday
programme 2017**
665 participants



**Fit for Sport
summer holiday
programme**
1,124 bookings



**Winter Warmer
2017**
356 sales,
increase of **88%**
on previous year



NB the Leisure Services now record swimming lessons as a membership. These are the numbers of swimmers that attend the Leisure Centres each week.

Penkridge Leisure Centre	323
Cheslyn Hay Leisure Centre	551
Wombourne Leisure Centre	548
Codsall Leisure Centre	837

Excess weight and obesity are both prevalent issues across South Staffordshire as both are above the England Average. Some localities display figures that are much higher than others and much higher than the England average.

4-5 years

	Excess weight			Obesity	
South Staffordshire:	25.2%			10.1%	
England average:	22.2%			9.3%	
	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Excess weight	27.8% (120)	21.3% (50)	28.4% (230)	23.5% (180)	22.7% (130)
Obesity	11.9% (50)	7.9% (20)	12.1% (100)	8.4% (60)	9.2% (50)

10-11 years

	Excess weight			Obesity	
South Staffordshire:	35.2%			21.0%	
England average:	33.6%			19.3%	
	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Excess weight	35.5% (160)	38.5% (90)	38.0% (300)	34.3% (220)	31.2% (200)
Obesity	21.1% (90)	23.2% (60)	23.5% (180)	20.5% (130)	17.5% (110)

Swimming lessons

Highest needs at ward level

4-5 years

Excess weight

(England average - 22.2%)

Obesity

(England average - 9.3%)

Locality 3

Great Wyrley Landywood **31.7%**
Great Wyrley town **31.2%**

Locality 1

Huntington and Hatherton
13.5%

10-11 years

Excess weight

(England average - 33.6%)

Obesity

(England average - 19.3%)

Locality 3

Featherstone and Sharesill
42.2%

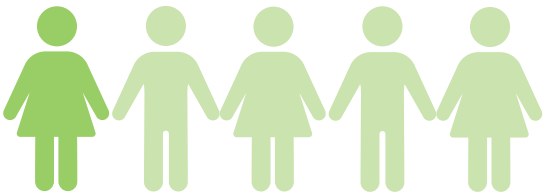
Locality 3

Essington **28.1%**
Featherstone and Sharesill
27.7%
Bilbrook **27.3%**

A Safe and Sustainable District

Adults - Weight and Leisure

1 in 5 South Staffordshire adults are physically inactive, similar to the England average (equating to around 19,000 people).



Source: Insight, Planning and Performance, Staffordshire County Council 2017



6 out of 10 South Staffordshire adults meet the recommended levels of physical activity; this is similar to the national average.


2 out of 3 adults have excess weight (either obese or overweight) which is similar to the national average.



Tackling obesity will have a positive impact on all long-term conditions.


Improving lifestyle behaviours such as increased physical activity and healthier diets will have an overall impact on healthy living.

Leisure Centre membership - March 2018





Penkridge	502
Cheslyn Hay	645
Codsall	1,198
Wombourne	1,516

Visits



Penkridge	110,992
Cheslyn Hay	242,660
Codsall	205,779
Wombourne	198,458

Demographic split

Female		Male	
54%		46%	

Source: Community Services, South Staffordshire District Council, 2017

A Safe and Sustainable District

Adults - Weight and Leisure

Forward to Health

Partnership projects 2017/18

The South Staffordshire Partnership supported eleven local projects across the district during the 2017/18 financial year. Projects to improve the health of our residents include:

- A walking programme - 'Walking for health.'
- A cycling programme - 'South Staffordshire Cycling Scheme.'
- Exercise classes - 'Fit and fabulous over 50's exercise class.'
- 12-week exercise programme run by Leisure Services - 'Forward to Health.'

Join Year	Membership Type	Cheslyn Hay Leisure Centre	Codsall Leisure Centre	Penkridge Leisure Centre	Wombourne Leisure Centre	Grand Total
2015	Forward to Health	20	4	14	8	46
	Forward to Health PLUS	18	11	11	12	52
2016	Forward to Health	51	42	18	35	146
	Forward to Health PLUS	42	23	10	13	88
2017	Forward to Health	35	58	23	30	146
	Forward to Health PLUS	7	28	14	14	63
Grand Total:		173	166	90	112	541

Groups commissioned by South Staffordshire Council



Fit & Fabulous over 50 Gentle Exercise



- 15 gentle exercise sessions across the district each week.
- 1200 registered members.
- Average 300 participants per week.

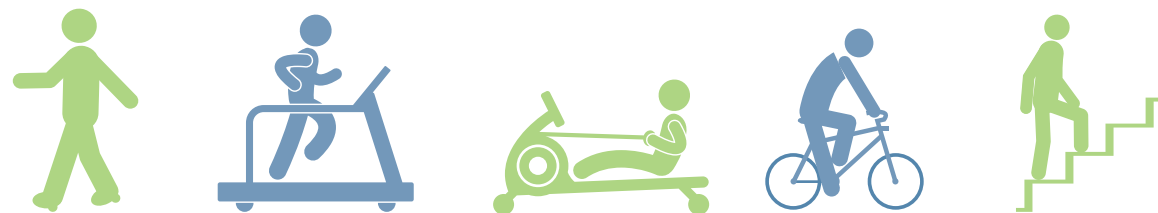


- 15 volunteers.
- 650 riders.
- Attracted external funding and sponsorship from Garmin, Marston's Plc and 2 local cycling shops.

Source: Community Services, South Staffordshire District Council, 2017

A Safe and Sustainable District

Physical activity



Preventable deaths by increasing levels of physical activity among 40-79 year olds

Percentage more active	South Staffordshire	West Midlands	England
25%	5	285	1,749
50%	32	1,593	13,438
75%	60	2,901	25,127
100%	87	4,208	36,815

Health costs of physical inactivity

Disease category	South Staffordshire	West Midlands	England
Cancer lower GI	£179,036	£7,963,815	£67,816,189
Cancer breast	£131,180	£7,124,341	£60,357,887
Diabetes	£392,443	£21,586,403	£190,660,420
Coronary heart disease	£1,131,031	£53,599,484	£491,095,943
Cerebrovascular disease	£255,101	£14,731,738	£134,359,285
Total cost	£2,008,791	£105,005,780	£944,289,723
Cost per 100,000 population	£2,014,108	£1,922,771	£1,817,285

Physically active and inactive adults

	South Staffordshire	West Midlands	England
% Active	56.6%	55.5%	57.0%
% Inactive	28.3%	29.1%	27.7%

Physically active and inactive adults

	South Staffordshire number (000s)	Rate	West Midlands number (000s)	Rate	England number (000s)	Rate
All	63.9	59.4%	2,006.5	56.9%	23,477.7	58.0%
Inactive	*	*	1017.3%	28.8%	11,268.5	27.8%
Active	*	*	989.2%	28.0%	12,209.2	30.2%

A Safe and Sustainable District

Community Safety - Residents' Survey 2017



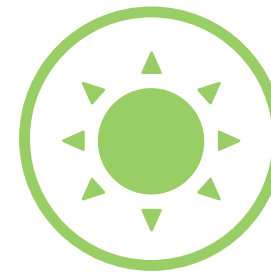
Every year, the Council commissions an independent market research company to find out what our residents think about the services that the Council provides and the local area.

Source: My Place, My Say, Residents Survey, 2017

Feelings of safety during the day and night

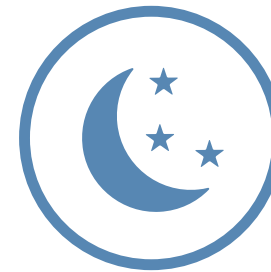
(Based on valid responses)

	Total	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Safe during the day	96%	93%	98%	98%	95%	95%
Unsafe during the day	2%	2%	1%	0%	3%	3%
Safe at night	82%	78%	92%	81%	80%	83%
Unsafe at night	12%	20%	8%	12%	10%	12%



96%

of residents feel safe during the day in the area in which they live.



82%

of residents feel safe at night in the area in which they live.

The top five factors that make residents feel unsafe: (despite low crime rates in South Staffordshire)

What factors, if any, make you feel unsafe in the area in which you live?

(Based on valid responses)

	Total	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Burglary	59%	66%	55%	58%	61%	57%
Anti-social behaviour	47%	48%	36%	51%	56%	41%
Theft of or from motor vehicles	37%	41%	36%	42%	30%	35%
Drug dealing/drug use	25%	32%	14%	22%	39%	16%
Criminal damage	24%	27%	22%	24%	27%	20%
Lack of street lighting	12%	15%	13%	17%	8%	9%
Violent crime	10%	13%	7%	5%	11%	15%
Other	4%	1%	10%	3%	5%	3%
None of these	15%	12%	14%	10%	15%	21%
Unweighted sample base	529	101	106	103	109	110



Burglary

(highest concern in Locality 1)



Anti-social Behaviour

(highest concern in Locality 4)



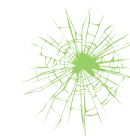
Theft of or from motor vehicles

(highest concern in Localities 1 and 3)



Drug dealing/drug use

(highest concern in Locality 4)



Criminal damage

(highest concern in Localities 1 and 4)

17% of Locality 3 and 15% of Locality 1 feel that lack of street lighting makes them feel unsafe.

A Safe and Sustainable District

Crime and Anti-Social Behaviour

ASB summary

Data for 2 years to 27 March 2018

ASB Type	12 months ending 27/03/2018	12 months ending 27/03/2017	% Change	Youth related
Rowdy and inconsiderate	1248	1104	13.04%	310
Neighbour disputes	359	311	15.43%	6
Nuisance vehicle	212	274	-22.63%	27
Nuisance comms	45	72	-37.50%	1
Substance misuse	25	29	-13.79%	6
Environ.Dam. litter/rubb	22	12	83.33%	3
Drugs related	20	8	150.00%	1
Fire	18	15	20.00%	4
Trespass	17	20	-15.00%	12
Noise nuisance pubs and clubs	14	13	7.69%	
Involving animals	13	17	-23.53%	
Fireworks	8	14	-42.86%	2
Street drinking	6	6	0.00%	3
Veh - abandoned vehicle	5	5	0.00%	
Begging/vagrancy	4	4	0.00%	
Noise nuis industry/rd wk	2			
Sum:	2018	1904	0.06	375

Rape and sexual offences figures - South Staffordshire has no stranger rapes, the figures are made up of historical offences being reported and offences taking place between individuals that know each other and have occurred in a domestic violence situation.

