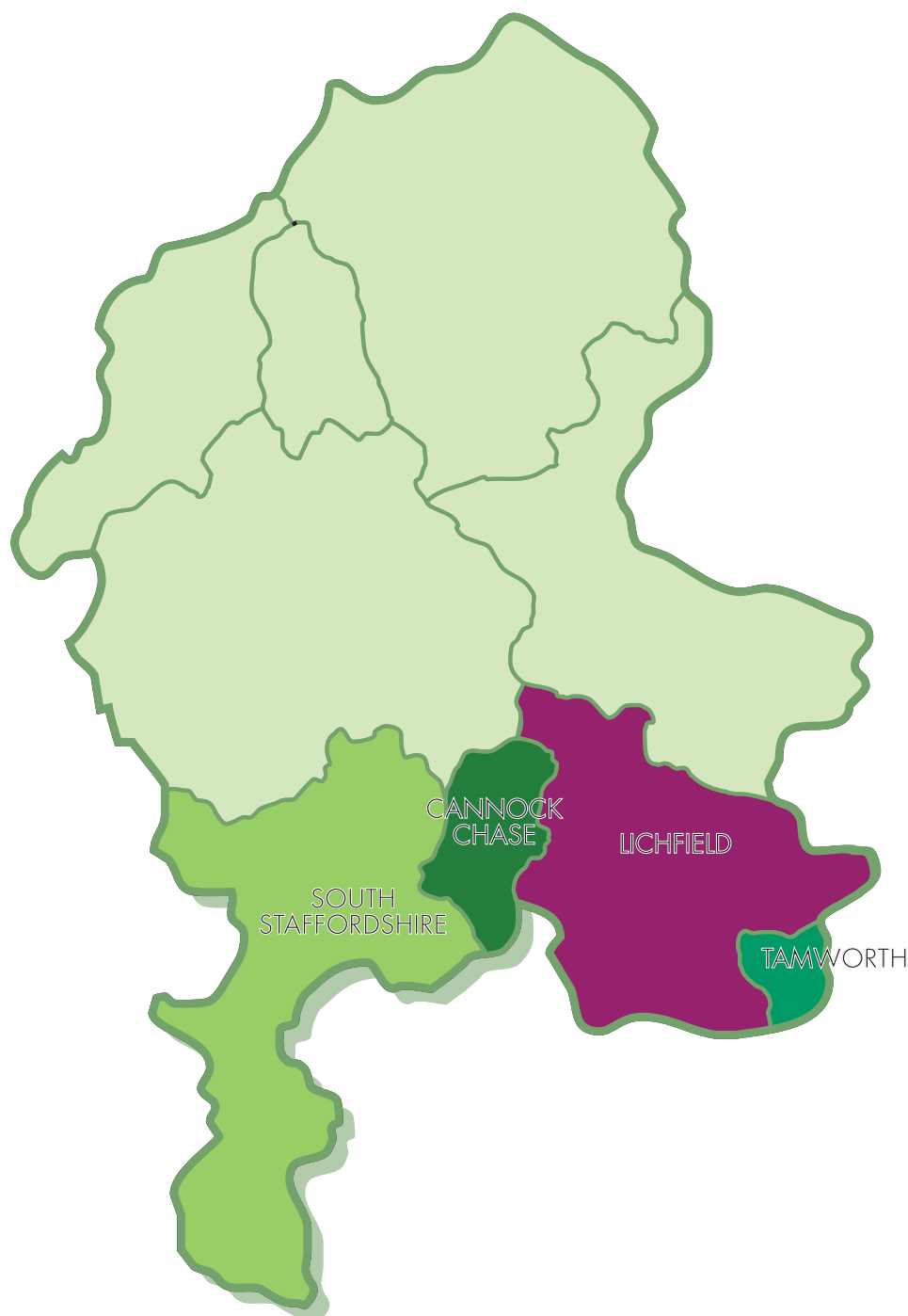


# Southern Staffordshire Local Investment Plan



Homes &  
Communities  
Agency

*Lichfield*  
district council  
[www.lichfielddc.gov.uk](http://www.lichfielddc.gov.uk)



**South  
Staffordshire  
Council**

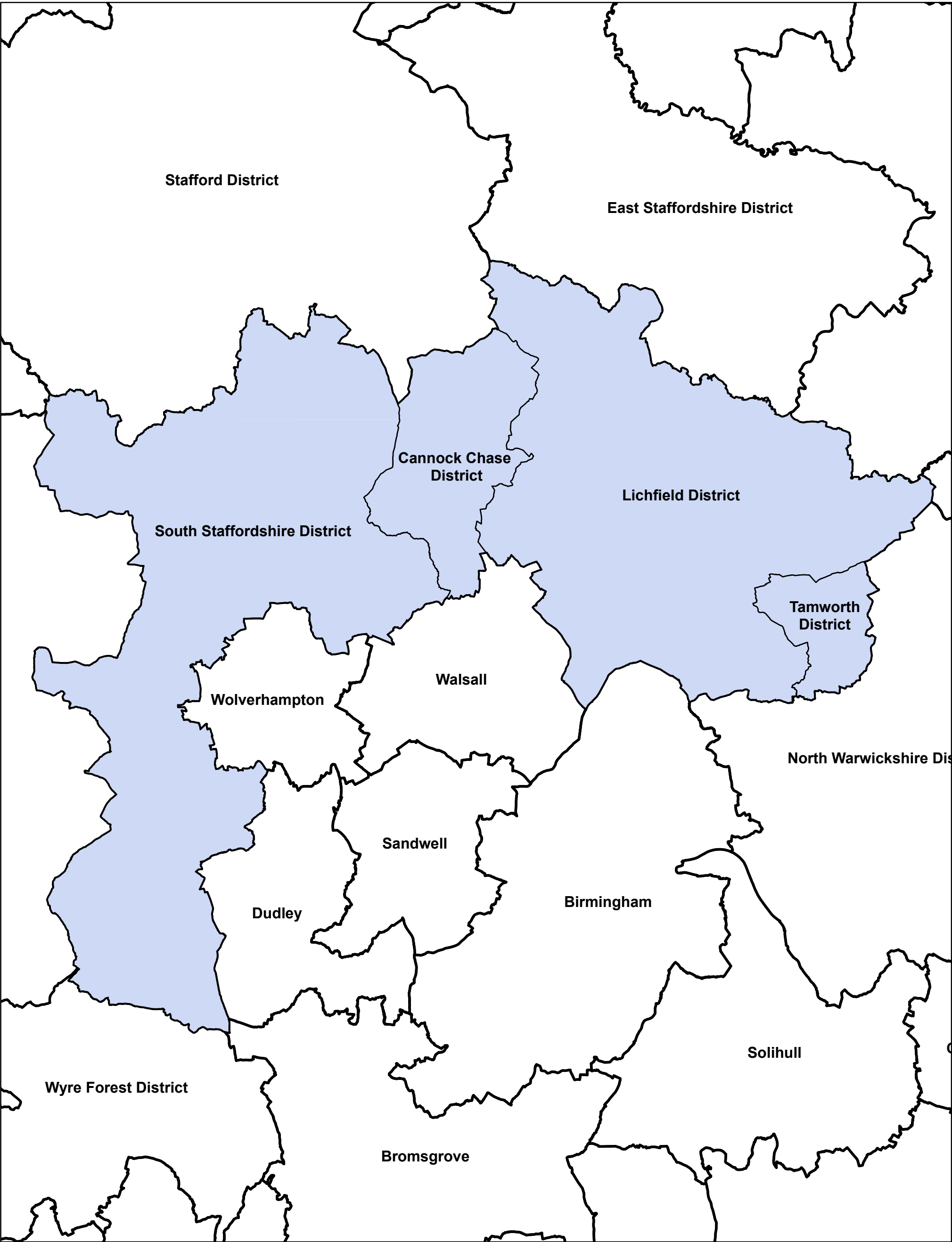


**Staffordshire  
County Council**



*Tamworth*  
Borough Council

# SOUTHERN STAFFORDSHIRE LOCAL INVESTMENT PLAN AREA



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Produced by the Research Unit, Development Services Department, Staffordshire County Council, 2011.



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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.

Key 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 people<sup>1</sup> 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.

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<sup>1</sup> 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%
<b>South Staffordshire LIP</b>	<b>374,800</b>	<b>5,700</b>	<b>1.5%</b>

*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%
<b>Southern Staffordshire LIP</b>	<b>374,000</b>	<b>403,800</b>	<b>29,800</b>	<b>8.0%</b>

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 dwellings<sup>2</sup> 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 25,600<sup>3</sup> 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%<sup>4</sup> 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.

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

<sup>3</sup> CLG, 2008 based Sub-national household projections, 2010

<sup>4</sup> 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%
<b>Staffordshire</b>	<b>£176,517</b>	<b>£172,870</b>	<b>-2.1%</b>
<b>West Midlands</b>	<b>£174,229</b>	<b>£174,250</b>	<b>0.0%</b>
<b>England and Wales</b>	<b>£216,163</b>	<b>£230,940</b>	<b>6.8%</b>

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

## Average House Price Change

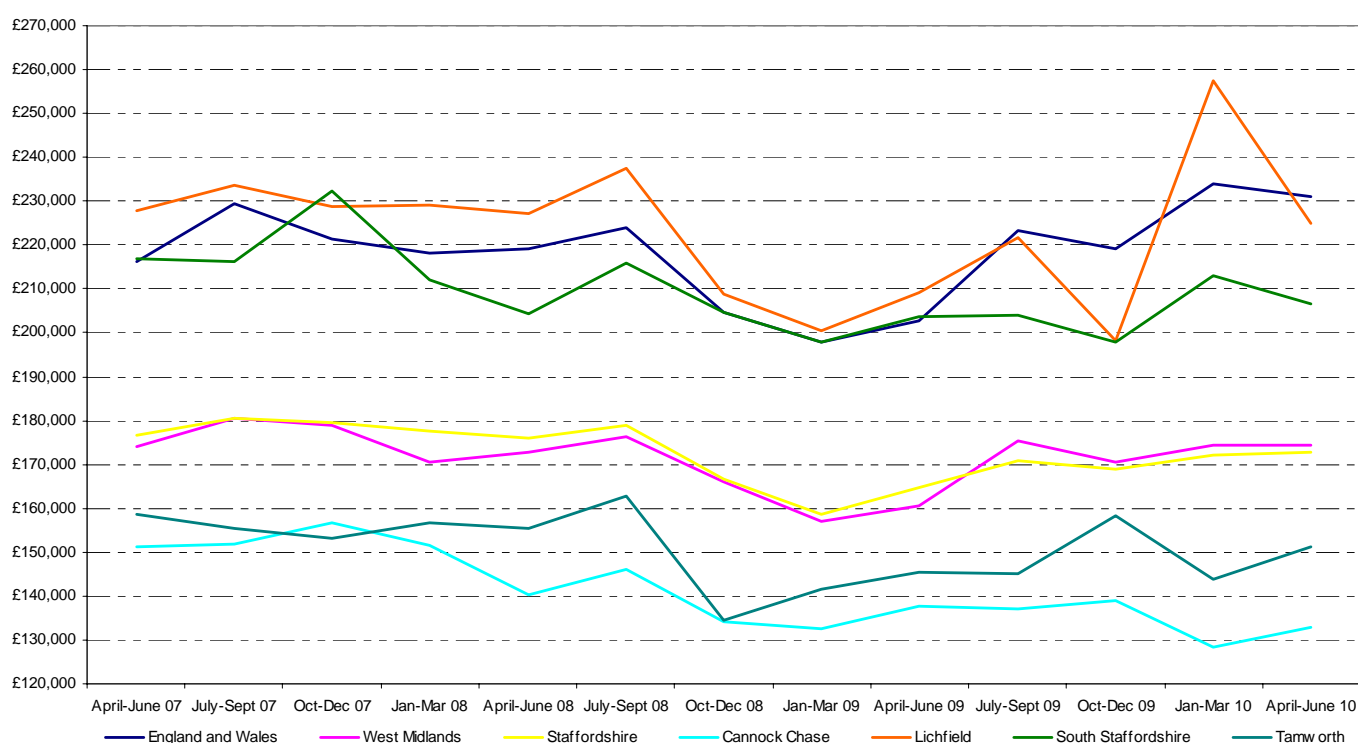


Chart 1: Average House price change Source: DCLG, Table 581 Housing market: mean house prices based on Land Registry data, by district

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%<sup>5</sup> 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*

<sup>5</sup> 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)

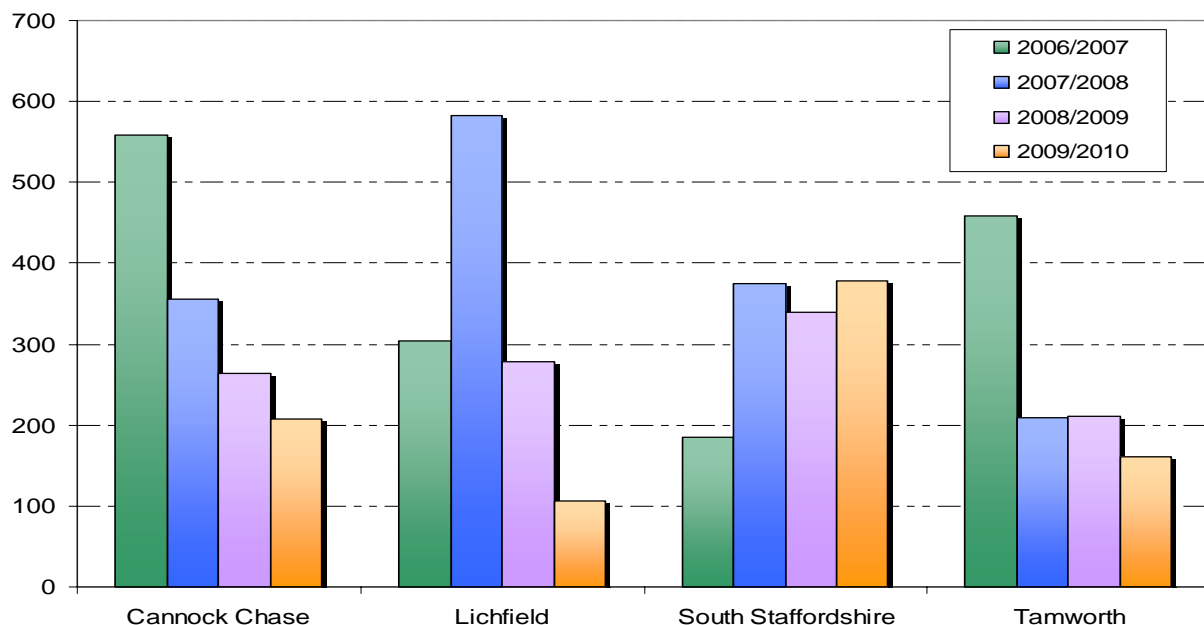


Chart 2: Source: Staffordshire County Council, Research Unit, 2010

### Affordability - Lower Quartile house price to Lower Quartile Earnings

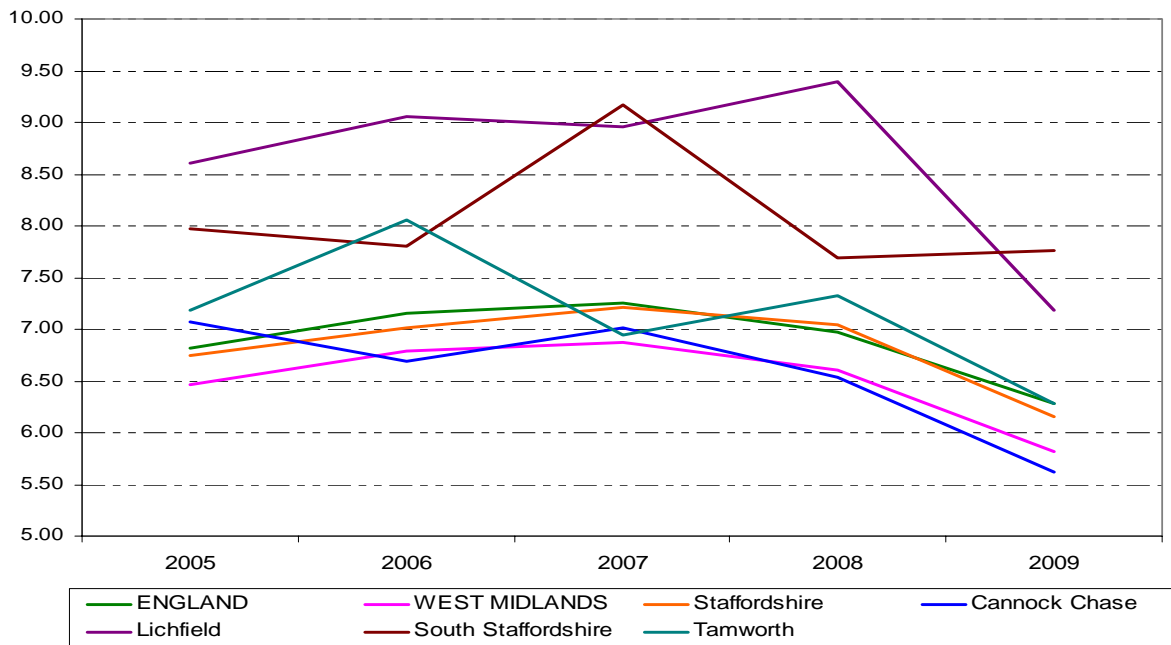


Chart 3: Source: CLG, 2010

**Table 8 Southern Staffordshire LIP Summary Housing Information**

	<b>Cannock Chase</b>	<b>Lichfield</b>	<b>South Staffordshire</b>	<b>Tamworth</b>	<b>Southern Staffordshire LIP Area</b>
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 <sup>6</sup>	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.

