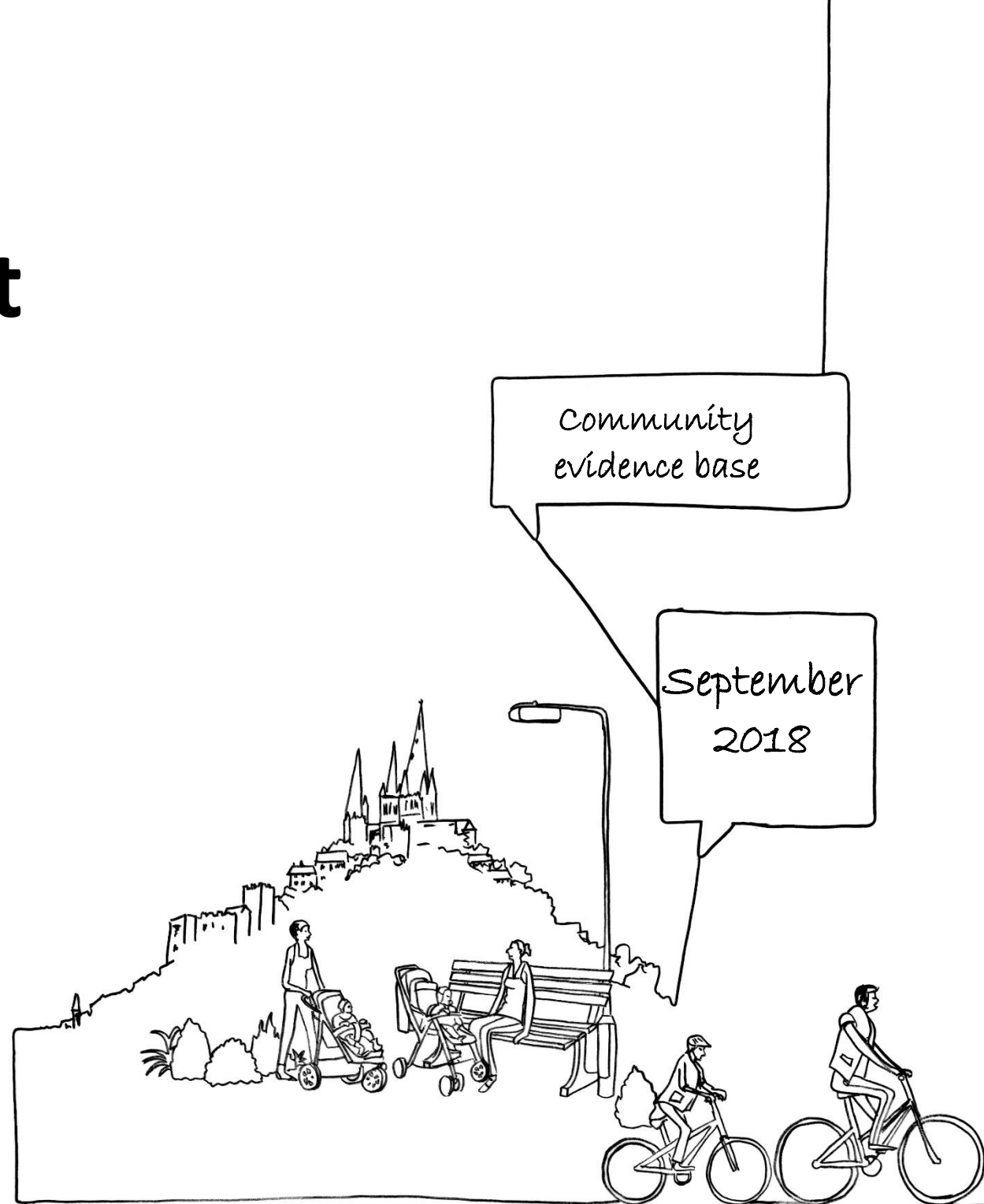


Stafford District Data Pack

The Strategy Team



Document Details

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

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1 Introduction and purpose

Welcome to the **2018 District Data Pack for Stafford**.

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

- be able to access more good jobs and feel the benefits of economic growth;
- be healthier and more independent;
- feel safer, happier and more supported in and by their community.

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

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



Ward

- | | | |
|-----------------------|--------------------------------|-------------------------------|
| 1. Barlaston | 9. Gnosall & Woodseaves | 17. Penkside |
| 2. Baswich | 10. Haywood & Hixon | 18. Rowley |
| 3. Common | 11. Highfields & Western Downs | 19. St Michael's & Stonefield |
| 4. Coton | 12. Holmcroft | 20. Seighford & Church Eaton |
| 5. Doxey & Castletown | 13. Littleworth | 21. Swynnerton & Oulton |
| 6. Eccleshall | 14. Manor | 22. Walton |
| 7. Forebridge | 15. Milford | 23. Weeping Cross & Wildwood |
| 8. Fulford | 16. Milwich | |

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<ahref=<http://www.staffordshire.gov.uk/localview/ordnancesurveytandcs.aspx>>www.staffordshire.gov.uk/maps.
Produced by Staffordshire County Council.

2 Key points

2.1 The population of Stafford

- Stafford is resident to 134,800 people. The population has a lower proportion of people aged under five, under 16 and aged 16-64 compared to England. There are more people aged 65 and over in Stafford compared to average.
- The overall population of Stafford is projected to increase between 2017 and 2027 by 3% with a significant growth in people aged 65 and over (17%) and aged 85 and over (37%). The rate of increase in the number of older people in Stafford is faster than the England average and equates to 1,300 additional residents aged 85 and over by 2027.
- 5% of Stafford residents (7,100 people) live within the most deprived national quintile.
- The dependency ratio for older people in Stafford is 36 older people for every 100 people of working age which is higher than England.

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

- The proportion of children in Stafford who reach a good level of development at the age of five (77%) is better than the national average (71%).

- GCSE attainment¹ for Stafford pupils is similar to the England average. There are however inequalities within the district with attainment ranging from 14% in Doxey and Castletown ward to 71% in Eccleshall ward.
- Stafford has a lower than average proportion of children who are absent or excluded from school.
- The percentage of adults aged 16-64 with NVQ level 3² or above is better than the national average.
- Stafford has more adults aged 16-64 in employment compared to the national average. Unemployment and youth unemployment rates in Stafford (as at May 2018) are lower than the national average.
- The gap in the employment rate between those with a long term health condition and the general population is 37%, higher than the national average (29%). Other vulnerable groups (for example those with mental health conditions or who have a learning disability) have relatively low employment rates.
- Around 24% (31,900) of the population in Stafford are estimated to be financially stressed, i.e. find it difficult or very difficult to cope on their current income. This is lower than the national average (28%).
- The proportion of older people in Stafford who are aged 60 and over living in income deprived households is significantly better than the national average.

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

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

- Housing affordability is an issue in Stafford. The average house price (£192,000) now stands at 6.7 times the average gross salary (£28,664).
- The level of broadband connectivity in Stafford is below the 95% target, worse than national average.

2.3 Be healthier and more independent

- Overall life expectancy at birth in Stafford is 81 years for men, higher than the national average, and 83 years for women, similar to the national average. Both men and women living in the most deprived areas of Stafford live six years less than those living in less deprived areas respectively.
- Healthy life expectancy in Stafford is 66 years for men and 67 years for women which is longer than average. Women in Stafford spend more of their lives in poor health than men (17 years compared to 15).
- Around 22% of children aged four to five in Stafford have excess weight (overweight or obese) with rates being higher than average. Around 31% of children aged 10-11 have excess weight.
- Teenage pregnancy rates in Stafford are similar to England – rates are higher than England in two wards.
- During 2016/17 around 190 children under 15 were admitted to hospital for unintentional and deliberate injuries, with rates similar to England.
- Rates of suicides and injuries undetermined and hospital admissions caused by alcohol are higher than the England averages.
- Around six out of ten adults have excess weight (either obese or overweight) which is similar than the national average. The

proportion of people who are obese in Stafford is also similar to the England average.

- Two out of ten Stafford adults are physically inactive, similar to the England average (equating to around 21,300 people). Around one in two Stafford adults aren't eating the recommended five portions of fruit and vegetables per day.
- The number of people on dementia and hypertension registers in Stafford is higher than the national averages - although this could reflect good case finding, diagnosis and recording. However, there is a higher proportion of residents in Stafford with a limiting long-term illness compared to the national average. Disability claimants are also high which would suggest levels of long term conditions are high.
- Emergency hospital admissions are lower than the national average. The number of Stafford residents who die early from causes considered preventable is also lower than the national average.
- End of life care is a concern for the district with the proportion dying at home or usual place of residence worse (41%) than the national average (46%).

2.4 Feel safer, happier and more supported

- Data from 'Feeling the Difference' suggests that 95% Stafford respondents were satisfied with the area as a place to live.
- The rate of children in need is similar to the Staffordshire average.
- Stafford has a higher proportion of lone pensioner households compared to the national average.

- More residents in Stafford provide unpaid care compared to the England average. This equates to around 15,000 people. In particular, 15% (3,700 people) of residents aged 65 and over provide unpaid care which is higher than the England average of 14%.
- More than one in ten Stafford households are living in fuel poverty. This is higher than the national average.
- Based on Feeling the Difference Survey, around four times as many people are fearful of being a victim of crime (16%) compared with those who have actually experienced crime (4%) in Stafford.
- Overall rates of crime, alcohol-related crime, anti-social behaviour, domestic abuse and violent crime in Stafford are all lower than the national averages.
- Re-offending levels amongst adults in Stafford are significantly worse than England.

2.5 Supporting Place Based Approach (PBA)

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

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

The ward indicator matrix shows that it is often the more deprived areas experiencing poorer outcomes. For us to achieve better outcomes for the residents of Stafford, particularly within the current financial climate, we need to target our efforts towards those who experience the greatest levels of inequality and who demonstrate the highest levels of vulnerability. The table below highlights wards which have the highest levels of need based on an assessment of key indicators:

Table 1: Wards with highest levels of need

Wards	Families and communities face multiple issues Link to map.	Higher risk of children experiencing poorer outcomes Link to map
Common	✓	✓
Coton	✓	
Doxey & Castletown	✓	✓
Furebridge	✓	
Highfields & Western Downs	✓	✓
Penkside	✓	✓

3 District level indicator matrix

The information in the following matrix is mainly benchmarked against England and colour coded using a similar approach to that used in the [Public Health Outcomes Framework tool](#). It is important to remember that even if an indicator is categorised as being 'better than England' it may still indicate an important problem, for example rates of childhood obesity are already high across England so even if an area does not have a significantly high rate it could still mean that it is an important issue locally and should be considered alongside local knowledge.

