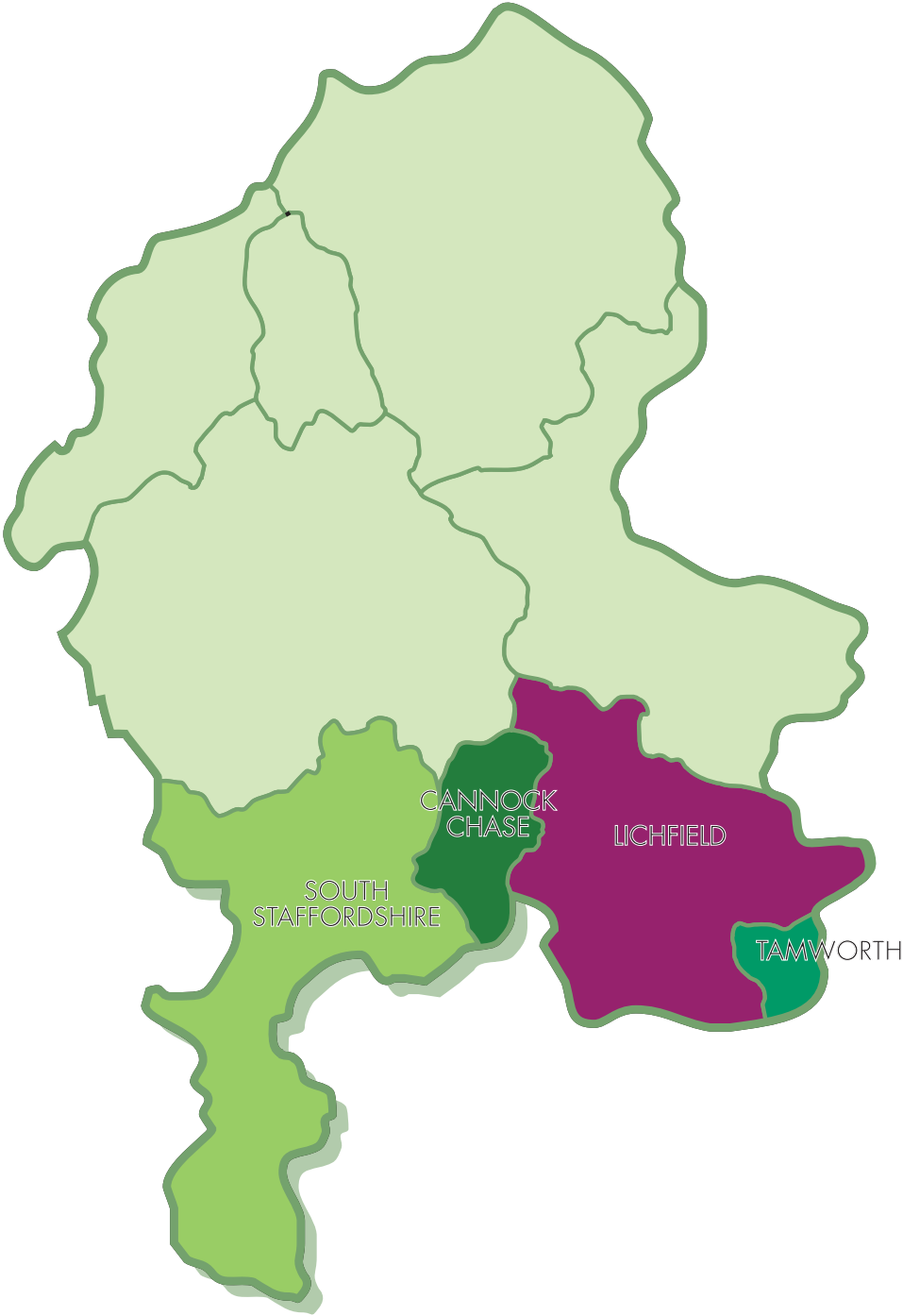
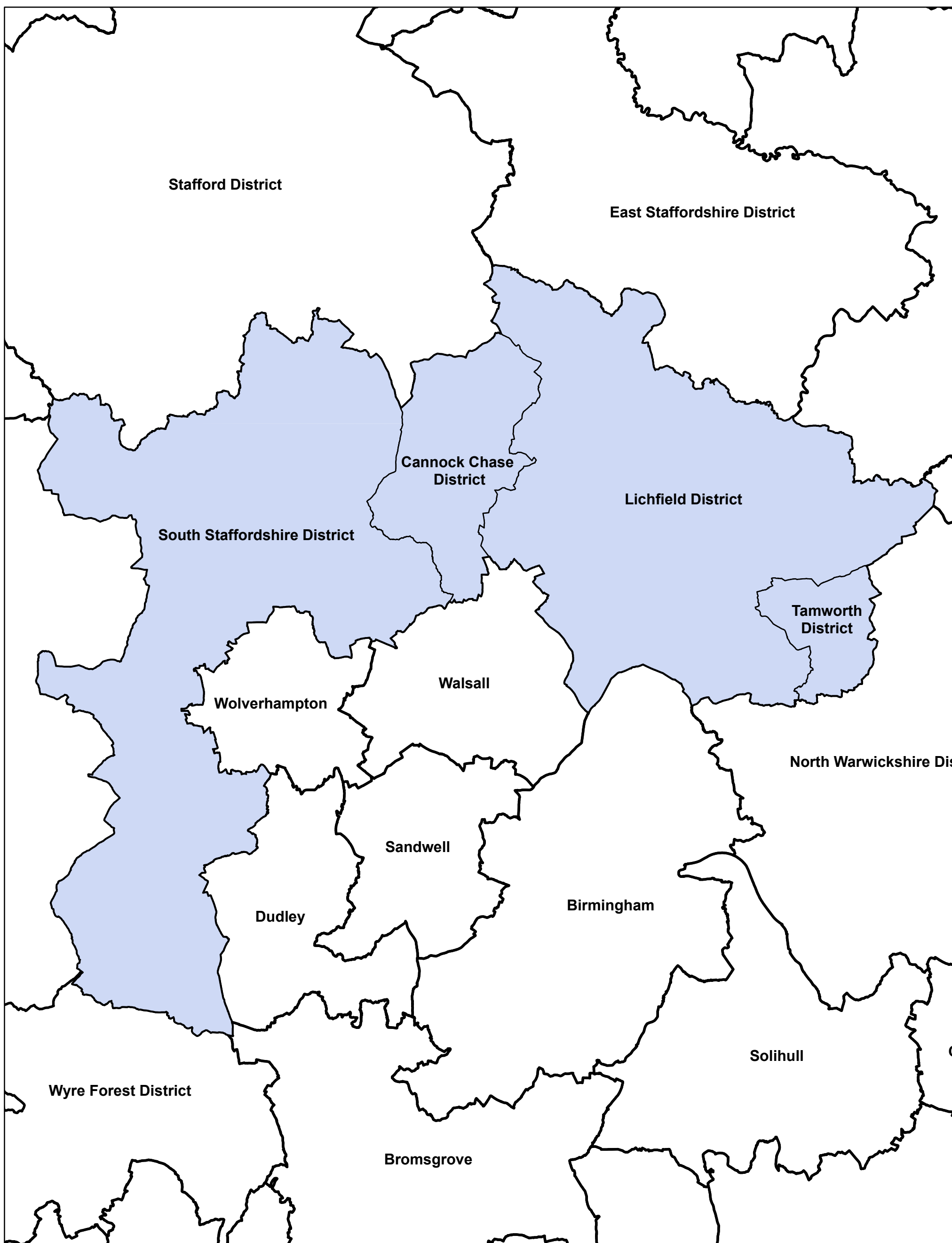


Southern Staffordshire Local Investment Plan



SOUTHERN STAFFORDSHIRE LOCAL INVESTMENT PLAN AREA



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1. Introduction

The Southern Staffordshire authorities of Cannock Chase, Lichfield, South Staffordshire and Tamworth have developed this Local Investment Plan (LIP) in partnership with the Homes and Communities Agency (HCA) and our Registered Provider partners. The LIP represents the integration of our strategic economic and housing strategies and priorities, which have all been developed locally in conjunction with our communities. Its role is to set out how we will all work together during the 4 year Comprehensive Spending Review plan period to deliver the best possible outcomes for each Local Authority and how we will work together on agreed thematic and spatial priorities for regeneration and housing within the LIP area.