<sup>6</sup> 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 Camco<sup>7</sup> 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 deprivation<sup>8</sup> 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

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<sup>7</sup> The Camco study is available at [http://www.lichfielddc.gov.uk/site/scripts/download\\_info.php?downloadID=1262](http://www.lichfielddc.gov.uk/site/scripts/download_info.php?downloadID=1262)

<sup>8</sup> 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%<sup>9</sup> 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 (£)

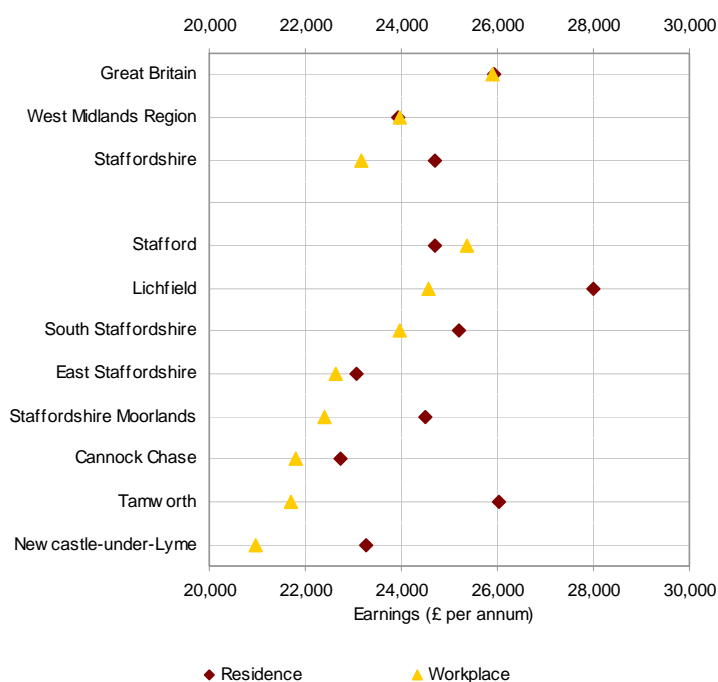


Chart 4: Source: National Statistics, Annual Survey of Hours and Earnings 2009

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.

<sup>9</sup> 2001 Census, Special Workplace Statistics

Area	November 2010		Annual Change (%)	Quarterly Change (%)	Monthly Change (%)
	Number of Claimants	Claimant Rate (%) <sup>1</sup>			
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
<b>Staffordshire County</b>	<b>13,915</b>	<b>2.8</b>	<b>-23.3</b>	<b>-7.7</b>	<b>-0.2</b>
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

<sup>1</sup> – 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

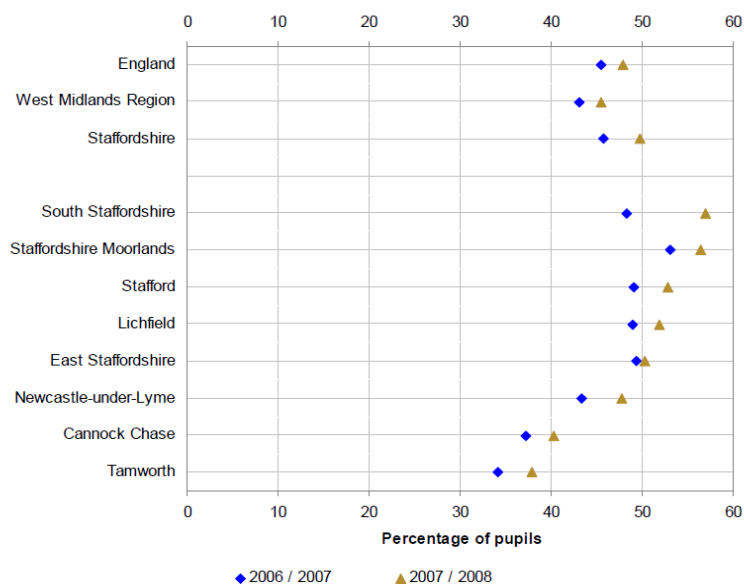
Claimant unemployment rates have decreased at a faster pace than either that reported, nationally or regionally although this is set against a backdrop where rates rose rapidly since June 2008 and peaked in April 2009.

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.

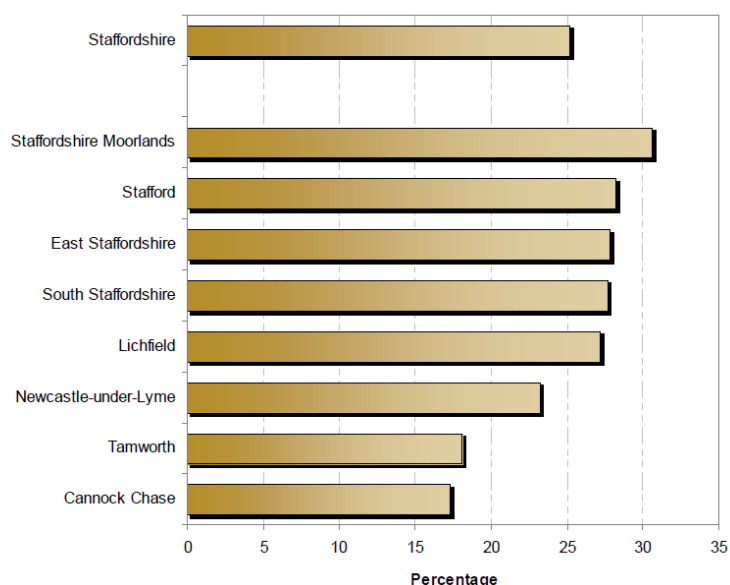
Chart 5 - % of KS4 pupils achieving 5 or more A\* - C grades at GCSE or equivalent including English and Maths



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. Data<sup>10</sup> 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.

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<sup>10</sup> TUC report into public sector employment 2009

The development of the Think Local 4 Business website<sup>11</sup> 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.

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<sup>11</sup> 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**

- **Increasing community based housing options**
- **Increasing community based care and support options**
- **Improving service delivery**

#### **Priority 5: Encouraging thriving and sustainable communities**

There is recognition of the wider role that housing plays in enhancing the social, economic and environmental wellbeing of our residents and the communities in which they live. As such authorities have a range of housing priorities and actions that contribute to thriving and sustainable communities and which include:

- Economic vibrancy/Regeneration
- Education/Skills/Lifelong learning
- Health and Wellbeing
- Climate Change/Green agenda/Environmental quality
- Community Safety
- Children & Young People

### **7. Southern Staffordshire Spatial Priorities**

Each authority is progressing with their respective Local Development Frameworks which will:

- Create a long-term spatial vision for each District/Borough;
- Provide clear strategic objectives for development and the environment;
- Describe a spatial strategy for delivering objectives;
- Outline a range of policies which shape development and deliver the strategy;
- Identify locations for new housing and commercial provision;
- Form an effective monitoring and implementation framework.

The emerging Local Development Frameworks identify the spatial priorities within Southern Staffordshire, linked to sustainable community strategies, including areas likely to be the focus for development and investment.

#### **Cannock Chase District**

6,800 homes between 2006 and 2026  
 112 hectares of employment land  
 30,000m<sup>2</sup> office provision  
 50,000m<sup>2</sup> additional retail provision (split between Cannock and to a lesser extent, Rugeley and Hednesford)

Cannock Chase District Council is directing the majority of future development to the following locations:

- Cannock, Hednesford and Heath Hayes, at least 2,400 homes on urban sites and 750 homes as an urban extension on a strategic site west of Pye Green Road. 57ha of employment land initially and a further 17ha in the longer term. Cannock strategic town centre to provide 35,000m<sup>2</sup> (gross) of additional comparison retail floor space and up to 30,000m<sup>2</sup> (gross) of office floor space. Hednesford town centre to provide 8,000m<sup>2</sup> (gross) comparison and 6,400 m<sup>2</sup> (gross) convenience retail floor space.
- Rugeley and Brereton, at least 900 homes on urban sites and at least 1,000 homes as an urban extension identified via the emerging Lichfield District Core Strategy. 27ha of employment land to be provided initially and a further 3ha identified via the emerging Lichfield District Core Strategy. Rugeley Town

Centre to provide up to 10,000m<sup>2</sup> (gross) comparisons and 4,900 m<sup>2</sup> (gross) convenience retail floor space, but not promoted as a location for large scale office growth.

- Norton Canes, at least 200 homes on urban sites and 700 homes via a broad location to the south of the settlement. 3ha of employment land initially and up to a further 8ha in the longer term. Improvements to local shopping provision as part of the managed growth of Norton Canes.

## Lichfield District

8,000 homes between 2006 and 2026

127 hectares of employment land

35,000m<sup>2</sup> office provision (split between Lichfield City and to a lesser extent, Burntwood)

51,000m<sup>2</sup> additional retail provision (split between Lichfield City and to a lesser extent, Burntwood)

Lichfield District Council is directing the majority of future development to the following locations, and intends to work with partners to deliver the infrastructure and facilities required to support this growth:

- Lichfield City Centre/Urban area
- South Lichfield Strategic Development Location (incl. 550 homes)
- East of Lichfield (Streethay) Strategic Development Location (incl. 850 homes)
- Burntwood Town Centre/Urban area
- East of Burntwood Bypass Strategic Development Location (incl. 425 homes)
- Fradley Strategic Development Location and Broad Development Location (incl. 1,000 homes)
- East Rugeley Strategic Development Location (within Armitage with Handsacre Parish) (incl. 1,130 homes)
- Key Rural Settlements of Alrewas, Armitage with Handsacre, Fazeley, Little Aston, Shenstone and Whittington (incl. 400 homes)

## South Staffordshire

3,500 homes between 2006 and 2026

32 hectares of employment land

South Staffordshire District is a community of communities and therefore has no dominant settlement. Their spatial priorities are led by the settlement hierarchy that exists:

- **Main Service Villages:** Codsall, Bilbrook, Brewood, Cheslyn Hay, Great Wyrley, Kinver, Penkridge, Perton and Wombourne are defined as Main Service Villages and will be the main focus for housing growth, employment development and service provision. 90% of growth to be focused in these villages.
- **Local Service Villages:** Coven, Essington, Featherstone, Huntington, Pattingham, Swindon and Wheaton Aston are defined as Local Service Villages where limited development will be supported where it meets local needs. 10% of growth to be focused in these villages.

- **Smaller settlements:** Any other village that falls outside of this hierarchy will rely only on limited development to meet local needs and will be delivered through a rural exceptions policy.

## Tamworth Borough

2,900 homes between 2006 and 2026  
 42 hectares of employment land  
 35,000m<sup>2</sup> office provision  
 35,000m<sup>2</sup> additional retail provision

The authority boundary is drawn closely around the urban area of Tamworth and there are identified priority areas within the settlement.

### Town Centre

- Economic Development
  - Improve Quality and Quantity of Retail
  - Creation of job opportunities
  - Increase number of office jobs
  - Enhance leisure offer, including diversifying the night time economy
  - Enhance existing residential stock
  - Opportunities for new residential stock
- Environmental Quality
  - Enhance appearance of town centre
  - Reduce the impact of flooding
  - Reduce the occurrence and severity of flooding
- Sustainable Links
  - To edge of centre leisure destinations
  - To out of centre retail destinations
  - To rest of the town
  - Outside of town – railway station improvements and dedicated service to Birmingham

### Four Locality Areas (Amington, Belgrave, Glascote and Stonydelph) and Tinkers Green

- Improve quality of existing stock
- Enhance community services and facilities
- Environmental improvements

### Employment Areas

- Retention, improvement and expansion – high quality land for economic development
- Environmental enhancements
- Improved education and skills

### Anker Valley

- Sustainable mixed use urban extension for min 1,200 homes.
- Long term potential for minimum of further 1,000 homes

## Infrastructure

It is recognised that significant investment is required in social, green and physical infrastructure to support the delivery of homes and jobs within southern Staffordshire.

Each authority is also progressing an Infrastructure Plan/Implementation Plan to underpin the delivery of the core strategies.

## **8. Governance and Delivery Arrangements**

It is proposed that the LIP will be reviewed through the reformed Southern Staffordshire Housing Partnership, which will be reconfigured to take on the monitoring and delivery arrangements of the LIP. It is anticipated that the Group will comprise of the Strategic Housing Leads from each of the four local authorities, Staffordshire County Council, an HCA representative plus locally operating Registered Providers. The Group will ensure that any agreed housing investment will help to meet the aims and objectives in each local authority's Housing Strategy and Sustainable Community Strategies as reflected in the overarching partnership vision. We will also ensure that investment supports wider economic regeneration and helps to create balanced and sustainable communities in line with place making principles. The Partnership will:

- Explore the investment and delivery mechanisms that are required to deliver our vision
- Align potential resources to our respective delivery priorities
- Explore with Registered Providers how to deliver a range of affordable housing products within agreed spatial and thematic priority areas
- Utilise the HCA Delivery Partner Panel where appropriate to procure and deliver strategic sites
- Aim to improve the prosperity and economic vitality of the sub regional area and tackle worklessness for local people by ensuring employment opportunities are integrated within the HCA investment and procurement model
- Monitor progress in achieving the agreed outputs and outcomes and undertake regular reviews of the LIP
- Ensuring that the partnership make regular reviews of the document and amend as necessary so that we take account of changing times and that the LIP appropriately reflects these changes.

The Partnership will work with and gather information from our key strategic partners, including developers to ensure a cohesive approach is adopted. The LIP will also work alongside LEP proposals to provide alignment with investment and delivery plans.

It is proposed that this Steering Group will report directly to the Local Strategic Partnerships and in particular the housing theme groups for each local authority and within existing local authority political and hierarchy reporting structures.

### **Investment and Funding**

The availability of investment will be a key issue in the future and certainly over the lifetime of this plan. In recent years, the National Affordable Housing Programme (NAHP) has been a significant source of funding to deliver affordable housing (see table 12 on page 30). However, the Comprehensive Spending Review 2010 reduced the level of funding available and the HCA has reconsidered its priority areas moving forward. In light of the reduced investment now available the partnership is committed to exploring a range of other sources of funding to help deliver the LIP, these include:

- S106 contributions
- Local Authority land and capital contributions
- Other sources of capital funding

- Public sector land, including HCA land
- RP assets and land
- HCA's Local Land Initiative
- HCA's Delivery Partner Panel
- New funding models that may emerge
- New Homes Bonus

There will be less money available in the future and we will have to be more innovative in seeking solutions to maintain delivery. The new Affordable Rent Model provides opportunities to allow RP's to lever in extra finance and provide extra headroom to help increase supply of new affordable housing. The prospectus for the model was released very close to the completion of this LIP and it offers a radical departure from previous funding programmes. This has meant that the local authorities and RP's have not been fully able to digest the full details of the scheme and how strategically we will be approaching bids and the issue of relets of existing stock. However, each authority is working with its partners and will be putting together a package of bids for each area that meet the priorities highlighted in this LIP and utilising a range of delivery methods indicated.

Potentially the New Homes Bonus offers an additional opportunity to lever in additional resources to help deliver local housing and regeneration opportunities. However, the Bonus is not necessarily 'new' money and will replace an element of formula grant and Housing and Planning Delivery Grant so it is debatable whether any money that comes in from the Bonus will be directed towards helping to deliver this plan. The proposed amounts for each authority have only been released towards the completion of the LIP so it is too early to say yet how each authority will prioritise how they intend to use the New Homes Bonus money.

The 4 authorities have varying amounts of land in their ownership. As stock owning authorities both Cannock Chase and Tamworth are and will be looking at their own HRA assets to identify opportunities within their ownership. Cannock Chase, Tamworth and Lichfield also have sites they own in their respective town and city centres which they will be continuing to work on strategically to help deliver investment priorities in these towns/city. South Staffordshire and Lichfield District own very little land having transferred most of the land holdings at the time of stock transfer, however both will continue to work with their respective stock transfer RP's to identify opportunities for investment in and around their sites.

Strategically, all 4 authorities identify the climate change/energy efficiency agenda as a priority and as such with our partners will be exploring ways of delivering low carbon retrofit and the Community Green Deal in the existing housing stock.

**Table 11 HCA Investment in Southern Staffordshire During 2008/11 Budget Period**

Local Authority	Affordable Housing Completions 2008/09	Affordable Housing Completions 2009/10	Affordable Completions 2010/11 (Forecast)	Total Affordable Completions 2008/11 (Forecast)	Total HCA Funding	Affordable Schemes completed
<b>Cannock Chase DC</b>	59	157	133	349	£8,694,162 (SHG) + £1,063,406 (Kickstart) = £9,757,568	Vine Court Extra Care – Bridgtown, Cannock; Lakeside (Kickstart)– Bridgtown, Cannock. Various ESD programmes Coulthwaite Way – Rugeley; Cherry Tree Road - Rugeley Cornwall House – Hednesford; MRS
<b>Lichfield DC</b>	52	26	40	118	£3,256,061 NAHP and Kickstart monies	City Wharf, Lichfield; Chesterfield Road, Lichfield; Millfield Wharf, Fazeley; Hammerwich Hospital, Hammerwich; Rugeley Power Station, Armitage; Open Market Homebuy; Homebuy direct; MRS.
<b>South Staffs DC</b>	102	97	74	273	£10,328,348	Old School Ct – Wheaton Aston ESD programme; Littleton Colliery – Huntington (rent, S/O & HBD) Engleton Lane – Brewood; Holly Lane – Gt. Wyrley; John Rudge Court– Seisdon; Littleton/Kempson Rd, Penkridge; Wilkes Rd – Codsall; Clay St – Penkridge Churchbridge – Gt. Wyrley (rent & HBD); Himley Lane – Swindon Park House – Essington; MRS.
<b>Tamworth BC</b>	38	43	70	151	£3,800,085	Castle Gate / Marlborough Way; Stonydelph Public House; Tame Valley Alloys / Ninian Way; Byatt House Refurbishment; 10 and 32 Stonepit (MRS).
<b>Total</b>	<b>251</b>	<b>323</b>	<b>317</b>	<b>891</b>	<b>£27,142,062</b>	

## CHALLENGES TO HOUSING DELIVERY

The likelihood of reduced levels of grant funding is a concern and it will be a challenge to deliver affordable housing and keep sites viable in the current economic climate. Meeting our affordable housing targets could be very difficult to achieve and only small amounts of Council land are available to potentially bring forward. The recession has resulted in some section 106 agreements being renegotiated in the interests of preventing the site from stalling and this has sometimes resulted in a reduction in numbers or compromising on the type of housing provided. All authorities have challenges to housing delivery; South Staffordshire and Lichfield also have significant areas of Green Belt, Cannock has a large area which is designated as an Area of Outstanding Natural Beauty and Tamworth is a solely urban area with limited land opportunities for new development. Making the best use of existing stock through either remodelling and or bringing empty properties back into use will be increasingly important to future delivery and meeting our priorities.

