

KEY FACTS ABOUT STAFFORDSHIRE

- ✚ The Administrative County of Staffordshire stretches some 55 miles, from Flash in the north to Kinver in the south. At its widest point the County is almost 40 miles from east to west.
- ✚ Staffordshire shares borders with 6 other counties (Shropshire, Cheshire, Derbyshire, Leicestershire, Warwickshire and Worcestershire) as well as the Metropolitan Districts of the West Midlands Conurbation and the Unitary Authorities of Telford and Wrekin and Stoke-on-Trent.
- ✚ Eight contrasting district council areas combine to shape Staffordshire's varied environment - Cannock Chase, East Staffordshire, Lichfield, Newcastle-under-Lyme, South Staffordshire, Stafford, Staffordshire Moorlands and Tamworth.
- ✚ With a population of 812,600, Staffordshire has the eighth largest population of all the Shire Counties in England (Mid Year Estimate 2004, National Statistics).
- ✚ Of this population, around 188,000 people are young people aged 19 and under.
- ✚ The needs of older people are a key priority of Staffordshire County Council, with almost 298,000 people in the County being classed as older people aged 50 and over.
- ✚ The population of the County is growing, and by 2026 it is predicted that up to 846,000 people will be living in Staffordshire (2003 Based Sub National Population Projections. National Statistics). Population growth is expected to be particularly strong among older people.
- ✚ Around three quarters of Staffordshire's land area is rural in character, with the remainder being largely built up areas. Around three quarters of the County's population live in these built up areas.
- ✚ As a natural cross roads of the country, Staffordshire is strategically placed on a number of major communication routes including the M6, A50 and West Coast Main Line Railway.
- ✚ Claimant unemployment rates in Staffordshire (1.9% March 2006) are lower than for Great Britain (2.7% March 2006), although pockets of high unemployment exist in some areas of deprivation in the larger towns. Source: NOMIS
- ✚ There are around 322,100 employee jobs in Staffordshire County Council (Annual Business Inquiry 2004), with the main sectors being Distribution, Hotels and

Catering (26.5%) and Public Administration, Education and Health (25.7%). Manufacturing, accounting for 16.5% of the local economy, is more important to the Staffordshire economy than for Great Britain.

- ✚ Although Staffordshire is on the whole a relatively affluent area, some parts of the County experience concentrations of multiple deprivation. Some 8.3% of the County's population live within the 20% most deprived communities nationally by the Index of Multiple Deprivation. Source: Index of Multiple Deprivation 2004, ODPM.
- ✚ In 2005, the proportion of pupils achieving 5 or more GCSEs at Grade A* to C in Staffordshire (54.5%) lagged slightly behind that for England as a whole (57.1%), but continues to demonstrate year on year improvements. Source: DFES
- ✚ Waste management in Staffordshire has been successful in reducing the amount of waste land filled, with a lower proportion of land fill than nationally. Meanwhile, a greater amount of waste is composted and recovered for energy.
- ✚ Crime in Staffordshire is falling. In 2004-05, there were 109,400 offences recorded in the Staffordshire Police Force area (covering Staffordshire and Stoke-on-Trent), or 96.2 per 1,000 population. This is a 7.9% drop from the previous year. Rates of crime in the Force area are also lower than the national average; with all recorded crime 9.6% lower than that in England and Wales in 2004-05.
- ✚ Staffordshire had a higher directly standardised rate (DSR) for mortality from all causes than England as a whole in 2002-04. The DSR varies throughout the County with Cannock Chase being particularly high, while South Staffordshire and Stafford are relatively low.

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