Keys areas covered by the Local Investment Plan are:

- Our vision and wider strategic context for the investment decisions in housing and regeneration
- Thematic priorities that reflect the issues identified in our Sustainable Community Strategies
- Spatial priorities where investment in regeneration and development, including significant investment in housing will be required
- The investment and delivery mechanisms required to deliver our vision
- Governance arrangements
- Monitoring and review

2. LIP Aims and Objectives

1. To identify Thematic Priorities within each local authority considering the needs of vulnerable groups and rural communities.
2. To agree Spatial Priorities across each local authority and the LIP area.
3. To establish short term investment priorities to support delivery of local housing plans.
4. To establish principles for shared investment decisions and alignment of priorities with other sectors to maximise resource allocation
5. To ensure high quality standards of delivery in line with the HCA's minimum standards in design and sustainability.
6. To ensure that the LIP takes account of current and future economic factors (e.g. priority issues emerging from the Local Economic Assessment, Local Enterprise Partnership (LEP) etc) and is flexible to reflect changes in social, economic and financial climate.

3. Southern Staffordshire's Vision

The Partnership Vision below reflects the District and Borough priorities contained within the individual Housing Strategy and Sustainable Community Strategy documents:

“To ensure that all residents in Southern Staffordshire have access to good quality, appropriate and affordable housing and can thrive in safe, healthy and prosperous communities”

The purpose of this LIP is to identify thematic and spatial priorities that align to the wider priorities outlined throughout the Plan. There is recognition across the 4 District/Boroughs that housing plays a significant role in contributing to and enhancing the social, economic and environmental wellbeing of our residents and whilst each

local authority area has its own socio-economic and housing issues, the general thrust of each area's priorities is broadly similar and falls into 5 key thematic objectives (in no order of priority) that will enable us to deliver our vision:

- Increasing housing choice to meet local housing needs and aspirations
- Targeting poor quality housing and raising housing standards
- Reducing and preventing homelessness
- Ensuring a variety of housing and support options are available for our more vulnerable residents
- Encouraging thriving and sustainable communities

4. Overview of Southern Staffordshire

The Southern Staffordshire LIP area comprises the following four local authorities:

- Cannock Chase District Council
- Lichfield District Council
- South Staffordshire District Council
- Tamworth Borough Council

Cannock Chase is a district of contrasts comprising industrial heartlands and urban centres alongside Cannock Chase Area of Outstanding Natural Beauty. In the past the district was reliant on coal mining and manufacturing industries, but has been hit by the decline of these sectors and needs to restructure the economy around new employment opportunities.

Lichfield District has strong links to the West Midlands conurbation, and witnesses significant levels of out commuting. A relatively affluent area, it is famous for its history, architecture and culture and has a relatively strong local economy.

South Staffordshire has strong links with the West Midlands conurbation, particularly with Wolverhampton, but also lies within the West Midlands Green Belt. In South Staffordshire there is no single dominant settlement and its uniqueness is its claim to be a "community of communities".

Tamworth is Staffordshire's truly urban borough characterised by distinct neighbourhoods. This is a result of the planned expansion of the town absorbing a significant proportion of Birmingham's resident population alongside the retention of its historic characteristics.

Population profile

The Southern Staffordshire LIP area is covered by two tiers of local government, with its population of 374,800 people¹ living mainly in the larger urban settlements of Tamworth, Cannock, Lichfield, Burntwood and Rugeley.

During the last five years the population in the Southern Staffordshire LIP area has increased by 1.5%, with the most significant growth experienced in Lichfield, while South Staffordshire saw very little change during the same period.

¹ ONS, 2009 Registrar General's Mid Year Population Estimates, 2010

2009 Population Estimates

District	Population at 2009	Population Change 2004-2009	Percentage Population Change 2004-2009
Cannock Chase	94,500	1,000	1.1%
Lichfield	98,300	3,100	3.3%
South Staffordshire	106,300	300	0.3%
Tamworth	75,700	1,300	1.7%
South Staffordshire LIP	374,800	5,700	1.5%

Table 1 : Source: ONS, 2009 Registrar General's Mid Year Estimates, 2010

There are a total of 65,700 people in the Southern Staffordshire LIP area that are over the age of 65, this represents 17.5% of the total population. However, there are significant variations across the area with 20.3% of the population in South Staffordshire District is over the age of 65, this contrasts with Tamworth where only 13.7% of the population are in this age group. In this age group 7,400 people are aged 85 and over, with the highest concentrations of this older elderly population living in South Staffordshire and Lichfield Districts.

There are 63,800 young people (aged 0-14) living in the LIP area, this equates to 17% of the total population. Tamworth has the highest proportion of young people with 18.8% of its population in this age group and South Staffordshire having the lowest proportion at just 15.4%.

Overall within the LIP area, South Staffordshire and Lichfield Districts have an older age profile compared with Tamworth and Cannock Chase.

However, the 2008 based sub-national population projections indicate that there will be a significant ageing of the population across all of the local authorities in the LIP area over the next 20 years. The projections indicate that the number of people aged over 65 in the LIP area will increase by 64.4% between 2008 and 2028, an increase of 40,900 people. More significant is the growth in the number of older elderly, those aged 85 and over, which are projected to increase by more than two and half times. In total there are likely to be 18,700 people aged 85 and over by 2028 across the LIP area. Currently the population aged 65 and over accounts for 16.9% of the total population living in the LIP area, this is projected to increase to 25.7% by 2028. An ageing population is likely to impact on services which support older people.

This considerable growth in the older age groups contrasts with projected declines in the 15-29 years age group (-9.3%) and the population aged 35-54 (-11.5%) between 2008 and 2028. This decline in working age groups may have implications for the local economy.

In total the population of the LIP area is projected to increase by 29,800 people or 8% over the next 20 years. Lichfield is projected to see a total population growth of 15.1% by 2028, the largest of all the Districts in the LIP area, whereas Cannock Chase (6.7%), Tamworth (6.6%) and South Staffordshire (3.5%) are projected to experience considerably less population growth over the period.

2008 Sub-national Population Projections

District	2008	2028	Change 2008 - 2028	Percentage Change 2008 -2028
Cannock Chase	94,300	100,600	6,300	6.7%
Lichfield	98,000	112,800	14,800	15.1%
South Staffordshire	106,400	110,100	3,700	3.5%
Tamworth	75,300	80,300	5,000	6.6%
Southern Staffordshire LIP	374,000	403,800	29,800	8.0%

Table 2 : Source: ONS, 2008 based Sub-national population projections, 2010

The dependency ratio considers the proportion of the population that are dependent (children aged 0-15 and elderly aged 65 and over) relative to the working age population. The South Staffordshire LIP area currently has a dependency ratio of 0.58, which means for every 100 people of working age there are 58 dependents. This dependency ratio is projected to increase by 38% by 2028 to 0.79, which is higher than the regional and national averages. The dependency ratio is particularly high in South Staffordshire District which is projected to have a ratio of 0.89 by 2028, an increase of 48% over the 20 year period. An increase in the dependent population is likely to have implications for future service delivery.

An ageing population with increased dependency is a very challenging scenario particularly in regard to health and social care services, and supported housing and extra care housing provision.

Ethnic Profile of Southern Staffordshire

Southern Staffordshire remains an area with small, but slowly increasing BME communities with the majority of the population across all areas being white and which is in contrast to the average figures for both the West Midlands and England. We have not yet identified any specific issues relating to the housing and economic needs of our BME residents beyond the housing needs of Gypsies and Travellers. However, we are not complacent and as part of our community leadership and strategic roles we will continue to monitor this and work with our communities to understand specific issues that may be identified or emerge over time.

Further details on Gypsy and Traveller housing needs in each district can be found in the local context section in Appendix 1.

Ethnicity	Cannock	Lichfield	South Staffs	Tamworth	West Midlands	England
White	96.7%	95.3%	95.5%	95.9%	86.1%	88.2%
Asian	1.5%	2.4%	2.3%	1.7%	5.7%	5.7%
Mixed	0.8%	1.0%	0.9%	1.1%	1.8%	1.7%
Black	0.5%	0.8%	0.8%	0.8%	2.5%	2.8%
Chinese/ Other	0.4%	0.6%	0.4%	0.4%	1.2%	1.5%

Table 3: Ethnic Profile of Southern Staffordshire
Source: South Staffordshire PCT Ethnic Population Profile 2009

Housing

There are currently approximately 160,500 dwellings² in the Southern Staffordshire LIP area, and consideration must be given to the housing needs of this changing population. The number of households is projected to increase by approximately 25,600³ and 16% by 2028. Much of this projected household growth (75%) is in single person households. Lichfield District is projected to experience the largest increase in household numbers with an additional 9,600 between 2008 and 2028, which equates to a 24% increase in the number of households in the District. In contrast South Staffordshire is projected to experience a 13% increase in household numbers over the same period, which equates to an additional 5,600 households by 2028.