The new Affordable Rent Model clearly provides opportunities to help partners deliver the priorities highlighted in this plan. However, it is also fair to say that it does provide all of us with a number of challenges in terms of affordability, meeting local needs, relets and our future Tenancy Strategies. As previously indicated, the details of the programme were only announced during the very latter stages of this plan and we are currently working through the challenges and opportunities of the programme, what this means for us all locally and how we then respond through the bidding process. As we revisit the plan we will be in better position to spell out the impact locally to us.

South Staffordshire is an entirely rural district and large parts of Lichfield are also rural and as such are the two most expensive parts of the County both in terms of sales and rental levels. As identified earlier in the LIP, affordability is a major issue in the LIP area but particularly in Lichfield and South Staffordshire and this raises concerns regarding the affordability of the new Affordable Rent Model. However, on the plus side, site allocations documents are being worked on as part of our Local Development Frameworks so there is scope for increased delivery in the planning system. It is noted though that site allocations are likely in the larger rural settlements and other methods of delivery will be required for smaller rural communities.

In recent years, and particularly in South Staffordshire, there has been excellent delivery of new affordable rural social rented homes and it is expected that existing levels of delivery are unlikely to be sustained in the current funding environment. Decisions will have to be taken at a local level, with our RP's partners, as to whether 80% of a market rent will meet the needs of our residents in high value areas. As bids are submitted we are going to have to be more imaginative and innovative to ensure that housing needs can continue to be met, whilst ensuring new homes remain affordable to meet the needs of those not on benefits and on low incomes in our rural communities. Clearly this will be a challenge and again we are currently working with RP's as to how we can achieve this in their bids.

As highlighted in the LIP's thematic Priority 1, all 4 authorities are committed to improving access to home ownership. This may potentially be more difficult in light of future HCA investment being geared towards the new affordable rent model and we will have to work closely with our RP's as to how this can be incorporated into future programmes. However, there is also the more structural difficulty of mortgage market and the difficulties for first time buyers being able to access mortgage finance. Whilst property prices have fallen recently, and in theory

making properties more affordable, the very high deposits (currently 15% - 20%) required by lenders to access finance have in effect meant that owning a property is now even more difficult. We will work closely with our RP's, as well as Orbit Homebuy, to assess the viability of delivering intermediate tenures, although we will also need to take into account the HCA's future plans for Homebuy agents. A reduced level of funding available for Disabled Facilities Grants and decent home grants and the cessation of the regional Kickstart Equity Loan Programme will also challenge how we maintain the quality of the housing stock and how we ensure people are living in a property that is suited to their needs. Securing sufficient funding and land opportunities to deliver the Flexi care housing units as identified in the Staffordshire Flexi care Housing Strategy 2010-2015 of 2,396 units across Staffordshire by 2020 will be a significant issue for each local authority.

Newly emerging Government policy including the New Homes Bonus, Affordable Rent scheme and the detail contained within the Localism Bill create significant challenges that will necessitate changes in policies and procedures with regard to the delivery of affordable housing and which partners will continue to develop responses to. The Governance structures for the LIP will ensure that we react to any future changes and that our approach is reflected in future revisions of the plan.

The economic and political landscape has changed beyond recognition over the last two to three years and this has thrown up considerable challenges, threats and opportunities in meeting the needs of our communities. The preceding two years to the Comprehensive Spending Review in 2010 saw unprecedented and unsustainable levels of funding being distributed from the HCA and Southern Staffordshire certainly gained from that extra money. With a much smaller pot, a radically different model and bidding process being introduced the major challenge will be to continue to ensure delivery whilst having to be a lot more innovative in the methods we use to do that. The commitment is there from the local authorities to do this and we look forward to working with all of our relevant partners, through this Local Investment Plan, to meet those challenges and continue to make a difference in improving the quality of life in our communities.

## Appendix 1: District and Borough Local Context

### CANNOCK CHASE COUNCIL

#### Geography and general description of the area

Cannock Chase District lies within Southern Staffordshire on the northern edge of the Black Country Major Urban Area. At the heart of the District lies the nationally significant Cannock Chase Area of Outstanding Natural Beauty and around 60% of the District is designated Green Belt, testament to its strategic role as part of the West Midlands rural-urban fringe. The District acts as a strategic link between wider Staffordshire and the West Midlands Major Urban Area.

The District has two main town centres; Cannock, the largest, lies to the south of the AONB, and the historic market town of Rugeley is on the northern edge of the District. Other settlements in the District include Hednesford, Brereton and Ravenhill and Bridgetown.

Many of the towns and communities in Cannock Chase developed around the industry of coal mining. Following the closure of the last remaining pit in 1993 there has been investment in the local infrastructure and the development of a broad base of new employers across sectors such as high-technology, heavy industry, distribution, services and retail. However, a legacy of the industrial heritage in the District can be seen in many social indicators such as health and unemployment, representing some of the worst levels in Staffordshire.

#### Population and demographics

##### Age profile

The population of Cannock Chase according to the 2009 mid-year estimate is 94,500. Since 2004 the population in the District is estimated to have increased by 1.1%, less than Staffordshire as a whole (1.6%).

The age profile of the District against the Staffordshire population is shown in the graph below. Cannock Chase has a slightly younger skew, with smaller proportions in all the over 50 age groups.

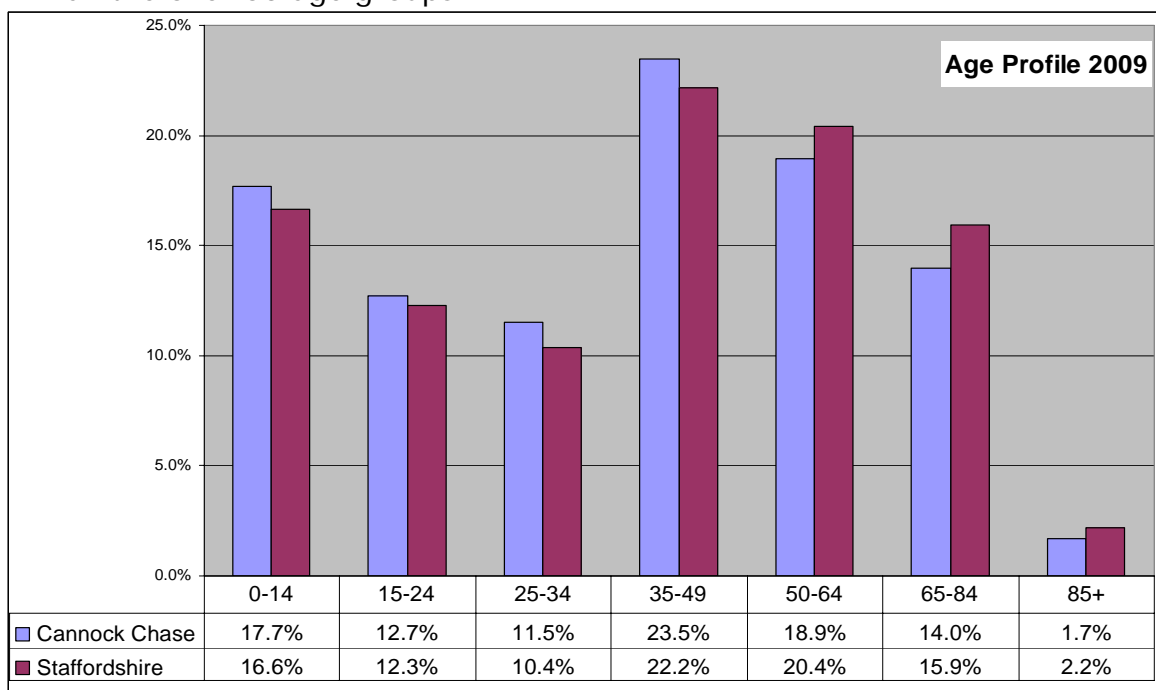


Chart 1

The population is set to grow 7.8% in total up to 2033, with an estimated 7,400 additional people in the District.

District	2008	2013	2018	2023	2028	2033	Change 2008-2033	Percentage Change 2008-2033
Cannock Chase	94,300	95,700	97,400	99,100	100,600	101,700	7,400	7.8%

Table 1

As with the rest of the County, Cannock Chase has an ageing population. By 2033, the population in Cannock Chase is set to grow significantly in the 65-84 (7.5%) and 85+ (3.2%) age groups. This equates to almost 11,000 extra older people in the District by 2033.

District	0-14	15-24	25-34	35-49	50-64	65-84	85+	Total
Cannock Chase	-600	-1,200	500	-2,200	0	7,600	3,300	7,400

Table 2

**Health** (Data largely from Staffordshire Joint Strategic Needs Assessment: Health and Social Profile of Staffordshire December 2010)

Life expectancy is used as a high level indicator of the overall health of the population. Cannock Chase has the lowest life expectancy for males and females in Staffordshire and is significantly less than the national average for both genders.

	Men		Women	
	Life expectancy (years)	Difference to England (months)	Life expectancy (years)	Difference to England (months)
Cannock Chase	76.3	-20	80.4	-19

Table 3

The overall health of people in Cannock Chase can therefore be considered worse than national and regional levels and there are several other indicators which can help to demonstrate why life expectancy is lower in the District.

The proportion of obese adults in Cannock Chase is 29.4% which is significantly worse than the national rate of 24.2%, and Staffordshire rate of 26.6%.

The District has the highest rate of alcohol attributed mortality rates in Staffordshire, 61.5 males per 100,000 population and 27.9 females per 100,000 population. This is significantly higher than the national level of 37.1 for males and 15.3 for females. However, the proportion of binge drinkers in the District is 18.1% of the population; this is one of the lowest levels in Staffordshire (average 21%) and is lower than the national average (20.1%).

Cannock Chase also has the highest percentage of smokers in a local authority area in Staffordshire, 26%. The national average is 22%, whilst the Staffordshire average is 20%.

For over a decade the rate of IB claims in the District has been consistently higher than both the West Midlands region and Great Britain as a whole. At May 2010 7.4% of the working age population were claiming IB, compared to 6.8% and 6.7% regionally and nationally respectively.

Only 19% of the District is considered physically active, at least 30 minutes 3 days a week of moderate participation. Staffordshire and England average is 22%.

Only 21.2% of the District population eat the recommended 5 portions of fruit and vegetables a day. This is lower than Staffordshire (26%) and England (28.7%).

## Ethnicity

The population of Cannock Chase is 97.5% White British, which is greater than Staffordshire (96.2%) and national (87%) levels. Cannock Chase has one of the smallest black and minority ethnic populations in Staffordshire, only Staffordshire Moorlands has smaller. The BME population in Cannock Chase is approximately 1.4%, the largest BME cohorts are Indian, White and Black Caribbean, and Chinese or other.

Ethnic Group	Cannock Chase
White - British	97.48%
White - Other	0.66%
White - Irish	0.49%
Asian or Asian British - Indian	0.34%
Mixed - White and Black Caribbean	0.24%
Chinese or Other Ethnic Group	0.20%
Black or Black British - Black Caribbean	0.12%
Mixed - White and Asian	0.12%
Asian or Asian British - Bangladeshi	0.10%
Asian or Asian British - Pakistani	0.07%
Mixed - Other	0.07%
Asian or Asian British - Other	0.04%
Mixed - White and Black African	0.03%
Black or Black British - Black African	0.03%
Black or Black British - Other	0.01%

Source: Office for National Statistics – 2001 Census Data

Chart 2

## Housing

### Stock profile

Census 2001 data show that 73% of households either own their property outright or with a mortgage or loan. 17% rent from the Council, 3% from a Registered Social Landlord and 5% rent from a private landlord.

Tenure	Cannock Chase	England
Owned	73%	69%
Mortgage	46%	39%
Outright	27%	29%
S/O	<1%	1%
Social Rent	20%	19%
Council	17%	13%
HA	3%	6%
Private Rent	5%	10%
Other	2%	2%

Table 4: Source: Census 2001

In comparison to national levels the District has a higher level of home ownership, of which there is a larger proportion of mortgage occupied but less outright occupiers. Social renting in the District is slightly higher than the national average, with a larger proportion renting from the Council than a Housing Association. As a result, there is a smaller private rented sector in the District in comparison to the national level.

The majority of property in Cannock Chase is detached or semi-detached. Approximately 30% of the stock is detached and 49% is semi-detached, 12% are terraced houses and 9% are flats/maisonettes.

Type	Cannock Chase	England
Detached	30%	23%
Semi-detached	49%	32%
Terraced	12%	26%
Flat/maisonette	9%	19%

Table 5: Source: Census 2001

In comparison to national property types, the District has a skew towards larger property types. There are much larger proportions of detached and semi-detached property than the national level, and as a result much smaller proportions of terraced and flat/maisonette property, less than half the size of national proportions.

## Stock condition

### Private Sector Stock

A Private Sector Stock Condition Survey was carried out in the District during 2010 to give a detailed picture of housing conditions in the private sector (owner occupied and privately rented homes). Key findings from this survey include:

- 25.4% (8,630 private sector dwellings) are non-decent. In England as a whole the rate was 35.8% making the Cannock Chase rate substantially lower than the national average;
- The highest rate of non decency was found in converted flats at 62.3%. This was followed by medium/large terraced houses (34.4%), small terraced houses at 29.3% and semi-detached houses (27.4%), all of which had rates that were above the District average (25.4%). The lowest rate was found in bungalows (17.9%);
- The highest rate of non decency occurred where the age of the head of the household was between 65 and 74 years (34%), followed by the 75+ age band (30.2%) and the 16 to 24 age band (29.8%). The two mid age bands (35 to 64) had lower rates;
- The largest proportion of dwellings found to be non decent were occupied by households with an annual income of less than £10,000 at 32.9% and those with an income of between £10,000 and £15,000 (30.4%);
- 70.6% of vulnerable households live in a decent home in the District. Cannock Chase has therefore met the national target for 2006/07 of 65% of vulnerable private sector households living in decent homes and the 70% target for 2010/11.

### Social Rented Stock

- At 1<sup>st</sup> April 2011 all Council properties will meet the decent homes standard apart from the Elizabeth Road and Moss Road estates which are awaiting redevelopment.

- At March 2010 99% of the total RSL stock in the District met the decent homes standard, only 16 properties failed to meet the standard.

## Empty homes

According to the Council tax valuation list of October 2010 there were 529 long term empty properties in the District. The Private Sector Stock Condition Survey 2010 estimated that the District had 1,200 vacant dwellings which represent 3.5% of the stock, compared to 4.1% nationally. Of these, approximately 450 were thought to be long term vacant dwellings. These represent 1.3% of the stock, compared to 1.5% nationally.

## Demand and supply and affordability

### *C3 Housing Market Area Strategic Housing Market Assessment*

The sub-regional Housing Market Assessment produced the following findings in respect of the affordable housing need in the District:

- 74% of newly forming households in the District cannot afford to buy a property in Cannock Chase;
- 56% of newly forming households cannot afford to private rent a property in Cannock Chase;
- There is an annual affordable housing need of 335 units in the District, for the period up to 2010;
- The household types in order of need were: couples with children (37%); single persons (31%); lone parents (23%); and childless couples (9%);
- There are shortfalls in all property types (1&2 bed flat, 3 bed house and 4+ bed house) except 2 bed house, of which there is a surplus.

		Cannock Chase
1 & 2 bed flat	Total need	340
	Available supply	210
	Supply - need	-129
	Supply ÷ need	62%
	Shortfall/surplus	SHORTFALL
2 bed house	Total need	114
	Available supply	192
	Supply - need	78
	Supply ÷ need	169%
	Shortfall/surplus	SURPLUS
3 bed house	Total need	299
	Available supply	99
	Supply - need	-200
	Supply ÷ need	33%
	Shortfall/surplus	SHORTFALL
4+ bed house	Total need	90
	Available supply	6
	Shortfall/surplus	-84
	Supply ÷ need	7%
	Shortfall/surplus	SHORTFALL
All dwelling types	Total need	843
	Available supply	508
	Supply - need	-335
	Supply ÷ need	60%
	Shortfall/surplus	SHORTFALL

Table 6

Figures indicate that the absolute size of the annual shortfall in the District is highest for smaller dwellings and lowest for larger dwellings. However, supply as a percentage of demand is lowest for 3 and 4+ bed dwellings in all districts, due to the fact that the level of 'churn' is much lower for these larger dwelling types. Less than 100 4+ bed houses become available each year for re-let for the whole C3 area.