Compared to England:		Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available				
Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Demographics												
Mid-year population estimate	2017	99,100	117,600	103,500	129,000	111,900	134,800	98,500	76,500	870,800	5,860,700	55,619,400
Percentage under five	2017	5.5% (5,500)	6.2% (7,300)	4.8% (5,000)	4.8% (6,200)	4.4% (5,000)	5.0% (6,800)	4.5% (4,400)	6.0% (4,600)	5.1% (44,700)	6.2% (363,400)	6.1% (3,384,900)
Percentage under 16	2017	17.9% (17,800)	19.4% (22,800)	17.0% (17,600)	16.3% (21,000)	15.5% (17,300)	16.9% (22,700)	16.1% (15,900)	19.3% (14,800)	17.2% (150,000)	19.6% (1,148,300)	19.1% (10,638,000)
Percentage aged 16-64	2017	63.3% (62,700)	61.6% (72,500)	59.5% (61,600)	63.5% (81,900)	60.6% (67,800)	61.1% (82,300)	59.3% (58,500)	62.4% (47,700)	61.4% (535,000)	62.1% (3,636,600)	62.8% (34,950,900)
Percentage aged 65 and over	2017	18.8% (18,600)	18.9% (22,300)	23.5% (24,300)	20.2% (26,100)	23.9% (26,800)	22.1% (29,700)	24.5% (24,100)	18.3% (14,000)	21.3% (185,900)	18.4% (1,075,800)	18.0% (10,030,500)
Percentage aged 85 and over	2017	2.3% (2,200)	2.4% (2,800)	2.7% (2,800)	2.6% (3,300)	2.9% (3,300)	2.7% (3,600)	2.8% (2,800)	1.9% (1,400)	2.6% (22,300)	2.4% (142,800)	2.4% (1,352,100)
Dependency ratio per 100 working age population	2017	58.0	62.2	67.9	57.5	65.0	63.8	68.5	60.3	62.8	61.2	59.1
Dependency ratio of children per 100 working age population	2017	28.3	31.5	28.5	25.7	25.5	27.6	27.2	31.0	28.0	31.6	30.4
Dependency ratio of older people per 100 working age population	2017	29.7	30.7	39.5	31.8	39.5	36.1	41.3	29.3	34.7	29.6	28.7
Population change between 2017 and 2027	2017-2027	0.9% (900)	3.6% (4,300)	2.3% (2,300)	4.5% (5,800)	2.5% (2,700)	2.9% (3,800)	1.5% (1,500)	-0.6% (-500)	2.4% (20,900)	5.3% (308,200)	5.7% (3,150,100)
Population change between 2017 and 2027 - under five	2017-2027	-8.4% (-500)	-6.1% (-400)	-4.0% (-200)	4.6% (300)	0.2% (0)	-2.5% (-200)	-1.2% (-100)	-10.4% (-500)	-3.4% (-1,500)	-0.2% (-700)	-2.2% (-74,900)
Population change between 2017 and 2027 - under 16s	2017-2027	-5.9% (-1,000)	1.2% (300)	-2.6% (-500)	3.0% (600)	2.8% (500)	0.1% (0)	-1.7% (-300)	-6.9% (-1,000)	-0.9% (-1,400)	4.0% (46,000)	3.5% (375,600)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Population change between 2017 and 2027 - ages 16-64	2017-2027	-2.7% (-1,700)	-1.2% (-800)	-2.1% (-1,300)	1.5% (1,200)	-4.1% (-2,700)	-1.6% (-1,300)	-3.1% (-1,800)	-5.0% (-2,400)	-2.0% (-10,800)	2.3% (82,600)	2.1% (741,800)
Population change between 2017 and 2027 - 65 and over	2017-2027	19.8% (3,700)	21.7% (4,800)	16.6% (4,000)	15.4% (4,000)	18.6% (5,000)	17.2% (5,100)	14.6% (3,500)	21.0% (2,900)	17.8% (33,100)	16.7% (179,700)	20.3% (2,032,700)
Population change between 2017 and 2027 - 85 and over	2017-2027	37.7% (800)	28.6% (800)	55.0% (1,500)	26.6% (900)	47.3% (1,600)	36.9% (1,300)	34.6% (1,000)	47.5% (700)	38.6% (8,600)	26.7% (38,000)	25.6% (345,800)
Proportion of population living in rural areas	2016	9.1% (9,000)	21.9% (25,500)	29.8% (30,700)	20.5% (26,300)	39.8% (44,200)	32.2% (43,300)	30.2% (29,600)	0.0% (0)	24.1% (208,600)	14.7% (850,800)	17.0% (9,370,200)
Proportion of population from minority ethnic groups	2011	3.5% (3,400)	13.8% (15,700)	5.4% (5,400)	6.7% (8,400)	5.4% (5,800)	7.4% (9,700)	2.5% (2,400)	5.0% (3,800)	6.4% (54,700)	20.8% (1,167,500)	20.2% (10,733,200)
Index of multiple deprivation (IMD) 2015 weighted score	2016	20.9	18.8	12.7	18.5	12.5	13.5	15.2	20.3	16.4	25.2	21.8
Percentage in most deprived IMD 2015 quintile	2016	13.8% (13,600)	17.8% (20,800)	3.9% (4,000)	11.2% (14,400)	1.4% (1,500)	5.3% (7,100)	4.6% (4,500)	17.7% (13,600)	9.2% (79,500)	29.5% (1,696,100)	20.2% (11,092,200)
Percentage in second most deprived IMD 2015 quintile	2016	30.0% (29,600)	16.6% (19,300)	10.6% (10,900)	28.9% (37,100)	9.7% (10,800)	12.3% (16,500)	18.2% (17,800)	21.9% (16,900)	18.3% (158,900)	18.6% (1,070,700)	20.5% (11,257,100)
Mosaic profile - most common geodemographic group	2016	H Aspiring Homemakers	L Transient Renters	B Prestige Positions	F Senior Security	E Suburban Stability	A Country Living	A Country Living	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers
Mosaic profile - percentage of population in the most common group	2016	20.7%	13.4%	16.8%	13.0%	15.5%	15.3%	15.8%	23.3%	12.9%	n/a	n/a
Mosaic profile - financial stress	2016	28.7% (28,300)	28.4% (32,700)	22.5% (23,000)	27.5% (34,000)	21.6% (23,600)	24.4% (31,900)	24.5% (23,900)	29.9% (23,200)	25.8% (220,600)	n/a	28.0%
Child poverty: Children living in income deprived families, 0-15	2015	16.4% (2,900)	12.7% (2,800)	11.3% (1,800)	14.1% (2,800)	11.3% (1,800)	10.6% (2,200)	10.8% (1,600)	16.6% (2,500)	12.9% (18,400)	19.8% (217,000)	16.8% (1,678,000)
Be able to access more good jobs and feel benefits of economic growth												
Households with children where there are no adults in employment	2011	4.1% (1,700)	3.4% (1,600)	2.6% (1,100)	3.2% (1,700)	2.3% (1,000)	2.4% (1,300)	2.3% (1,000)	4.7% (1,500)	3.1% (10,900)	4.8% (111,200)	4.2% (922,200)
School readiness (Early Years Foundation Stage)	2017	73.3% (780)	71.1% (1,020)	76.3% (870)	75.3% (1,000)	77.9% (920)	76.8% (1,070)	77.1% (790)	74.1% (650)	74.5% (7,130)	68.6% (50,800)	70.7% (473,630)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Pupil absence	Sept to Dec 17	4.8%	4.4%	4.0%	4.4%	4.6%	4.2%	4.1%	4.6%	4.4%	4.4%	4.3%
Children receiving fixed term exclusions (by Postcode of School)	Jan-18	6.8% (900)	3.6% (720)	2.5% (360)	4.5% (710)	7.5% (1,120)	3.4% (570)	3.8% (580)	5.2% (580)	4.6% (5,530)	4.7% (41,970)	4.8% (381,870)
Children permanently excluded from school (by Postcode of School)	Jan-18	0.3% (40)	0.1% (30)	0.1% (20)	0.2% (30)	0.2% (30)	0.1% (20)	0.1% (20)	0.2% (20)	0.2% (200)	0.1% (1,220)	0.1% (7,720)
Children with special educational needs	Jan-18	13.6% (1,730)	12.3% (2,350)	13.0% (1,800)	13.6% (2,090)	12.0% (1,720)	11.3% (1,870)	10.7% (1,580)	14.0% (1,430)	12.5% (14,750)	15.5% (148,700)	14.6% (1,276,220)
Children who claim free school meals	Jan-18	12.3% (1,560)	8.7% (1,670)	7.6% (1,040)	11.5% (1,760)	7.7% (1,110)	8.5% (1,400)	7.8% (1,150)	13.8% (1,410)	9.5% (11,200)	15.5% (139,240)	13.2% (1,057,400)
GCSE attainment (% achieving grade 5 or above in English & Maths)	2017	27.9% (230)	44.2% (660)	48.8% (420)	39.1% (420)	39.4% (390)	44.7% (430)	43.3% (520)	29.1% (230)	39.3% (3,300)	39.8% (23,430)	41.0% (457,740)
Adults with NVQ level 3 or above (16-64)	Jan 2017 - Dec 2017	53.7% (32,600)	49.5% (35,700)	60.2% (37,100)	47.1% (38,200)	51.4% (33,700)	68.6% (53,100)	52.5% (31,400)	42.9% (20,400)	53.7% (282,300)	50.8% (1,808,800)	57.1% (19,734,900)
Adults with no qualifications (16-64)	Jan 2017 - Dec 2017	3.3% (2,000)	7.9% (5,700)	2.9% (1,800)	7.9% (6,400)	8.1% (5,300)	n/a	6.9% (4,100)	5.9% (2,800)	5.5% (28,700)	10.4% (371,800)	7.6% (2,622,500)
People in employment (aged 16-64)	Jan 2017 - Dec 2017	81.9% (50,200)	84.1% (60,900)	78.6% (48,400)	75.7% (61,400)	77.2% (51,000)	83.8% (65,300)	74.1% (44,700)	77.7% (37,000)	79.3% (418,900)	72.4% (2,584,400)	75.1% (26,035,400)
Unemployment (16-64 year claimant counts)	May-2018	1.5% (920)	1.3% (910)	1.2% (750)	1.5% (1,200)	1.4% (940)	1.0% (840)	1.1% (620)	1.9% (920)	1.3% (7,080)	2.8% (99,950)	2.1% (741,510)
Youth unemployment (16-24 claimant counts)	May-2018	2.2% (230)	1.7% (190)	1.7% (170)	1.7% (290)	1.8% (200)	1.3% (180)	1.2% (110)	2.2% (180)	1.7% (1,520)	3.0% (19,940)	2.3% (141,440)
Gap in the employment rate between those with a long-term health condition and the overall employment rate	2016/17	43.9%	33.6%	43.7%	29.2%	37.7%	37.4%	26.6%	29.2%	35.0%	28.7%	29.4%
Older people aged 60 and over living in income-deprived households (IMD 2015)	2016	17.9% (4,280)	13.2% (3,720)	11.1% (3,360)	14.0% (4,620)	12.5% (4,210)	10.0% (3,720)	11.6% (3,540)	18.1% (3,310)	13.1% (30,760)	18.2% (246,110)	16.2% (2,043,600)
Housing affordability ratio (ratio of median house price to median gross earnings)	2017	5.7	6.4	7.4	5.2	7.0	6.7	5.9	6.8	6.3	6.6	7.9
Average house price	Q3 2017	£158,000	£167,000	£225,000	£130,500	£212,250	£192,000	£159,000	£170,000	£175,000	£177,000	£230,000
Average gross salary	2017	£27,787	£26,058	£30,344	£24,943	£30,329	£28,664	£27,149	£25,098	£27,789	£26,857	£29,085