Stock Profile of Southern Staffordshire

Tenure	Cannock Chase	Lichfield	South Staffs	Tamworth	West Midlands	England
Private	82.9%	86.7%	86%	80.4%	80.5%	81.9%
LA Social Rent	13.5%	0%	0%	14.8%	9%	8.1%
RSL Social Rent	3.6%	13.2%	14%	4.8%	10.2%	9.7%
Other	0%	0.1%	0.1%	0%	0.3%	0.3%

Table 4: Stock profile Source: 2001 Census

Approximately 17%⁴ of the housing stock in the Southern Staffordshire LIP area is social housing, either with a Registered Provider (RP) or in Local Authority ownership although in both Lichfield and South Staffordshire it is less than this at 13.2% and 14% respectively. Both Cannock Chase District and Tamworth Borough have retained their own housing stock whereas South Staffordshire District and Lichfield District transferred their stock in 1997. Owner occupation accounts for around 76% of the housing stock in the LIP area and approximately 4% is private rented accommodation. The remainder is made up from other types of housing such as Ministry of Defence properties and tied accommodation etc.

House Prices

The Southern Staffordshire LIP area has seen a decline in house prices in recent years as a result of the recession and the current economic fragility. With the exception of Lichfield District, house prices in the LIP area have generally fallen further than Staffordshire County as a whole and in comparison to the Regional and National picture. Cannock Chase District has seen the most significant fall in house prices during the last three years with a 12.1% decline, whereas in Lichfield where house prices are the highest they have remained robust with just a fall of just 1.2% over the period.

² ONS, 2001 Census, total household space, and net house building figures 2001-2009 from local authority land availability records.

³ CLG, 2008 based Sub-national household projections, 2010

⁴ 2001 Census, Key Statistics Table 18

Average House Price Change 2007 - 2010

	April-June 07	April-June 10	Percentage Change 2007 - 2010
Cannock Chase	£151,322	£132,949	-12.1%
Lichfield	£227,672	£225,022	-1.2%
South Staffordshire	£216,733	£206,654	-4.7%
Tamworth	£158,599	£151,242	-4.6%
Staffordshire	£176,517	£172,870	-2.1%
West Midlands	£174,229	£174,250	0.0%
England and Wales	£216,163	£230,940	6.8%

Table 5: Source: DCLG, Table 581 Housing market: mean house prices based on Land Registry data, by district

Average House Price Change

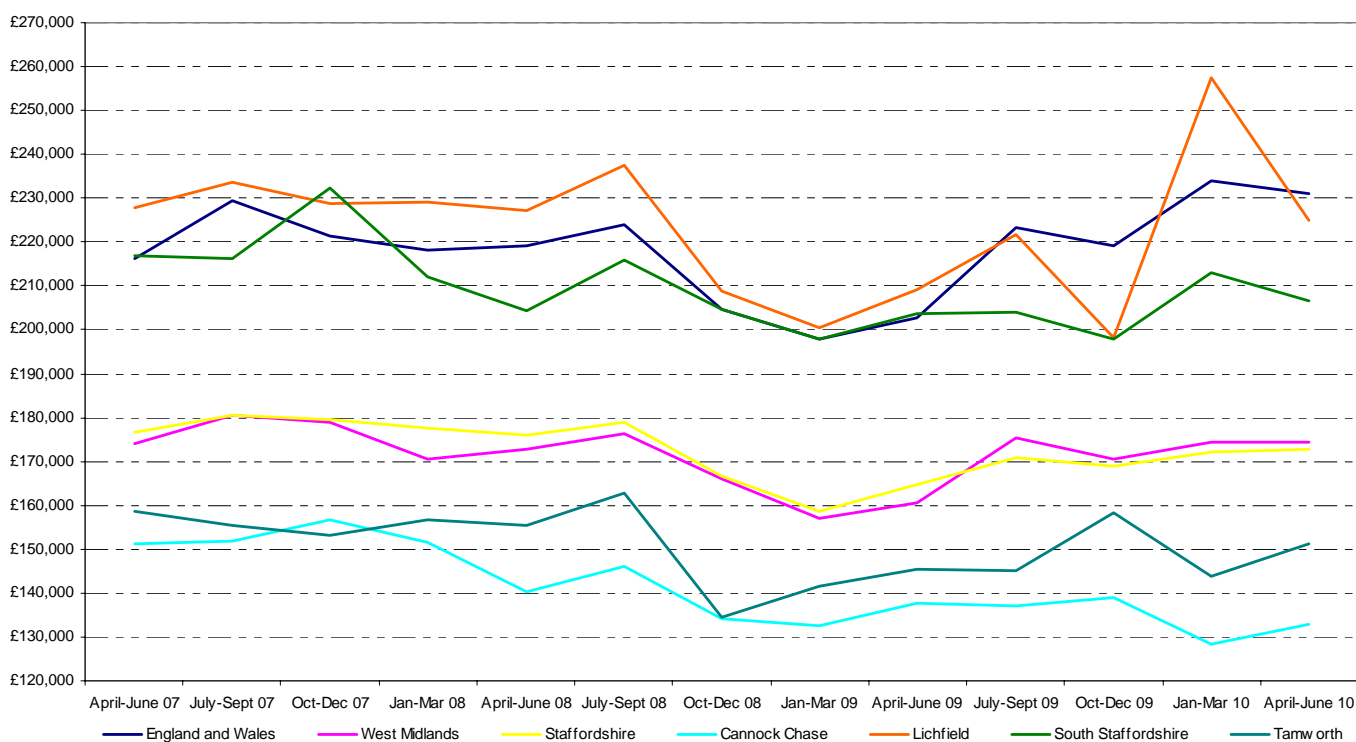


Chart 1: Average House price change Source: DCLG, Table 581 Housing market: mean house prices based on Land Registry data, by district

Since house prices peaked in 2007, the fall in prices has meant that affordability ratios have also improved across the LIP area. The affordability ratio (average house prices / average earnings) for Staffordshire as a whole is 5.98. Within the LIP area, Lichfield (6.87), South Staffordshire (6.21) and Tamworth (6.25) remain above the County average while Cannock Chase (5.61) is lower. Despite affordability ratios falling recently, they are approximately 6 times the average income in the LIP area as a whole, meaning that they are still remain unaffordable to the majority of people on low to moderate incomes. Added to this is, there has been a reduction in the

availability of mortgage products and increases in deposits required, which have kept market housing beyond the means of many people in the area. Clearly there are many factors influencing house prices and affordability including the type of dwellings sold, the volume of sales, the buoyancy of the market, economic stability, availability of finance and individual confidence in the housing market.

A good measure of affordability is the ratio of lower quartile house prices to lower quartile earnings. This is shown in the graph below; affordability ratios have improved across the Southern Staffordshire LIP area, although South Staffordshire and Lichfield remain much less affordable than Tamworth and Cannock Chase.

Ratio of lower quartile house price to lower quartile earnings by district, from 2000 - 2010

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Cannock Chase	3.48	3.87	4.18	5.02	5.94	7.07	6.69	7.02	6.53	5.62	5.27
Lichfield	5.01	5.61	5.37	6.75	7.53	8.60	9.05	8.96	9.40	7.19	7.41
South Staffordshire	4.28	4.69	5.83	6.94	7.26	7.97	7.80	9.17	7.69	7.76	8.20
Tamworth	3.80	4.67	5.17	5.38	6.75	7.19	8.06	6.94	7.33	6.28	6.20
WEST MIDLANDS	3.54	3.69	4.21	4.98	5.95	6.47	6.79	6.88	6.61	5.82	6.05
ENGLAND	3.91	4.08	4.45	5.23	6.28	6.82	7.15	7.25	6.97	6.28	6.69

Table 6 Ratio of lower quartile house Source: CLG Live tables

The above table highlights the increase in affordability ratios across the sub-region and it is particularly noticeable how both Lichfield and South Staffordshire have very high affordability ratios, well above the regional and national averages. Whilst they have dropped over the last 2/3 years due to the recession they are beginning to increase again in both Lichfield and South Staffordshire and demonstrate how difficult it is to for first time buyers to access the housing market aside from the difficulties of obtaining a mortgage in the first instance.