In effect this means that households in need requiring larger dwellings have a smaller chance of acquiring a suitable home than households requiring smaller dwellings, and will therefore generally face longer waiting times before their needs are met. This is an important policy conclusion, especially given that this group consists of households with children. Single person households also have high arising need, however the housing need they face is generally less acute due to the high number of re-lets of smaller dwellings combined with the fact that they tend to have more options at their disposal, including staying with parents and moving in with others to form multi-person households.

### *Affordability*

Between 2007 and 2010 Cannock Chase saw a significant fall in house prices with a 12.1% decline. Despite this decrease, house prices remain out of reach for many people on low to moderate incomes in the District. The average full time income in the District (£25,770) remains the lowest in Staffordshire and one of the lowest in the West Midlands. This means the average house price in 2010 (Q2 figure) is 5.16 times the average full time income.

The best measure of affordability can be measured using a ratio of lower quartile property price against the lower quartile income figure, as this is the level at which first time buyers and those on lower incomes can typically access. The lower quartile average income for full time employed residents of Cannock Chase in 2010 was £17,085, which actually decreased 3% from 2009. The lower quartile average house price for 2010 (average at Q2) was £96,748. Using these LQ figures an affordability ratio of 5.66 is calculated, which means a lower quartile priced property costs over five and a half times the lower quartile annual income – worse than the overall affordability in the District.

### **Specialist housing need**

#### *Gypsies and Travellers*

The accommodation needs of Gypsies, Travellers and Travelling Showpeople have been considered within the Southern Staffordshire, North Warwickshire, Nuneaton and Bedworth and Rugby Gypsy and Traveller Accommodation Assessment (GTAA). Cannock Chase Council questioned the methodology used in the study in that future need was determined on a 'need where it arises' basis. The key outcome from the GTAA recommended that Cannock Chase required a further 52 additional residential pitches for the period 2007-2026 and 8 travelling showpeople plots. Between 2012-2016 there is a requirement for 8 residential pitches and 1 travelling showpeople plot. Five transit sites are also required in the District between 2007-2012.

There are currently 3 licensed sites for Gypsies and Travellers in the District and one long-standing tolerated unauthorised site. Cannock Chase has no unauthorised developments where gypsies and travellers have purchased land with the intention of establishing a permanent base. All unauthorised activity in the District has been in the nature of short stay roadside encampments.

The Council will be seeking to deal with the future housing needs of Gypsies and Travellers in the forthcoming Local Development Framework Core Strategy. The A5

corridor is considered the appropriate broad area of search for sites within Cannock Chase District. Sites will then be specifically identified in the subsequent Site Specific Allocations Development Plan Document.

### *Older People*

The Staffordshire Flexi Care Housing Strategy 2010-2015 identifies the number of flexi care units that are required in the District to meet current and future needs. The majority of people in a Flexi care housing scheme will be over the age of 55 but it may also include some younger people with disabilities. The table below demonstrates the need in Cannock Chase, with the headline figure being the requirement for an additional 636 flexi care units by 2015 rising to 1,034 by 2030.

CANNOCK CHASE	Diversion Rate	Net Population				FCH Places Needed			
		2010	2015	2020	2030	2010	2015	2020	2030
A. Residential Home Places	60%	198	234	264	336	119	140	158	202
B. Nursing Home Places	20%	132	156	176	225	26	31	35	45
C. People with LLTI, over 75, living alone	15%	1,809	2,029	2,470	3,532	271	304	371	530
D. Population over 75	⅓ of 3.6%	4,791	5,471	6,530	8,668	115	131	157	208
<i>Sub Total</i>						531	606	721	985
E. Voids	5%					27	30	36	49
<b>TOTAL</b>						<b>558</b>	<b>636</b>	<b>757</b>	<b>1,034</b>
<i>Owned</i>	58%					324	369	439	600
<i>Rented</i>	42%					234	267	318	434
<b>Number of units per 1,000 of the population aged 75 or over</b>						<b>85</b>	<b>85</b>	<b>84</b>	<b>94</b>

Table 7

### *BME*

The SHMA found that due to the substantially lower share of BME population in Cannock Chase the impact of ethnicity on household change in the District is expected to be far less marked than other neighbouring local authority areas. The SHMA did estimate that the number of BME households in the District is expected to rise from around 425 in 2006 (1.1%) to circa 700 (1.5%) in 2026.

## **Vulnerable people and homelessness.**

### *– Young Vulnerable People*

According to Connexions, during 2009/10 8.5% (Winter Average) of young people aged 16-18 were NEET. This was the highest proportion of all the Staffordshire authorities and subsequently was much higher than the Staffordshire average.

### *– Teenage Parents/Vulnerable Families*

The under 18 conception rate per 1,000 15-17 year old females in Cannock Chase has increased from 49 in 2005- 07 to 52.1 in 2006-08, the highest of all the districts in Staffordshire and higher than the county rate of 40.6. More recently, in December 2009, there were 49.9 teenage mothers per 1,000 16-19 year old females in the District, a slight decrease from the May 2009 rate, but higher than the county rate of 27.8.

### *– Mental Health*

In 2009/10 there were 488 people registered with a severe mental illness on GP registers across Cannock Chase. Levels of people with severe mental illness in the District (0.50%) are lower than the Staffordshire average (0.57%), and second lowest LA area in the County.

– *Domestic Violence*

Cannock Chase has the third highest reported number of incidents in the County at 456 in 2009/10. The District also recorded the largest annual increase in the County, of 20%, from 381 to 456.

	2008/09	2009/10	Change
Cannock Chase	381	456	20%
Stafford	396	466	18%
East Staffordshire	313	358	14%
Tamworth	311	353	14%
<b>STAFFORDSHIRE</b>	<b>2,489</b>	<b>2,782</b>	<b>12%</b>
South Staffordshire	223	247	11%
Newcastle-under-Lyme	418	458	10%
Staffordshire Moorlands	228	237	4%
Lichfield	219	207	-5%

Source: Staffordshire Police

Table 8

– *Physical Disabilities*

According to a report from South Staffordshire PCT; Staffordshire Joint Strategic Needs Assessment: Estimating current and future prevalence of physical and sensory disabilities in Staffordshire; there are predicted to be 1,418 people in 2010 with serious physical disabilities in Cannock Chase, and this is predicted to increase by 7% up to 2025.

– *Learning Disabilities*

According to a report from South Staffordshire PCT; Staffordshire Joint Strategic Needs Assessment: Estimating current and future prevalence of mental health and learning disabilities in Staffordshire; there were 318 people from the District with learning disabilities on GP registers for 2007/08. The report also adds that the numbers on GP disease registers significantly under record the prevalence of learning disabilities in the District, predicting that in 2008 1,756 people aged over 18 have a learning disability in Cannock Chase.

– *Substance Misuse*

Alcohol and substance misuse is a major health concern in Cannock Chase and it is estimated that 18% of the population consume at least twice the daily recommended amount of alcohol in a single drinking session (binge drinking). Alcohol is also recognised as a major contributor towards violent crime in the District and alcohol related hospital admissions are on the increase.

Staffordshire Joint Commissioning Unit Substance Misuse team (formerly the Drug and Alcohol Action Team or DAAT) is a multi-agency partnership established to tackle drug and alcohol misuse. As at March 2009 there were 331 Problematic Drug Users (PDUs) in effective treatment with a Cannock Chase District postcode. Heroin is the main presenting substance of those in effective treatment, with 83% of PDUs using this Class A drug, followed by Cocaine which is used by 6%.

– *Offenders, ex-offenders and those at risk of offending*

There were approximately 455 adult offenders starting an order with probation within Cannock Chase during 2009/10, 12% of which (99 offenders) were assessed as having a high or very high risk of harm, slightly above the Staffordshire average.

Staffordshire Youth Offending Service recorded 51 first time entrants to the Youth Justice System (equal to a rate of 508 per 100,000 10-17 year olds). This is the third highest rate recorded in Staffordshire and represents an increase of 12 young offenders (31%) when compared with 2008/09.

Between April and December 2009 there were 803 offenders on the Probation caseload living within Cannock Chase; 65 of these were re-offenders resulting in an actual re-offending rate of 8.1%. This percentage is the highest recorded for all districts across Staffordshire County.

## Homelessness

During 2009/10 the Council received 180 applications from households presenting as homeless. A 40% decrease in applications taken has occurred between 08/09 and 09/10 and a 62% decrease in acceptances was measured.

Priority Need Group	2007/08	2008/09	2009/10
Applications Taken	408	301	180
Priority Need	167	75	28
No Duty Owed	241	226	152

Table 9

Homelessness trends from the last three years show that the main reasons for homeless acceptances were violent relationship breakdown, loss of rented accommodation and parents being unable to accommodate.

Reason for Homelessness	2007/08	2008/09	2009/10
Parents unable to accommodate	27	13	5
Relatives/friend unable to accommodate	12	5	2
Violent breakdown In relationship involving partner	31	18	7
Non-violent breakdown of relationship with partner	20	7	3
Violent breakdown of relationship involving associated persons	7	3	0
Mortgage arrears	19	6	0
Rent arrears on Local Authority/Public Sector accommodation	0	0	0
Rent arrears on RSL accommodation	1	0	0
Rent arrears on private sector accommodation	2	1	0
Loss of rented accommodation	39	15	6
Racially motivated violence	0	0	0
Other forms of violence	4	3	1
Left institution or care	3	2	2
Racially motivated harassment	0	0	0
Other forms of harassment	0	1	0
Other	2	1	2
<b>Total</b>	<b>167</b>	<b>75</b>	<b>28</b>

Table 10

### *Rough Sleeping*

Current and recent historic levels of rough sleeping in the District have not been considered to be significant or high enough to merit performing a physical count. Under previous reporting mechanisms the level of rough sleeping has been recorded as 0-10 cases for the past few years. After the Government changed policy on reporting of rough sleeping, the estimate Cannock Chase returned for autumn 2010 was zero after consulting with local partners.

## **LICHFIELD DISTRICT COUNCIL**

### **Geography and general description of the area**

Lichfield District is located in south-east Staffordshire, close to the northern part of the West Midlands conurbation. The District has two main settlements, the cathedral city of Lichfield and the town of Burntwood, as well as many villages within a varied and attractive rural area. Some of the rural settlements are physically connected to urban areas that lie within the administrative boundaries of other Local Authority areas, including Little Aston which adjoins Sutton Coldfield and Streetly, and Fazeley which adjoins Tamworth. The town of Rugeley, which lies within Cannock Chase District, sits on the north-western boundary of Lichfield District.

Lichfield District has historically proven to be an attractive location for people to live. It has been a significant destination for migrants from the West Midlands conurbation and other nearby towns. In the past this has led to pressure for housing growth over and above the needs arising purely from within the District.

### **Demographics**

The population of Lichfield District is approximately 98,500<sup>12</sup> and the primary ACORN category is 'wealthy achievers' although significant pockets of deprivation do exist across the District.

The table below gives the current and future population breakdown by age group.

	<b>2009</b>		<b>2016</b>		<b>2033</b>	
<b>0-19</b>	22,600	22.9%	22,600	21.6%	23,800	20.8%
<b>20-29</b>	9,400	9.5%	10,100	9.7%	8,800	7.7%
<b>30-44</b>	19,100	19.4%	18,200	17.4%	20,000	17.5%
<b>45-64</b>	28,400	28.8%	29,100	27.9%	28,700	25.1%
<b>65-79</b>	14,400	14.6%	18,300	17.5%	20,700	18.1%
<b>80-84</b>	2,400	2.4%	5,000	4.8%	9,400	8.2%
<b>85+</b>	2,200	2.2%	1,100	1.1%	3,100	2.7%
<b>TOTAL POPULATION</b>	<b>98,500</b>	<b>100%</b>	<b>104,400</b>	<b>100%</b>	<b>114,500</b>	<b>100%</b>

*Table 11*

A significant proportion of the population is elderly and this is expected to significantly increase, both in numerical terms and as a percentage of the District's population as a whole up to 2033. See the projected population figures below for the period between 2008 and 2033.

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<sup>12</sup> Based on 2009 mid-year estimates; source: Lichfield District Profile 2010 by Staffordshire Observatory

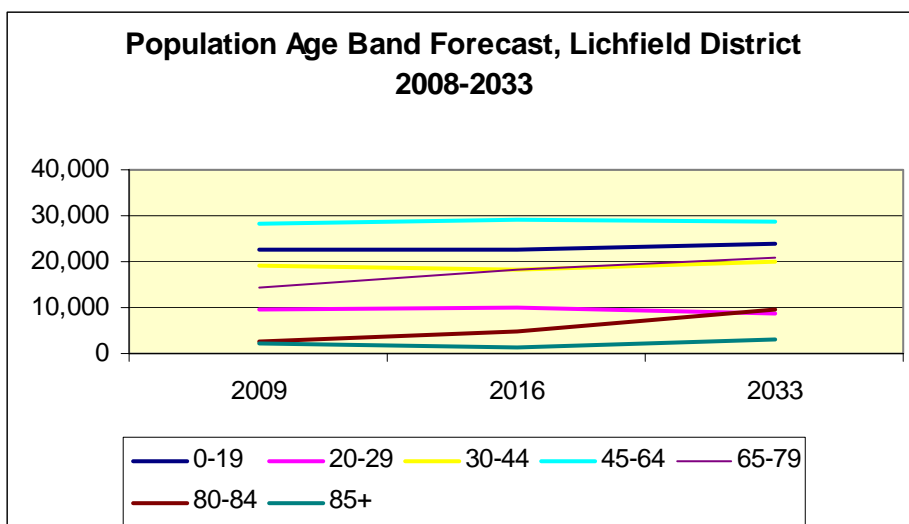


Chart 3: Source: ONS – Sub National Population Projections 2010

- The most significant increase is shown in the age group 80-84 which increases by 291% or by almost 5.8% of the total population between 2009 and 2033
- As a percentage of the population, all age bands under the age of 65 show a decrease during this period, although the most significant decrease is 45-64 age
- The 30-44 age group, which is the main economically active and household forming group shows a decline of 1.9% as a percentage of the population over the whole period, although the majority of that fall happens up to 2016. There is also a reduction forecast for those aged 20-29.

## Ethnicity

The population of Lichfield is predominantly (96.6%) White British<sup>13</sup> which is higher than the national or county average. The next largest groups are White other and Asian or Asian British (Indian). See the table below for ethnicity breakdown of the population of the District.

White - British	90,033	96.6%
White – Irish	655	0.7%
White - Other	810	0.9%
Mixed - White and Black Caribbean	196	0.2%
Mixed - White and Black African	55	0.1%
Mixed - White and Asian	139	0.1%
Mixed - Other	110	0.1%
Asian or Asian British – Indian	523	0.6%
Asian or Asian British – Pakistani	88	0.1%
Asian or Asian British – Bangladeshi	63	0.1%
Black or Black British - Black Caribbean	182	0.2%
Chinese or other ethnic group – Chinese	154	0.2%
Chinese or other ethnic group - Other ethnic group	111	0.1%
All People	93,189	100%

Table 12

<sup>13</sup> Source : Office for National Statistics – 2001 Census Data

## Housing Tenure

The data below is taken from the 2001 Census:

Lichfield District		
	Nos	%
Owner-Occupied	29541	78.77
Shared Ownership	195	0.52
Social rented	5060	13.49
Private Rented	2061	5.50
Other	648	1.73
<b>Total</b>	<b>37505</b>	<b>100</b>

Table 13

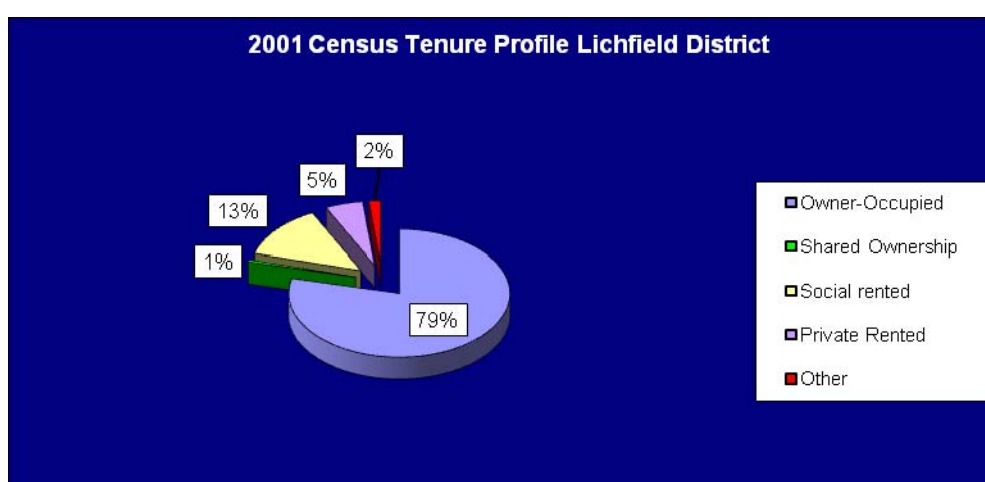


Chart 4 Source: 2001 Census

In 2010 there were approximately 42,700<sup>14</sup> domestic properties in the District. The private sector stock condition survey which was also completed in 2010 found that the tenure profile showed some differences to the national pattern. The owner occupied stock had higher proportions than that found nationally (78% compared with 70%), with privately rented dwellings being represented at the lowest rate (9% compared with 12%) and the social rented sector also being lower (13% compared with 18%).

<sup>14</sup> Source: Council Tax Domestic Property list from Lichfield District Council.