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Percentage of all adults who live in households most likely to have barriers to connectivity and digital use	2015	14.0%	12.0%	12.0%	15.0%	15.0%	13.0%	20.0%	12.0%	14.0%	n/a	n/a
Coverage of premises with access to Superfast Broadband Speeds of over 24 mbps	Jun-18	99.4%	94.4%	96.1%	97.1%	91.9%	94.1%	89.1%	99.9%	95.7%	96.4%	95.2%
Be healthier and more independent												
General fertility rates per 1,000 women aged 15-44	2016	58.8 (1,050)	72.0 (1,460)	59.5 (980)	49.3 (1,190)	56.1 (970)	58.4 (1,280)	56.1 (850)	63.2 (920)	59.0 (8,690)	64.8 (71,040)	62.5 (663,160)
Infant mortality rate per 1,000 live births	2014-2016	6.2 (20)	6.0 (26)	5.2 (15)	5.4 (20)	3.2 (9)	3.8 (14)	5.6 (14)	5.9 (16)	5.2 (134)	6.0 (1,256)	3.9 (7,710)
Low birthweight babies - full term babies (under 2,500 grams)	2014-2016	7.5% (250)	7.4% (340)	6.6% (190)	9.1% (290)	7.3% (190)	7.5% (260)	6.5% (170)	7.5% (220)	7.5% (1,910)	8.6% (18,350)	7.3% (144,840)
Unplanned hospital admissions due to alcohol-specific conditions (under 18) (rate per 100,000)	2014/15-2016/17	43.0 (30)	18.6 (10)	32.0 (20)	28.0 (20)	30.2 (20)	27.8 (20)	29.4 (20)	51.1 (30)	31.5 (160)	28.5 (1,080)	34.2 (11,990)
Excess weight - overweight and obese. (children aged four to five)	2016/17	27.6% (300)	23.8% (330)	23.9% (240)	26.7% (330)	24.7% (250)	21.7% (280)	24.4% (220)	26.7% (250)	24.9% (2,200)	24.2% (16,900)	22.6% (142,420)
Excess weight - overweight and obese. (children aged 10-11)	2016/17	36.0% (340)	33.6% (420)	34.0% (330)	33.6% (370)	34.7% (320)	30.7% (370)	30.0% (250)	37.3% (290)	33.6% (2,680)	37.1% (23,110)	34.2% (190,570)
Under-18 conception rates per 1,000 girls aged 15-17	2016	24.3 (40)	17.3 (30)	16.8 (30)	34.4 (70)	18.5 (30)	19.3 (40)	18.1 (30)	33.3 (50)	22.4 (320)	21.4 (2,110)	18.8 (17,010)
Hospital admissions caused by unintentional and deliberate injuries in children under 15 (rate per 10,000)	2016/17	86 (140)	91 (190)	95 (160)	101 (200)	70 (110)	89 (190)	89 (130)	90 (130)	89 (1,250)	107 (11,400)	101 (100,730)
Depression prevalence (ages 18+)	2016/17	11.2% (9,630)	7.8% (8,540)	7.4% (5,530)	11.3% (12,040)	7.4% (5,950)	8.9% (9,270)	10.0% (7,190)	11.1% (7,590)	9.4% (65,730)	9.4% (514,200)	9.1% (4,187,800)
Suicides and injuries undetermined (ages 15+) (ASR per 100,000)	2014-2016	8.9 (20)	9.0 (30)	9.6 (30)	9.3 (30)	8.3 (30)	14.1 (50)	7.3 (20)	13.8 (30)	10.1 (230)	10.0 (1,490)	9.9 (14,280)
Self-harm admissions (ASR per 100,000)	2016/17	178 (180)	206 (240)	145 (140)	268 (350)	183 (190)	183 (240)	211 (190)	201 (150)	199 (1,680)	189 (11,090)	185 (103,720)
Learning disabilities prevalence	2016/17	0.6% (690)	0.5% (670)	0.3% (310)	0.4% (540)	0.3% (330)	0.4% (470)	0.5% (410)	0.6% (540)	0.5% (3,950)	0.5% (36,160)	0.5% (274,210)
Limiting long-term illness	2011	20.7% (20,200)	17.7% (20,110)	18.1% (18,270)	20.8% (25,820)	18.7% (20,210)	18.2% (23,830)	21.1% (20,460)	17.9% (13,750)	19.2% (162,650)	19.0% (1,062,060)	17.6% (9,352,590)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Disability Living Allowance claimants (%)	Nov-17	4.6% (4,560)	2.2% (2,560)	3.1% (3,180)	2.8% (3,630)	3.0% (3,320)	2.2% (2,890)	2.6% (2,580)	3.3% (2,570)	2.9% (25,270)	3.2% (187,690)	3.1% (1,722,120)
Smoking prevalence (18+)	2016	20.1% (15,800)	20.2% (18,500)	10.8% (9,000)	20.2% (21,200)	10.7% (9,800)	15.3% (16,600)	9.0% (7,200)	16.7% (10,000)	15.4% (107,500)	15.4% (697,600)	15.5% (6,739,800)
Alcohol-related admissions (narrow definition) (ASR per 100,000)	2016/17	869 (850)	737 (840)	662 (720)	857 (1,080)	707 (850)	738 (1,030)	657 (680)	646 (480)	738 (6,530)	708 (39,110)	636 (337,110)
Deaths from drug misuse	2014-2016	4.3 (10)	5.2 (20)	S	5.6 (20)	S	4.1 (20)	4.3 (10)	S	3.7 (90)	4.3 (710)	4.2 (6,800)
Adults who are overweight or obese (excess weight)	2016/17	69.9%	64.8%	66.2%	69.4%	63.8%	60.9%	61.4%	61.4%	65.0%	63.6%	61.3%
Adults who are obese	2016/17	36.6%	28.3%	26.2%	31.4%	20.9%	23.2%	24.5%	27.4%	27.5%	26.0%	23.3%
Healthy eating - 5-a-Day	2016/17	50.4%	57.6%	55.4%	54.2%	63.4%	53.3%	58.0%	54.8%	55.9%	54.8%	57.4%
Physical activity in adults	2016/17	59.2%	61.1%	68.5%	64.6%	64.3%	68.6%	66.8%	65.8%	64.9%	62.6%	66.0%
Seasonal flu - people aged 65 and over	2016/17	68.4% (13,900)	68.1% (13,290)	69.1% (11,640)	70.6% (18,130)	69.3% (15,920)	70.2% (19,340)	67.2% (14,270)	70.8% (10,910)	69.3% (115,820)	70.1% (759,470)	70.5% (7,014,440)
Limiting long-term illness in people aged 65 and over	2011	60.9% (9,230)	51.4% (9,470)	48.2% (9,370)	57.4% (12,500)	49.4% (10,650)	48.5% (11,740)	53.3% (10,450)	55.8% (6,060)	52.6% (79,470)	54.1% (494,380)	51.5% (4,297,930)
Diabetes prevalence (ages 17+)	2016/17	7.7% (6,760)	6.9% (7,700)	6.4% (4,810)	7.3% (7,930)	7.1% (5,770)	6.5% (6,830)	7.6% (5,520)	7.1% (4,890)	7.1% (50,210)	7.5% (414,200)	6.7% (3,116,400)
Hypertension prevalence	2016/17	16.4% (17,660)	13.6% (18,870)	13.7% (12,630)	16.0% (20,820)	17.3% (16,960)	15.8% (20,150)	18.6% (16,310)	14.1% (12,090)	15.6% (135,480)	14.7% (1,015,380)	13.8% (8,028,080)
Dementia prevalence	2016/17	0.8% (860)	0.7% (1,040)	0.7% (660)	1.0% (1,350)	1.0% (1,010)	0.9% (1,150)	1.0% (830)	0.7% (620)	0.9% (7,530)	0.8% (53,960)	0.8% (443,840)
Emergency (unplanned) admissions (ASR per 1,000)	2016/17	100 (9,550)	119 (13,770)	104 (11,180)	131 (16,760)	96 (11,390)	101 (13,940)	106 (10,990)	128 (9,360)	110 (96,930)	116 (663,050)	107 (5,762,680)
Long-term adult social care users (ASR per 1,000)	2017/18	20.5 (1,580)	19.5 (1,810)	15.2 (1,390)	18.4 (1,980)	14.8 (1,520)	18.4 (2,120)	21.1 (1,810)	21.8 (1,190)	18.4 (13,390)	19.2 (87,680)	19.9 (872,510)
Permanent admissions to residential and nursing care homes for people aged 65 and over (rate per 100,000)	2016/17	628 (120)	627 (140)	463 (110)	522 (130)	661 (180)	704 (210)	559 (130)	731 (100)	634 (1,160)	632 (6,700)	611 (60,350)
Falls admissions in people aged 65 and over (ASR per 100,000)	2016/17	1,994 (340)	2,292 (490)	2,068 (460)	2,288 (570)	2,062 (530)	1,609 (450)	1,762 (400)	2,131 (260)	2,005 (3,490)	2,068 (22,010)	2,114 (210,550)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Excess winter mortality	Aug 2013 to Jul 2016	24.5% (200)	20.5% (210)	22.8% (220)	18.1% (220)	17.7% (190)	21.4% (260)	25.3% (250)	12.8% (80)	20.6% (1,610)	18.3% (9,070)	17.9% (80,700)
Life expectancy at birth - males (years)	2014-2016	78.6	79.2	80.7	78.9	80.6	80.5	79.9	78.7	79.7	78.8	79.5
Life expectancy at birth - females (years)	2014-2016	82.6	82.1	83.0	82.3	84.1	83.4	82.8	82.7	82.9	82.7	83.1
Healthy life expectancy at birth - males (years)	2009-2013	61.1	63.5	65.4	62.2	65.6	65.5	64.1	62.6	63.9	62.2	63.5
Healthy life expectancy at birth - females (years)	2009-2013	62.1	65.3	66.6	63.5	66.3	66.6	65.3	63.0	65.0	63.2	64.8
Inequalities in life expectancy - males (slope index of inequality) (years)	2014-2016	7.7	8.4	9.5	8.3	4.8	5.7	5.9	6.4	7.8	9.7	9.3
Inequalities in life expectancy - females (slope index of inequality) (years)	2014-2016	5.5	7.0	6.8	9.7	6.2	6.0	4.3	8.2	6.7	7.3	7.3
Mortality from causes considered preventable (various ages) (ASR per 100,000)	2014-2016	201 (580)	206 (690)	157 (540)	210 (800)	155 (590)	164 (700)	164 (560)	204 (450)	180 (4,900)	196 (31,560)	183 (277,330)
End of life: proportion dying at home or usual place of residence	2016/17	40.4% (350)	43.2% (460)	44.3% (460)	41.6% (530)	43.2% (510)	40.7% (500)	45.3% (500)	40.2% (250)	42.5% (3,550)	43.8% (22,960)	46.1% (221,300)
Feel safer, happier and more supported												
Children in need – (rate per 1,000 children aged under 18) **	2017/18	25.2 (500)	22.3 (570)	15.1 (300)	22.9 (540)	11.8 (230)	19.4 (490)	17.2 (310)	18.7 (310)	19.3 (3,260)	n/a	n/a
Looked after children (rate per 1,000 children aged under 18)	2017/18	7.4 (150)	7.1 (180)	4.2 (80)	6.3 (150)	2.8 (60)	4.9 (120)	5.6 (100)	7.3 (120)	6.2 (1,040)	n/a	n/a
Lone parent households	2011	10.1% (4,100)	9.7% (4,600)	8.2% (3,400)	9.6% (5,000)	8.3% (3,700)	8.4% (4,700)	8.4% (3,500)	11.6% (3,700)	9.2% (32,600)	11.3% (258,700)	10.6% (2,339,800)
Owner occupied households	2011	69.7% (28,350)	70.1% (33,140)	76.2% (31,400)	69.5% (36,560)	76.3% (33,920)	72.1% (40,160)	80.0% (33,420)	68.7% (21,730)	72.8% (258,670)	65.6% (1,504,320)	64.1% (14,148,780)
Privately rented households	2011	12.1% (4,940)	15.1% (7,150)	9.5% (3,930)	10.5% (5,510)	8.5% (3,770)	12.9% (7,210)	9.8% (4,100)	11.0% (3,480)	11.3% (40,090)	14.0% (321,670)	16.8% (3,715,920)
Socially rented households	2011	16.9% (6,880)	13.5% (6,370)	13.2% (5,450)	18.7% (9,840)	13.9% (6,190)	13.7% (7,620)	8.9% (3,700)	19.3% (6,110)	14.7% (52,150)	19.0% (435,170)	17.7% (3,903,550)
Households with no central heating	2011	1.6% (650)	3.9% (1,860)	1.6% (670)	1.8% (960)	1.9% (820)	1.9% (1,060)	2.4% (990)	1.9% (590)	2.1% (7,600)	2.9% (67,170)	2.7% (594,560)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Overcrowded households	2011	3.0% (1,220)	3.1% (1,480)	2.4% (980)	2.7% (1,390)	2.2% (960)	1.9% (1,080)	1.9% (800)	2.7% (850)	2.5% (8,750)	4.5% (102,550)	4.6% (1,024,470)
Fuel poverty	2016	12.5% (5,280)	14.0% (6,870)	10.8% (4,630)	12.9% (7,060)	10.4% (4,830)	11.5% (6,700)	12.4% (5,420)	11.1% (3,670)	12.0% (44,450)	13.7% (327,240)	11.1% (2,550,570)
Statutory homelessness - eligible homeless people not in priority need (rate per 1,000 households)	2016/17	0.5 (20)	0.8 (40)	S	S	S	0.1 (10)	S	0.5 (20)	0.2 (90)	1.1 (2,710)	0.8 (19,460)
Access to private transport	2011	20.2% (8,210)	21.4% (10,120)	13.6% (5,590)	22.1% (11,630)	13.2% (5,880)	17.5% (9,740)	14.8% (6,200)	20.6% (6,510)	18.0% (63,890)	24.7% (566,620)	25.8% (5,691,250)
Statutory homelessness - households in temporary accommodation (rate per 1,000 households)	2016/17	S	0.5 (20)	0.3 (20)	S	S	S	0.3 (10)	1.1 (40)	0.3 (100)	1.1 (2,610)	3.3 (77,230)
Satisfied with their lives (aged 16+)	2016/17	8.0	7.8	7.9	7.9	7.6	7.8	7.9	7.9	7.8	7.7	7.7
Satisfied with area as a place to live (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	95.2%	92.5%	94.9%	93.2%	95.9%	95.4%	97.2%	92.9%	94.6%	n/a	n/a
Residents who felt fearful of being a victim of crime (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	15.5%	11.1%	8.4%	17.8%	11.1%	15.7%	10.1%	13.0%	12.8%	n/a	n/a
People who have experienced crime (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	5.0%	6.5%	6.9%	6.3%	3.1%	4.1%	2.5%	6.6%	5.1%	n/a	n/a
Residents who have given unpaid help to any group(s), club(s) or organisation(s) (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	10.6%	13.4%	15.0%	14.3%	15.0%	14.6%	14.1%	9.7%	13.3%	n/a	n/a
Residents who have given unpaid help to any friend or neighbours (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	22.8%	21.8%	21.9%	27.5%	28.0%	27.3%	30.6%	23.7%	25.5%	n/a	n/a
Total recorded crime (rate per 1,000)	2017/18	70.0 (6,902)	73.3 (8,557)	55.9 (5,760)	67.5 (8,677)	52.8 (5,865)	60.9 (8,173)	48.3 (4,735)	76.5 (5,887)	62.9 (54,556)	76.4 (443,165)	83.0 (4,585,568)
Violent crime (rate per 1,000)	2017/18	25.3 (2,494)	26.0 (3,036)	17.2 (1,777)	25.1 (3,223)	15.9 (1,764)	20.8 (2,786)	18.9 (1,850)	24.8 (1,907)	21.7 (18,837)	22.0 (127,440)	23.7 (1,309,678)
Anti-social behaviour (rate per 1,000)	2017/18	31.4 (3,090)	28.5 (3,329)	21.1 (2,179)	34.6 (4,443)	17.7 (1,973)	26.8 (3,601)	21.2 (2,078)	27.5 (2,113)	26.3 (22,806)	27.0 (156,477)	27.9 (1,541,857)
Alcohol-related crime (compared to Staffordshire and Stoke-on-Trent) (rate per 1,000)	2017/18	4.1 (406)	6.7 (784)	4.0 (414)	6.6 (850)	2.3 (254)	4.3 (581)	5.3 (519)	4.0 (311)	4.8 (4,119)	n/a	n/a