Affordability in the private rented sector is also an issue with 56%⁵ of newly forming households in both Cannock Chase and South Staffordshire being unable to privately rent. To be able to rent privately in Tamworth, households would require an annual income of £19,178 for a one bed property and £23,754 for a two bed property, which suggests that private renting is more affordable than owner occupation. CACI data indicates that in Tamworth approximately 29.8% of households have an income below the level required to rent a one bed dwelling and 39.4% of households have incomes below the level required for a two bed dwelling. Affordability in this sector is most acute however in Lichfield District where evidence from Hometrack seen in the table below indicates that rent levels for two bedroom homes are the highest across the LIP area.

Private Rented sector - 2 bed property weekly cost				
	Cannock Chase District	Lichfield District	South Staffordshire District	Tamworth Borough
Private - 30th Percentile	£108.00	£126.00	£114.00	£121.00
Private - 80% Median	£91.00	£110.00	£101.00	£101.00
Private - Median	£114.00	£137.00	£126.00	£126.00
Private - Upper Quartile	£120.00	£144.00	£137.00	£129.00

Table 7: Private rented 2 bed weekly cost Source: Hometrack Market Intelligence March 2011

⁵ C3 Strategic Housing Market Assessment

Market confidence is clearly low though as the level of new dwellings built has declined significantly. House building in the LIP area in the last 12 months is approximately 55% of what was built in 2006-07. Cannock Chase, Lichfield and Tamworth have experienced a significant decline in the number of homes built over the last three years, whereas house building in South Staffordshire has remained fairly robust. Overall, 4,976 new dwellings were built in the LIP area in the last four years.

Another issue that needs to be considered is the supply of new affordable housing. In the Southern Staffordshire LIP area, approximately 17% of new housing built is affordable; out of 4,122 new dwellings built between 2006 and 2009 only 717 were affordable. Tamworth had the highest proportion of new affordable houses completed with 22% and Lichfield the lowest at just 14%.

The level of HCA investment in new affordable housing between 2008-2011 is shown in table 12 on page 31. Due to the 2010 comprehensive spending review, the HCA's future level of funding to support new affordable housing delivery has been greatly reduced and so the importance of the new affordable rent model to deliver new supply is crucial in the LIP area.

Number of Dwellings Built 2006-07 to 2009-10 (Gross)

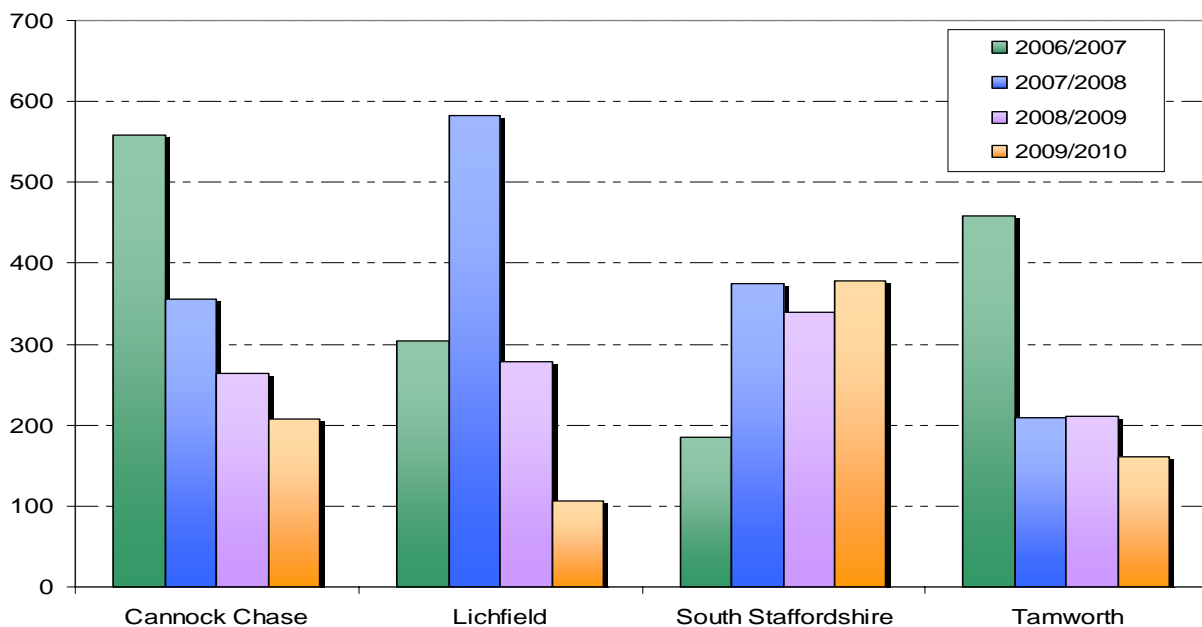


Chart 2: Source: Staffordshire County Council, Research Unit, 2010

Affordability - Lower Quartile house price to Lower Quartile Earnings

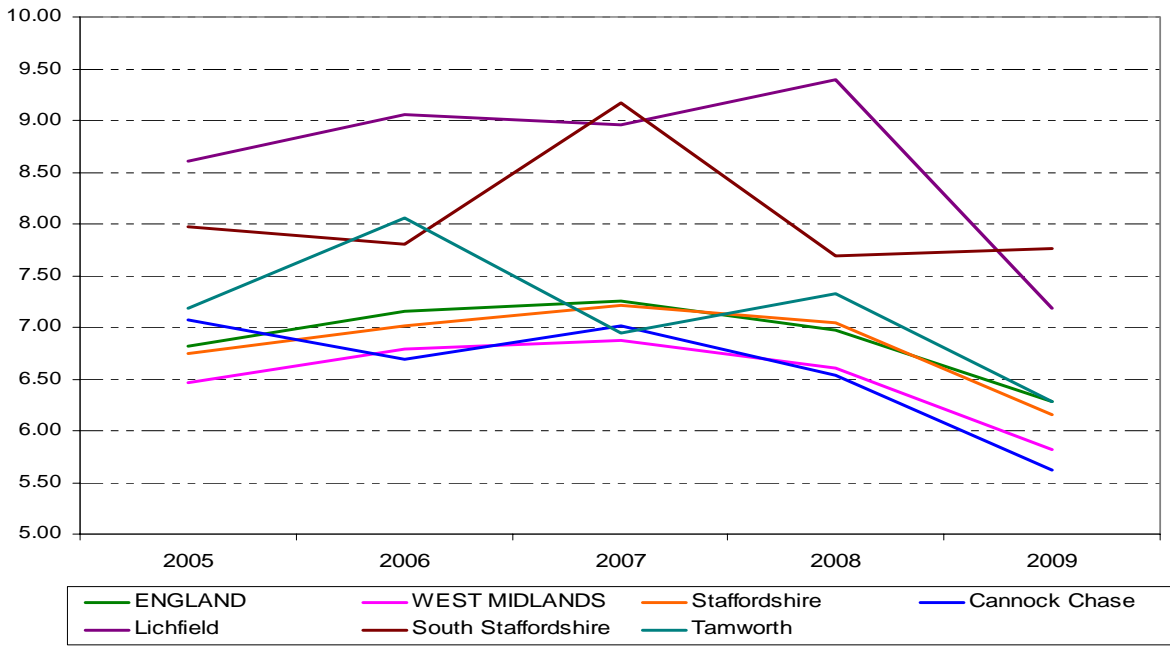


Chart 3: Source: CLG, 2010

Table 8 Southern Staffordshire LIP Summary Housing Information

	Cannock Chase	Lichfield	South Staffordshire	Tamworth	Southern Staffordshire LIP Area
Total Dwelling Stock (2010)	41,384	42,703	45,270	31,696	160,053
Household Growth Projections (2008 -2028)	5,600	9,600	5,600	4,800	25,600
Average House Prices (2nd Quarter 2010)	£132,949	£225,022	£206,654	£151,242	N/A
Average Earnings (ASHE Full Time Median Workplace Based Earnings 2009)	£21,803	£24,571	£23,953	£21,701	N/A
Mean Affordability Ratio (2009)	5.61	6.87	6.21	6.25	N/A
Lower Quartile Affordability Ratio (2009)	5.62	7.19	7.76	6.28	N/A
LA Housing Stock (2010)	5,482	0	0	4,572	10,054
Number of LA owned homes not meeting Decent Homes Standard	167 ⁶	0	0	0	386
RSL Stock	1,731	5,614	6,675	1,660	15,680
Number of DHS fails in RSL stock	16 (1%)	6 (0.1%)	52 (0.8%)	0 (0%)	74 (0.5%)
Non-decent RSL stock (source CORE data)	1%	0.1%	0.8%	0%	N/A
Average RSL Rents (pw for 3 Bed House)	80	82	82	79	81
Households on LA Waiting Lists	1,782	1,621	1,738	2,095	7,236
Net Annual affordable housing need (SMHA)	335	581	547	142	1,605
Properties empty over 6 months + % of total stock (HSSA 2010)	536 (1.3%)	383 (0.9%)	293 (0.6%)	251 (0.8%)	1463 (0.9%)
Gross House Completions (2008-2009)	264	279	339	211	1,093
Demolitions (2008-2009)	12	4	12	3	31
Affordable Housing Completions (2008-2009)	59	52	102	38	251
Indicative Annual Growth Target (Former RSS Phase 2 Preferred Option)	290	400	175	145	1,010

Table 8 above summarises the key housing information for the southern Staffordshire LIP area. The main issues surrounding the current housing need and affordability; the existing supply of affordable housing and its decency; and the projected growth in household population and the subsequent housing need; are all highlighted here.