## Stock Condition

The key findings of the 2010 Lichfield Private Sector Stock Condition Survey are shown in the table below:

Characteristic	Owner occupied	Privately rented	All private sector stock	England
Dwellings <i>Per cent of stock<sup>1</sup></i>	32,970 78%	3,760 9%	36,730 87%	82.0%
Non-decent <i>As a % of each tenure</i>	5,830 17.7%	1,470 39.0%	7,300 19.9%	35.8%
Vulnerable in decent homes <sup>2</sup> <i>% vulnerable households in decent homes</i>	4,130 88.6%	540 54.0%	4,670 82.5%	61.0%
Category 1 Hazard <i>As a % of each tenure</i>	3,440 10.4%	960 25.4%	4,400 12.0%	23.5%
In Fuel Poverty <i>As a % of each tenure</i>	2,100 6.3%	560 16.8%	2,660 7.3%	13.2%
Mean SAP <sup>3</sup>	57	52	57	48
Residents over 65 <i>As a % of each tenure<sup>4</sup></i>	11,110 36.9%	340 11.1%	11,450 34.5%	24.4%
Households in receipt of benefit <i>As a % of each tenure<sup>4</sup></i>	4,660 14.0%	1,000 30.0%	5,660 16.0%	17.0%
<ol style="list-style-type: none"> <li>1. Percentages given as a proportion of total housing stock, the remaining 13% is all social housing, which was not surveyed as part of this study</li> <li>2. Refers to households in receipt of an income or disability benefit, as defined under former Public Service Agreement 7 objectives</li> <li>3. SAP is the government's Standard Assessment Procedure for rating energy efficiency on a scale of 1 (poor) to 100 (excellent)</li> <li>4. As a percentage of occupied dwellings, not all dwellings</li> </ol> <p>Table 14 Source: LDC SCS 2010</p>				

Overall, 7,300 (19.9% compared with 35.8% nationally) private sector dwellings failed the Decent Homes Standard in Lichfield District. A total of 12.0% (4,400) failed due to the presence of a Category 1 Hazard and 11.7% (4,310) due to thermal comfort failure.

A substantially lower proportion of the stock was built before 1945 than that found nationally (16.1% compared with 42.7%), with a much higher proportion of the stock built post 1944 to that found nationally (83.9% compared with 57.3%).

The private sector stock had much higher proportions of detached houses and bungalows and, to a lesser extent, semi-detached houses, with lower proportions of terraced housing and flats.

The proportion of households with an income of less than £15,000 was 24.7% compared to 25.1% nationally. This presents potential affordability issues for repair and improvements in the private sector dwelling stock.

## Empty Homes

Vacant dwellings can be difficult to identify and there are frequently problems in gaining access. By using a combination of sources, including the 2010 Lichfield District Stock Condition Survey, Council Tax lists, the Census and the Council's own figures, it was possible to estimate that there are in the region of 320 vacant dwellings representing 0.9% of the private housing stock within Lichfield District.

Based on the results taken from the stock condition survey it was estimated that only 20 (0.1%) of the private sector dwellings within Lichfield District were long-term vacant, defined as any dwelling vacant for six months or more, or subject to unauthorised occupation.

### House Prices and Affordability

In January 2011 the simple average house price in Lichfield District was £270,500 (based on sales and valuations between November 2010 and January 2011)<sup>15</sup>, compared to the regional average of £190,000. The lower quartile house price in the District was £158,300 (based on sales and valuations in the same period) compared with a regional average of £110,700<sup>16</sup>.

The number of bedrooms is a key determinant of price and the table below gives current average prices by bedroom count and property type<sup>17</sup>:

Property type	Average price
1 bedroom flat	£103,800
2 bedroom flat	£121,300
2 bedroom house	£164,400
3 bedroom house	£188,700
4 bedroom house	£337,600

*Table 15: Average price per property type: Source- Hometrack February 2011*

These higher than average house prices also lead to higher house price to earnings ratios. The ratio for Lichfield District is currently 7:1 based on data from the latest Annual Survey of Hours and Earnings (ASHE) and sales and valuations over the past 12 months. This is compared to the regional house price to earnings ratio which is 6.3:1<sup>18</sup>.

The affordability of home ownership is just one part of the affordability equation. The cost of buying an average 2 bed property in Lichfield District with an 85% mortgage is currently £127 per week assuming a 3.57% mortgage interest rate, this would also require purchasers to have a deposit of between £18,000 and £24,600; which is beyond the reach of the majority newly forming households. The cost of privately renting an average 2 bed property is £137 per week, whilst the gross average weekly rent for a 2 bed property rented from a Registered Provider is £78 per week.<sup>19</sup>

The findings of the 2007 Strategic Housing Market Assessment (SHMA) indicated that a household income of £39,142 was required to purchase an entry level property at a cost of £137,000; which is a cost of £21,000 less than the current average lower quartile house price in the District. According to the 2010 ASHE<sup>20</sup> survey the median income for households in Lichfield District is £24,160 which is well below the required income level to be able to afford to purchase a home on the open market.

Evidence available on housing needs and demand indicates a high demand for affordable homes with the total annual affordable housing need calculated as 581 units per annum by the 2007 SHMA. Analysis of the U-Choose<sup>21</sup> bid history shows the

<sup>15</sup> Source : Hometrack Housing Intelligence February 2011

<sup>16</sup> Source : Hometrack Housing Intelligence February 2011

<sup>17</sup> Source : Hometrack Housing Intelligence February 2011

<sup>18</sup> Source : Hometrack Housing Intelligence February 2011

<sup>19</sup> Source : Hometrack Housing Intelligence March 2011

<sup>20</sup> ASHE – Annual Survey of Household Earnings

<sup>21</sup> Uchoose is the sub-regional choice based lettings system that Lichfield is a member of.

highest demand remains for 3-bed family homes, with an average of 50-80 bids per property.

## **Specialist Housing need**

### *Older people*

The Staffordshire Flexi Care Housing Strategy 2010-2015 identifies the number of flexi care units that are required in the District to meet current and future needs. The majority of people in a Flexi care housing scheme will be over the age of 55 but may include some younger people with disabilities. The strategy outline the need for additional Flexi Care Housing in Lichfield District, with the headline figure being the requirement for an additional 700 flexi care units by 2015 rising to 1,199 by 2030; with a tenure split of 68% owned and 32% rented.

### *Gypsies and Travellers*

The housing needs of the Gypsy and Traveller community were considered in detail in the 2007 Southern Staffordshire, North Warwickshire, Nuneaton and Bedworth and Rugby Gypsy and Traveller Accommodation Assessment (GTAA). The key recommendation for Lichfield District was that it was estimated that an additional 14 residential and 5 transitional pitches would be needed within the District for the period 2007-2026.

Current provision within the District is 1 licensed site with 2 pitches, which is currently applying for planning permission to increase to 8 which the authority are not opposing, and one long-standing unauthorised site which currently has 3 pitches, and a number of utility buildings. There has been some other unauthorised activity within the District which has mainly been short stay roadside encampments.

Lichfield District Council will be seeking to look at future housing needs for this community in the Local Development Framework Core Strategy.

### *Learning Disabilities*

Assessments and needs analysis by Staffordshire County Council on the need for 24 hour supported living schemes for people with learning disabilities has identified the need in Lichfield district for two developments each containing 10 x 1 bed flats and a resource flat for care staff etc. Work is shortly to commence to identify suitable sites for these schemes.

## **Health**

Health and wellbeing is a key priority in Lichfield District as highlighted in our Strategic Plan 2008-2012 where one of the key priorities is to "Improve people's health and wellbeing". Perhaps the strongest influence on an individual's health and wellbeing is their social and economic circumstances.

Life expectancy in Lichfield District has risen by 6.2% to 78.7 years for males and by 4% to 81.5 years for females between 1991 and 2010<sup>22</sup>.

In 2006-2008 the directly standardised mortality rate<sup>23</sup> for Lichfield District was 588.5 per 100,000 population<sup>24</sup> which is lower than the West Midlands regional rate of 608.84 but slightly higher than the rate for England which was 581.94 per 100,000 population. This figure is the overall mortality rate from all causes for all persons, regardless of age or gender.

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<sup>22</sup> Source : Staffordshire Observatory Profile of Lichfield District 2010

<sup>23</sup> Directly Standardised Rates (DSR) represent what the rate would have been if the population had the same age distribution as the European standard population.

<sup>24</sup> Source : National Centre for Health Outcomes Development (NCOHD)

In the same time period, circulatory disease made up 31% of all deaths in Lichfield District and 30% of premature deaths (i.e. those occurring before the age of 75). The DSR rate per 100,000 population for the district is 66.81 which is lower than the rate for England which is 75.37<sup>25</sup>.

Obesity is recognised as one of the major public health problems of current times, and obesity in childhood is becoming more and more common. In 2008/9 obesity amongst children in reception class (Age 5) was 8.9% in Lichfield District, which was below the Staffordshire average of 9.9% and the England average of 9.6%. However this rate had increased to 18.2% by Year 6 (age 11), although remains below the Staffordshire (18.6%) and England (18.3%) rates<sup>26</sup>.

## Business & Employment

In the local economy Lichfield acts as an employment centre for the District as a whole, providing almost half of the District's total jobs. About half of the city's residents in employment rely on jobs outside the city, principally in the West Midlands. As a consequence there is a daily cross-flow of workers into and out of the Lichfield. There is a relatively high proportion of service sector employment in the city (about 66%) compared to manufacturing (about 34%) and this proportion has increased in recent years. This reflects its importance to the surrounding area in particular for financial and professional services and local government administration.

Despite its importance for service sector jobs, Lichfield has areas of localised unemployment. The unemployment rate for the city is higher than for the District as a whole and there are particular "pockets" of high unemployment in parts of the city.<sup>27</sup>

According to the Staffordshire Observatory's Profile of Lichfield District 2010 the 'public administration, education and health' sector accounted for the highest proportion of employment within the District in 2008, with over 8,000 employees. The District has the highest level of employment within the 'banking, financial and insurance' sector of all the Staffordshire District.

Lichfield District has a higher percentage of economically active population than both Staffordshire & the Great Britain average)<sup>28</sup>

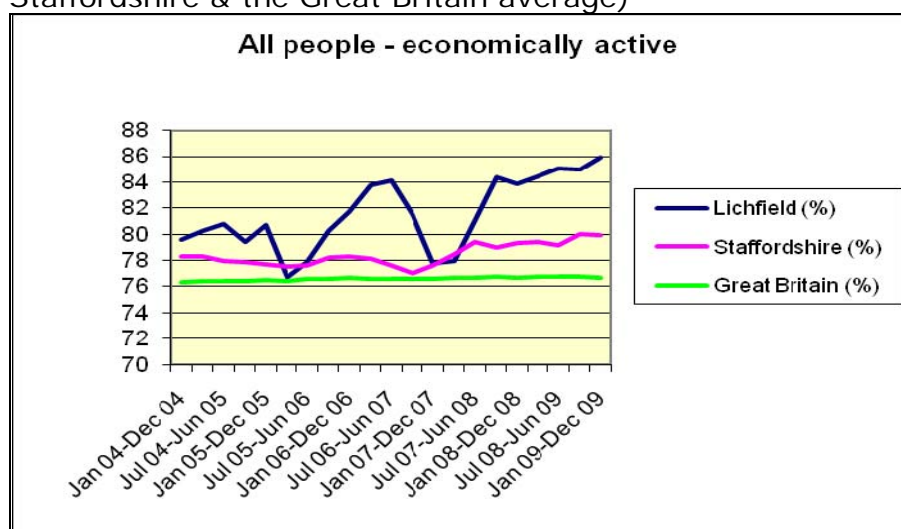


Chart 5

<sup>25</sup> Source : National Centre for Health Outcomes Development (NCOHD)

<sup>26</sup> Source : The Health & Social Care Information Centre

<sup>27</sup> Source : Lichfield District Council - Local Plan

<sup>28</sup> Source : NOMIS – Annual Population Survey

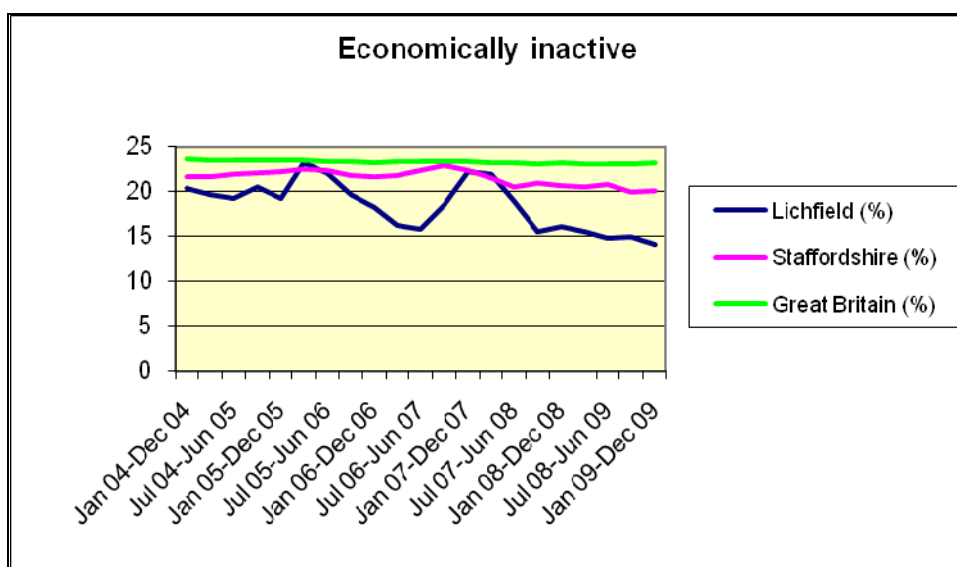


Chart 6

Lichfield also has a lower percentage of households who are economically inactive than the county or national average – see chart below.<sup>29</sup>

### Deprivation & Worklessness

According to the index of multiple deprivation (IMD) 2007 none of the 57 lower super-output areas (LSOA's) within the District fall within the 20% most deprived areas in England.

Unemployment is defined by the number of Jobseekers Allowance claimants. In August 2010 Lichfield District had a lower %age that both the National & County average of JSA claimants (See chart below).<sup>30</sup>

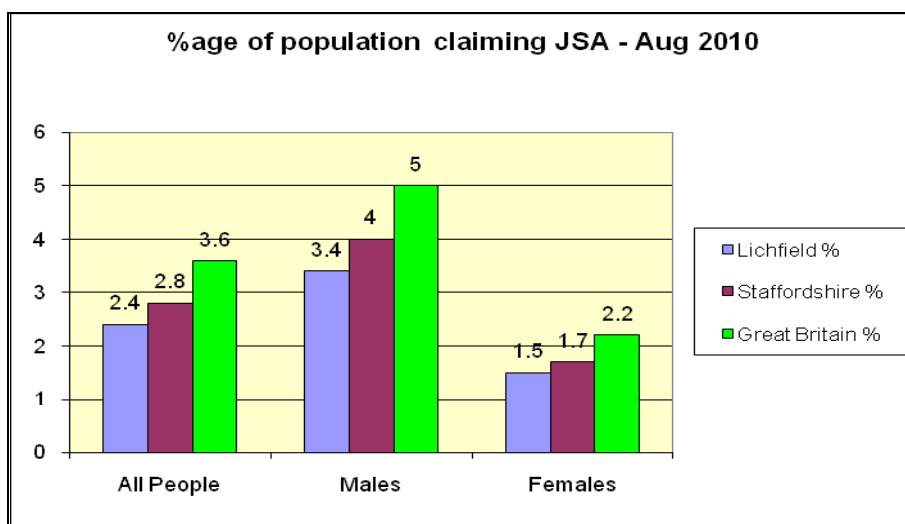


Chart 7

<sup>29</sup> Source : Nomis : ONS Annual Population Survey

<sup>30</sup> Source : Nomis : ONS Claimant count

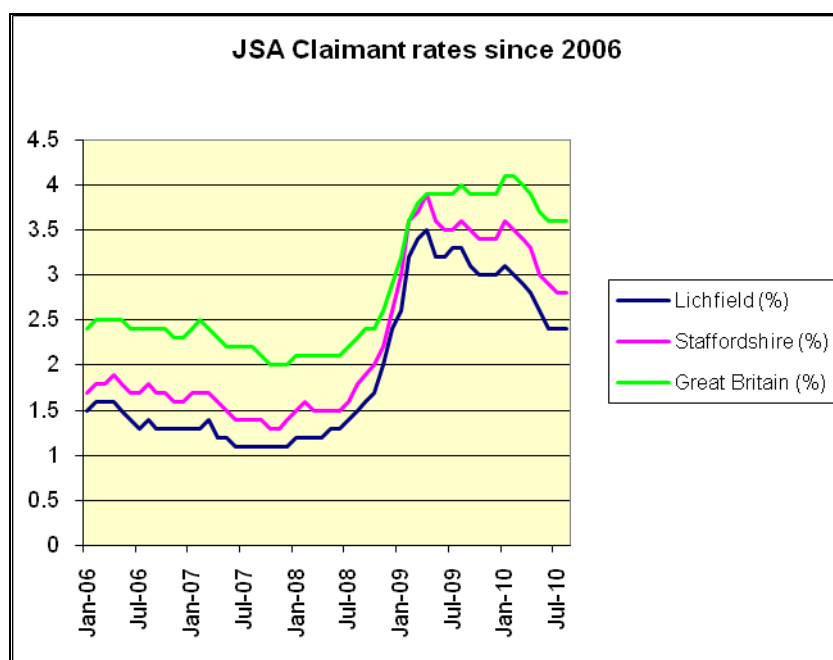


Chart 8

The above charts also show that Lichfield's rates have risen and fallen in line with the national and county average whilst remaining consistently lower.<sup>31</sup>

Worklessness is about more than unemployment, and is usually measured by National Indicator 152 which looks at the portion of the working age population who are claiming an out-of-work benefit or other income-related benefits, disabled benefits and bereavement benefits.