Crime summary: prison data excluded

Data for two years to 26 March 2018

Local Offence Group	12 Months ending 27/03/2018	12 Months ending 27/03/2017	% Change
Arson	30	28	-6.7%
Burglary business and community	238	254	6.7%
Burglary residential	420	492	17.1%
Business robbery	11	10	-9.1%
Criminal damage (exc Arson)	551	632	14.7%
Less serious violent crime with injury	500	480	-4.0%
More serious violent crime with injury	42	53	26.2%
Other offences	120	168	40.0%
Other serious sexual offences	64	100	56.3%
Other sexual offences	22	46	109.1%
Other theft	851	1145	34.5%
Other violence against the person	889	1092	22.8%
Personal robbery	26	26	0.0%
Public order	144	163	13.2%
Rape	39	42	7.7%
Theft from motor vehicles	313	379	21.1%
Theft of motor vehicles	106	193	82.1%
Vehicle interference	36	66	83.3%
Total victim crime	4402	5369	22.0%
Drug offences	197	154	-21.8%
Handling stolen goods	4	3	-25.0%
Possession of weapons	38	23	-39.5%
Total police generated crime	239	180	-24.7%
Total crime	3983	4803	20.6%

A Safe and Sustainable District

Crime and ASB at Locality Level

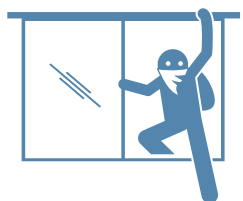
Crimes recorded as burglary are no longer split into 'Dwellings' or 'Other' as they used to be. The new classifications are:



Burglary - residential:

All dwellings and any other buildings which form part of a dwelling, whether attached to the dwelling or not. This now includes houses, garages, sheds, outbuildings used for residential purposes. Properties which are vacant, partially complete new builds, or under renovation will be classed as residential if that is the purpose for which they are intended. Caravans, boats, etc., if also being used as a dwelling, will now be classed as residential.

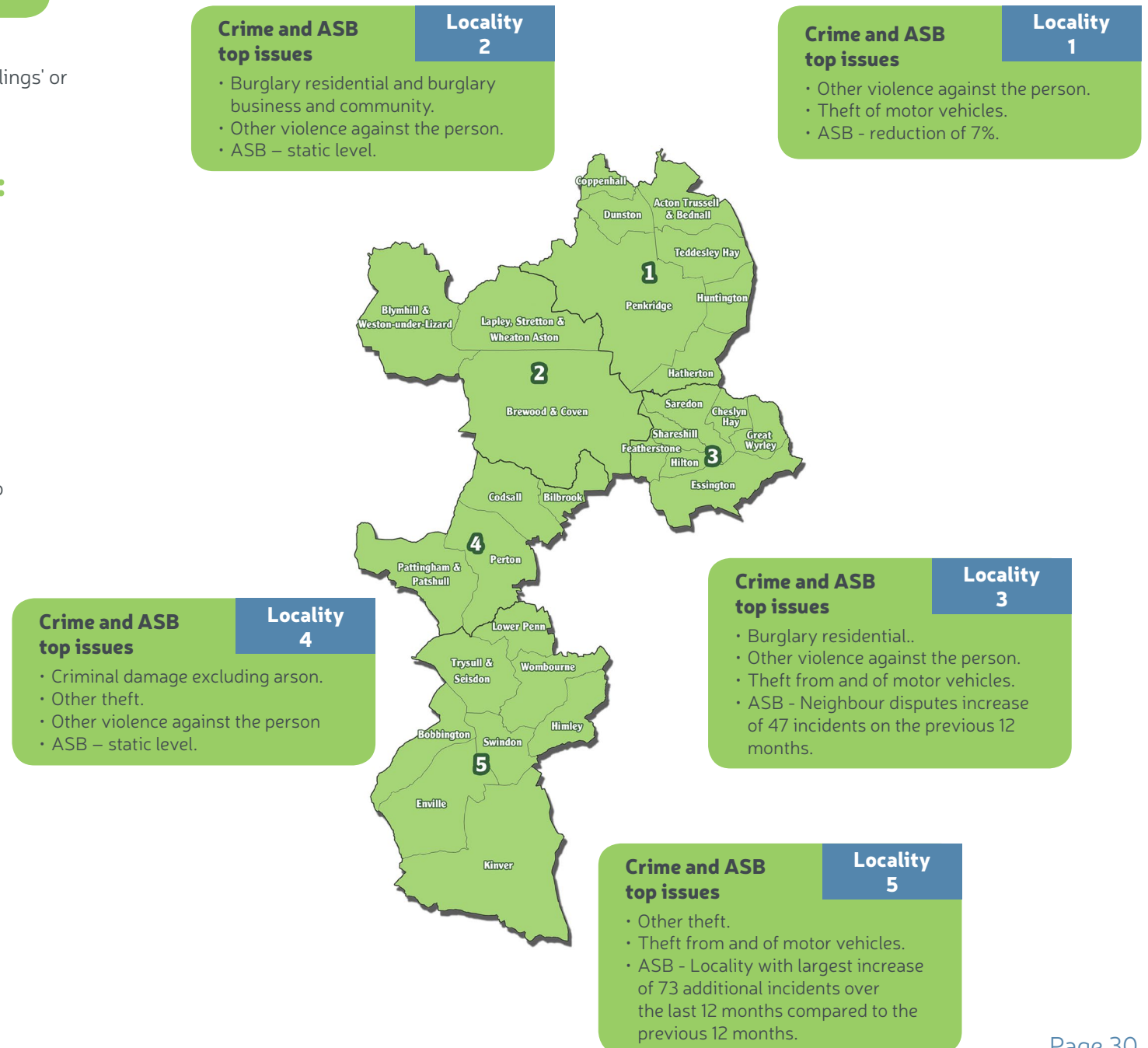
This could mean that residential burglary figures could have increased significantly from the previous levels of "Burglary Dwellings", as sheds, garages and outbuildings if unattached were previously counted as "Other Buildings".



Burglary - business and community:

Any premises used for commercial purposes, places of worship, community buildings.

Despite low crime rates amongst South Staffordshire, it is important to monitor changes. The map below shows the crime that has increased the most on the previous 12 months. (unless otherwise stated).



A Safe and Sustainable District

South Staffordshire's Community Safety Partnership - Priorities

Community Safety Partnerships (CSPs) are statutorily responsible for reducing crime and disorder in each local authority area. A comprehensive Community Safety Strategic Assessment is undertaken in Staffordshire and Stoke-on-Trent every three years and an annual update is completed in the remaining two years. This information is based on the annual update of South Staffordshire:

Priorities for South Staffordshire Community Safety Partnership (CSP) 2017-2020

Road safety



In the 12 months to the end of December 2017:

A total of **362** road casualties were recorded in South Staffordshire.
A decrease of **71** (16%)

In the same period there were **34** casualties killed or seriously injured, a reduction of **19**.

Road safety has shown notable increases and requires further understanding of the issues to effectively address, consider requesting a problem profile.

Consider signage, speed bumps, gating in the area of Mill Lane in Wombourne which has reports of nuisance vehicles causing ASB.

Rural crime



In the 12 months to the end of December 2017:

Approximately **41%** of crime in South Staffordshire was reported in rural areas.

Residents of rural locations are less likely to be the victim of crime than those in urban areas.

The volume of rural crime increased between 2015/16 and 2017/18, however, this increase was less than the increase in crime overall across the district.

Burglary



In the 12 months to the end of October 2017:

732 burglaries were reported in South Staffordshire, this was a **14% increase** on the previous year.

Whilst the rate of burglaries in South Staffordshire is below the national average it is the second highest (to Stoke) in the force area.

The current rate is statistically lower than five years ago.

Himley and Swindon, Trysull and Seisdon and especially Bilbrook have higher burglary rates than the England average.

Consider visits by crime prevention officer to the commercial burglary hotspots to determine what problem solving considerations exist.

Work with charities and elderly community groups to increase awareness about crime prevention, both as potential burglary victims, and for frauds / online security.

A Safe and Sustainable District

South Staffordshire's Community Safety Partnership - Priorities

Domestic violence



In the twelve months to the end of October 2017:

561 incidents of domestic violent crime were reported to the police in South Staffordshire which was almost no change on the previous year.

A flat trend in recent months follows several annual increases with the current being statistically higher than five years ago. There was a change in the way that domestic abuse was recorded in 2015/16 and this will impact on the numbers of incidents.

An increase in numbers of domestic violence incidents isn't viewed as a negative. It means that residents have the confidence to report such issues and seek support to address the underlining issues of Domestic Violence, which include drugs and alcohol misuse.

Please note: Previously, when Officers attended a Domestic Violence incident where both parties alleged to have been assaulted by the other, this would have been recorded as 1 crime; however with ethical recording this now could be recorded as two crimes.

Violent crime



In the twelve months to the end of October 2017:

1,592 violent crimes reported to the police in South Staffordshire

A **2%** increase on the previous year, lower than Staffordshire (7%) and England (18%).

In 2016/17, **64%** (1,020) of violent crimes were non-domestic and likely to have occurred in a public place, **18%** of offenders were aged 15-24.

There is an upward trend in both overall violent crime and violence reported in public places. However this is likely to be due in part, to changes in, and improvements to recording practices.

Anti-social behaviour



In the twelve months to the end of October 2017:

1,925 incidents of ASB reported to the police in South Staffordshire which is only a **1%** decrease on the previous year.

The rate of ASB in 2016/17 is below England and is the lowest rate out of the nine CSP areas within Staffordshire and Stoke.

The current rate is statistically lower than the rate five years ago.

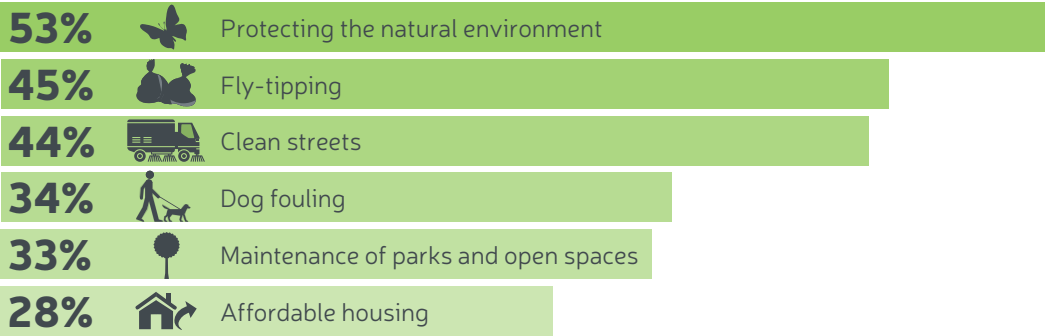
The majority of reported ASB in the area is rowdy and inconsiderate behaviour.

A Safe and Sustainable District

Improvements - Residents' Priorities



Thinking about this local area and the services for which this Council is responsible, what do you think needs improving the most?