⁶ These have been given an exemption by CLG as they are awaiting estate redevelopment

Sustainability

The 4 local authorities are all members of the Staffordshire Climate Change Partnership, which was established in 2007 to address the targets on climate change required under the Staffordshire Local Area Agreement and to deliver a climate change portal as a Flagship Priority project. The Partnership consulted widely with the people of Staffordshire and successfully formed the Our County, Our Climate, Our Choice (OC3) initiative which aims to help Staffordshire combat climate change.

The key to delivering sustainable communities, which is both a priority for each of the partner authorities, as well as a thematic priority for this LIP, is to ensure that homes which are built or improved meet the highest standards possible of energy efficiency. We will continue working with our Registered Providers (RP's) to ensure that all their homes meet the decent homes standard and the stock holding authorities have also ensured that their housing stock meets this standard. More details on developing sustainable homes, both from the point of view of communities, and from the perspective of improving energy efficiency and reducing our carbon footprint can be found in the Staffordshire Sustainable Communities Strategy 2008-13, more information on which can be found in the Local Authority Strategic Context Section of this document.

We will work with developers and our RP's to ensure that all new affordable housing developments meet the HCA's Design and Quality Standards. These standards ensure that new homes and buildings are built to a high standard of construction and will deliver high quality developments and places for our communities.

With our partners we will be investigating and promoting schemes to increase the overall energy efficiency of private sector stock, and we will also be exploring ways of delivering low carbon retrofit and the Community Green Deal initiative in existing stock.

In terms of the delivery of new homes, a Staffordshire wide study on renewables and low carbon by Camco⁷ has been completed to inform the partner authorities about the technical potential, viability and deliverability of various renewable and low carbon options through the preparation of a local evidence base. The study includes an analysis of low carbon generation resource potential, investigation of suitable carbon standards for new development and recommendations for future planning policy which will be considered in the development of each local authorities emerging Local Development Frameworks.

Health and Deprivation

In the Southern Staffordshire PCT area (which includes East Staffs Borough and Stafford Borough in addition to the 4 local authority areas covered by this LIP), 31 of the 385 Lower Level Super Output Areas (LSOA) covering 8% of the population fall within the fifth most deprived areas in England with larger pockets of deprivation existing in Cannock Chase and Tamworth. The measures of deprivation⁸ which are based on income, employment, health and disability, education, training and skills, barriers to housing and services, crime and living environment mean that significant health inequalities exist across Southern Staffordshire.

The most deprived part of the Southern Staffordshire LIP area is found within Glascote ward in Tamworth. This is the only LSOA in the LIP area to fall within the 10% most

⁷ The Camco study is available at http://www.lichfielddc.gov.uk/site/scripts/download_info.php?downloadID=1262

⁸ The Indices of Deprivation 2007

deprived LSOA's nationally. A further 8 LSOA's in Cannock Chase and 8 LSOA's in Tamworth fall within the 10-20% most deprived nationally.

Although they do not have any LSOA's within the 20% most deprived nationally, Lichfield and South Staffordshire districts do exhibit elements of local deprivation, particularly in relation to education and skills, and in access to services.

Deprivation related to education, skills and training is a concern across the whole of the LIP area, with a particular focus in Cannock Chase and Tamworth, between which a total of 15 LSOA's fall within the 10% most deprived nationally on the education, skills and training domain.

Overall, life expectancy at birth for men in the South Staffordshire PCT area is similar to England whereas women live six months less across the PCT area than the England average. The life expectancy for men and women from deprived areas is significantly lower than the less deprived areas; for men the gap is 6.6 years, for women the gap is slightly over 5 years. Similarly, levels of infant mortality and child inequalities are stark in the South Staffordshire PCT area with the life chances of babies living in deprived areas being severely compromised.

In terms of older people, 15% of people aged over 60 live in poverty, with levels in Cannock Chase at 20% being higher than the England average of 18%. Around 110 people aged over 65 die annually from accidental deaths and levels of accidental deaths are significantly higher than the England average in Cannock and Tamworth.

National estimates show that 26-31% of the population suffer from mental health in the community. This equates to around 160,000 to 190,000 people in the Southern Staffordshire PCT area. In 2008/09, levels of depression in the South Staffordshire PCT area were higher than the national average. Again, across the LIP area rates of mental illness are predicted to be higher in the more deprived areas of Cannock, Rugeley and Tamworth

The PCT and local partners have identified reducing the gap on life expectancy as a strategic priority and public health initiatives have been focused on reducing unacceptable differences in infant mortality. Additionally, the Staffordshire Health and Wellbeing Strategy 2010-13 identifies key priorities for action that focus on improving the health and wellbeing of vulnerable groups, individuals, families and communities across the Southern Staffs LIP area. These priorities focus on:

- Improving the health of children and young people
- Improving mental health and wellbeing
- Improving the health and wellbeing of older people
- Reducing the harm caused by alcohol misuse
- Reducing the harm caused by smoking
- Listening to communities
- Improving housing, local areas and communities

Additionally, local responses to improving the overall length and quality of life and reducing identified health inequalities across the Southern Staffs LIP will be informed by the Coalition Governments revised approach and proposals for health and wellbeing as highlighted in the following:

- The NHS White Paper *Equity and excellence: Liberating the NHS*
- The Public Health White Paper: *Healthy Lives, Healthy People*
- The Health and Social Care Bill 2011

Employment

The Southern Staffordshire LIP's close proximity to the West Midlands conurbation has traditionally meant a considerable amount of out-commuting by residents to their

place of employment in the West Midlands. Out of a total of 180,000 employed residents, 56%⁹ have their place of employment within the LIP area with the remaining 44% commuting out of the LIP area for employment. South Staffordshire District has the highest level of out-commuting for an individual District with 67% of employed residents working outside of the District, whereas the remaining three Districts experiencing around a 50% outflow of residents to their place of work. There is of course a reasonable level of commuting between the Districts within the Southern Staffordshire LIP area.

Average earnings

One consequence of the relatively high levels of out commuting in the Southern Staffordshire LIP area (particularly into Birmingham and the wider West Midlands conurbation) is the disparity between the earnings of people who work within the districts in the Southern Staffordshire LIP area, and those who are resident in the area but work outside of it. In many cases this pattern of out commuting is into higher occupation, better paid employment. The disparity is particularly pronounced in Lichfield and Tamworth districts as shown in chart 5 below.

Comparison of median full time residence based and workplace based annual earnings 2009 (£)

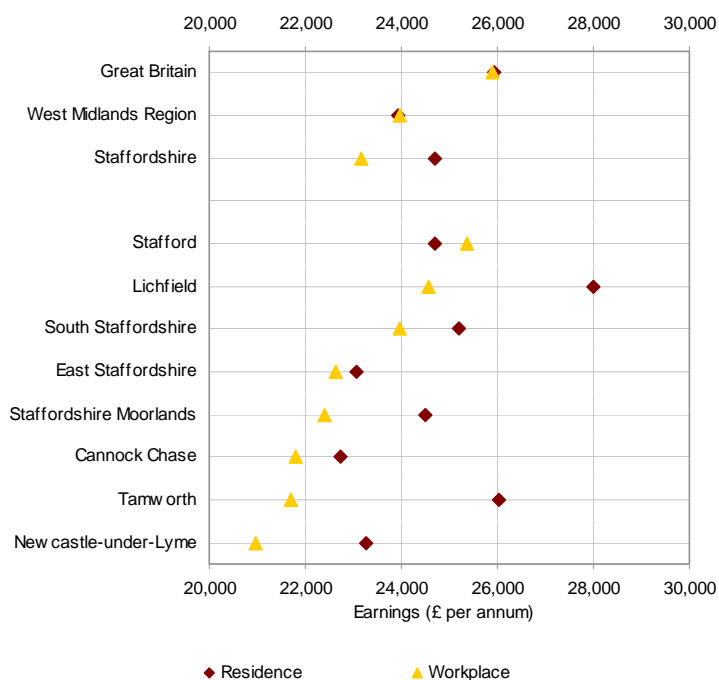


Chart 4: Source: National Statistics, Annual Survey of Hours and Earnings 2009

There is also significant disparity between the levels of earnings of the different district council areas, with full time median workplace based earnings in Tamworth and Cannock Chase below £22,000 per annum, compared to around £24,000 in South Staffordshire and Lichfield districts.