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Time period	Cannock Chase	East Staffordshire	Lichfield	Newcastle-under-Lyme	South Staffordshire	Stafford	Staffordshire Moorlands	Tamworth	Staffordshire	West Midlands	England
Domestic abuse (compared to Staffordshire and Stoke-on-Trent) (rate per 1,000)	2017/18	10.7 (1,059)	9.9 (1,160)	7.0 (725)	10.5 (1,344)	6.0 (669)	8.0 (1,075)	7.3 (720)	10.9 (835)	8.7 (7,587)	6.8 (39,604)	6.4 (354,156)
Sexual offences (rate per 1,000 population)	2017/18	3.1 (301)	3.5 (403)	2.2 (225)	2.8 (356)	2.1 (232)	2.3 (308)	2.6 (253)	2.7 (204)	2.6 (2,282)	2.5 (14,762)	2.5 (140,100)
Re-offending levels (adults)	Jul 15 – Jun 16	24.5% (170)	24.7% (220)	20.9% (100)	22.5% (190)	16.8% (80)	29.0% (220)	22.8% (120)	27.6% (150)	24.0% (2,510)	29.9% (22,170)	28.3% (125,690)
Re-offending levels (juveniles)	Jul 15 – Jun 16	50.0% (20)	34.3% (10)	50.0% (10)	43.9% (30)	33.3% (10)	39.3% (20)	54.0% (30)	42.3% (10)	43.7% (440)	38.7% (2,440)	41.6% (14,640)
Lone pensioner households	2011	11.4% (4,640)	12.4% (5,860)	12.2% (5,030)	13.5% (7,120)	13.3% (5,930)	12.8% (7,120)	13.5% (5,640)	10.9% (3,430)	12.6% (44,770)	12.6% (289,570)	12.4% (2,725,600)
Older people feeling safe at night (people aged 65 and over) (compared to Staffordshire & Stoke-on-Trent)	Nov 16 – Apr 18	89.0%	79.2%	89.6%	90.6%	81.0%	87.3%	85.1%	83.7%	85.6%	n/a	n/a
Provision of unpaid care	2011	12.1% (11,820)	10.1% (11,470)	11.5% (11,570)	11.9% (14,730)	12.5% (13,540)	11.5% (15,040)	12.9% (12,550)	10.6% (8,120)	11.6% (98,830)	11.0% (614,890)	10.2% (5,430,020)
Provision of unpaid care by people aged 65 and over	2011	16.1% (2,510)	13.3% (2,540)	15.4% (3,110)	15.0% (3,380)	15.3% (3,440)	14.7% (3,710)	15.3% (3,120)	14.8% (1,650)	15.0% (23,450)	14.5% (136,870)	13.8% (1,192,610)
Carers who have as much social contact as they would like	2016/17	62.2%	50.0%	21.1%	37.6%	42.9%	46.3%	48.1%	28.0%	44.2%	36.9%	35.5%
Health related quality of life for carers	2016/17	8.9	7.9	6.4	7.7	8.5	8.4	8.8	7.7	8.3	7.7	7.7

4 Stafford ward level indicator matrix

The information in the following matrix is mainly benchmarked against England and colour coded using a similar approach to that used in the [Public Health Outcomes Framework tool](#). It is important to remember that even if an indicator is categorised as being 'better than England' it may still indicate an important problem, for example rates of childhood obesity are already high across England so even if an area does not have a significantly high rate it could still mean that it is an important issue locally and should be considered alongside local knowledge.