Priorities by Locality	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Protecting the natural environment/Green Belt	1 st Priority	1 st Priority	1 st Priority	1 st Priority	2 nd Priority
Cleaner streets			2 nd Priority	2 nd Priority	3 rd Priority
Dog fouling	2 nd Priority				
Fly-tipping	1 st Priority	2 nd Priority	3 rd Priority		1 st Priority
Maintenance of parks and open spaces				3 rd Priority	
Affordable housing, housing mix and specialist (e.g. homes for older people)		2 nd Priority			

Source: My Place, My Say, Residents Survey, 2017

Staffordshire County Council

Thinking about this local area and the services for which Staffordshire County Council is responsible, what do you think needs improving the most?



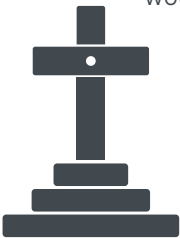
Volunteering

26% of residents in **Locality 5** and **22%** in **Localities 1 and 3** would volunteer their time to **maintain open spaces and grass verges.**



21% of residents in **Locality 1** said they would be interested in volunteering to carry out **dog fouling patrols.**

24% of residents in **Locality 1** said they would volunteer their time to **maintain churchyards.**



31% of residents in **Locality 5**, **29%** in **Locality 1** and **27%** of **Locality 4** said they would volunteer their time to do **litter picks.**



A Safe and Sustainable District

Planning Complaints and Enviro-Crime

The Planning Enforcement Team now log and deal with all cases relating to planning enforcement and envirocrime matters.

This includes unauthorised traveller encampments, fly tipping, dog fouling, flyposting, changes of uses of land and buildings, unauthorised developments at commercial and domestic premises, breaches of planning conditions, unauthorised tree works, untidy land and buildings, abandoned vehicles and scrap metal merchants (static and mobile).

624 cases were logged and dealt with last year from April 2017 to the end of March 2018 (505 were closed).

There has been an increase of **11%** since the previous year where 558 cases were logged.

Top five planning complaints for 2017/2018 were:

	2017/18	2016/17
1. Unauthorised development	195 cases	167 cases
2. Changes of uses of land and buildings	110 cases	102 cases
3. Breaches of planning conditions	76 cases	118 cases
4. Untidy land/buildings	67 cases	55 cases
5. Flyposting and unauthorised advertisements	50 cases	74 cases

Envirocrime Statistics

Dog fouling



2013/14	57
2015/16	58
2016/17	6
2017/18	4

Abandoned vehicles



2013/14	9
2015/16	6
2016/17	4
2017/18	64

Fly-tipping*



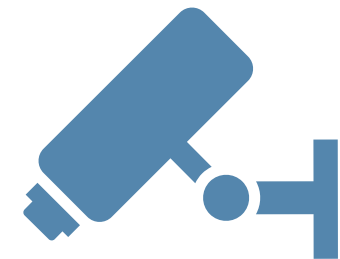
2013/14	380
2015/16	378
2016/17	900
2017/18	946

*The largest increase in types of fly-tipping was construction materials, which has increased from 87 to 149. Green waste has increased from 68 to 91. On a plus side, tyres have decreased from 79 to 53.

The use of covert and overt cameras

We have purchased eight new cameras for siting either covertly or overtly in our fly-tipping 'hotspots'. The aim of this ongoing operation is to gather evidence for the regular fly tippers who deposit large amounts of 'commercial' fly-tipping, for financial gain, where usually there is no evidence to prosecute. We intend to continue to target these people and companies who are flagrantly blighting land within the district at a cost to our residents.

The cameras are much smaller, are less likely to be identified once in place, have a longer battery life, and are able to capture images from a greater distance and greater memory. This means that less Officer time is spent changing batteries and SD memory cards.

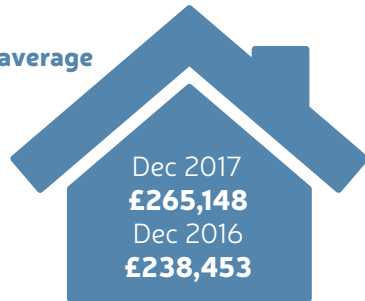


A Safe and Sustainable District

Average house prices

House prices in South Staffordshire are consistently above the national average. From 2014 to 2018 prices have increased substantially, meaning that properties in the district are unaffordable for many people whose incomes have not kept pace with the rise in house prices.

District average



Locality average

Locality 1	£285,112
Locality 2	£343,719
Locality 3	£212,788
Locality 4	£231,999
Locality 5	£302,899

Private Rent Levels



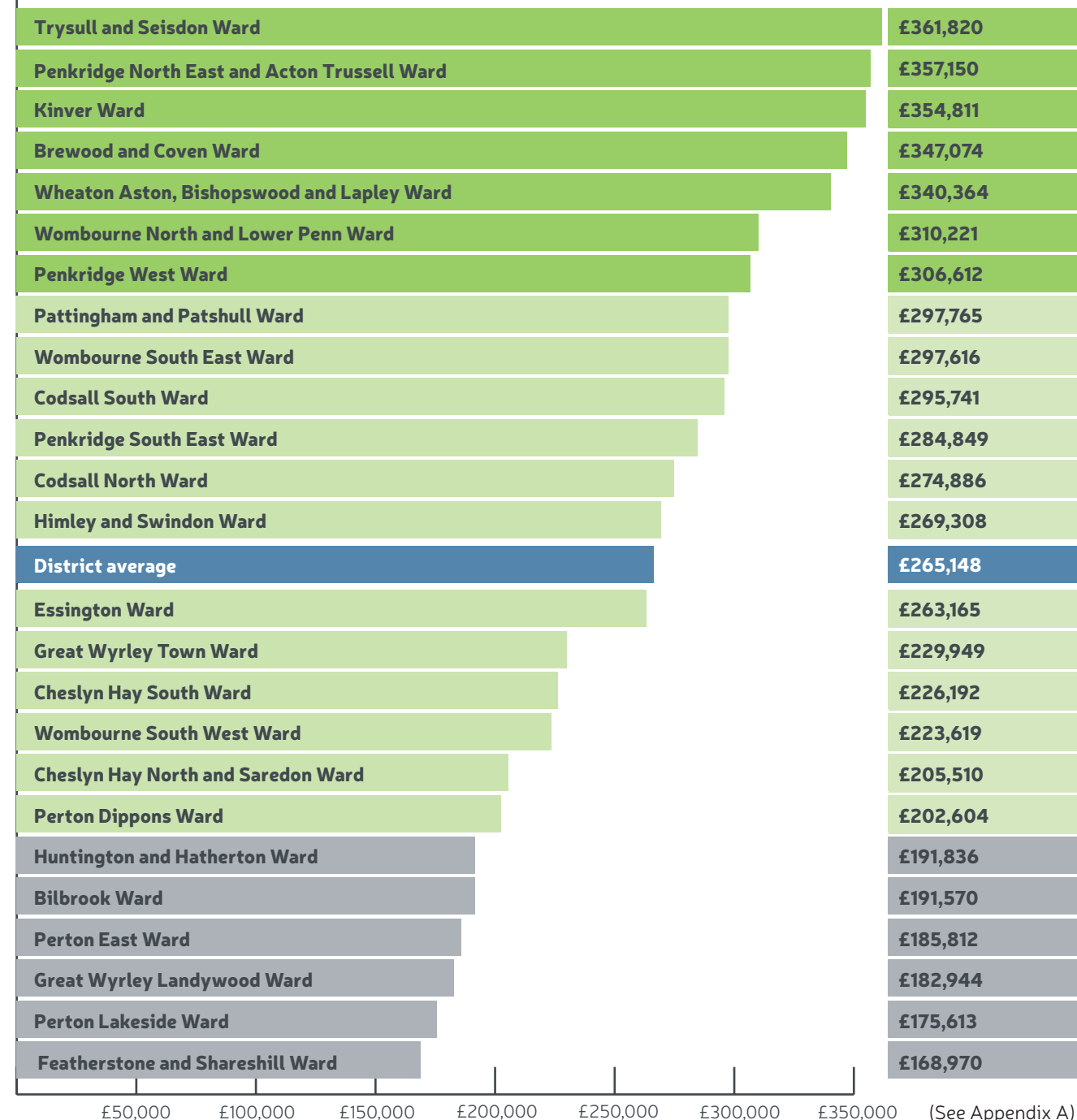
Homelessness

495 people are currently registered on the waiting list comprised of:

Locality 1	Locality 2	Locality 3	Locality 4	Locality 5	Out of the local area
62	29	123	117	81	83

Since the introduction of The Homelessness Reduction Act 2018 in April, there have been 32 potentially homeless applicants that have been given housing options advice.

Wards (as of December 2017):



Source: South Staffordshire Council Enterprise and Growth 2018

A Safe and Sustainable District

Affordability

Penkridge North East and Acton Trussell	£270,000
Pattingham and Patshull	£247,000
Kinver	£235,000
Trysull and Seisdon	£235,000
Codsall North	£226,000
Codsall South	£220,000
Penkridge West	£220,000
Wheaton Aston, Bishopswood & Lapley	£220,000
Penkridge South East	£205,000
Wombourne North and Lower Penn	£202,500
Himley and Swindon	£200,000
Wombourne South East	£192,500
Cheslyn Hay South	£187,000
Brewood and Coven	£180,000
Essington	£180,000
District average	£168,000
Great Wyrley Town	£165,000
Wombourne South West	£154,950
Cheslyn Hay North and Saredon	£152,000
Perton East	£150,000
Bilbrook	£148,000
Perton Lakeside	£138,000
Featherstone and Shareshill	£135,000
Huntington and Hatherton	£135,000
Perton Dippons	£134,250
Great Wyrley Landywood	£110,000

(See Appendix B)



Residents - Housing Concerns



- **10%** of people aged 16-34 have struggled to find a suitable home of their own to move out of someone else's property in the last five years.
- **15%** of people aged 55-74 have had difficulty finding a smaller home to downsize into in the last five years.
- **24%** of people experiencing one of these issues could not afford to buy or rent on the open market.

Source: My Place, My Say, Resident Survey, 2017

Affordability ratio



The affordability ratio measures lower quartile house prices against lower quartile annual incomes, in order to assess whether those on lower incomes can afford the least expensive housing.