In May 2009 Lichfield District had a claimant rate of 10.6%.<sup>32</sup> However some LSOA's have a significantly higher percentage of worklessness and have been identified as needing additional work to try and tackle the issue. The table<sup>33</sup> below identifies the wards within which these areas fall, but it should be noted that it is not the entire Ward which has the worklessness rate indicated.

Ward Name	Worklessness Rate
Chadsmead	26.7 %
Chasetown	24.7%
Curborough	24.5%

Table 16

## Homelessness

During 2009-10 Lichfield District Council made 124 decisions regarding Homelessness, which was a reduction of 40% on the previous year, and over 60% on 2007-8; unfortunately this trend has not continued in 2010-11 which is thought to be mainly due to the economic circumstances we find ourselves in.

The percentage of households which make a homeless application which is accepted as having a priority need has also increased in 2010-11 to 82% of all applications received in the year to December; compared with 65% in 2009-10.

<sup>31</sup> Source : Nomis : ONS Claimant count

<sup>32</sup> Source : Staffordshire Observatory – Lichfield District Profile 2010

<sup>33</sup> Source : Staffordshire Observatory – Lichfield District Profile 2010

<b>Priority Need Group</b>	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11 up to Dec 10</b>
Decisions Made	358	213	124	109
Accepted Stat / Priority Need	191	109	81	90
No Duty Owed	167	104	43	19

Table 17

Homelessness trends indicate that the main reasons for Homelessness remain unchanged as parents unwilling to accommodate and the violent breakdown of relationships.

<b>Reason for Homelessness</b>	<b>2007/08</b>	<b>2008/09</b>	<b>2009/10</b>	<b>2010/11 up to Q3</b>
Parents no longer willing or able to accommodate	47	23	10	21
Other relatives or friends no longer willing or able to accommodate	6	9	6	4
Non-violent breakdown of relationship with partner	24	16	9	9
Violent breakdown of relationship, involving partner	47	26	23	23
Violent breakdown of relationship involving associated persons	1	0	4	2
Racially motivated violence	0	0	0	0
Other forms of violence	1	0	1	1
Racially motivated harassment	0	0	0	0
Other forms of harassment	3	1	1	2
Mortgage arrears (repossession or other loss of home)	16	3	3	3
Rent arrears on Local authority or other public sector dwellings	1	5	1	0
Rent arrears on Registered social landlord or other housing association dwellings	0	0	0	0
Rent arrears on Private sector dwellings	0	1	1	1
Loss of rented or tied accommodation	36	10	18	13
Required to leave accommodation provided by Home Office as asylum support	0	0	1	0
Left an institution or LA care:	1	4	1	4
Left HM-Forces	0	1	0	2
Other reason	8	10	2	5
<b>Total</b>	<b>191</b>	<b>109</b>	<b>81</b>	<b>90</b>

Table 18: Source: Quarterly P1E Returns

The increase during 2010/11 in Homeless applications and acceptances, despite increased efforts in prevention activities indicates the increasing need for affordable accommodation within the District during these difficult economic times.

## **SOUTH STAFFORDSHIRE COUNCIL**

South Staffordshire is a rural District on the north western edge of the West Midlands Conurbation. It has an area of 101,000 acres (40,400 hectares) and has a population of just over 106,000, which results in a relatively low population density of 2.61 persons per hectare. Much of South Staffordshire lies within the West Midlands Green Belt – 32,310 hectares (80%) and the remainder to the north of the Green Belt boundary is defined as 'Open Countryside'.

South Staffordshire is the southernmost of the nine Staffordshire districts including the City of Stoke-on-Trent, and adjoins the County Town of Stafford and the Market Town of Cannock. The District adjoins the Major Urban Area of the West Midlands Conurbation and is very close to the Black Country Towns of Dudley and Walsall and the City of Wolverhampton. The District also shares its boundaries with Shropshire and the towns of Bridgnorth and Telford to the west, and with the County of Worcestershire to the south.

South Staffordshire has historically proven to be an attractive location for people to live. It has been a destination for migrants from the West Midlands major urban area and other nearby towns and pressure for housing growth over and above the needs arising purely from within the District has continued.

South Staffordshire is made up of 27 parishes with a dispersed and diverse settlement pattern of villages ranging from small hamlets to large villages with over 13,000 residents, each with their own distinctive character set in attractive countryside. There is no single dominant settlement and South Staffordshire can be described as a 'community of communities'.

### **Demographics**

South Staffordshire's current total population level is 106,300. The working population figure is around 68,400 which amount currently to around 64.4% of the total population. This figure is above the percentage of people of working age in the West Midlands which stands at 63.7% but below that of the UK as a whole which stands at 65%. The total population has grown by 0.4% since 2001.

Table 19 below represents a current population breakdown obtained from the mid 2009 population estimates.

<b>Age Range</b>	<b>Population Estimate</b>	<b>% of total population</b>
0-15	17,683	16.6%
16-29	16,080	15.1%
30-44	19,022	17.8%
45-64	27,795	26.15%
65+	25,705	24.18%

*Table 19: Population Profile*

As can be seen from table 18 the largest population groups in South Staffordshire are the 45-64 range and the over 65's. The over 65 age group is predicted to grow dramatically. It is estimated that the over 65 population in the district will increase by 64.4% by 2031 an increase of 13,400 people. The number of residents aged 80 is due to increase by 7,500 by 2031. This equates to an increase of 144.2%. The age group this is responsible for most economic activity, the 30-44 age group, is due to decline by 12.2% by 2031. This indicates that South Staffordshire will have a major ageing population issue in the future and this will have a significant impact on the services that will need to be provided to residents (see Chart 9 below)

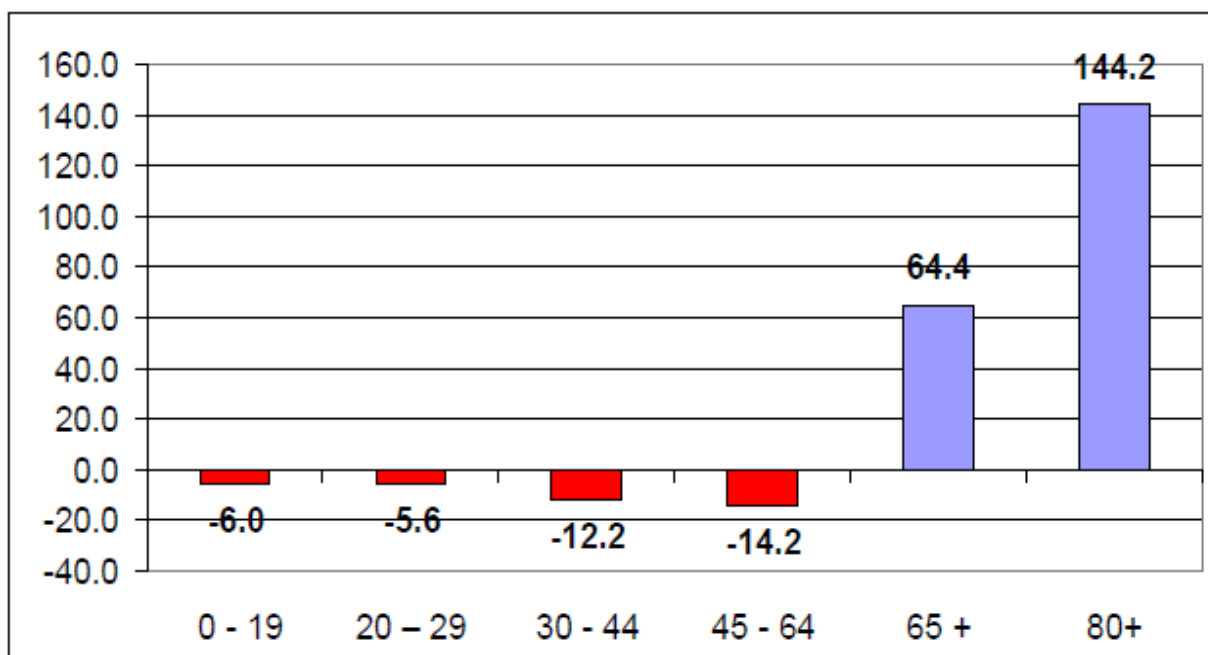


Chart 9: Percentage Change in Population: HMA update 2010

## Ethnicity

Data from South Staffordshire PCT shows the ethnic makeup of South Staffordshire in 2009 as follows:

Ethnicity	% of population
White	95.5%
Asian	2.3%
Mixed	0.9%
Black	0.8%
Chinese	0.4%

Table 20 Source: South Staffordshire PCT Ethnic profile 2009

Table 20 clearly shows that South Staffordshire is dominated by indigenous white groups with the largest minority group being that of the Asian community at 2.3%. The mid year 2007 ONS estimates suggest that 4.4% of the district's population are now of Black or Ethnic minority groups (Mixed, Black, and Chinese). This is below the average for England as a whole which is 11.8% of the population.

## Housing

### *Stock Profile*

The Council recently commissioned a Housing Market Assessment update in January 2010 which found that the District Housing Stock was broken down into the following;

Tenure	2009%	Numbers	2007%
Occupied Occupier Mortgage	45.3	20,078	44.9%
Owner Occupier -outright	34.6	15,381	34.5
HA Rented	13.7	6,091	14.3
Private Rented	4.4	1968	5.5
Tied to employment/ Rent free	1.6	713	0.5
Shared Ownership	0.4	164	0.3
Total	100.0	44,395	100.0

*Table 21: District Stock Profile: HMA update 2010*

According to Council Tax records there are currently 45,270 households in South Staffordshire. The majority of households are currently owner occupied with a mortgage amounting to 45.3%, with the next largest portion being owned outright at 34.6%. Social Housing Stock in the district is currently around the 13.7% figure amount to around 6091 households the majority of which belong to South Staffordshire Housing Association.

### *Housing Needs*

The District does however have a large Housing shortage and the annual affordable housing need is said to be 684 units on a 5 year basis and 652 units on a 10 year basis.

Large deficits are witnessed in the number of 2 bedroom family accommodation in the Market and the Intermediate sector. The proposed future affordable housing development allocations are shown in Table 22 on the next page.

Tenure	Bedroom Size (%)			
	1-Bed	2-Bed	3-Bed	4-Bed
<b>Market Sector</b>	10	50	25	15
<b>Intermediate</b>	50	50	0	0
<b>Social Rented</b>	40	20	20	20

*Table 22: Future Housing Development Allocations*

Information for the Housing Market in general in South Staffordshire shows that there is a shortfall of 5% for 1 bed accommodation. For 2 bed accommodation in the district there is a massive 47.9% shortfall. There is a shortfall in 3 bed accommodation of 17.1% and 30% in 4 bed accommodation. The high shortfall in 4 bed properties is in a large part tied to the fact that turnover of this stock is much less and it is increasingly occupied by single/coupled elderly residents. This highlights the fact that the district has a problem with under occupation. This could otherwise be used to meet the need of newly forming family units.

## Specialist housing need

### Gypsies and Travellers

The accommodation needs of Gypsies, Travellers and Travelling Showpeople have been considered within the Southern Staffordshire, North Warwickshire, Nuneaton and Bedworth and Rugby Gypsy and Traveller Accommodation Assessment (GTAA). South Staffordshire Council questioned the methodology used in the study in that future need was determined on a 'need where it arises' basis. As South Staffordshire has the largest Gypsy and Traveller provision in Staffordshire, the key outcome from the GTAA recommended that South Staffordshire required a further 79 additional residential pitches for the period 2007-2026 and 18 travelling showpeople plots, this population is therefore likely to continue to grow into the future. Five transit pitches are also required for the District between 2007-12. 27 residential pitches have been granted planning permission since 2007.

There are currently 19 licensed sites for Gypsies and Travellers in the District, housing up to 117 residents. South Staffordshire has 2 unauthorised developments where Gypsies and Travellers have purchased land with the intention of establishing a permanent base. Most unauthorised activity in the District has been in the nature of short stay roadside encampments.

The Council will be seeking to deal with the future housing needs of Gypsies and Travellers in the forthcoming Local Development Framework Core Strategy.

### Housing need by Area/Locality

The Following figures are derived from South Staffordshire's Housing Market Assessment, and demonstrate the level of need demonstrated in each locality.

Table 23: North  
(locality1) and North East  
(locality3): HMA 2007

Sub - Area	Type	Bedroom Size	Private Sector		Affordable Sector	
			*Shortfall	**Surplus	*Shortfall	**Surplus
North	Flat	1	-	-	70	-
		2	7	-	164	-
		3	-	-	1	-
		4	-	-	-	-
	Bungalow	1	-	-	34	-
		2	43	-	92	-
		3	-	-	4	-
		4	-	9	-	-
	House	1	16	-	5	-
		2	-	46	53	-
		3	15	-	77	-
		4	-	56	18	-
Total			81	111	518	-
North East	Flat	1	-	-	112	-
		2	-	-	311	-
		3	-	-	-	2
		4	-	-	-	-
	Bungalow	1	-	-	57	-
		2	12	-	97	-
		3	-	-	3	-
		4	4	-	-	-
	House	1	44	-	3	-
		2	-	5	84	-
		3	-	487	91	-
		4	72	-	32	-
Total			132	492	790	2

HMA Table 24:  
North West  
(locality2) and  
South (locality 5):

Sub - Area	Type	Bedroom Size	Private Sector		Affordable Sector	
			*Shortfall	**Surplus	*Shortfall	**Surplus
North West	Flat	1	-	27	121	-
		2	-	55	175	-
		3	-	-	1	-
		4	-	-	-	-
	Bungalow	1	-	-	93	-
		2	-	2	94	-
		3	61	-	1	-
		4	-	-	-	-
	House	1	-	-	8	-
		2	-	30	70	-
		3	-	10	56	-
		4	57	-	15	-
Total			118	124	634	-
South	Flat	1	69	-	17	-
		2	80	-	266	-
		3	-	28	-	6
		4	-	-	-	-
	Bungalow	1	-	-	13	-
		2	88	-	90	-
		3	-	40	3	-
		4	-	-	-	-
	House	1	13	-	9	-
		2	-	35	64	-
		3	201	-	102	-
		4	-	2	89	-
Total			451	105	653	6

Sub - Area	Type	Bedroom Size	Private Sector		Affordable Sector	
			*Shortfall	**Surplus	*Shortfall	**Surplus
Central	Flat	1	97	-	87	-
		2	174	-	123	-
		3	-	-	-	2
		4	-	-	-	-
	Bungalow	1	101	-	15	-
		2	49	-	100	-
		3	15	-	4	-
		4	-	-	-	-
	House	1	-	-	5	-
		2	145	-	134	-
		3	-	241	71	-
		4	-	155	19	-
Total			581	396	558	2
Overall Total			1,363	1,228	3,153	10

Table 25:  
Central  
(locality4): HMA  
2007

It can be clearly seen that the central area (locality 4) has the highest overall shortfall in Private and Affordable housing. This is in contrast to the North (locality 1) which has the lowest levels of shortfall seen in the district for both Private and Affordable homes.

### *Housing Conditions*

In terms of Housing Conditions the district stock is in a fairly good condition with only 28% of stock deemed non decent. 44% of which were in the wards of Trysull and Seisdon and Perton Lakeside. This is below that of the United Kingdom as a whole which stands at 37%. In a recent housing Conditions survey it was concluded that only 2% of the district stock was considered unfit for habitation.

It was also estimated in the conditions Survey that 15% of the total private sector stock was occupied by someone considered "vulnerable". The majority of vulnerable residents in the private sector were also found to live in Huntington and Hatherton Ward (25%) while the lowest was found in Perton East at (7%). Of these residents who were considered to be vulnerable, the Survey also reported that 69% of them now live in decent homes.

In regards to the Government targets for the proportion of vulnerable people living in decent homes by 2020. South Staffordshire achieved the 2006 target and has already achieved the 2010 target with 76% living in decent homes as of March 2009.

8% of people living in the private sector were also considered to live in fuel poverty. Of this 8% the ward of Trysull and Seisdon in the South had the highest amount of people in living in fuel poverty at 15%. Compared to Wombourne South West also in the South at 5%

In terms of the district public sector housing stock only 48 properties failed to meet decent homes standard as of March 2008 which equates to 0.7% of total district stock.

### *Empty Homes*

In 2009 there were 486 empty homes in the district recorded from Council Tax Records. 317 of these properties were empty for 6 months or longer. The district however only has a few "problem" properties which are considered an issue by neighbours

### *House Prices*

House prices in South Staffordshire are generally above the national average. The average for the district stood at £219, 568 as of November 2010. Figure 9 below shows what the average prices are for different units in the district.

<b>Property Type</b>	<b>Average Price</b>
1 bed Prices (Flat)	£81,624
2 bed Prices (Flat)	£104,757
2 bed Prices (House)	£146,704
3 bed Prices (House)	£180,720
4 bed Prices (House)	£272,926

*Table 26: Average Price by Bedroom Size, Hometrack*

Table 26 as would be expected demonstrates that 4 bed houses are the most expensive in the district with 1 bed flats being the lowest.

The average price of properties by property type in the district is shown in table 27 below:

Property type	Average Price
Terraced	£163,200
Semi Detached	£165,146
Detached	£287,721
Flats	£118,401

Table 27: Average Price by Tenure: Hometrack

Detached Houses are clearly the most expensive type of housing with flats being the cheapest. Table 28 breaks down the district into its 5 locality areas and shows the average house price in each area.