Ward-level data is shown over two tables – the first shows wards from Barlaston to Highfields & Western Downs and the second shows wards from Holmcroft to Weeping Cross & Wildwood.

Wards: Barlaston to Highfields & Western Downs

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Barlaston	Baswich	Common	Coton	Doxey & Castletown	Eccleshall	Forebridge	Fulford	Gnosall & Woodseaves	Haywood & Hixon	Highfields & Western Downs	Stafford	Staffordshire	West Midlands	England
Demographics															
Mid-year population estimate (000s), 2016	2.8	6.2	4.8	8.7	3.8	6.7	3.6	6.0	6.6	6.3	7.1	134.2	867.1	5,800.7	55,268.1
% under five, 2016	4.1% (120)	5.1% (320)	5.8% (280)	8.7% (760)	6.1% (230)	4.1% (270)	5.5% (200)	3.9% (240)	4.2% (280)	3.5% (220)	6.2% (440)	5.0% (6,720)	5.2% (44,980)	6.3% (365,270)	6.2% (3,429,050)
% under 16, 2016	14.8% (420)	18.2% (1,130)	16.1% (770)	21.2% (1,850)	21.9% (830)	13.6% (910)	15.2% (550)	15.8% (950)	14.8% (980)	15.7% (990)	19.5% (1,390)	16.8% (22,500)	17.2% (149,270)	19.5% (1,133,960)	19.1% (10,529,100)
% aged 16-64, 2016	55.4% (1,570)	57.0% (3,560)	69.1% (3,320)	68.9% (6,020)	65.3% (2,470)	60.4% (4,030)	70.0% (2,540)	56.6% (3,400)	59.3% (3,930)	57.8% (3,650)	64.9% (4,630)	61.5% (82,520)	61.7% (534,950)	62.2% (3,605,570)	63.1% (34,856,130)
% aged 65 and over, 2016	29.8% (840)	24.8% (1,550)	14.8% (710)	9.9% (870)	12.8% (480)	26.0% (1,730)	14.8% (540)	27.7% (1,660)	25.8% (1,710)	26.5% (1,670)	15.6% (1,110)	21.7% (29,140)	21.1% (182,900)	18.3% (1,061,200)	17.9% (9,882,840)
% aged 85 and over, 2016	5.3% (150)	2.8% (180)	2.2% (110)	1.4% (120)	1.1% (40)	2.8% (190)	2.9% (110)	3.6% (210)	2.9% (190)	2.4% (150)	1.5% (110)	2.7% (3,570)	2.5% (21,690)	2.4% (140,000)	2.4% (1,328,100)
Dependency ratio per 100 working age population, 2016	80.5	75.4	44.8	45.2	53.1	65.4	42.9	76.8	68.6	73.0	54.1	62.6	62.1	60.9	58.6