The latest district affordability ratio in January 2018 was 8.82, which means the lower quartile house price in South Staffordshire is almost nine times the lower quartile average annual income. (See Appendix C)

Empty residential properties (Over 12 months)



Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
122	130	164	141	219

Total: 776

Source: South Staffordshire Council Enterprise and Growth 2018

A Safe and Sustainable District

Amount of Households in each Polling District within South Staffordshire

Acton Trussell	349	Cheslyn Hay Charleston	891	Great Wyrley Streets Lane	916	Stretton	61	Trescott	102
Bednall	200	Codsall North	2,042	Great Wyrley North	779	Wheaton Aston	948	Saredon	356
Bilbrook West	1,232	Codsall Birches Bridge	448	Great Wyrley Town	1,055	Lower Penn	445	Shareshill	339
Bilbrook East	743	Codsall Histons Hill	971	Great Wyrley Quinton	953	Patshull	86	Swindon	456
Bilbrook Lane Green	242	Coppenhall	109	Hatherton	258	Pattingham	925	Hinksford	161
Blymhill	186	Dunston	111	Hilton	97	Penkridge Central	934	Seisdon	300
Weston-under-Lizard	147	Enville	218	Himley	197	Penkridge Gailey	95	Trysull	210
Bobbington	224	Essington Broad Lane	229	Gospel End	325	Penkridge North-East	878	Wombourne North	2,275
Bishops Wood	318	Essington Central	1,263	Huntington Chase	691	Penkridge South-East	1,130	Penn Common	124
Brewood	1,440	Essington Newtown	187	Huntington Littleton	1,279	Penkridge West	837	Wombourne Greenhill	1,134
Coven	1,503	Essington Sneyd	185	Kinver Dunsley	836	Penkridge Levedale	180	Wombourne Gravel Hill	695
Coven Heath	184	Essington Westcroft	198	Kinver Iverley	64	Perton Lakeside	2,841	Wombourne Poolhouse	1,316
Cheslyn Hay Littlewood	609	Brinsford	137	Kinver Potters Cross	1,568	Perton Dippons	573	Wombourne Blakeley	653
Cheslyn Hay Pinfold	875	Featherstone	1,477	Kinver Stourton	788	Perton East	838		
Cheslyn Hay Glenthorne	656	Great Wyrley Landywood	1,124	Lapley	151	Kingswood	159	Total:	47,506

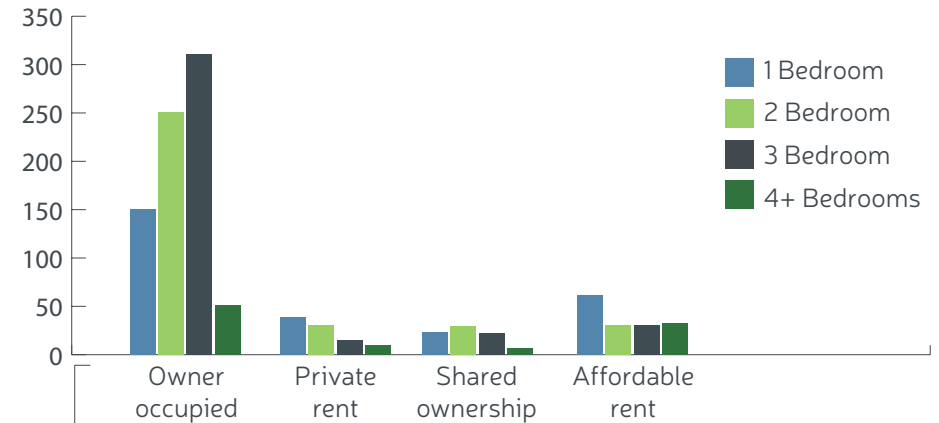
A Safe and Sustainable District

Housing Need up to 2036

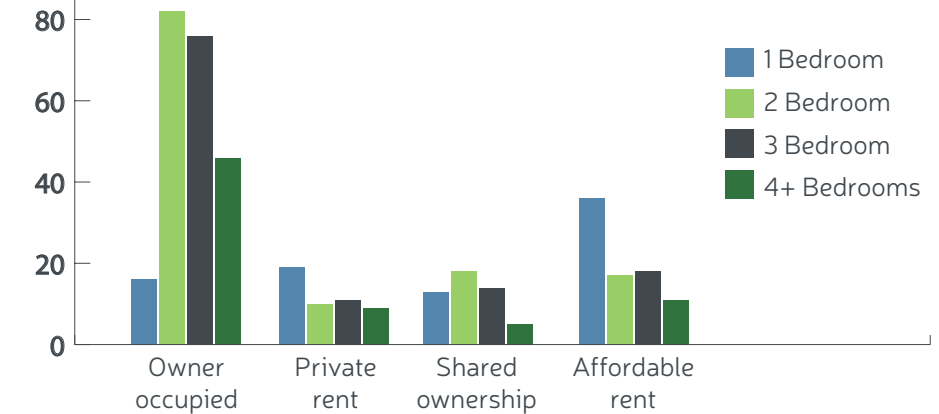
Source: SHMA, LTBHM Results, HDH Planning and Development LTD, 2017

The tables and bar charts indicate the profile of housing needed in each locality up to 2036.

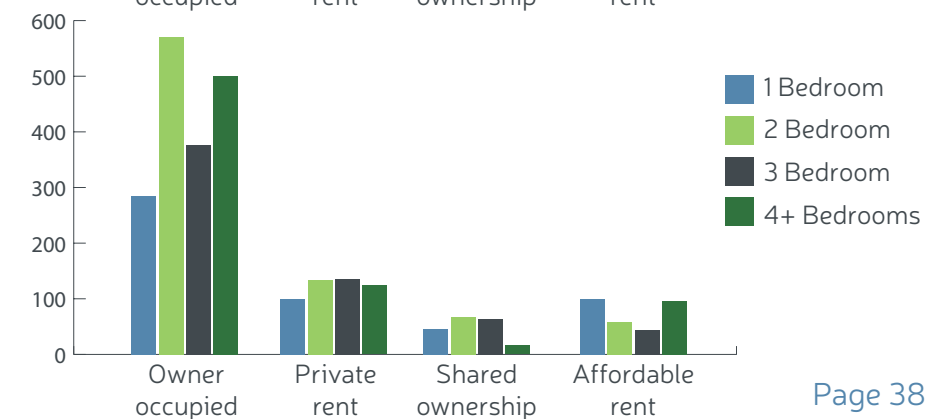
Locality 1				
Tenure	Profile of homes needed by bed count (%)			
	1	2	3	4+
Owner-occupied	20	33	41	6
Private rent	41	32	16	9
Shared ownership	28	36	27	9
Social rent/ affordable rent	40	20	19	21



Locality 2				
Tenure	Profile of homes needed by bed count (%)			
	1	2	3	4+
Owner-occupied	7	37	35	21
Private rent	39	21	22	18
Shared ownership	26	36	28	10
Social rent/ affordable rent	44	21	22	13



Locality 3				
Tenure	Profile of homes needed by bed count (%)			
	1	2	3	4+
Owner-occupied	16	33	22	29
Private rent	20	27	28	25
Shared ownership	24	35	33	8
Social rent/ affordable rent	33	20	15	32



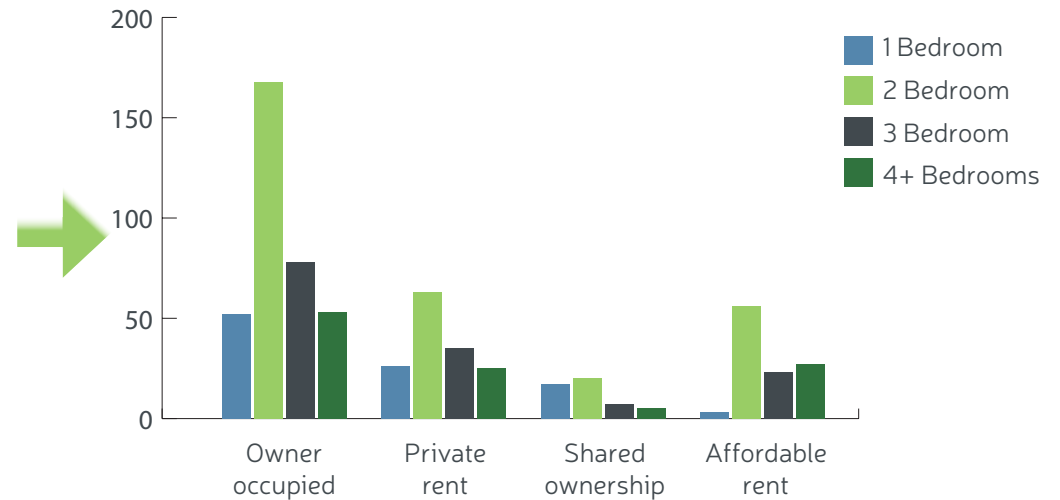
A Safe and Sustainable District

Housing Needs by 2036

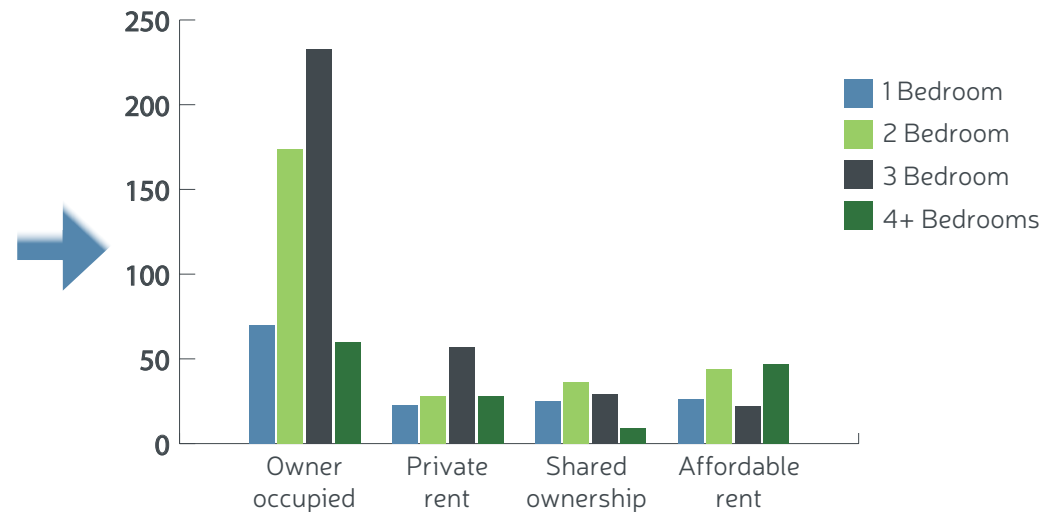
Source: SHMA, LTBM Results, HDH Planning and Development LTD, 2017

The tables and bar charts indicate the profile of housing needed in each locality up to 2036.