Unemployment

At the time of writing (using JSA data from November 2010), a total of 7,112 people were claiming jobseekers allowance in the LIP area. The greatest caseload and rate is seen in Cannock Chase district, which also has a claimant rate in excess of the Great Britain average.

⁹ 2001 Census, Special Workplace Statistics

Area	November 2010		Annual Change (%)	Quarterly Change (%)	Monthly Change (%)
	Number of Claimants	Claimant Rate (%) ¹			
Great Britain	1,356,439	3.7	-10.6	-2.9	-0.2
West Midlands Region	152,214	4.6	-13.9	-3.6	-0.4
Staffordshire County	13,915	2.8	-23.3	-7.7	-0.2
Cannock Chase	2,224	3.8	-23.8	-5.5	0.7
Tamworth	1,726	3.6	-25.8	-9.0	-1.8
South Staffordshire	1,699	2.7	-22.1	-6.5	0.1
Lichfield	1,463	2.5	-21.5	-2.6	0.1

¹ – The claimant rate is the proportion of the working age population claiming Jobseeker's Allowance

Table 9 Jobseeker's Allowance Claimant Count, November 2010 (Sorted by Claimant Rate)

Source: NOMIS

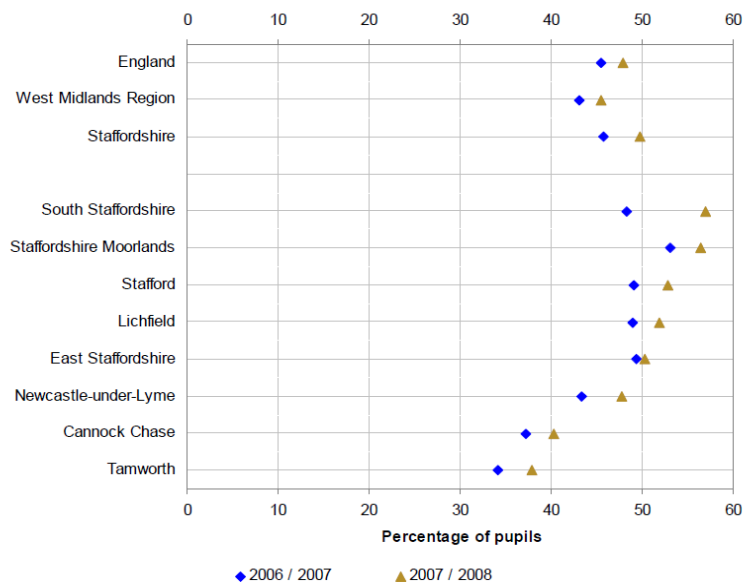
Claimant unemployment rates have decreased at a faster pace than either that reported, nationally or regionally although this is set against a backdrop where rates rose rapidly since June 2008 and peaked in April 2009.

With the exception of Tamworth, where there has been a quarterly change of -9.0% and monthly change of -1.8%, the other local authorities have seen monthly increases in claimant unemployment between October and November 2010. It is possible that this pattern may continue as Government austerity measures start to impact on public sector employment locally.

Education

The current pattern of educational attainment highlights that at GCSE level Staffordshire children tend to outperform their peers regionally and nationally, although performance tends to fall below national averages beyond this level. There is however a great deal of variation in GCSE performance throughout the Southern Staffordshire LIP area. Almost 57% of pupils in South Staffordshire achieved five or more A* - C grades at GCSE or equivalent including English and Maths, compared to less than 38% of pupils in Tamworth. In Cannock Chase approximately 40% achieve five or more A*-C grade GCSE's, whilst Lichfield is above national and regional levels at around 52%. This can be seen in chart 6 on the next page.

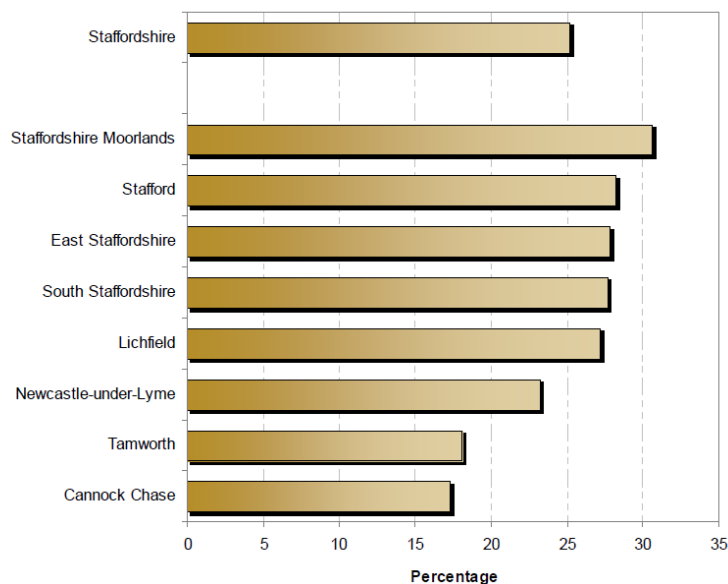
Chart 5 - % of KS4 pupils achieving 5 or more A* - C grades at GCSE or equivalent including English and Maths



Source: Places Analytical Tool (NI 75), CLG

Progression into higher education is a significant issue and something which must be improved if a greater proportion of the population is to achieve higher level skills. Cannock Chase and Tamworth have by far the worst levels of progression into higher education, and these two districts are shown to consistently under perform in terms of education and skills. Not only do these two districts have the lowest levels of GCSE attainment in Southern Staffordshire, but they also have the lowest levels of skills amongst their working age populations.

Chart 6 - Proportion of school leavers that went on to Higher Education two years later, 2007



Source: Staffordshire Connexions

Reducing the proportion of 16 to 18 year olds not in education, employment or training (NEET) is a priority for the Government. Being NEET between the ages of 16-

18 is seen as a major predictor of later unemployment, low income, teenage motherhood, depression and poor physical health.

Table 10: Proportion of 16 to 18 year olds NEET – Winter Average 2007-08 to 2009-10

Area	Winter Average		
	2007 / 2008	2008 / 2009	2009 / 2010
Cannock Chase	8.6	7.3	8.5
Lichfield	6.9	7	6.3
Newcastle-under-Lyme	6.6	5.7	5.6
Tamworth	6.3	7	5.2
Staffordshire	5.8	5.3	5.1
East Staffordshire	5.1	4.3	4.8
South Staffordshire	5.3	4	4.2
Staffordshire Moorlands	5.5	5.1	4.2
Stafford	4.3	3.8	3.4

Source: Connexions, Staffordshire

The NEET situation varies greatly across Southern Staffordshire with Cannock Chase having significantly high levels of NEETs in 2009/10. Lichfield and Tamworth have above average levels for Staffordshire, whilst South Staffordshire has the smallest proportion in the LIP area. As part of the work to tackle the level of NEETs in Staffordshire, 20 'hot-spot' areas have been identified in the County. Eight of the hotspot wards are in the Southern Staffordshire LIP area, four in Cannock Chase (Cannock North, Cannock South, Brereton and Ravenhill, and Cannock East) and four in Tamworth (Glascote, Spital, Amington and Belgrave).

Economic Drivers

- Encourage business investment and support growth
- Increase employment opportunities and business start ups
- Reduce worklessness

Southern Staffordshire has an economic and indeed social and cultural identity that is distinct from both the north of the County and the major conurbation to the South. However the relationship with Birmingham and the Black Country is fundamental to the economic well being of the area with some 70,000 residents commuting into the conurbation, and the critical mass of the commercial market place of the conurbation providing an engine for growth. The economic relationship is a two way flow of influence and assets within Southern Staffordshire clearly sitting in the economic footprint of what is a key City Region.