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Barlaston	Baswich	Common	Coton	Doxey & Castletown	Eccleshall	Forebridge	Fulford	Gnosall & Woodseaves	Haywood & Hixon	Highfields & Western Downs	Stafford	Staffordshire	West Midlands	England
Dependency ratio of children per 100 working age population, 2016	26.6	31.9	23.3	30.8	33.5	22.5	21.7	27.9	25.0	27.1	30.0	27.3	27.9	31.5	30.2
Dependency ratio of older people per 100 working age population, 2016	53.8	43.6	21.5	14.4	19.6	43.0	21.2	49.0	43.5	45.9	24.1	35.3	34.2	29.4	28.4
Minority ethnic groups, 2011 (%)	2.7% (80)	7.4% (540)	12.8% (370)	20.9% (1,790)	8.3% (240)	5.0% (330)	18.6% (730)	3.6% (220)	2.3% (140)	3.0% (190)	7.9% (520)	7.4% (9,710)	6.4% (54,680)	20.8% (1,167,510)	20.2% (10,733,220)
Index of multiple deprivation (IMD) 2015 weighted score, 2016	16.5	3.5	23.0	17.6	24.2	12.2	22.3	11.0	10.8	7.1	27.6	13.5	16.4	25.2	21.8
% in most deprived IMD 2015 national quintile, 2016	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	52.0% (3,410)	5.4% (7,150)	9.1% (78,630)	29.3% (1,675,770)	20.2% (10,950,610)
Rural Urban Classification, 2016	Rural village and dispersed	Urban city and town	Urban city and town	Urban city and town	Urban city and town	Rural village and dispersed	Urban city and town	Urban city and town	Rural town and fringe	Rural town and fringe	Urban city and town	n/a	n/a	n/a	n/a
Rural Urban Classification - high level, 2016	Rural	Urban	Urban	Urban	Urban	Rural	Urban	Urban	Rural	Rural	Urban	n/a	n/a	n/a	n/a
% in second most deprived IMD 2015 national quintile, 2016	42.4% (1,220)	0.0% (0)	43.1% (1,270)	46.8% (4,050)	40.7% (1,290)	0.0% (0)	48.7% (1,950)	0.0% (0)	0.0% (0)	0.0% (0)	24.5% (1,610)	12.4% (16,370)	18.4% (157,950)	18.6% (1,061,460)	20.5% (11,133,400)
Mosaic profile - most common group, 2016	G Rural Reality	D Domestic Success	L Transient Renters	H Aspiring Homemakers	H Aspiring Homemakers	A Country Living	L Transient Renters	F Senior Security	A Country Living	G Rural Reality	M Family Basics	A Country Living	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers
Mosaic profile - % in the most common group, 2016	22.2% (640)	29.6% (2,140)	60.5% (1,780)	31.8% (2,750)	33.9% (1,070)	57.9% (3,930)	46.9% (1,880)	19.4% (1,160)	49.7% (3,250)	37.8% (2,440)	27.0% (1,770)	15.3% (20,260)	12.9% (111,030)	11% (n/a)	n/a
Mosaic profile - % in financial stress, 2015	24.9% (710)	17.8% (1,320)	42.2% (1,260)	33.8% (2,520)	32.4% (1,050)	22.1% (1,450)	38.0% (1,470)	18.4% (1,120)	21.2% (1,400)	22.5% (1,460)	35.3% (2,340)	24.4% (31,880)	25.8% (220,590)	n/a	28.0% n/a
Be able to access more good jobs and feel benefits of economic growth															
Children living in income deprived families, 2015 (%)	14.1% (60)	3.3% (40)	14.1% (70)	11.5% (180)	24.5% (180)	5.5% (50)	13.3% (80)	7.4% (60)	3.4% (30)	6.8% (70)	26.5% (360)	10.6% (2,180)	12.9% (18,370)	19.8% (216,950)	16.8% (1,678,030)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Barlaston	Baswich	Common	Coton	Doxey & Castletown	Eccleshall	Forebridge	Fulford	Gnosall & Woodseaves	Haywood & Hixon	Highfields & Western Downs	Stafford	Staffordshire	West Midlands	England
School readiness (Early Years Foundation Stage), 2017 (%)	65.4% (20)	81.8% (70)	50.0% (20)	68.4% (90)	82.7% (40)	75.5% (40)	79.4% (30)	81.8% (40)	76.3% (30)	84.6% (40)	63.5% (50)	76.8% (1,070)	74.5% (7,130)	68.6% (50,800)	70.7% (473,630)
Pupil absence, Autumn Term, 2017/18 (%)	4.4%	3.3%	5.8%	4.7%	6.0%	3.5%	5.1%	4.1%	3.3%	4.3%	5.1%	4.2%	4.4%	4.4%	4.3%
Children with special educational needs, 2018 (%)	14.0%	7.9%	17.5%	11.2%	16.3%	18.3%	13.4%	10.0%	10.5%	10.2%	14.0%	11.3%	12.5%	15.5%	14.6%
Children who claim free school meals, 2018 (%)	10.1% (30)	2.0% (20)	14.0% (40)	6.1% (80)	23.2% (140)	7.8% (50)	9.4% (40)	4.9% (30)	3.2% (20)	5.2% (40)	24.6% (260)	8.5% (1,400)	9.5% (11,200)	15.5% (139,240)	13.2% (1,057,400)
GCSE attainment (achieving grade 5 or above in English & Maths), 2017 (%)	50.0% (10)	56.8% (40)	42.9% (10)	38.8% (30)	13.5% (10)	71.4% (30)	42.1% (10)	44.4% (30)	35.7% (10)	45.3% (20)	36.2% (30)	44.7% (430)	39.3% (3,300)	39.8% (23,430)	41.0% (457,740)
Unemployment (claimant counts), May 2018 (%)	1.0% (20)	0.6% (20)	2.0% (70)	0.8% (50)	2.0% (50)	0.5% (20)	1.8% (50)	0.7% (30)	0.6% (30)	0.5% (20)	2.3% (110)	1.0% (840)	1.3% (7,080)	2.8% (99,950)	2.1% (741,510)
Older people aged 60 and over living in income-deprived households, 2016 (%)	8.1% (90)	5.6% (120)	25.9% (160)	19.8% (270)	14.8% (90)	9.0% (200)	22.1% (160)	8.4% (180)	9.0% (200)	9.5% (200)	16.3% (230)	10.0% (3,720)	13.1% (30,760)	18.2% (246,110)	16.2% (2,043,600)
Be healthier and more independent															
General fertility rate per 1,000 women aged 15-44, 2014-2016	58 (70)	48 (170)	77 (140)	76 (420)	58 (120)	42 (130)	56 (150)	46 (120)	51 (140)	46 (120)	71 (280)	56 (3,710)	58 (25,870)	64 (210,970)	62 (1,989,050)
Low birthweight babies (under 2,500 grams), 2014-2016 (%)	12.1% (10)	4.2% (10)	7.6% (10)	5.0% (20)	10.6% (10)	9.2% (10)	4.0% (10)	4.9% (10)	5.6% (10)	6.5% (10)	9.7% (30)	7.1% (260)	7.4% (1,910)	8.7% (18,350)	7.4% (144,840)
Excess weight (children aged four to five), 2014/15 to 2016/17 (%)	17.5% (10)	16.7% (30)	23.1% (30)	22.6% (70)	27.4% (40)	24.3% (40)	20.4% (30)	19.5% (30)	22.7% (30)	18.4% (30)	22.8% (60)	21.0% (770)	23.5% (6,130)	n/a	22.2% (414,490)
Excess weight (children aged 10-11), 2014/15 to 2016/17 (%)	36.7% (20)	23.8% (50)	36.8% (50)	37.1% (70)	42.3% (50)	20.8% (30)	33.9% (30)	31.3% (50)	35.1% (50)	28.4% (40)	29.6% (70)	30.8% (1,030)	33.6% (8,000)	n/a	33.9% (553,230)
Under-18 conception rates per 1,000 girls aged 15-17, 2013-2015						S		S				22 (140)	26 (1,140)	26 (63,190)	23 (470)
Disability Living Allowance claimants, Nov 2017 (%)	2.7% (80)	1.8% (120)	2.1% (100)	2.1% (180)	2.4% (90)	1.5% (100)	2.6% (100)	2.9% (180)	2.0% (140)	2.1% (140)	2.9% (210)	2.2% (2,890)	2.9% (25,270)	3.2% (187,690)	3.1% (1,722,120)
Limiting long-term illness, 2011 (%)	24.8% (710)	16.3% (1,190)	19.2% (550)	15.9% (1,350)	16.4% (470)	17.8% (1,180)	18.4% (720)	22.4% (1,330)	16.5% (1,060)	18.0% (1,160)	19.6% (1,290)	18.2% (23,830)	19.2% (162,650)	19.0% (1,062,060)	17.6% (9,352,590)
Fuel poverty, 2016 (%)	11.4% (140)	10.1% (320)	13.3% (210)	15.3% (540)	12.1% (150)	11.6% (340)	16.3% (350)	11.7% (310)	11.3% (320)	9.4% (270)	11.1% (330)	11.5% (6,700)	12.0% (44,450)	13.7% (327,240)	11.1% (2,550,570)
Limiting long-term illness in people aged 65 and over, 2011 (%)	54.1% (350)	45.2% (730)	64.2% (240)	60.5% (540)	47.4% (180)	41.5% (610)	64.0% (340)	51.4% (740)	44.3% (580)	44.7% (560)	54.9% (490)	48.5% (11,740)	52.6% (79,470)	54.1% (494,380)	51.5% (4,297,930)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Barlaston	Baswich	Common	Coton	Doxey & Castletown	Eccleshall	Forebridge	Fulford	Gnosall & Woodseaves	Haywood & Hixon	Highfields & Western Downs	Stafford	Staffordshire	West Midlands	England
Excess winter mortality, Aug 2012-July 2017 (%)	0% (0)	30.3% (20)	0% (0)	8.3% (10)	4.3% (<5)	48.4% (50)	13.0% (10)	23.5% (30)	2.9% (<5)	7.4% (10)	6.7% (10)	21.6% (430)	22.2% (2,910)	19.5% (16,170)	19.1% (144,710)
Life expectancy at birth - males (years), 2012-2016	80.5	84.3	75.2	80.6	78.2	81.3	77.0	81.3	82.5	83.6	78.9	80.5	79.7	78.8	79.6
Life expectancy at birth - females (years), 2012-2016	78.3	91.6	77.1	86.4	87.9	83.3	82.1	83.3	88.6	83.8	82.1	83.5	83.0	82.8	83.2
Mortality from causes considered preventable (various ages) (ASR per 100,000), 2012-2016	165 (30)	117 (50)	304 (40)	223 (60)	239 (30)	141 (60)	227 (30)	170 (70)	123 (50)	125 (50)	245 (70)	160 (1,120)	179 (8,010)	196 (31,560)	183 (277,330)
Adult social care - long term care (ASR per 1,000), 2017/18	22 (70)	14 (70)	39 (130)	24 (130)	19 (40)	10 (50)	35 (100)	23 (120)	12 (70)	18 (100)	20 (100)	18 (2,120)	18 (13,390)	19 (87,680)	20 (872,510)
End of life: proportion dying at home or usual place of residence, (2013-2015)	60.5% (120)	35.8% (60)	40.7% (40)	37.9% (40)	37.5% (20)	52.0% (130)	62.6% (90)	30.3% (70)	35.5% (40)	45.3% (70)	31.9% (50)	44.0% (1,720)	42.4% (10,700)	42.1% (66,670)	44.6% (640,870)
Feel safer, happier and more supported															
Children in Need *: open cases at end of year per 1,000 0-17 population **	S	11 (10)	30 (30)	13 (30)	16 (20)	10 (10)	39 (20)	16 (20)	S	9 (10)	47 (70)	19 (490)	19 (3,260)	n/a	n/a
Looked after children: Open cases at end of year per 1,000 0-17 population **	S	S	21 (20)	6 (10)	13 (10)	S	S	S	S	S	9 (10)	5 (120)	6 (1,040)	n/a	n/a
Lone parent households, 2011 (%)	6.6% (80)	6.2% (190)	7.8% (120)	8.8% (300)	15.5% (180)	6.4% (180)	7.8% (160)	6.3% (160)	6.5% (180)	6.7% (180)	15.5% (450)	8.4% (4,660)	9.2% (32,600)	11.3% (258,750)	10.6% (2,339,820)
Owner occupied households, 2011 (%)	70.1% (850)	91.3% (2,770)	43.8% (670)	47.6% (1,630)	56.8% (670)	76.4% (2,130)	43.4% (910)	83.1% (2,100)	80.3% (2,190)	84.0% (2,280)	56.0% (1,620)	72.1% (40,160)	72.8% (258,670)	65.6% (1,504,320)	64.1% (14,148,780)
Privately rented households, 2011 (%)	8.4% (100)	7.4% (230)	34.1% (520)	30.8% (1,060)	11.3% (130)	12.5% (350)	36.9% (770)	6.4% (160)	9.3% (250)	6.8% (180)	7.8% (230)	12.9% (7,210)	11.3% (40,090)	14.0% (321,670)	16.8% (3,715,920)
Socially rented households, 2011 (%)	19.6% (240)	0.4% (10)	20.6% (320)	20.4% (700)	30.8% (360)	9.5% (260)	18.1% (380)	9.4% (240)	8.5% (230)	8.1% (220)	35.4% (1,020)	13.7% (7,620)	14.7% (52,150)	19.0% (435,170)	17.7% (3,903,550)
Households with no central heating, 2011 (%)	0.9% (10)	1.4% (40)	4.7% (70)	2.9% (100)	2.0% (20)	1.9% (50)	5.6% (120)	0.5% (10)	1.7% (50)	1.3% (30)	1.5% (40)	1.9% (1,060)	2.1% (7,600)	2.9% (67,170)	2.7% (594,560)
Overcrowded households, 2011 (%)	1.6% (20)	0.8% (20)	3.7% (60)	3.5% (120)	3.2% (40)	1.2% (30)	3.7% (80)	1.2% (30)	1.5% (40)	1.1% (30)	2.7% (80)	1.9% (1,080)	2.5% (8,750)	4.5% (102,550)	4.6% (1,024,470)
Total recorded crime (rate per 1,000), 2017/18	35.4 (100)	22.6 (140)	87.1 (420)	77.0 (670)	39.2 (150)	48.9 (330)	455.4 (1,650)	39.1 (240)	31.9 (210)	30.4 (190)	59.0 (420)	60.9 (8,170)	62.9 (54,560)	76.4 (443,170)	83.0 (4,585,570)
Violent crime (rate per 1,000), 2017/18	15.2 (40)	8.0 (50)	26.2 (130)	31.0 (270)	15.9 (60)	15.7 (110)	127.8 (460)	18.0 (110)	10.7 (70)	10.9 (70)	26.6 (190)	20.8 (2,790)	21.7 (18,840)	22.0 (127,440)	23.7 (1,309,680)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Barlaston	Baswich	Common	Coton	Doxey & Castletown	Eccleshall	Forebridge	Fulford	Gnosall & Woodseaves	Haywood & Hixon	Highfields & Western Downs	Stafford	Staffordshire	West Midlands	England
Antisocial behaviour (rate per 1,000), 2017/18	13.8 (40)	10.6 (70)	42.8 (210)	29.4 (260)	29.4 (110)	8.5 (60)	241.0 (870)	16.8 (100)	8.6 (60)	18.4 (120)	36.5 (260)	26.8 (3,600)	26.3 (22,810)	27.0 (156,480)	27.9 (1,541,860)
Domestic abuse (rate per 1,000), 2017/18	8.8 (30)	3.2 (20)	10.4 (50)	12.7 (110)	9.8 (40)	5.8 (40)	25.7 (90)	6.8 (40)	4.8 (30)	4.3 (30)	13.2 (90)	8.0 (1,080)	8.7 (7,590)	n/a	n/a
Lone pensioner households, 2011 (%)	15.7% (190)	13.6% (410)	13.1% (200)	10.0% (340)	10.7% (130)	14.1% (390)	14.9% (310)	14.2% (360)	12.8% (350)	12.5% (340)	11.1% (320)	12.8% (7,120)	12.6% (44,770)	12.6% (289,570)	12.4% (2,725,600)
Unpaid care, 2011 (%)	13.4% (380)	12.2% (890)	7.8% (220)	7.5% (640)	9.7% (280)	11.7% (780)	7.1% (280)	15.0% (890)	12.1% (780)	13.1% (840)	10.0% (660)	11.5% (15,040)	11.6% (98,830)	11.0% (614,890)	10.2% (5,430,020)
Unpaid care by people aged 65 and over, 2011 (%)	13.4% (100)	16.1% (260)	9.7% (40)	13.0% (120)	13.5% (50)	12.9% (200)	8.7% (50)	17.6% (270)	15.5% (200)	16.2% (210)	14.1% (130)	14.7% (3,710)	15.0% (23,450)	14.5% (136,870)	13.8% (1,192,610)