Locality 4				
Tenure	Profile of homes needed by bed count (%)			
	1	2	3	4+
Owner-occupied	15	48	22	15
Private rent	17	42	24	17
Shared ownership	35	41	14	10
Social rent/ affordable rent	3	51	21	25



Locality 5				
Tenure	Profile of homes needed by bed count (%)			
	1	2	3	4+
Owner-occupied	13	33	43	11
Private rent	16	21	42	21
Shared ownership	25	36	29	10
Social rent/ affordable rent	18	32	16	34

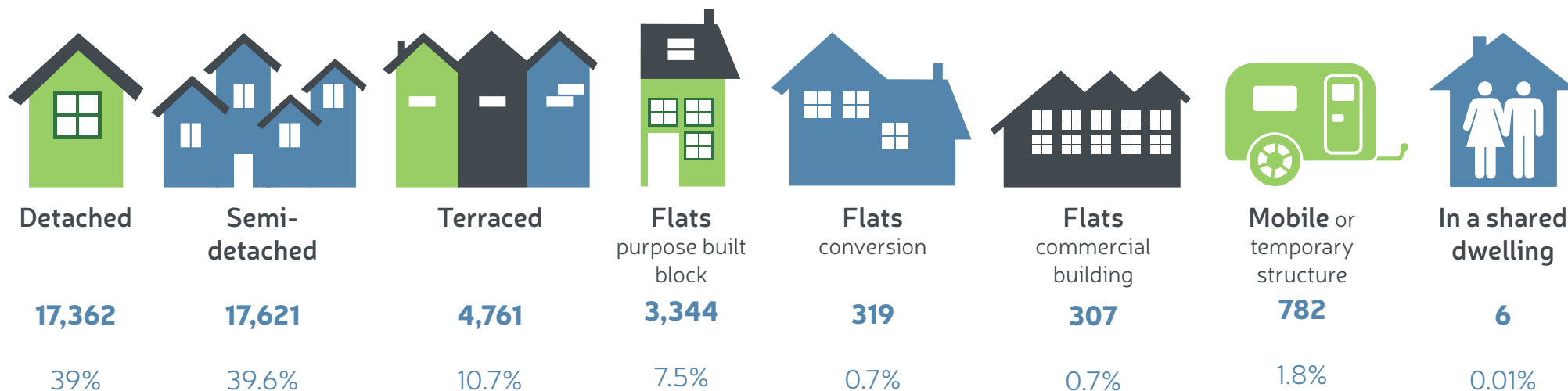


A Safe and Sustainable District

Housing Types & Tenures

Housing Types in 2011

Total: 44,502 households



Housing Tenure in 2011



Owns outright	Owns with a mortgage or loan	Shared ownership	Private rented - landlord or letting agency	Private rented - employer	Private rented - friend or relative	Social rented	Living rent free	Other
17,822	15,874	249	3,376	76	265	6,203	576	60
40.1%	35.7%	0.6%	7.6%	0.2%	0.6%	14%	1.3%	0.1%

A Safe and Sustainable District

Housing Supply

The figures in this summary are for the period 1 April 2017 to 31 March 2018 and are expressed against the requirement in the adopted Core Strategy of 3,850 dwellings over the period 2006-2028.

The following table sets out the housing land supply position as at 1 April 2018. The Council is **has exceeded** the requirement set out in the Core Strategy of **3,850** dwellings 2006-2028.

Residual Housing Requirement 2018 - 2028		
Net Completions 2006 -2018		2,935
Dwellings under construction at 1st April 2018	274	
*Net dwellings with planning permission at 1st April 2018	647	
Supply from other sources at 1st April 2018	0	
Total net commitments at 1st April 2018	921	921
Sub-total		3,856
Remaining dwellings proposed to be allocated through SAD		891
Total dwellings 2006 - 2028		4,747
Core Strategy housing target 2006 - 2028	3,850	
Minus commitments at 1st April 2018	3,856	
Residual requirement	+6	
Site Allocations (minimum numbers)	+891	
Additional dwellings over and above CS target	897	
*Taking account of replacement dwellings, lapse/non-implementation rate		

Housing supply in the plan period to 31 March 2018 is made up of three main elements. These are dwellings already completed, dwellings under construction and dwellings with planning permission where work has not yet begun. In addition, through its Site Allocations Document (SAD), the Council proposes to allocate land for additional housing to meet the targets in the Core Strategy.

To date the target has been exceeded by 897 dwellings.

A breakdown of the different components of supply is given below by Locality:

Locality 1

Dwellings with planning permission
179
Dwellings under construction
161
Gross completions 2006-2018
865
Minimum SAD allocations
0
Total: 1,205

Locality 2

Dwellings with planning permission
76
Dwellings under construction
16
Gross completions 2006-2018
277
Minimum SAD allocations
108
Total: 477

Locality 3

Dwellings with planning permission
274
Dwellings under construction
7
Gross completions 2006-2018
746
Minimum SAD allocations
218
Total: 1,245

Locality 4





Dwellings with planning permission
151
Dwellings under construction
55
Gross completions 2006-2018
302
Minimum SAD allocations
335
Total: 843

Locality 5

Dwellings with planning permission
91
Dwellings under construction
34
Gross completions 2006-2018
906
Minimum SAD allocations
230
Total: 1,261

SSHA housing stock (2017)

5,697 properties:

	 Houses	 Bungalow	 Flat	 Bedsit	Maisonette
Locality 1	410	207	280	30	-
Locality 2	128	116	131	38	-
Locality 3	677	518	415	51	-
Locality 4	437	283	539	42	16
Locality 5	553	375	408	43	-
Total property type	2205	1499	1773	204	16
Comparison to housing stock 2015					
Housing Stock 2015	2,197	1479	1553	230	N/A

Bedrooms:

			
904	2,588	1,540	84
One bedroom properties	Two bedroom properties	Three bedroom properties	Four bedroom properties

235

Leasehold

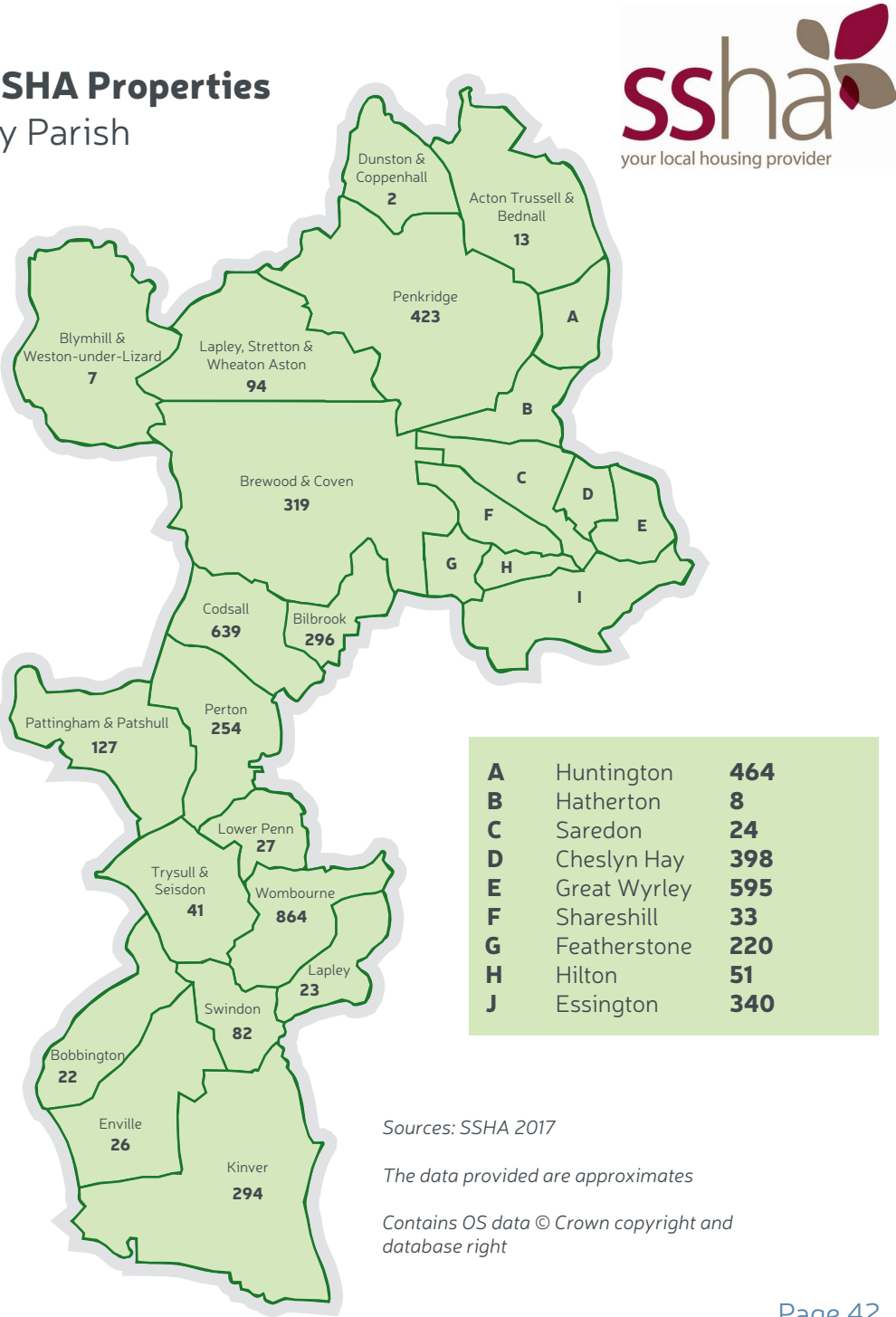
147

Shared ownership

204

Bedsits

SSHA Properties by Parish



Sources: SSHA 2017

The data provided are approximates

Contains OS data © Crown copyright and database right

Addressing the barriers to 'A Safe and Sustainable District' through Mosaic

Despite an overall thriving district, Mosaic allows us to reveal the small pockets of South Staffordshire where some residents are experiencing poorer outcomes.

4.7% of **Perton Lakeside** and 3.4% of **Bilbrook**

- A higher likelihood to be in poor health with only 40% claiming to be in very good health.
- The majority want to improve their health



5.4% of **Wombourne South West** and 4.4% of **Huntington and Hatherton**

- Are in poor health.
- Smoking levels are above average.
- There is nothing to do to keep in shape.
- Commonly reported crime ASB, drug dealing.
- More worried than most about being victims of crime.
- Environmental awareness is low, few recycle.

5.7% of **Wombourne South West** and 4.7% of **Huntington and Hatherton**

- Are around 50% more likely to be in bad or very bad health than people in general.
- Adults are twice as likely to smoke and are two and a half times more likely to be heavy smokers.
- Incidences of criminal damage, public disorder and anti-social behaviour are all above average.

3.6% of **Bilbrook** and 3.1% of **Huntington and Hatherton**

- Considering their young ages, health can be a challenge; they are 48% more likely to say they are in bad or very bad health.
- Criminal damage and anti-social behaviour are prevalent.

4.6% of **Featherstone and Shreshill** and 3.6% of **Huntington and Hatherton**

- In bad or very bad health.
- As they tend to smoke and drink, these factors could be contributing to their poor health.
- Most likely to say that anti-social behaviour has increased a lot in their area and feel that it is a major problem.