Whilst on the surface Southern Staffordshire is a relatively affluent place with a good quality of life, there is some variation across the districts. Whilst most districts' employment rates exceed the national average, Cannock Chase has a lower employment rate than the national average. There is also some variation in terms of levels of qualifications, with South Staffordshire and Lichfield performing well in comparison with Cannock Chase and Tamworth. In terms of occupational earnings, the same trend emerges and even within affluent Lichfield there are pockets of deprivation and so clearly, the assumption that Southern Staffordshire is the well-off neighbour to North Staffordshire and Birmingham can mask the challenges facing the LIP area.

There is a legacy of manufacturing across Southern Staffordshire with Cannock Chase in particular having a high level of employment within the sector at 16.7%. Similarly, wholesale and retail and health have proportions of employment higher than

comparators, particularly within Cannock Chase (24.4%) and Tamworth (25.2%). Construction is also a significant local employer and Tamworth is the district with the highest percentage of employment in the sector: 8.6%, which is significantly greater than the regional and national figures (4.9% and 4.8% respectively). The service sectors and public sector employment are generally not as prominent when compared to the regional and national levels, due in part to the more prominent industrial base. The other major employer is business services, although with the exception of Lichfield the proportion of employment is lower than the national level. Despite the importance of manufacturing, the level of employment has fallen in the last decade, although it is unclear how many firms within the sector are moving up the value chain within the area. The largest increases have been within transport and communications, financial intermediation and business services. Despite the lower than average employment within business services, this has experienced growth over the last decade, expanding in some districts at a rate much higher than comparators (albeit from a much lower base). With the fall in manufacturing employment, this represents a restructuring of the economy over the last decade with services becoming increasingly important; however service based activities are still relatively modest despite the increase. Employment within knowledge based industries is lower across the districts when compared to the national average, although this reflects a lower propensity of knowledge jobs within Staffordshire and the West Midlands.

The area is varied in terms of its reliance on public sector employment. Data¹⁰ shows that the district of South Staffordshire has the highest level of public sector employment at 24.5%; Lichfield District follows closely behind at 22.5% and Cannock Chase at 19.8% whilst by contrast in Tamworth it is 13.7%. Growth in the sector, whilst notable in some districts has not been at a rate that exceeds the regional or national levels. Despite the lower levels of overall public sector employment, a key issue for Southern Staffordshire over the coming years will be how its employment is affected by cuts in public spending, and how economic development practitioners strengthen links to key economic hubs, and encourage further diversity within the industrial base, perhaps towards further knowledge intensive manufacturing and other export related products and services. Private sector growth has been varied across the districts, with sluggish performance in Tamworth in line with the regional performance, although growth across the other districts is greater than the national rate.

The four District Councils work together within the 'Southern Staffordshire Partnership' to promote and develop the economic potential of the area. In 2010 the Partnership commissioned the Centre for Local Economic Strategies (CLES) to carry out a study of the economic resilience of the area as part of a pilot programme covering 6 parts of the UK. The Study sought to better understand the strength of each of the constituent parts of the local economy (the commercial, public and social sectors), the relationships between each of the sectors, the impact of governance arrangements, and the quality of the 'institutional capacity' of the area. The study was primarily a qualitative one but it identified where resilience lies in the local economy and what actions need to be taken to strengthen it. The actions include the use of public sector procurement as a tool to support local business growth, more engagement and partnership working with the RP's to support local regeneration, and better articulated business support to the commercial sector. On the whole the study concluded that Southern Staffordshire had developed a resilient economy, though we must be mindful of the public sector cuts being faced over the next couple of years.

¹⁰ TUC report into public sector employment 2009

The development of the Think Local 4 Business website¹¹ which has some 15,000 business data across the four Districts is seen as a key tool for encouraging business investment and growth.

The Districts also work closely with the local enterprise agencies and Business Link in supporting new business start ups. In addition each District has a Worklessness group that brings together the relevant partners to address and reduce worklessness.

The four local authorities have a variety of opportunities to improve their prosperity and economic position of the LIP area over the lifetime of the investment plan. The economy is broadly based, including manufacturing, distribution, service sector, professional and business services, retail services and leisure. The Partnership will work together to improve the prosperity and economic vitality of the sub regional area and ensure that local people develop the skills they need to access new employment opportunities. Provision of improved education and skills opportunities, improving aspiration and attainment and addressing employability issues are key local priorities.

Emphasis will also be placed on encouraging new and existing businesses to demonstrate a strong commitment to environmental management and to reduce carbon emissions. The LIP will promote economic vibrancy in order to regenerate and enhance areas in decline.

As it stands the 4 authorities sit in slightly different Local Enterprise Partnerships (LEP) with Cannock Chase, Lichfield and Tamworth all being part of the 'Greater Birmingham' LEP as well as playing a role in the Stoke-on-Trent and Staffordshire LEP, along with South Staffordshire. Cannock Chase and South Staffordshire also have strong connections to the Black Country LEP. Despite the slight variations in membership of the various LEP's there is a strong commitment from the LEP's to work in a coherent way across LEP boundaries on mutual priorities. This will be essential in Southern Staffordshire where the economic geography is closely linked with that of the conurbation.

A more in depth socio-economic and local housing analysis for each authority can be found in Appendix A.

¹¹ Think Local is the local portal for business support and for encouraging local business intertrading

5. Policy and Strategic Context

West Midlands and Sub Regional Context

The 4 local authorities are members of West Midlands Councils which brings together the 33 councils in the West Midlands under the leadership of all the council leaders. It provides a range of services to councils and other public sector organisations through its training and consultancy services, in areas such as Human Resources and councillor development. It also represents key local government interests by promoting and supporting its member authorities as democratic bodies providing public services, as well as influencing policies which affect the 'economic, social and environmental well being' of their communities and as such provides an important strategic regional link to the issues and priorities raised in the LIP.

As part of the former West Midlands strategic housing agenda all 4 authorities formed part of a wider Central Housing Market Area with the neighbouring urban authorities in the conurbation. Also, as part of the District authorities surrounding the northern and western parts of the conurbation in the Central Market Area, we formed the Southern Staffordshire and Northern Warwickshire Housing Partnership to work together on common strategic housing issues. As such, the 4 southern Staffordshire authorities have a history of working together on a number of common strategic housing issues and a reformed Southern Staffordshire Housing Partnership seems the ideal partnership group to monitor the LIP.

In addition, the 4 authorities, along with a number of other partners, are all Members of the Southern Staffordshire Partnership, an economic regeneration partnership which aims to foster the development of a diverse, dynamic and sustainable, low carbon economy that underpins an excellent quality of life for all the residents of Southern Staffordshire.

The i54 development on the South Staffordshire/Wolverhampton border is a key regional strategic employment site with the potential to provide around 6,000 high technology private sector jobs in southern Staffordshire and the Black Country, and will provide a significant boost to the regional and sub-regional economy when fully occupied. Staffordshire County Council, South Staffordshire Council and Wolverhampton City Council are working together to manage the transition of the site from Advantage West Midlands to ensure that the completion of major infrastructure works, including transport links, are completed. At the time of writing, the role of the HCA in the future delivery of this significant strategic employment asset is unclear but the i54 strategic employment site will play a key role in improving the economic competitiveness in the area, bringing jobs and regenerating a number of communities both within and outside of the area of this LIP and helping to deliver our vision for the area.

HCA Strategic Context

Following the Comprehensive Spending Review in October 2010, the HCA has a number of key drivers which will permeate through the Agency's activities across Southern Staffordshire across the spending period:

- **Localism** – HCA is a local agency with national influence and will work with and respond to the ambitions of the sub-region's Local Authorities for growth and regeneration;
- **Investment** – using government investment across three key programmes to deliver affordable housing growth, make best use of existing stock and support place making and regeneration with the aim of leveraging investment by others;

- **Enabling** – providing practical advice and support on local planning, design, procurement and delivery;
- **Land and Property Assets** – coordinating the release of public sector land assets to support local plans.

Localism

Working closely with the Local Authorities in Southern Staffordshire to realise the sub-region's specific housing and regeneration priorities is at the core of HCA activity in the area. In order to enable such locally tailored development it is recognised that strong partnership working between all bodies involved in housing and regeneration within the public, private and third sectors will be needed. HCA, with its partners, will strive to develop new models of partnership working based on transparency, sharing risk and reward.

Investment

In terms of investment in the sub-region, HCA will focus on 3 areas of activity:

- **Housing Growth and Affordability** – to contribute to the delivery of affordable housing to meet the specific needs and existing shortfalls in accommodation in Southern Staffordshire. This could largely be delivered through the emerging Affordable Rent Programme whereby Local Authorities and Registered Housing Providers are able to bid for a package of funding to deliver a range of affordable rent products with flexible tenures and low cost home ownership products;
- **Making Best Use of Existing Stock** – to ensure that current stock meets the needs of local communities and improvements are made in relation to energy efficiency and carbon footprint;
- **Place making and Regeneration** – to support regeneration and the creation of balanced and sustainable communities in the sub-region in line with place making principles.