Locality	Average Price
Locality 1 (North)	£227,159
Locality 2 (North West)	£274,981
Locality 3 (North East)	£176,685
Locality 4 (Central)	£204,664
Locality 5 (South)	£285,222

Table 28: Average Price by Locality: Hometrack

Table 28 shows that locality 5 is the most expensive place to buy a house in South Staffordshire closely followed by locality 2. Locality 3 and locality 4 are consistently the cheapest.

## Health

Health issues in the district are generally around the issues created from its rapidly increasing ageing population. In 2000 it was estimated 1 in 6 people aged 16 or over were caring for a sick, disabled or elderly person equating to 14,590 carers. 5% were looking after someone with them and 11% looking after them elsewhere.

The number of people suffering from limited long term illness is increasing due to the lack of a healthy diet, physical activity and the effects of age. Table 29 below demonstrates the changes that are projected to occur in the over 65 population of South Staffordshire by 2015.

Illness	% increase and number of people
Limiting Long Term Illness	(23%) 2,266
Dementia	(28%) 390
Depression	(23%) 720
Stroke	(27%) 138
Bronchitis	(25%) 113
Visual impairment	(25%) 460
Mobility	(24%) 752

Table 29: Projected increase in illness

Table 29 shows that the most serious level of increase will be around Limited Long term illness and Mobility with the greatest percentage increase being around dementia cases which are predicted to increase by 28%.

The north (Locality1) and north east (locality 3) of the district are classified as the most deprived in South Staffordshire. The northwest has a higher number of older people compared to the national average. (21%) to the average of (16%). The east area sees the highest percentage of people living in urban areas being so close to the Black Country conurbation and has the highest prevalence of life style risk factors such as obesity, smoking, Alcohol, and lack of physical activity.

20,000 adults are obese in South Staffordshire. This amounts to 27% of the population which is significantly higher than the national average. The highest prevalence was in the East (locality3) at 30%.

Smoking prevalence in South Staffordshire is lower than the national average. But smoking is significantly higher in the east (locality3) of the district.

Alcohol consumption is a problem in the district. More men in the district die in relation to alcohol related diseases compared with England. The highest levels of binge drinking occur in Perton, Wombourne, and Cheslyn Hay.

21.2% of the people in the district are physically active which is above the national average of 21.0%. There are great differences by area with the North West (locality 2) showing 22.0% as active and in contrast the East (locality 3) showing 19.6% of active. It is also the case that just under 80% of residents do not undertake the recommended regular 30 minutes of moderate exercise.

## **Business Cross Section**

Historically most of the businesses were in agriculture, being a predominantly rural district. Today however the majority of people are employed in Hotels and Restaurants (23.6%) which is equal to that of the West Midlands and above the UK figure of 23.4%. The Public Administration Sector is the second largest employment sector at 26% which is below that of the West Midlands and the UK which jointly stand at 27%. Banking Finance, Insurance and Professional Services is the fastest growing area.

Most of the businesses in the district fall into the small category (employing 1-10 people) and this amounts to 88% of all businesses.

The majority of businesses are located in the south and the east of the District along the fringes of the Black Country conurbation. The district reportedly has between 4000 and 4400 businesses operating according to the latest Figures from the Annual Business Enquiry.

## **Employment, Income and Skills**

6.3% of the working population of South Staffordshire are said to be unemployed. However the JSA average claimant rate is generally below that of the West Midlands and the United Kingdom as a whole. As of December 2010 the claimant rate was 2.6% against the West Midlands average of 4.4% and the UK at 3.5%. However we do have some hotspot areas where the claimant rate is considerably above the national average. The North East (locality 3) and Huntington and Hatherton have by far the highest short term (>6 months) and long term (12months+) claimants. The total claimant rate in Huntington was 4.6% in December 2010. This is followed by our central area (locality 4) where the wards of Perton lakeside (3.6%) and Bilbrook (3.9%) stand out significantly bringing up the locality total, and the ward of

Wombourne South West (3.7%) in the South (locality5) where the Giggetty estate is located. The majority of those claiming in each area fall into the 25-49 age band.

The average income in the district is £25,188. The income level is generally the lowest in the North east (Huntington, Hatherton, Great Wyrley, Cheslyn Hay etc and around Wombourne in the South, with the rest of the South and the North West being the most affluent areas.

In terms of skills the district achieves well with the level of the population with no qualifications at all being 9.8% which is below the current averages of 16.2 and 12.3% for the West Midlands and the UK. For those achieving lower level qualifications we are also higher than the West Midlands and the UK. However in terms of achievement for higher level qualifications such as degrees we are about the same as the west midlands at 29.4% of our population but below the national average 29.9%.

## **Crime**

Crime in the district is low compared to many areas. Never the less in 2008/2009 3688 cases of anti social behaviour were reported which focus around the east and central parts of the district. This is the most common type of crime in South Staffordshire and stood at 29.5% in 2009 which was below that of the County at 38.8%. Violent crime in the district was reported at 1189 cases again with the highest levels recorded in the East and Central areas. Serious Acquisitive crime (distraction, burglary, and vehicle theft) was reported at 1247 but in this case the majority were in the Eastern area followed by the south of the district. Most of these were theft of motor vehicles. This pattern was also followed during the 2007/2008 period.

## **TAMWORTH BOROUGH COUNCIL**

Tamworth is an ancient borough located in the south-eastern corner of Staffordshire, situated eighteen miles from the Birmingham conurbation and on the edge of the Birmingham greenbelt. At just 12 square miles in size the Borough is one of the smallest in England, but it is also the second largest town (after Stoke-on-Trent) in Staffordshire.

Geographically the Borough is related to the neighbouring districts of North Warwickshire and Lichfield, socially Tamworth has many links with Birmingham having received overspill in the 1960s and 1970s.

Tamworth is a working class town with its roots in manufacturing. In the late 1990s employment declined and restructuring is underway to diversify the employment offer leading to the majority of jobs now being in the service industry.

Despite good levels of employment in the town there are pockets of deprivation, particularly in Glascote, Amington, Belgrave and Stonydelph with concentrations of unemployment, poor health, poor literacy and numeracy, anti-social behaviour and poverty.

The population of Tamworth has tripled since the post-war years due to the relocation of inner-city Birmingham residents. As Tamworth has grown from its original historic core, surrounding rural hamlets and villages such as Wilnecote and Amington have been enveloped into the urban structure of Tamworth. This means that the town, which was largely confined to the historic core and river system, now spreads out into

what was the rural hinterland. Tamworth's urban area is contiguous with Fazeley and Mile Oak, both of which are situated in Lichfield District.

In housing terms, Tamworth is a single-tier authority providing housing services and managing housing stock for the local authority area of Tamworth Borough. It sits within the West Midlands region and the Central Housing Market Area sub-region. In health terms, Tamworth falls within the South Staffordshire PCT, which also includes the local authority areas of Cannock Chase, East Staffordshire, Lichfield, South Staffordshire and Stafford.

### Population and Households

Tamworth has a total population of 75,700,<sup>34</sup> making it the third smallest local authority population in the West Midlands (behind North Warwickshire and Malvern Hills).

Between 1991 and 2001, there was overall population growth in Tamworth (5.7%) whilst at the same time the Region experienced population growth of 1.0% and England & Wales grew by 3.2%.<sup>35</sup>

Population change 2001-2009 (thousands)										
	Mid-2001 population	Live births	Deaths	Natural change	% of net change	Net migration & other changes	% of net change	Net change	Rate of growth/decline	Mid-2009 population
Cannock Chase	92.2	8.8	6.9	1.8	69.2	0.8	30.8%	2.8	3.0%	94.5
East Staffs	103.9	10.4	8.5	2.0	35.1	3.7	64.9%	5.8	5.6%	108.8
Lichfield	93.2	7.6	7.8	-0.3	-5.3	5.4	94.7%	5.0	5.4%	98.3
South Staffs	105.9	7.0	8.8	-1.7	-44.7	2.1	55.3%	0.4	0.4%	106.3
Stafford	120.7	10.0	10.1	-0.2	-4.3	4.4	95.7%	4.3	3.6%	125.5
Tamworth	74.6	7.6	4.5	3.1	67.4	-1.5	-32.6%	1.5	2.0%	75.7
South Staffs PCT	590.5	51.4	46.6	4.8	24.4	14.9	75.6%	19.8	3.4%	609.1
Staffordshire	807.2	68.1	65.2	2.9	12.6	20.1	87.4%	23.1	2.9%	828.7
West Midlands	5,280.7	531.8	425.0	106.9	69.4	47.1	30.6%	154.0	2.9%	5,431.1
England & Wales	52,360.0	5,212.9	4,119.3	1,093.8	44.8	1,345.2	55.2%	2,438.9	4.7%	54,809.1

Table 30: Source: Office for National Statistics

<sup>34</sup> Mid-2009 Population Estimates, Office for National Statistics, 24/06/10

<sup>35</sup> C1 Strategic Housing Market Assessment 2007-08, December 2008, p48

Household change 1981-2006 (thousands)						
	1981	1986	1991	1996	2001	2006
Cannock Chase	30	31	34	36	37	39
East Staffordshire	34	36	39	40	43	45
Lichfield	30	33	35	36	38	40
South Staffordshire	34	37	40	41	42	43
Stafford	42	44	47	49	50	52
Tamworth	23	24	26	28	29	31
South Staffordshire PCT	193	205	221	230	239	250

Table 31: Source: CLG, Household projections to 2031, 11 March 2009

The Census 2001 identified 29,380 households in Tamworth, with an average household size of 2.53 persons. Current estimates suggest that there are now 32,030 households, which would imply a reduced average household size of 2.36 persons. Tamworth has grown significantly in the last thirty years, with 39.1% more households in the Borough than in 1981.

Household composition (%)			
	Tamworth	West Midlands	England
Single pensioner	10.5	14.3	14.4
Single other	12.7	14.5	15.7
All pensioner household	7.0	9.1	8.9
Couple, no children	20.3	17.5	17.8
Couple with dependent children	26.6	21.6	20.8
Couple with non dependent children	7.7	7.0	6.3
Lone parent & dependent children	7.1	6.7	6.4
Lone parent & non dependent children	3.7	3.3	3.1
Other with dependent children	1.8	2.4	2.2
Other - student	0.0	0.4	0.4
Other - all pensioner	0.2	0.4	0.4
Other	2.4	2.8	3.7
Total	100.0	100.0	100.0

Table 32 : Source: Census 2001- Standard Table S56 (ONS Crown Copyright Reserved)

## Age Profile

The age profile of residents in Tamworth and neighbouring districts is shown in Table 4 on the following page:

Population by age %									
Age group	Cannock Chase	East Staffordshire	Lichfield	South Staffordshire	Stafford	Tamworth	South Staffordshire PCT	Staffordshire	West Midlands
0-14	17.7%	18.3%	16.8%	15.4%	15.7%	18.8%	17.0%	16.6%	18.1%
15-19	6.6%	6.7%	6.2%	6.4%	6.1%	6.8%	6.4%	6.4%	6.7%
20-34	17.7%	15.8%	14.5%	14.2%	16.4%	18.7%	16.1%	16.3%	18.8%
35-49	23.5%	22.9%	22.0%	21.9%	22.0%	22.4%	22.4%	22.2%	21.3%
50-64	18.9%	19.3%	21.2%	21.8%	20.7%	19.6%	20.3%	20.4%	18.2%
65-84	14.0%	14.9%	17.1%	17.9%	16.6%	12.3%	15.7%	15.9%	14.7%
85+	1.7%	2.1%	2.2%	2.4%	2.5%	1.5%	2.1%	2.2%	2.2%
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table 33: Source: Mid-year population estimates 2009 (ONS Crown Copyright Reserved) [from Nomis Sept 2010]

From Table 33 above it can be seen in Tamworth that:

- 18.8% of Tamworth's population is under 14
- Over a quarter (25.6%) of Tamworth's population is under 19 compared to 23.4% for the PCT area
- Proportionally Tamworth has the largest working age population (15-64) in the PCT area; 67.5% compared to 65.2% for the PCT area, 64.0% in Staffordshire and 65% in the West Midlands
- Proportionally Tamworth's older population is smaller than the other districts in the PCT area; just 13.8% are over 65 compared to 17.8% for the PCT area

## Older People

13.8% of Tamworth's population is over 65; this is considerably less than the PCT area (17.8%) and the Region (16.9%). This amounts to 10,447 people over 65 in the Borough.

Table 33, below, provides a profile of the population aged over 65 by age group and housing tenure. According to these estimates, approximately 1,500 people over 75 are living in social rented housing and 2,700 are living in owner occupation.

Over 65s by tenure (%)								
	Owner occupier		Social rented		Private rented/rent free/other		Total	
	%	No	%	No	%	No	%	No
65 - 74	41.3	4314	12.9	1353	2.0	214	56.2	5881
75 - 84	20.0	2093	10.6	1110	2.2	228	32.8	3431
85+	5.8	607	3.7	392	1.3	137	10.8	1136
Total	67.1	7014	27.2	2855	5.5	579	100.0	10448

Table 34: Source: Mid-year population estimates 2009/Census 2001

## Health

Reducing health inequalities in Tamworth remains one of the greatest challenges facing the Council and its partners. Tamworth's designation as a Spearhead Authority under the Department of Health's Communities for Health Programme has helped to inform strategic thinking on the interventions needed to reduce health inequalities in the most deprived areas of Tamworth.

Success in achieving genuine reductions in health inequality is dependent on a joined up approach that embraces close partnership working, sharing of resources and a common vision for delivering public health services that will deliver real improvements in people's health.

Consequently, partners in Tamworth are working together to address health inequalities through an outcome focused approach to address the broader determinants of health and ascertain opportunities for long-term and sustainable impacts.

Since Tamworth's designation as a Spearhead significant intelligence has been gathered regarding the social, environmental and lifestyle factors that are contributing to the health profile of Tamworth's communities. The health and Well-being Profile for Tamworth (December 2010) highlights the following key issues:

- Life expectancy for women in Tamworth (81.2) is lower than the than the England average (82.0) however the male life expectancy (78.2) is higher than the England average (77.9).
- The life expectancy gap between wards within Tamworth is five years for men and seven years for women. Women in Belgrave and Spital wards live shorter lives than the England average.
- Both men and women in Tamworth live significantly more time in ill or poor health compared to the national average. Common causes of death in Tamworth are circulatory diseases (34%), cancers (29%), and respiratory disease (12%).

- Cancer deaths make up over 2 in 5 of all premature deaths in Tamworth.
- Similar to other premature death rates, there are significant variations between wards and there is a 2 fold difference between the ward with the lowest and highest premature death rates from cancer (Trinity and Stonydelph respectively).
- The number of people dying prematurely (i.e. before 75) in Tamworth has reduced and is now similar to the rate in England.
- The proportion of people living in deprived areas varies within the borough however the areas with the highest levels of deprivation include Glascote, Castle and Belgrave.
- The number of people dying prematurely in Tamworth is similar to that of England.
- Stillbirth, perinatal and infant mortality rates for Tamworth are at similar levels to England.
- Levels of severe mental health recorded on GP disease registers in Tamworth are lower than England.
- Common causes of accidental mortality in Tamworth are falls (37%) and road traffic accidents (28%) and around 70% occur in people aged 65 and over. Accidental death rates for older people in Tamworth are higher than the national average.
- Admissions to hospital for accidents have been decreasing steadily however rates are higher than England.
- Alcohol attributed mortality rates for women in Tamworth are higher than the England average and alcohol related hospital related admissions are increasing but remain lower than the England and Staffordshire average.
- The prevalence of smoking within Tamworth estimates to be between 19% and 27%. Smoking attributed hospital admissions is similar to the national average.
- It is estimated that the prevalence of obese adults in Tamworth is between 17% and 29%.

## Tenure

The total dwelling stock and corresponding proportions by tenure for Tamworth and the Region is shown in Table 6. Tamworth has a relatively high level of social renting households at 19.6% (down from 21.2% in 2001<sup>36</sup>). According to the 2001 Census only 3.9% of housing was in the private rented sector.

Dwelling stock by tenure 2009				
		Tamworth	West Midlands	England
Local authority	Count	4,585	211,541	1,819,696
	%	14.8	9.0	8.1
RSL	Count	1,501	237,322	2,195,195
	%	4.8	10.2	9.7
Other public sector	Count	0	6,232	73,698
	%	0.0	0.3	0.3
Owner occupied & private rented	Count	24,900	1,882,769	18,475,654
	%	80.4	80.5	81.9
<b>Total dwelling stock</b>		<b>30,986</b>	<b>2,337,864</b>	<b>22,564,243</b>

Table 35: Source: National Statistics, April 2009

The recently completed Private Sector Stock Condition Survey<sup>37</sup> presents the most up-to-date stock numbers (below) with a larger RSL stock and private sector stock. It also illustrates that there has been an increase in the private rented sector from 3.9% in 2001 up to 9.5% in 2010 – an increase of 5.6% which reflects national trends in private renting. Table 35 overleaf illustrates this.

Dwelling stock by tenure 2010		
Tenure	Dwellings	Percent
Owner occupied	22,190	70.7%
Private rented	2,970	9.5%
<b>Private sector</b>	<b>25,160</b>	<b>80.2%</b>
Housing Association/RSL	1,640	5.2%
Local Authority	4,590	14.6%
<b>Social housing</b>	<b>6,230</b>	<b>19.8%</b>
<b>All tenures</b>	<b>31,390</b>	<b>100%</b>

Table 36: Source: Private Sector House Condition Survey 2010

<sup>36</sup> Census 2001 - Tenure – households UV63

<sup>37</sup> Private Sector House Condition Survey 2010, Final report, Tamworth Borough Council/CPC, July 2010

## **Dwelling type and size**

The predominant dwelling type in Tamworth is semi-detached housing with semi-detached properties representing 39.6% of housing stock in the Borough (This is above the national average of 31.6% (Census 2001)).