3. A Connected District

- Easily accessible services.
- Supporting our communities.
- A strong voluntary and community sector.

Focus on: *Making a positive difference to people's lives, achieving the 'Goodlife' by working together.*

Key Findings

Strengths and Challenges

Strengths

- Telephone calls have reduced by **8%** on the previous 12 month period.
- Face to face appointments have reduced by **24%** on the previous 12 month period.
- **126** out of the **300** bulky waste collections were booked via My Account.
- For those that have used Live Chat to contact the Council, that vast majority have had a positive experience.
- Locality 1 is most interested in volunteering.
- Contact via email has decreased by **25%** on the previous year.
- Contact via reception has decreased by **37%** on the previous year.

Challenges

- Waste Management and Development Management were the top two reasons residents contacted the Council (through all communication methods).
- Council Tax enquiries were the main reason customers called the customer service team, followed by benefits.
- **74%** of residents use the internet at least every other day or every day. Despite this, **62%** prefer speaking to a person.
- **31%** of residents aged 55+ would like help to develop their basic computer and internet skills and **17%** of residents aged 55+ would like training on social media.
- **27%** were not aware the website offered Live Chat.
- **39%** were not aware that the Council had a Twitter feed.
- Whilst **24%** are interested in volunteering, **58%** are not interested in any of the volunteering options provided in the Residents' survey.

A Connected District

Customer Contact

April 2017 - March 2018

How?

Contact via telephone



80,574 calls answered through the contact centre **(95% response rate)**
8% decrease on the previous year.

Contact via email



3,958 emails excluding junk mail were received.
25% decrease on previous year

Contact via reception



5,921 visits were made by residents to the district council offices' reception desk.
37% decrease on previous year

Contact via customer services



3,998 face-to-face appointments took place with Customer Services Advisors.
24% decrease on previous year



Live Chat

4,124
chat requests

01.01
average waiting time.

88%
completed.

Our Business Transformation Plan highlights the need to increase customer digital engagement. This will help prevent avoidable contact and subsequently, reduce contact through more traditional channels. The collection of data will help us gain a better understanding and measure our progress.

Why? Telephone contact

Top five reasons customer called include:

22% Council Tax	15% Benefits	10% Waste management	9% Development management	4% Housing
21,661 calls	12,709 calls	10,090 calls	7,262 calls	3,611 calls

Why? All contact

Top six areas	% of contact
Waste management	37.52%
Development management	27.23%
Street cleansing	10.87%
Council Tax	8.60%
Electoral (other)	6.07%
Noise pollution	2.93%

Contact regarding **waste management** was highest from residents in Localities 5 and 4 and lowest in locality 2.

Contact regarding **development management** was highest from residents in Localities 5 and lowest in Locality 2.

*Customer Relationship Manager (CRM), 2017/18

A Connected District



Customer Contact



Council Website
www.sstaffs.gov.uk

	2016/17	2017/18
Number of times people visited our website (with an average session of 2 minutes and 40 seconds)	171,439	562,879
Number of users that have visited the website at least once	90,733	252,502
Number of users that have returned to the website	53.9%	24.5%
Total page views	563,844	1,658,769

Social media activity

		Total by 2016/17	Total by 2017/18	Increase in 2017/18
	Like	1247	3173	1926
	Posts	630	1636	1006
	Followers	7410	8165	755
	Tweets	1457	1076	2533
	Average monthly engagement	0.9%	0.72%	-



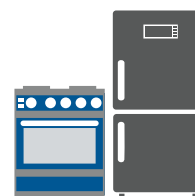
My Account allows you to securely access council services online and keep track of them including Council Tax, housing benefits and rent. You can also subscribe for alerts such as planning applications and updates in your local area.

Since the launch of My Account in January 2018 to March 2018:



732

users



126

out of the 300 bulky waste collections were booked via My Account



8

Additional green bin requests



0

Planning payments



0

Licensing payments

A Connected District

Customer Feedback

Customer contact

78% of residents found it easy to find and contact the Council service they need

61% of residents were satisfied with the service they received the last time they had contact.

22% of residents stated it was not easy to find the service they needed.

28% of residents were dissatisfied with the service they received the last time they had contact.

Communicating events and initiatives

Top three preferred methods

1. Review



2. Email



3. Council website



Compliments

31%
Customer Services

28%
Grounds Maintenance

17%
Street Cleaning

14%
ICT

12%
Revenues and Benefits

Online



85% of residents stated they found the Council website easy to use.

74% of residents use the internet at least every other day or every day. Despite this, **62%** prefer speaking to a person.

48% of residents aged 75+ use the internet to some extent.

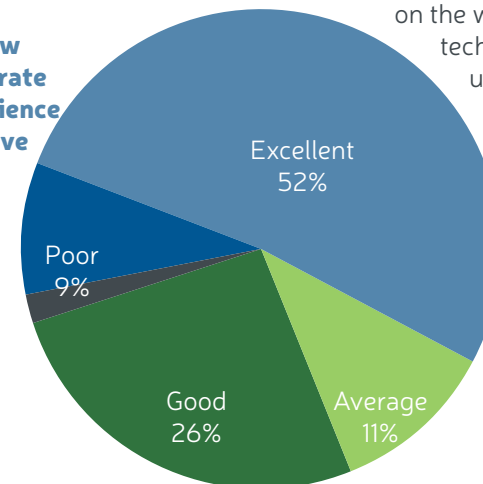


31% of residents aged 55+ would like help to develop their basic computer and internet skills.

17% of residents aged 55+ would like training on social media.

Live Chat

Overall, how would you rate your experience using the live webchat?



Live Chat - A digital access channel introduced in August 2016. The webchat icon is strategically placed on the website key pages and the interactive technology pops up when it detects usage and a person/customer hovering on a page for a certain amount of time. The customer is then able to engage in a web chat conversation with the Customer Service Advisor, which reduces the need for the customer to call or visit the Council.

27% of residents were not aware the website offered live chat.

Residents' Survey Feedback 2017

24%

are interested in volunteering in the next 12 months

Residents

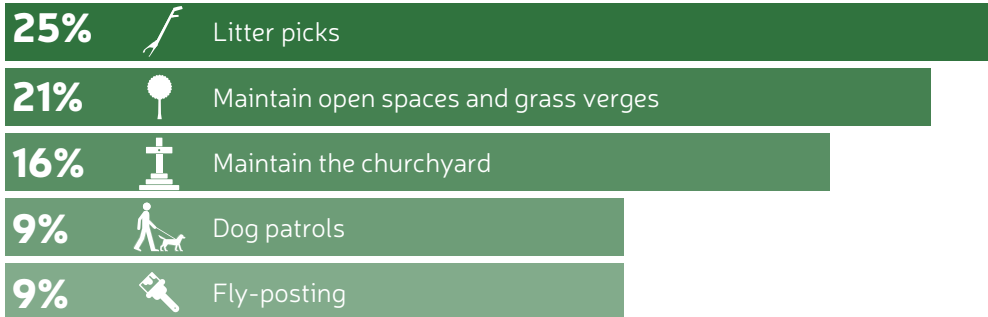
aged 35-54 are significantly more likely to be interested in volunteering



Employed

residents are most interested in volunteering

Locality 1 is most interested in volunteering



	Total	Locality 1	Locality 2	Locality 3	Locality 4	Locality 5
Interested in volunteering	24%	36%	28%	22%	17%	27%
Dog patrols	9%	21%	4%	15%	6%	1%
Litter picks	25%	29%	18%	18%	27%	31%
Fly-posting	9%	6%	8%	13%	7%	10%
Maintain the churchyard	16%	24%	6%	13%	15%	17%
Maintain open spaces and grass verges	21%	22%	12%	22%	17%	26%
Other	20%	31%	24%	14%	10%	26%
None of these	58%	47%	62%	63%	62%	56%

Response to service cuts by age group

	Total	16-35	35-54	55-4	75+
Be prepared to make a one off payment	35%	30%	40%	31%	42%
Pay a new or higher charge at point of use	57%	75%	57%	48%	54%
Volunteer their time	29%	17%	36%	31%	14%



Support Staffordshire empowers communities to be the best they can be. We support communities, individuals and organisations to work in collaboration to bring about positive change in their community by actively encouraging Social Action.

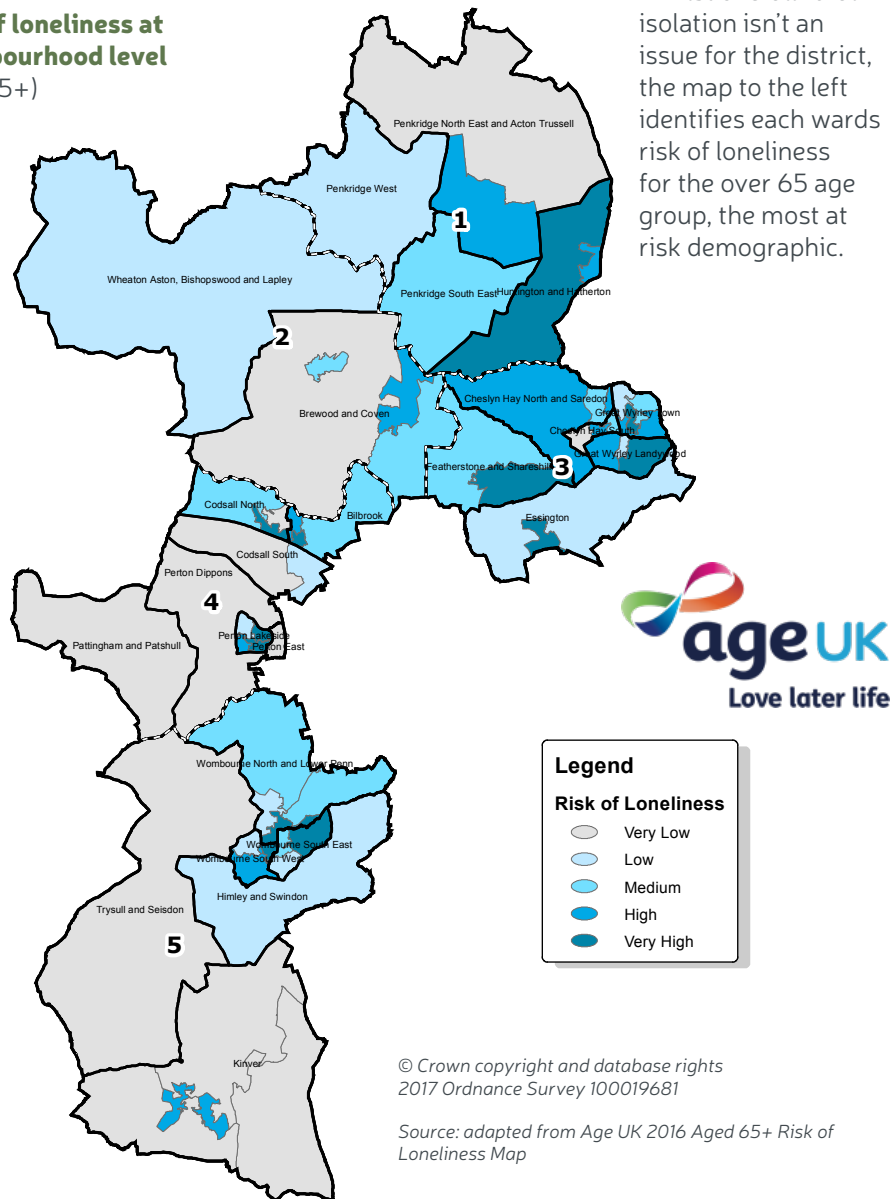
Support Staffordshire is also a nationally quality accredited volunteer centre service through the National Council for Voluntary Organisations (NCVO). They are helping to promote and develop volunteering in South Staffordshire.