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

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

Wards: Holmcroft to Weeping Cross & Wildwood

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Holmcroft	Littleworth	Manor	Milford	Milwich	Penkside	Rowley	St Michael's & Stonefield	Seighford & Church Eaton	Swynnerton & Oulton	Walton	Weeping Cross & Wildwood	Stafford	Staffordshire	West Midlands	England
Demographics																
Mid-year population estimate (000s), 2016	6.6	6.0	7.3	3.1	7.1	3.9	2.8	10.4	5.9	6.1	6.0	6.0	134.2	867.1	5,800.7	55,268.1
% under five, 2016	4.9% (320)	4.1% (240)	5.1% (370)	3.9% (120)	3.8% (270)	8.0% (320)	3.6% (100)	4.9% (520)	3.7% (220)	4.6% (280)	5.6% (340)	4.4% (270)	5.0% (6,720)	5.2% (44,980)	6.3% (365,270)	6.2% (3,429,050)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Holmcroft	Littleworth	Manor	Milford	Milwich	Penkside	Rowley	St Michael's & Stonefield	Seighford & Church Eaton	Swynnerton & Oulton	Walton	Weeping Cross & Wildwood	Stafford	Staffordshire	West Midlands	England
% under 16, 2016	15.6% (1,030)	15.1% (910)	17.5% (1,270)	17.9% (560)	12.3% (880)	22.9% (900)	15.3% (430)	18.0% (1,880)	13.1% (770)	16.5% (1,010)	16.6% (1,000)	18.1% (1,090)	16.8% (22,500)	17.2% (149,270)	19.5% (1,133,960)	19.1% (10,529,100)
% aged 16-64, 2016	58.0% (3,830)	65.5% (3,940)	61.6% (4,470)	55.4% (1,740)	67.8% (4,840)	63.5% (2,500)	61.8% (1,750)	61.6% (6,440)	58.1% (3,430)	59.4% (3,620)	57.7% (3,470)	56.5% (3,410)	61.5% (82,520)	61.7% (534,950)	62.2% (3,605,570)	63.1% (34,856,130)
% aged 65 and over, 2016	26.4% (1,740)	19.4% (1,170)	20.9% (1,520)	26.7% (840)	19.9% (1,420)	13.6% (540)	22.9% (650)	20.4% (2,130)	28.8% (1,700)	24.1% (1,470)	25.7% (1,550)	25.4% (1,540)	21.7% (29,140)	21.1% (182,900)	18.3% (1,061,200)	17.9% (9,882,840)
% aged 85 and over, 2016	3.2% (210)	2.3% (140)	2.2% (160)	3.4% (110)	2.3% (160)	1.4% (50)	5.4% (150)	3.1% (320)	3.6% (210)	2.6% (160)	3.1% (190)	2.5% (150)	2.7% (3,570)	2.5% (21,690)	2.4% (140,000)	2.4% (1,328,100)
Dependency ratio per 100 working age population, 2016	72.3	52.8	62.4	80.6	47.6	57.5	61.8	62.3	72.2	68.4	73.2	77.0	62.6	62.1	60.9	58.6
Dependency ratio of children per 100 working age population, 2016	26.8	23.1	28.5	32.3	18.2	36.1	24.8	29.2	22.6	27.8	28.7	32.0	27.3	27.9	31.5	30.2
Dependency ratio of older people per 100 working age population, 2016	45.5	29.6	33.9	48.3	29.4	21.4	37.0	33.1	49.7	40.5	44.5	45.0	35.3	34.2	29.4	28.4
Minority ethnic groups, 2011 (%)	7.7% (640)	10.4% (520)	6.9% (530)	6.7% (180)	6.5% (400)	9.2% (420)	10.3% (330)	4.4% (470)	4.6% (270)	4.4% (250)	4.0% (230)	6.6% (330)	7.4% (9,710)	6.4% (54,680)	20.8% (1,167,510)	20.2% (10,733,220)
Index of multiple deprivation (IMD) 2015 weighted score, 2016	14.3	9.8	22.0	2.9	11.1	26.4	12.0	10.4	10.3	8.4	12.0	3.4	13.5	16.4	25.2	21.8
% in most deprived IMD 2015 national quintile, 2016	0.0% (0)	0.0% (0)	19.5% (1,500)	0.0% (0)	0.0% (0)	49.1% (2,230)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	5.4% (7,150)	9.1% (78,630)	29.3% (1,675,770)	20.2% (10,950,610)
Rural Urban Classification, 2016	Urban city and town	Urban city and town	Urban city and town	Rural village and dispersed	Rural village and dispersed	Urban city and town	Urban city and town	Urban city and town	Rural village and dispersed	Rural village and dispersed	Urban city and town	Urban city and town	n/a	n/a	n/a	n/a
Rural Urban Classification - high level, 2016	Urban	Urban	Urban	Rural	Rural	Urban	Urban	Urban	Rural	Rural	Urban	Urban	n/a	n/a	n/a	n/a
% in second most deprived IMD 2015 national quintile, 2016	19.6% (1,640)	0.0% (0)	21.0% (1,620)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	16.2% (1,730)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	12.4% (16,370)	18.4% (157,950)	18.6% (1,061,460)	20.5% (11,133,400)
Mosaic profile - most common group, 2016	F Senior Security	E Suburban Stability	E Suburban Stability	B Prestige Positions	A Country Living	M Family Basics	B Prestige Positions	D Domestic Success	A Country Living	A Country Living	F Senior Security	B Prestige Positions	A Country Living	H Aspiring Homemakers	H Aspiring Homemakers	H Aspiring Homemakers