The HCA's current individual programmes all fit under one or more of the above areas of activity, but they are not exclusive and the agency will use greater flexibility between the 3 programmes in order to achieve maximum impact of investment and focus support where it is most needed most.

Enabling

Given recent budgetary restraints across the public sector, the delivery of the priorities within the LIP will present a significant challenge to all partners. To ensure that this challenge is met, it is recognised that there is a need for non-financial initiatives to support the delivery of Southern Staffordshire's identified priorities. The HCA will therefore hold an enabling role whereby support could be provided to unlock essential development through:

- **Smart Working** – with fewer resources it is important to efficiently and effectively align public and private investment and know-how, and HCA will develop and put into practice new models of smarter working;
- **Brokering and Facilitating** – through detailed local knowledge of assets, investment and skills, HCA in conjunction with Local Authorities is in a position to bring forward and add value to the delivery of housing and regeneration through a brokering and facilitating role;
- **Specialist Capacity** – HCA will be in the position to offer expertise to support the delivery of housing and regeneration. This could include providing specialist independent advice, project management on large planning applications, appraisal tools, procurement panels and intelligence on the needs of specific groups.

Land and Property Assets

In order to support local plans in Southern Staffordshire and stimulate housing and regeneration, the HCA will bring forward available public sector land assets through the Local Land Initiative. Development on such sites can be delivered more quickly and smoothly using the Agency's local Development Partner Panel which will cut down on timely procurement processes, speeding up development and adding certainty.

Local Authority Strategic Context

The overarching link for the 4 local authorities is that they are within the county of Staffordshire and share the following vision of the Staffordshire Sustainable Community Strategy 'Our County, Our Vision' 2008-2023.

'It is our fifteen year vision to improve the quality of life for all our people, by increasing economic prosperity, improving local services, and developing partnership working'

Due to recent national and legislative changes, the future of the Local Strategic Partnership arrangements in each local authority is currently under review. Until the new arrangements are clear in each authority new strategies will not be developed and so details of the priorities within each LA's existing Sustainable Community Strategies (SCS) is contained in Appendix 2.

Looking at these respective SCS, the Staffordshire County SCS and the local information for each area, the following 3 themes have been identified as principal holistic priorities across the LIP area and then a number of key sub priorities have been identified under each theme.

Theme 1: Improving the health, wellbeing and achievements of residents – (People)

- Reducing social and health inequalities (physical, emotional and mental)
- Improving educational attainment, standards, and skills to meet the needs of businesses in the area
- Improving opportunities and access to services
- Ensuring voices are heard and empower local communities

Theme 2: Ensuring good quality homes are in place within strong, safe, cohesive communities and protected clean environments – (Place)

- Improving community engagement and cohesion
- Reducing anti social behaviour, criminal damage, and offending
- Reducing carbon emissions, waste, litter on streets
- Increase the number of affordable homes and endeavour to meet housing need

Theme 3: Promoting economic vibrancy – (Prosperity)

- Encourage business investment and support growth
- Increase employment opportunities and business start ups
- Reduce worklessness

6. LIP Thematic Priorities

The purpose of the LIP is to identify the thematic and spatial priorities that align to the wider priorities outlined earlier in the Plan. There is recognition across the 4 local authorities that housing plays a significant role in contributing to and enhancing the social, economic and environmental wellbeing of our residents and whilst each local authority area has their own socio-economic and housing issues, the general thrust of each area's priorities to address these issues is broadly similar. The following 5 priorities (in no order of priority) have been chosen for the LIP area:

- Increasing housing choice to meet local housing needs and aspirations
- Targeting poor quality housing and raising housing standards
- Reducing and preventing homelessness
- Ensuring a variety of housing and support options are available for our more vulnerable residents
- Encouraging thriving and sustainable communities

Priority 1: Increasing housing choice to meet local housing needs and aspirations

Again, a range of different challenges emerge across the sub-region but there are significant commonalities that are pertinent across all 4 authorities, namely:

- **Affordability** is an issue across the sub-area with particularly high house prices in Lichfield District and South Staffordshire. All 4 areas also have high levels of housing need as identified by Strategic Housing Market Assessments (SHMA's), and in some cases local HMA's. Increasing the supply of affordable housing is therefore a key priority for all 4 local authorities, and within this enabling people on lower incomes access to home ownership and increasing choice across all tenures also features as a priority.
- **Ensuring the supply of the right type of housing in the right locations**, whilst relating to affordable housing also picks up general housing needs and supply and the SHMA's have provided indications of shortfalls of certain stock types in certain areas. In some instances, there is a mismatch between current supply and likely future demand and notably in South Staffordshire the current supply is predominantly 3+ bedroom houses in the market sector but with a rapidly ageing population and reducing household sizes there is a shortfall of smaller accommodation. In Lichfield there is an undersupply of smaller dwellings in all sectors and also a relatively small stock of social housing. Cannock Chase is an area that has concentrations of deprivation and it is recognised that in order to attract business to locate to the area and bring jobs, there needs to be a better housing offer for higher earners and so delivering more aspirational housing is also a priority for Cannock. In Tamworth there is an undersupply of smaller dwellings and due to a shortage of available land for new supply there is a clear need to make better use of existing stock. Each authority will use their Local Development Framework to ensure that we are catering for the future housing needs of our residents.
- **The Private Rented Sector** remains an area that all 4 authorities are prioritising to increase and improve housing choice. The sector plays an important role in meeting local needs and we are committed to improving standards and working with landlords to increase housing options.
- **Making better use of existing stock** is an area that we recognise we must develop further to bring empty homes back into use and reduce under and over-occupation. We will also be working with partners to look at the best use of existing stock and whether remodelling of, for example old sheltered schemes, would better meet future housing needs.

Priority 2: Targeting poor quality housing and raising housing standards

Whilst the future supply of new housing is a key issue, most housing needs will be met by existing stock and the 4 authorities are committed to maintaining and improving housing standards in their areas. Priorities include:

- Ensuring that all homes in the social housing sector meet the **Decent Homes Standard**. Both Cannock Chase and Tamworth Councils remain stock owning authorities and both remain committed to ensuring that their own stock, as well as those of RP's, meet, and where possible, exceeds the standard. Lichfield and South Staffordshire, in their capacity as strategic housing authorities, also work with RP's to ensure their stock complies.
- **Achieving 70% of homes for vulnerable households in the private sector to meet the Decent Homes Standard** is also a key priority for directing our interventions whether they be enforcement or grant/loan schemes.
- **Area based initiatives to target specific areas of poor quality housing**
- All 4 authorities are currently working in partnership with Spirita Care and Repair Agency to seek alternatives to the soon to cease Kickstart funding to provide home improvement loans to low income households.
- **Reducing fuel poverty and retrofitting energy efficiency measures to existing stock**, particularly in the social sector.

Priority 3: Reducing and preventing homelessness

In a difficult economic climate and with significant changes to the benefit system due, we are seeing and will continue to see increasing levels of homelessness amongst our residents and this will present us with significant challenges over the coming years. However, we will continue to prioritise:

- Further development of high **quality proactive housing advice services** in an effort to prevent homelessness occurring in the first place.
- **Working with partners** in both the statutory and voluntary sectors to develop innovative and holistic accommodation and support solutions to meet a range of complex needs including young people, victims of domestic abuse, substance misusers etc. South Staffordshire is the only District in Staffordshire that has no accommodation based domestic violence scheme and development of such a scheme is a priority in South Staffordshire.
- **Develop a range of innovative solutions** to either prevent homelessness or to assist and support residents if they do become homeless.
- **Reducing the use of temporary accommodation**
- **Improving housing options and choice** by increasing the supply of affordable housing and improving access to the private rented sector.

Priority 4: Ensuring a variety of housing and support options are available for our more vulnerable residents

- A rapidly **ageing population** is common throughout the sub-region and the provision of housing, care and support will be a significant challenge to all partners in the area. For example authorities are committed to providing **Disabled Facilities Grants** to enable people to stay in their own homes, developing housing and care schemes such as **extra care housing** or working with partners to enable residents to be supported in their own homes etc.
- Working with Staffordshire County Council to deliver the priorities and actions within the **Housing Support & Independence Strategy and Flexi Care Strategy**