A Connected District

Rural Isolation

Risk of loneliness at neighbourhood level (Age 65+)



Possible contributing factors for loneliness (above or similar to England averages):

	Lone pensioners (2011)	Bilbrook, Brewwood and Coven, Codsall North, Kinver, Penkridge North East and Acton Trussell, Wombourne North and Lower Penn, Wombourne South East.
	Lone parents (2011)	Bilbrook
	Car Ownership (2011)	Although this is better than the national average, 5,880 households in South Staffordshire (13.2%) do not have access to a car or van. No. of households by ward who do not have access to a car or van (wards above 300): 440 in Perton Lakeside (15.8%), 400 in Great Wyrley Town (15.7%), 390 in Bilbrook (20.5%), 370 in Brewwood and Coven (12.7%), 350 in Codsall North (19.3%), 350 in Wombourne North and Lower Penn (13.1%), 340 in Huntington and Hatherton (16.7%), 310 in Wombourne South East (17.6%)
	Unpaid care (2011)	Overall - All localities are higher than the England average. Under 16 - Huntington and Hatherton, Penkridge North East and Acton Trussell. Ages 16-24 - Essington, Penkridge West.
	Unpaid care by people aged 65 and over (2011)	Brewwood and Coven, Cheslyn Hay South, Featherstone and Shareshill, Penkridge North East and Acton Trussell, Perton East, Wheaton Aston, Bishopswood and Lapley, Wombourne North and Lower Penn, Wombourne South West.
	Unemployment (2017)	Bilbrook, Perton Lakeside.
	Limiting long-term illness (2011)	Bilbrook, Brewwood and Coven, Cheslyn Hay North and Saredon, Codsall North, Essington, Great Wyrley Landywood, Great Wyrley town, Himley and Swindon, Kinver, Penkridge North East and Acton Trussell, Trysull and Seisdon, Wombourne South West.
	Limiting long-term illness in people aged 65+ (2011)	Great Wyrley Landywood, Great Wyrley town, Huntington and Hatherton.
	Older people living in income deprived households (2015)	Featherstone and Shareshill, Huntington and Hatherton, Perton Lakeside.
	Disability Living Allowance claimants (2017)	Cheslyn Hay North and Saredon, Cheslyn Hay South, Essington, Great Wyrley Landywood, Great Wyrley Town, Huntington and Hatherton.

Key achievements of Citizens Advice South Staffordshire 2016/2017



Top advice issues in 2016/2017



A Connected District

South Staffordshire Citizens Advice Bureau

CAB has a team of 18 volunteers which include advisers, a research and campaign worker, trustee board members and admin support workers.

During 2016-17 their volunteers put in an average of 91 unpaid hours a week on behalf of the service. The public value of their volunteered time equates to more than £71,000 every year.

Outreaches

Wombourne (Main Office)	Cheslyn Hay	Codsall	Kinver	Penkridge	Perton
Total clients helped 855	Total clients helped 203	Total clients helped 271	Total clients helped 129	Total clients helped 119	Total clients helped 185
Total contacts 3065	Total contacts 592	Total contacts 722	Total contacts 236	Total contacts 331	Total contacts 395
Benefits 8% Debt 23% Others 13%	Benefits 57% Debt 20%	Benefits 45% Debt 25% Relationship 7%	Benefits 53% Employment 12% Debt 7% Other 11%	Benefits 62% Other 13% Debt 6%	Benefits 44% Debt 23% Relationship 8% Other 11%

Advice line

376

Total clients helped

729

Total contacts

Benefits **31%**

Other **13%**

Debt **13%**

Relationship **3%**

Employment **12%**

Housing **11%**

Floating advisor and home visiting service

The success of their floating adviser / home visiting project continued during 2016/17. The service provides access to advice for clients who are unable to reach us due to disability, poor health, vulnerability or other difficult circumstances.

During 2016-17 their floating advisor helped 189 clients.

Dealt with 1150 different enquiry issues.

83% of clients surveyed, reported an overall improvement to their feelings of well-being.

100% scored their satisfaction of the service 8 (or more) out of 10.

**citizens
advice**

A Connected District

Community Assets

South Staffordshire has a range of community assets residents can access across the district including:

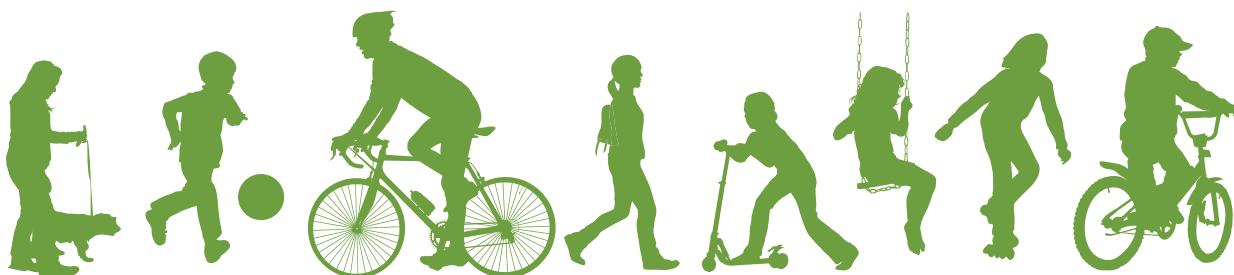
- **Health and wellbeing support.**
- **Transport provision.**
- **Community groups.**
- **Volunteering opportunities.**
- **Learning, skills and employment support.**

The Good Life website supports our ethos of connecting communities and allows residents to easily navigate what is available to them within the district.

Residents can find out more by visiting the South Staffordshire Good Life website.

www.southstaffordshire.thegoodlife.uk.net

Locality 1	Number of groups	Locality 2	Number of groups	Locality 3	Number of groups	Locality 4	Number of groups	Locality 5	Number of groups
Health and Well-being	79	Health and Well-being	53	Health and Well-being	91	Health and Well-being	86	Health and Well-being	111
Transport	2	Transport	1	Transport	1	Transport	1	Transport	2
Community Groups and Clubs	36	Community Groups and Clubs	27	Community Groups and Clubs	34	Community Groups and Clubs	54	Community Groups and Clubs	38
Volunteering Learning Skills & Employment	7	Volunteering Learning Skills & Employment	5	Volunteering Learning Skills & Employment	11	Volunteering Learning Skills & Employment	15	Volunteering Learning Skills & Employment	11
Total	124	Total	86	Total	137	Total	156	Total	162



Mosaic Digital Sector – The digital make up of our wards

Using the colour coded key, please refer to the following page for more information.

Cyber Commuters



Affluent families living urban lifestyles in rural settings, making practical use of digital technology for information and shopping.

Upmarket Browsers



Wealthy older families in suburban areas with upmarket tastes making practical use of digital technology.

Savvy Switchers



Mature middle-income suburban families using digital technology for entertainment and searching for online bargains.

Tentative Olders



Elderly singles and households with little to no interest in, or access to, digital technology.

First-gen Parents



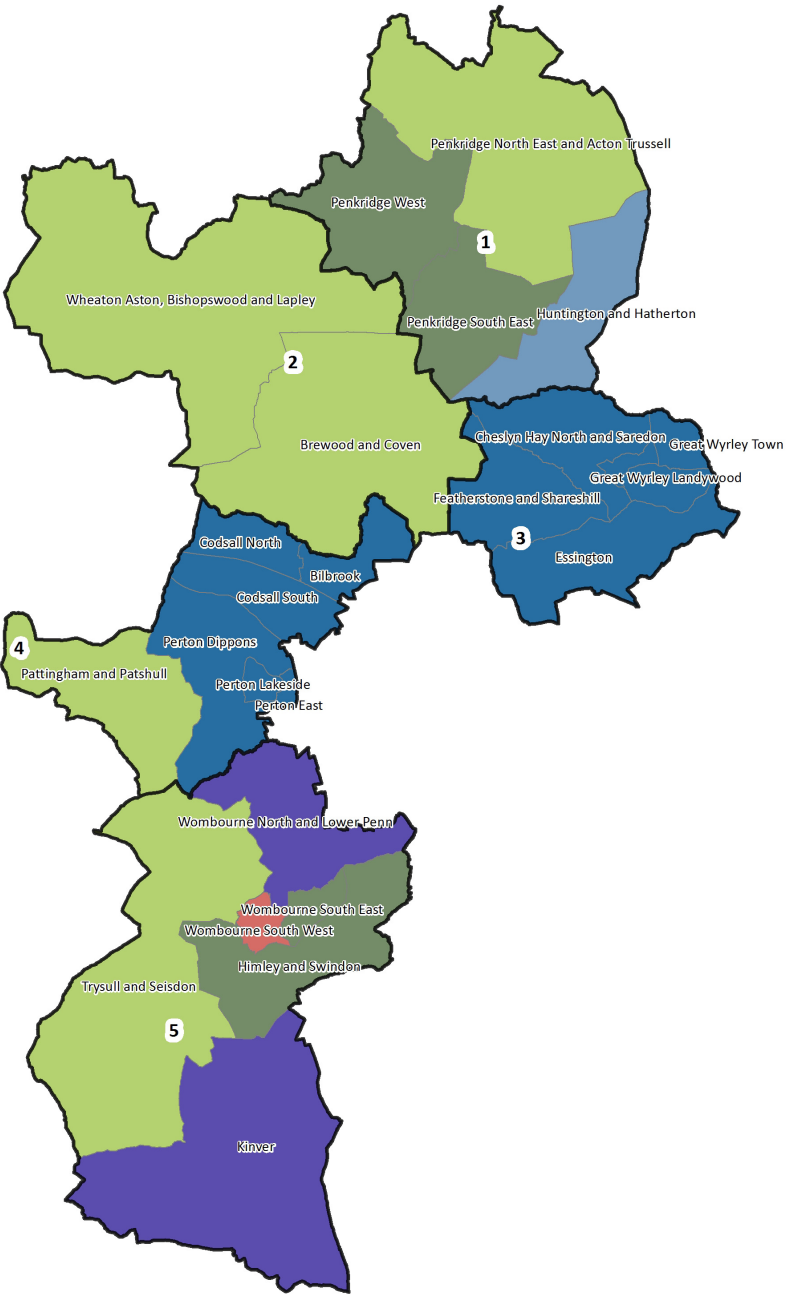
Members of the first digital generation who are now starting their own households and careers.