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Holmcroft	Littleworth	Manor	Milford	Milwich	Penkside	Rowley	St Michael's & Stonefield	Seighford & Church Eaton	Swynnerton & Oulton	Walton	Weeping Cross & Wildwood	Stafford	Staffordshire	West Midlands	England
Mosaic profile - % in the most common group, 2016	22.1% (1,840)	21.8% (1,060)	16.6% (1,280)	48.5% (1,350)	71.2% (4,780)	20.3% (920)	26.0% (810)	21.2% (2,260)	69.2% (4,050)	33.9% (1,950)	29.9% (1,760)	30.2% (1,470)	15.3% (20,260)	12.9% (111,030)	11% (n/a)	n/a
Mosaic profile - % in financial stress, 2015	24.5% (2,060)	23.8% (1,180)	27.5% (2,120)	14.8% (410)	18.1% (990)	32.3% (1,450)	21.3% (690)	25.2% (2,700)	16.1% (950)	18.6% (1,090)	22.8% (1,340)	16.5% (800)	24.4% (31,880)	25.8% (220,590)	n/a	28.0% n/a
Be able to access more good jobs and feel benefits of economic growth																
Children living in income deprived families, 2015 (%)	12.1% (170)	6.3% (50)	15.6% (200)	3.5% (10)	3.6% (30)	21.8% (220)	9.1% (40)	8.5% (150)	5.1% (40)	4.9% (40)	7.2% (70)	4.6% (40)	10.6% (2,180)	12.9% (18,370)	19.8% (216,950)	16.8% (1,678,030)
School readiness (Early Years Foundation Stage), 2017 (%)	82.2% (70)	77.5% (30)	79.2% (60)	81.0% (20)	82.1% (60)	72.5% (50)	76.9% (20)	77.4% (80)	73.3% (30)	75.4% (40)	80.3% (50)	94.1% (50)	76.8% (1,070)	74.5% (7,130)	68.6% (50,800)	70.7% (473,630)
Pupil absence, Autumn Term, 2017/18 (%)	4.8%	4.6%	4.3%	2.8%	3.5%	5.1%	4.4%	4.4%	3.4%	3.7%	4.5%	3.3%	4.2%	4.4%	4.4%	4.3%
Children with special educational needs, 2018 (%)	12.3%	8.5%	14.8%	7.3%	8.1%	14.7%	12.1%	10.0%	12.1%	10.6%	12.1%	7.5%	11.3%	12.5%	15.5%	14.6%
Children who claim free school meals, 2018 (%)	7.8% (80)	5.1% (30)	13.8% (140)	0.8% (0)	2.8% (20)	20.3% (150)	7.8% (30)	8.1% (110)	4.1% (20)	4.3% (30)	5.9% (40)	1.1% (10)	8.5% (1,400)	9.5% (11,200)	15.5% (139,240)	13.2% (1,057,400)
GCSE attainment (achieving grade 5 or above in English & Maths), 2017 (%)	32.9% (30)	44.8% (10)	27.7% (20)	52.0% (10)	47.3% (30)	31.9% (20)	58.3% (10)	50.0% (40)	45.2% (20)	55.3% (20)	54.3% (30)	42.1% (20)	44.7% (430)	39.3% (3,300)	39.8% (23,430)	41.0% (457,740)
Unemployment (claimant counts), May 2018 (%)	0.9% (40)	1.4% (60)	1.9% (90)	0.6% (10)	0.4% (20)	2.4% (60)	0.9% (20)	0.7% (50)	0.3% (10)	0.6% (20)	1.0% (40)	0.4% (20)	1.0% (840)	1.3% (7,080)	2.8% (99,950)	2.1% (741,510)
Older people aged 60 and over living in income-deprived households, 2016 (%)	10.1% (250)	7.1% (90)	14.3% (290)	2.7% (20)	7.6% (140)	16.7% (150)	11.3% (100)	11.6% (320)	6.2% (140)	5.1% (100)	8.9% (170)	4.5% (70)	10.0% (3,720)	13.1% (30,760)	18.2% (246,110)	16.2% (2,043,600)
Feel safer, happier and more supported																
General fertility rate per 1,000 women aged 15-44, 2014-2016	54 (220)	53 (130)	55 (220)	34 (40)	54 (160)	72 (200)	54 (80)	52 (290)	48 (120)	45 (110)	63 (180)	46 (100)	56 (3,710)	58 (25,870)	64 (210,970)	62 (1,989,050)
Low birthweight babies (under 2,500 grams), 2014-2016 (%)	11.2% (30)	6.9% (10)	7.3% (20)	S	5.9% (10)	8.9% (20)	14.5% (10)	5.9% (20)	8.4% (10)	3.5% (<5)	6.1% (10)	5.1% (10)	7.1% (260)	7.4% (1,910)	8.7% (18,350)	7.4% (144,840)
Excess weight (children aged four to five), 2014/15 to 2016/17 (%)	26.4% (40)	22.2% (40)	20.7% (50)	15.6% (10)	19.3% (20)	17.1% (30)	15.6% (10)	22.4% (70)	20.6% (20)	19.2% (20)	21.8% (30)	15.3% (30)	21.0% (770)	23.5% (6,130)	n/a	22.2% (414,490)
Excess weight (children aged 10-11), 2014/15 to 2016/17 (%)	39.3% (60)	30.9% (50)	32.1% (70)	22.9% (20)	27.1% (30)	35.4% (50)	25.3% (20)	28.9% (80)	31.7% (40)	32.4% (40)	28.6% (40)	24.1% (50)	30.8% (1,030)	33.6% (8,000)	n/a	33.9% (553,230)
Under-18 conception rates per 1,000 girls aged 15-17, 2013-2015							S						22 (140)	26 (1,140)	26 (63,190)	23 (470)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Holmcroft	Littleworth	Manor	Milford	Milwich	Penkside	Rowley	St Michael's & Stonefield	Seighford & Church Eaton	Swynnerton & Oulton	Walton	Weeping Cross & Wildwood	Stafford	Staffordshire	West Midlands	England
Disability Living Allowance claimants, Nov 2017 (%)	2.6% (170)	1.6% (100)	2.8% (200)	1.3% (40)	1.3% (100)	3.1% (120)	2.7% (80)	2.0% (210)	1.8% (110)	1.7% (110)	2.8% (170)	1.4% (90)	2.2% (2,890)	2.9% (25,270)	3.2% (187,690)	3.1% (1,722,120)
Limiting long-term illness, 2011 (%)	19.4% (1,620)	15.7% (790)	21.2% (1,630)	15.0% (410)	15.9% (1,000)	18.1% (830)	20.6% (650)	16.6% (1,760)	18.6% (1,070)	17.9% (1,030)	21.4% (1,240)	16.3% (800)	18.2% (23,830)	19.2% (162,650)	19.0% (1,062,060)	17.6% (9,352,590)
Fuel poverty, 2016 (%)	12.6% (470)	10.5% (220)	12.0% (430)	9.6% (110)	12.1% (280)	13.2% (260)	9.2% (120)	9.5% (450)	11.6% (290)	10.8% (280)	10.1% (280)	10.4% (220)	11.5% (6,700)	12.0% (44,450)	13.7% (327,240)	11.1% (2,550,570)
Limiting long-term illness in people aged 65 and over, 2011 (%)	49.4% (870)	45.1% (350)	54.4% (780)	42.4% (270)	41.8% (450)	55.0% (310)	50.5% (250)	51.1% (870)	43.6% (620)	44.3% (560)	49.4% (610)	43.8% (480)	48.5% (11,740)	52.6% (79,470)	54.1% (494,380)	51.5% (4,297,930)
Excess winter mortality, Aug 2012-July 2017 (%)	1.1% (<5)	21.9% (20)	29.6% (30)	76.5% (20)	13.1% (10)	52.3% (20)	48.5% (40)	26.6% (40)	25.1% (30)	34.4% (30)	30.1% (30)	31.1% (20)	21.6% (430)	22.2% (2,910)	19.5% (16,170)	19.1% (144,710)
Life expectancy at birth - males (years), 2012-2016	81.9	78.1	80.8	83.8	82.0	78.8	77.8	80.1	81.1	79.0	78.8	82.8	80.5	79.7	78.8	79.6
Life expectancy at birth - females (years), 2012-2016	83.5	84.4	82.1	91.7	83.7	82.7	80.8	84.8	84.6	83.8	81.0	86.2	83.5	83.0	82.8	83.2
Mortality from causes considered preventable (various ages) (ASR per 100,000), 2012-2016	159 (70)	175 (40)	170 (70)	92 (20)	141 (50)	234 (40)	131 (20)	138 (70)	134 (50)	195 (60)	179 (60)	113 (30)	160 (1,120)	179 (8,010)	196 (31,560)	183 (277,330)
Adult social care - long term care (ASR per 1,000), 2017/18	24 (150)	24 (120)	23 (130)	5 (20)	11 (60)	22 (50)	45 (150)	19 (170)	19 (110)	10 (50)	16 (90)	7 (40)	18 (2,120)	18 (13,390)	19 (87,680)	20 (872,510)
End of life: proportion dying at home or usual place of residence, (2013-2015)	42.4% (110)	46.2% (70)	36.2% (80)	36.1% (20)	54.4% (110)	32.6% (30)	51.3% (100)	40.9% (120)	53.1% (110)	44.3% (90)	45.5% (110)	39.5% (50)	44.0% (1,720)	42.4% (10,700)	42.1% (66,670)	44.6% (640,870)
Feel safer, happier and more supported																
Children in Need *: open cases at end of year per 1,000 0-17 population **	20 (20)	17 (20)	37 (50)	S	S	49 (50)	S	15 (30)	S	11 (10)	19 (20)	20 (20)	19 (490)	19 (3,260)	n/a	n/a
Looked after children: Open cases at end of year per 1,000 0-17 population **	9 (10)	S	10 (10)	S	S	11 (10)	S	S	S	S	S	S	5 (120)	6 (1,040)	n/a	n/a
Lone parent households, 2011 (%)	9.7% (350)	9.2% (190)	10.3% (360)	7.1% (80)	5.5% (120)	14.2% (270)	7.5% (100)	8.7% (400)	5.3% (130)	6.7% (170)	6.2% (160)	8.5% (170)	8.4% (4,660)	9.2% (32,600)	11.3% (258,750)	10.6% (2,339,820)
Owner occupied households, 2011 (%)	74.3% (2,650)	77.5% (1,590)	63.4% (2,200)	90.5% (980)	77.4% (1,700)	55.8% (1,060)	78.4% (990)	69.9% (3,180)	83.6% (2,000)	81.8% (2,020)	80.0% (2,100)	92.5% (1,880)	72.1% (40,160)	72.8% (258,670)	65.6% (1,504,320)	64.1% (14,148,780)
Privately rented households, 2011 (%)	9.2% (330)	15.2% (310)	9.2% (320)	6.2% (70)	15.2% (330)	9.6% (180)	9.2% (120)	14.9% (680)	9.0% (210)	9.8% (240)	11.4% (300)	6.5% (130)	12.9% (7,210)	11.3% (40,090)	14.0% (321,670)	16.8% (3,715,920)

Compared to England:

Better	Similar	Worse	Lower	Similar	Higher	Suppressed / not tested / not available
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Indicator	Holmcroft	Littleworth	Manor	Milford	Milwich	Penkside	Rowley	St Michael's & Stonefield	Seighford & Church Eaton	Swynnerton & Oulton	Walton	Weeping Cross & Wildwood	Stafford	Staffordshire	West Midlands	England
Socially rented households, 2011 (%)	15.6% (560)	6.4% (130)	25.8% (900)	2.4% (30)	4.9% (110)	33.4% (630)	11.7% (150)	13.9% (630)	5.9% (140)	6.6% (160)	7.6% (200)	0.3% (10)	13.7% (7,620)	14.7% (52,150)	19.0% (435,170)	17.7% (3,903,550)
Households with no central heating, 2011 (%)	1.8% (70)	1.8% (40)	2.2% (80)	0.9% (10)	2.7% (60)	1.6% (30)	0.9% (10)	1.4% (60)	1.3% (30)	1.0% (20)	3.0% (80)	1.0% (20)	1.9% (1,060)	2.1% (7,600)	2.9% (67,170)	2.7% (594,560)
Overcrowded households, 2011 (%)	2.4% (90)	2.1% (40)	2.3% (80)	0.9% (10)	1.3% (30)	3.5% (70)	1.7% (20)	2.1% (100)	0.9% (20)	1.3% (30)	1.3% (30)	0.5% (10)	1.9% (1,080)	2.5% (8,750)	4.5% (102,550)	4.6% (1,024,470)
Total recorded crime (rate per 1,000), 2017/18	56.5 (370)	40.9 (250)	75.1 (550)	28.4 (90)	46.3 (330)	97.4 (380)	106.1 (300)	51.5 (540)	37.4 (220)	37.6 (230)	49.9 (300)	16.9 (100)	60.9 (8,170)	62.9 (54,560)	76.4 (443,170)	83.0 (4,585,570)
Violent crime (rate per 1,000), 2017/18	17.3 (110)	15.0 (90)	25.9 (190)	7.7 (20)	14.5 (100)	32.0 (130)	49.2 (140)	16.3 (170)	9.5 (60)	12.5 (80)	16.8 (100)	7.0 (40)	20.8 (2,790)	21.7 (18,840)	22.0 (127,440)	23.7 (1,309,680)
Antisocial behaviour (rate per 1,000), 2017/18	18.3 (120)	15.0 (90)	35.5 (260)	9.9 (30)	10.1 (70)	30.8 (120)	35.4 (100)	31.4 (330)	10.8 (60)	12.5 (80)	24.1 (150)	8.6 (50)	26.8 (3,600)	26.3 (22,810)	27.0 (156,480)	27.9 (1,541,860)
Domestic abuse (rate per 1,000), 2017/18	7.9 (50)	5.8 (40)	12.8 (90)	4.8 (20)	6.0 (40)	17.0 (70)	8.5 (20)	6.2 (70)	2.7 (20)	6.9 (40)	5.7 (30)	3.3 (20)	8.0 (1,080)	8.7 (7,590)	n/a	n/a
Lone pensioner households, 2011 (%)	14.5% (520)	10.7% (220)	14.0% (490)	10.7% (120)	10.8% (240)	10.0% (190)	10.0% (130)	12.8% (580)	12.7% (300)	13.4% (330)	14.3% (380)	14.4% (290)	12.8% (7,120)	12.6% (44,770)	12.6% (289,570)	12.4% (2,725,600)
Unpaid care, 2011 (%)	11.4% (950)	10.8% (540)	11.6% (890)	13.6% (370)	11.2% (700)	10.9% (500)	12.1% (380)	10.2% (1,080)	13.5% (780)	14.7% (850)	12.3% (720)	13.1% (640)	11.5% (15,040)	11.6% (98,830)	11.0% (614,890)	10.2% (5,430,020)
Unpaid care by people aged 65 and over, 2011 (%)	13.8% (250)	10.5% (90)	14.4% (210)	17.9% (110)	13.6% (160)	14.2% (80)	14.4% (90)	12.9% (230)	16.5% (240)	19.0% (240)	14.2% (190)	17.0% (190)	14.7% (3,710)	15.0% (23,450)	14.5% (136,870)	13.8% (1,192,610)

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

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