Online Escapists



Singles and families with squeezed finances using digital technology for everyday entertainment.

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Source: Experian, 2018

Addressing the barriers to 'A Connected District' through Mosaic

Using the colour coded key, please make reference to the 'Digital Make-Up Map' on the previous page which links the categories to our Wards

Cyber Commuters



Age: 36-45
House hold income: 100k-149k
Home broadband speed: up to 8 Mbit/s
Internet competency: Fairly internet savvy
Technology ownership: Phone/Laptop
Social network frequency: Medium
Technology adoption: Fairly good

Key Features:

- Rural homeowners.
- Lower internet speeds.
- Online grocery shopping.
- Outdoor pursuits.
- Manage accounts online.
- Home and garden products.

First-gen Parents



Age: 36-45
House hold income: 40k-49k
Home broadband speed: More than 50 Mbit/s
Internet competency: Very internet savvy
Technology ownership: Smart watch/Phone/Tablet
Social network frequency: High
Technology adoption: Fairly good

Key Features:

- Mid-twenties to mid forties.
- Likely to have children.
- Unlikely to use a landline.
- Biggest users of 4G internet.
- Sports and fitness sites.
- Mother and baby websites.

Savvy Switchers



Age: 46-55
House hold income: 40k-49k
Home broadband speed: up to 40 Mbit/s
Internet competency: Fairly internet savvy
Technology ownership: Tablet
Social network frequency: Medium
Technology adoption: Fairly good

Key Features:

- Use price comparison sites.
- Research discount vouchers online.
- Visit cashback sites.
- Book package holidays online.
- Prefer traditional channels.

Upmarket Browsers



Age: 46-55
House hold income: 100k-149k
Home broadband speed: up to 40 Mbit/s
Internet competency: Fairly internet savvy
Technology ownership: Computer
Social network frequency: Disengaged
Technology adoption: Fairly poor

Key Features:

- Most likely to check stocks and shares online.
- Low use of social networks.
- Visit travel and tourism sites.
- Extended warranty on electrical items.
- Most likely to research motor vehicles online.
- Enjoy printed media.

Online Escapists



Age: 26-35
House hold income: <15k
Home broadband speed: More than 50 Mbit/s
Internet competency: Very internet savvy
Technology ownership: Phone/Smart watch/Laptop
Social network frequency: High
Technology adoption: Fairly good

Key Features:

- Council tenants and renters.
- Gaming and gambling websites.
- Video games console owners.
- Frequently visit and post on social media.
- Dating websites.
- Highest internet speeds.

Tentative Olders



Age: 66+
House hold income: <15k
Home broadband speed: up to 16 Mbit/s
Internet competency: Not very internet savvy
Technology ownership: Computer but generally little ownership of all technologies
Social network frequency: Disengaged
Technology adoption: Very poor

Key Features:

- Landline or postal channels only.
- Ancestry and hobby sites.
- Infrequent internet use.
- Unlikely to own modern devices.
- Unlikely to use social networks.
- Low internet competency.



Staffordshire County Council Insight Team



My Place My Say Residents' Survey 2017 BMG



Staffordshire Police



South Staffordshire Housing Association



South Staffordshire's Citizens Advice



The Good Life South Staffordshire

APPENDICES

Average House Price

between December 2013 – December 2017 by Ward

APPENDIX A

South Staffordshire Wards	Dec-13	Dec-14	Dec-15	Dec-16	Dec-17
Bilbrook	£158,119	£149,389	£194,170	£170,500	£191,570
Brewood and Coven	£264,546	£265,155	£264,150	£272,514	£347,074
Cheslyn Hay North and Saredon	£167,378	£168,244	£198,768	£197,323	£205,510
Cheslyn Hay South	£169,029	£151,237	£170,762	£202,596	£226,192
Codsall North	£235,377	£256,167	£276,866	£256,753	£274,886
Codsall South	£274,794	£270,913	£257,639	£294,710	£295,741
Essington	£187,356	£234,542	£211,653	£260,122	£263,165
Featherstone and Shreshill	£164,438	£152,053	£165,820	£154,725	£168,970
Great Wyrley Landywood	£166,905	£196,005	£178,990	£175,918	£182,944
Great Wyrley Town	£155,721	£166,275	£190,361	£187,894	£229,949
Himley and Swindon	£212,770	£245,803	£236,822	£274,979	£269,308
Huntington and Hatherton	£157,494	£221,497	£172,038	£171,511	£191,836
Kinver	£282,066	£270,748	£301,393	£294,529	£354,811
Pattingham and Patshull	£237,632	£283,444	£300,273	£415,958	£297,765
Penkridge North East and Acton Trussell	£274,336	£250,013	£284,755	£392,603	£357,150
Penkridge South East	£226,091	£214,851	£231,452	£255,133	£284,849
Penkridge West	£256,278	£209,267	£214,358	£191,639	£306,612
Perton Dippons	£280,985	£271,214	£280,029	£312,023	£202,604
Perton East	£207,278	£191,921	£207,909	£211,577	£185,812
Perton Lakeside	£153,324	£161,001	£175,091	£162,759	£175,613
Trysull and Seisdon	£496,353	£357,265	£380,286	£394,809	£361,820
Wheaton Aston, Bishops Wood and Lapley	£251,581	£224,623	£239,752	£273,357	£340,364
Wombourne North and Lower Penn	£219,513	£236,922	£247,823	£255,891	£310,221
Wombourne South East	£204,690	£195,804	£247,615	£224,331	£297,616
Wombourne South West	£168,186	£182,007	£180,875	£180,200	£223,619
District	£218,830	£220,792	£231,929	£238,453	£265,148

Source: South Staffordshire Council Enterprise and Growth 2017

Lower Quartile House Prices

between December 2013 – December 2017 by Ward

APPENDIX B

South Staffordshire Wards	Dec-13	Dec-14	Dec-15	Dec-16	Dec-17
Bilbrook	£122,500	£124,950	£150,000	£135,000	£148,000
Brewood and Coven	£175,000	£175,000	£190,000	£175,000	£180,000
Cheslyn Hay North and Saredon	£110,000	£125,000	£131,000	£145,000	£152,000
Cheslyn Hay South	£142,000	£135,000	£150,000	£162,000	£187,000
Codsall North	£165,000	£175,000	£178,000	£172,000	£226,000
Codsall South	£185,000	£210,000	£200,000	£188,000	£220,000
Essington	£135,000	£148,000	£140,000	£175,000	£180,000
Featherstone and Sharesill	£125,000	£116,000	£134,000	£132,000	£135,000
Great Wyrley Landywood	£103,000	£138,000	£125,000	£125,000	£110,000
Great Wyrley Town	£123,000	£133,000	£154,000	£155,000	£165,000
Himley and Swindon	£154,750	£171,000	£157,500	£215,000	£200,000
Huntington and Hatherton	£124,000	£120,000	£117,000	£130,000	£135,000
Kinver	£175,500	£181,000	£185,000	£195,000	£235,000
Pattingham and Patshull	£183,000	£205,000	£235,000	£208,000	£247,000
Penkridge North East and Acton Trussell	£170,000	£162,500	£190,000	£225,000	£270,000
Penkridge South East	£182,500	£170,000	£180,000	£195,000	£205,000
Penkridge West	£120,000	£130,000	£143,000	£150,000	£220,000
Perton Dippons	£145,500	£172,500	£140,000	£170,000	£134,250
Perton East	£175,000	£158,000	£190,000	£182,000	£150,000
Perton Lakeside	£123,700	£128,000	£140,000	£129,000	£138,000
Trysull and Seisdon	£282,500	£262,000	£270,000	£215,000	£235,000
Wheaton Aston, Bishops Wood and Lapley	£159,950	£164,000	£168,000	£220,000	£220,000
Wombourne North and Lower Penn	£151,000	£175,000	£180,000	£173,500	£202,500
Wombourne South East	£152,500	£160,000	£176,000	£175,000	£192,500
Wombourne South West	£140,000	£142,000	£145,000	£145,000	£154,950
District	£140,000	£149,000	£153,500	£152,000	£168,000

Source: South Staffordshire Council Enterprise and Growth 2017

Affordability Ratio

between December 2013 – December 2017 by Ward

APPENDIX C

South Staffordshire Wards	Dec-13	Dec-14	Dec-15	Dec-16	Dec-17
Bilbrook	9.27	9.67	10.56	10.37	10.65
Brewood and Coven	11.63	10.71	10.93	10.90	9.78
Cheslyn Hay North and Saredon	8.18	8.67	8.41	8.53	8.46
Cheslyn Hay South	9.21	8.75	8.19	9.36	8.64
Codsall North	11.84	11.75	11.04	11.10	11.30
Codsall South	9.74	11.85	10.21	10.21	8.82
Essington	8.99	9.31	9.05	9.76	9.84
Featherstone and Sharesill	7.84	7.78	7.75	7.75	7.72
Great Wyrley Landywood	7.96	9.11	7.79	8.24	6.85
Great Wyrley Town	8.64	9.42	10.14	9.73	9.81
Himley and Swindon	11.2	11.06	10.16	13.39	9.46
Huntington and Hatherton	9.12	8.74	8.14	8.00	7.57
Kinver	9.7	8.91	8.39	7.87	9.86
Pattingham and Patshull	10.83	10.68	10.72	9.56	10.30
Penkridge North East and Acton Trussell	10.54	10.11	9.69	12.12	9.65
Penkridge South East	8.75	9.15	9.62	10.39	8.48
Penkridge West	8.09	7.81	8.29	8.92	9.91
Perton Dippons	6.74	8.51	8.14	7.63	6.34
Perton East	6.86	7.7	7.69	8.28	6.51
Perton Lakeside	8	7.97	8.47	8.59	7.86
Trysull and Seisdon	13.89	11.77	10.35	9.08	8.86
Wheaton Aston, Bishops Wood and Lapley	9.4	8.08	9.1	10.57	9.38
Wombourne North and Lower Penn	9.53	10.59	9.77	9.83	9.68
Wombourne South East	10.37	10.87	12.27	13.07	11.36
Wombourne South West	9.47	9.28	8.65	9.61	8.94
District	9.14	9.18	8.97	9.26	8.82

Source: South Staffordshire Council Enterprise and Growth 2017