The proportion of detached properties in Tamworth rose from 21.9% in 1991 to 27.0% in 2001, coupled with a decreasing proportion of terraced housing.

Just 11.3% of Tamworth's stock is flats/apartments and 22.1% is terraced housing. The stock of terraces and flats in a district is often regarded as entry-level housing potentially accessible for first time buyers and lower income households, despite the fact that new build apartments can command higher prices (due primarily to location) than more traditional family housing.

## **Condition of the Housing Stock**

Key issues highlighted in the 2010 Private Sector House Condition Survey are:

- Below average proportion of non decent dwellings (around 25% non decency).
- Disproportionate amount of falls between levels hazards and falls on the stairs hazards.
- Above average proportion of older residents and their association with non decent dwellings.
- Younger householders (under the age of 24) living in privately rented non decent homes, but with limited housing choices.
- Above average levels of benefit receipt.
- High levels of fuel poverty in the private rented sector.
- No strong relationship between poor condition and geographic areas, but some concentration in Mercia and Castle wards.
- Average energy efficiency level still substantially poorer in pre 1919 dwellings.
- Over 1,000 dwellings still using on-peak electric heating.
- Disabled facilities potential demand substantially above Disabled Facilities Grant budget.

## **Decent Homes**

Overall, 6,310 (25.1%) private sector dwellings failed the Decent Homes Standard in Tamworth. A total of 14.9% (3,750) failed due to thermal comfort failure and 13.2% (3,320) due to the presence of a Category 1 hazard. The Tamworth rate of homes failing the Decent Homes Standard is substantially lower than the national average (35.8%).

In terms of unfit dwellings, in 2006 Tamworth had the lowest percentage (0.8%) of stock deemed unfit amongst the South Staffordshire PCT authorities.<sup>38</sup>

Dwelling stock by tenure and condition				
		Tamworth	West Midlands	England
Total dwelling stock		30,986	2,337,864	22,564,243
Energy Efficiency of Private Sector Housing: Average SAP Rating	Score	58	-	-
Local authority dwellings below 'Decent Home Standard'	%	5.7	18.1	22.0

Table 37: Source: National Statistics, April 2009

The recent local authority stock condition survey<sup>39</sup> indicated that 14.5% of the local authority stock (664 dwellings) fails to meet the Decent Homes Standard; a further 18.5% (849 dwellings) were classified as potentially non-decent. Of those that failed to meet the standard, the most common reason was thermal comfort (523 dwellings). In comparison, National Statistics cites just 5.7% of local authority dwellings that fail to meet the Decent Homes Standard.

### Existing Stock and Energy Efficiency

Energy efficiency is a key consideration in private sector housing and the following illustrates some of the issues:

- Fuel poverty at 10.3% is lower than the rate found in England at 13.2%. The cost of remedial works to the 2,040 owner occupied dwellings in fuel poverty (i.e. spending more than 10% of income on heating) is just over £2.3 million.
- The mean SAP (SAP 2005 energy rating on a scale of 0 (poor) to 100 (good)) is 56 in Tamworth, which is higher than that found nationally in private sector properties (48).
- The least energy efficient dwellings are older dwellings (pre 1919); and converted flats (although these only represent 0.4% of the total private sector housing stock). The mean SAP rating for both owner occupied and privately rented properties is the same at 56, however the trend towards parity has been the theme nationally also.
- The level of excess cold hazards is an issue given the numbers of older residents in Tamworth and the potential link with cold related illnesses

### Empty Homes

Empty homes are a wasted resource for both the owner and for those in housing need. Empty homes data is extracted from our Council Tax database and this shows that as of December 2010 there were 314 empty properties within Tamworth of which 274 are long term empty properties (Empty for 6 months or more)

<sup>39</sup> Tamworth Borough Council Stock Condition Survey, Ridge & Partners LLP, August 2009, p14

## Demand & Supply of Affordable Housing

### Housing Trends

- In 2006, 1,639 properties were sold in Tamworth. By 2009, sales were down to just 672; -59.0% down since 2006. The decline appears to be levelling off nationally, but this does not appear to be the case in Tamworth; estimates suggest less than 600 sales in the Borough by the year end.
- On average 254 social rented dwellings (local authority and RSL) are let to new tenants per annum.
- On average there are 45 new social housing units completed per annum
- Ten intermediate affordable housing units have come up for re-let or re-sale in the last year.

- The ratio of median earnings to lower quartile house prices fell 2007-09; i.e. housing became less unaffordable
- Since 2007 the proportion of households unable to afford entry-level housing has gone down from 61.8% to 53.8%; i.e. more people can afford entry-level housing
- The number of dwellings required per annum to meet housing need in Tamworth has fallen from 204 in 2008 to 142 in 2010; i.e. the need for affordable housing is currently lower than two years ago

Although Tamworth is more affordable than other parts of the sub region, a Strategic Housing Market Assessment (SHMA) indicates a net housing need of 204 dwellings per annum (142 per annum SHMA update 2010). Within Tamworth there are differences in terms of house type and house price. The SHMA also highlights that there is an undersupply of smaller properties, in particular apartments. The SHMA identifies an annual housing demand of 265 dwellings per annum and the housing needs model implies affordable housing targets of between 77% and 100%.

The Council has undertaken an Affordable Housing Viability Assessment that indicates that achieving these targets is likely to make the delivery of a site unviable. However, the targets proposed above are considered to be deliverable although it is recognised that the Council will need to be flexible on a site by site basis and seek to maximise the proportion of affordable housing.

The Council will encourage in sustainable locations the provision of an additional 823 units of Flexi Care accommodation to 2030 to meet identified needs of the projected elderly population in Tamworth in mixed tenure and mixed dependency schemes as shown in Table 38:

	To 2010	2010-2015	2015-2020	2020-2030	Total
<b>Owned</b>	213	39	57	152	461
<b>Rented</b>	168	30	45	119	362
<b>Total</b>	381	69	102	271	823

Table 38: Source: Staffordshire County Council Flexi Care Housing Strategy 2010-2015

### Vulnerable Groups

#### *Older people with support needs*

The proportion of people aged 65 and over who could benefit from prevention-focused housing support ranges from 10% to 15%. The older people become the higher the potential impact of support services in helping to maintain independence. This means,

estimation would imply 1,045-1,567 older people in Tamworth may benefit from some preventative service input.

#### *Older people with mental health problems*

In 2010 in Staffordshire upwards of 10,000 older people are experiencing difficulties as a result of dementia and between 4,500 and 7,700 adults over the age of 65 experience severe depression. In 2008/09 329 older people with dementia received home care packages and a further 169 older people with mental health issues received home care packages.

#### *Frail elderly*

The number of people aged 85 and over in Staffordshire is estimated to increase by 25,700 (139%) by 2030. In addition to this it is estimated that 119,551 people aged 65 and over in Staffordshire will suffer from a limiting long-term illness by 2030, an increase of 46,374 as well as 19,673 people aged 65 and over in Staffordshire will suffer from dementia by 2030, an increase of 9,710.

This implies an indicative need for 9,541 extra care units (ECH) by 2030 with ECH at social rents accounting for 23%-44% of this. This equates to around an additional 435 units per annum from 2010 onwards.

Tamworth currently has 1,136 people over 85 years old. By implication this could grow to over 2,700 by 2030.

#### *People with mental health problems*

Causes of mental illness include many factors relating to the environment, social circumstances and culture. People living in deprived circumstances on low income, in poor housing or socially excluded are more likely to suffer from stress-related depression and anxiety. Estimates suggest that there could be between 15,700 and 18,700 Tamworth residents with mental ill-health in the community.<sup>40</sup>

By implication this would suggest 90-100 people with mental health distress require some form of housing related support in Tamworth. In 2007/08 there were 414 people in Tamworth registered with a mental health illness.

Mental health problems account for approximately 3% of all deaths in Tamworth. Indices of mental illness prevalence, suggest that rates of mental illness are higher in the wards of Bole hall and Glascote.<sup>41</sup>

In Tamworth, there are approximately five suicides per year accounting for about 1% of deaths, with rates being similar to the England average.

#### *People with learning disabilities*

There are estimated to be 2,429 people with a learning disability on the register and 1,360 people are likely to require support to remain at home. In Tamworth, there are 240 people with a learning disability on the register, although the number aged 18 or over predicted to have a learning disability is 1,440.<sup>42</sup> Initial analysis suggests that up to 80% of people with a learning difficulty will require housing options and the bulk of them will require some form of housing related support.

There are 114 people currently living in in-house residential care homes; initial assessments suggest approximately 78 of these people could live independently in supported living or extra care environment although this cannot be confirmed until individual Person Centred Plans and housing options plans have been completed. In addition there are approximately 187 living outside of the County.

#### *Physical disability & sensory impairment*

By 2015, in Staffordshire there will be 20,600 people with a moderate personal care disability and 4,500 people with a serious personal care disability, with numbers of people with personal care disabilities higher in older age groups.

In Tamworth this would imply circa 1,800 people with a moderate personal care disability and 400 people with a serious personal care disability. Around thirty people aged 18-64 in Tamworth have (and are predicted to have in the future) a serious visual impairment.

#### *Single homeless with support needs*

Traditionally single homeless people, in particular men aged over 25, have not been treated as in priority need and therefore have found it harder to access sustainable housing options. Lone men and women make up 28% of acceptances under the homelessness legislation; they make up a more significant percentage of those approaching for help.

17% of all approaches are found to be homeless, but not in priority need and lone men and women make up a very high proportion of this group. In Staffordshire of the 350 households likely to be accepted as homeless in a year roughly 100 will be single people with no children. In Tamworth this would imply 15 of 52 Homeless cases would be single homeless people.

More than half of Staffordshire's predicted 200 people regarded as homeless but not in priority need or intentionally homeless will be single people; approximately 75% may require some housing related support. There are a significant number of people who do not present for help. Tamworth also has 28 young people identified as having a serious housing need.<sup>43</sup>

#### *Homeless families with support*

In Staffordshire of the 350 households likely to be accepted as homeless in a year and an estimated 250 will be families. In Tamworth this would imply 37 of 52 Homeless cases would be families.

#### *People with alcohol problems*

Approximately 5% of people accessing services have a housing related issue linked to alcohol misuse and an estimated 19,000 people are estimated to have significant issues related to alcohol misuse in the county. This implies a county wide figure of 950 people with alcohol related issues that may require some form of housing related support.

#### *People with drug problems*

There were at least 224 people in Staffordshire exiting treatment in 2008/09 with either no fixed abode or a housing related issue. This is not necessarily the same thing as requiring housing related support but there is likely to be a high level of cross over between housing issues and the need for housing related support.

There are likely to be a further 937 people “not known to treatment” and at least 15% of them have some housing issues, which equates to a further 140 people. In total the likely minimum figure for the numbers requiring some form of housing related support in the County rises to more than 360, over 30 of whom could be in Tamworth.

#### *Mentally disordered offenders*

Current figures suggest that there are six clients on probation who have a mental health treatment requirement in their order. Current levels of usage of the existing service, as tracked by primary and secondary client group definition, suggests that the current service is well utilised.

#### *People with HIV/ Aids*

The prognosis for people living with HIV/AIDS has changed quite dramatically and the profile of people who now have the virus has changed to include newcomers to the UK from areas such as Somalia. It is too early to identify if the current needs are being met by recent investment, but evidence suggests that similar factors are affecting those with living HIV/AIDS as other groups. Currently there are 18 residents accessing HIV-related care in Tamworth.

#### *Gypsies and Travellers*

Tamworth Borough Council will work with surrounding Local Authorities, the County Council, landowners, Gypsy, Travellers and Travelling Showpeople communities and other interested parties to enable the development of pitches in accordance with the sub regional Gypsy and Traveller Accommodation Needs Assessment (GTAA).

The GTAA suggests Tamworth should provide 9 additional residential pitches and a further 5 transit pitches. However, the report recognises that it should not necessarily be assumed to imply that those needs should actually be met in that specific locality. Decisions about where need should be met should be strategic, taken in partnership involving consultation with Gypsies and Travellers and other interested parties which will take into account wider social and economic planning considerations such as equality, choice and sustainability.

Proposals for pitches and sites will be subject to the same criteria as any other type of development. This will mean that sites should be located in suitable and sustainable locations that are well connected to services and facilities and minimise potential impacts. Tamworth has a limited supply of unconstrained suitable land and as such opportunities in neighbouring Districts to accommodate development to meet Tamworth’s needs will be explored.

### **Labour market**

Tamworth has proportionally the largest working age population (16-64) in the PCT area; 67.5% compared to 65.2% for the PCT area, 64.0% in Staffordshire and 65% in the West Midlands.

However, the economic activity rate of the working age population at 76.7% is below that of the PCT area as a whole (80.0%) and below three other authorities in the area. The employment rate displays a similar pattern although the unemployment rate (7.4%) is relatively slightly better as it is below the overall rate for the PCT area (8.0%).

Of note also, is that Tamworth has a significantly lower rate of self-employment; at just 4.9% it is less than half the rate for the PCT area (10.2%).

Economic activity 2009 (%)				
	Economic activity rate (aged 16-64)	Employment rate (aged 16-64)	% aged 16-64 who are self employed	Unemployment rate (aged 16-64)
Cannock Chase	74.9%	64.9%	9.6%	13.3%
East Staffordshire	82.8%	76.6%	11.0%	7.7%
Lichfield	85.9%	79.7%	17.9%	7.4%
South Staffordshire	84.6%	79.1%	9.8%	6.5%
Stafford	74.8%	69.2%	7.6%	7.6%
Tamworth	76.7%	70.9%	4.9%	7.4%
South Staffordshire PCT	80.0%	73.4%	10.2%	8.2%
West Midlands	75.4%	68.2%	8.2%	9.6%

Table 39: Source: Annual Population Survey 2009 [from Nomis Sept 2010]

The lower rate of entrepreneurial activity seen above in Table 38 is a reflection of the relatively lower skills rates amongst the Tamworth population.

Table 39 overleaf depicts the employment structure across the South Staffordshire PCT area. Tamworth has the lowest proportion of employment in SOC major group 1-3 (managers and professional occupations) and SOC major group 4-5 (administrative and skilled trades) in the PCT area.

Tamworth has the highest proportions of occupations in sales and customer services (SOC group 7); 15.8% compared to 8.5% for the PCT area. Almost one fifth (19.0%) of the working population in Tamworth are in elementary occupations (SOC 2000 group 9): by far the highest occurrence in the PCT area.

Employment by occupation %									
	Cannock Chase	East Staffordshire	Lichfield	South Staffordshire	Stafford	Tamworth	South Staffordshire PCT	Staffordshire	West Midlands
<b>SOC2000 group 1-3</b>	<b>35.4%</b>	<b>35.4%</b>	<b>38.1%</b>	<b>42.6%</b>	<b>38.5%</b>	<b>30.7%</b>	<b>36.8%</b>	<b>40.6%</b>	<b>35.4%</b>
1 Managers & senior officials	12.1%	18.0%	18.1%	16.7%	15.4%	11.4%	15.5%	14.8%	12.1%
2 Professional occupations	11.1%	8.7%	8.1%	15.2%	12.1%	11.7%	10.9%	13.1%	11.1%
3 Associate professional & technical	12.3%	8.7%	11.8%	10.6%	11.0%	7.6%	10.4%	12.7%	12.3%
<b>SOC2000 group 4-5</b>	<b>25.9%</b>	<b>25.8%</b>	<b>26.2%</b>	<b>19.4%</b>	<b>19.7%</b>	<b>19.0%</b>	<b>22.8%</b>	<b>22.4%</b>	<b>25.9%</b>
4 Administrative & secretarial	12.3%	12.9%	11.6%	7.2%	7.6%	15.5%	10.9%	11.2%	12.3%
5 Skilled trades occupations	13.6%	12.9%	14.6%	12.2%	12.1%	3.5%	11.9%	11.2%	13.6%
<b>SOC2000 group 6-7</b>	<b>18.6%</b>	<b>14.3%</b>	<b>14.2%</b>	<b>22.8%</b>	<b>15.5%</b>	<b>19.6%</b>	<b>16.7%</b>	<b>16.6%</b>	<b>18.6%</b>
6 Personal service occupations	6.3%	8.0%	9.0%	17.9%	7.4%	3.8%	8.2%	9.5%	6.3%
7 Sales and customer service	12.3%	6.4%	5.1%	4.9%	8.1%	15.8%	8.5%	7.1%	12.3%
<b>SOC2000 group 8-9</b>	<b>20.1%</b>	<b>24.5%</b>	<b>21.6%</b>	<b>15.2%</b>	<b>26.2%</b>	<b>30.7%</b>	<b>23.6%</b>	<b>20.4%</b>	<b>20.1%</b>
8 Process plant & machine operatives	4.8%	9.4%	8.6%	4.9%	10.3%	11.7%	8.6%	8.1%	4.8%
9 Elementary occupations	15.3%	15.1%	13.0%	10.3%	16.0%	19.0%	15.0%	12.3%	15.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Table 40: Source: Annual Population Survey 2009 – workplace analysis [from Nomis Sept 2010]

## Income and earnings

Evidence obtained from the ONS Annual Survey of Hours and Earnings for 2006 and 2009, shows how earnings have increased overall 2006-2009 in Tamworth and PCT districts.

Across all measures (except for mean earnings in East Staffordshire), earnings growth in Tamworth has outstripped all other districts, the region and England & Wales. That said, Tamworth started from a relatively low base: in 2006 mean and median earnings were the second lowest, and lower quartile earnings were the third lowest. The growth rates moved Tamworth to fourth out of six authorities for mean earnings and third highest for median and lower quartile earnings.

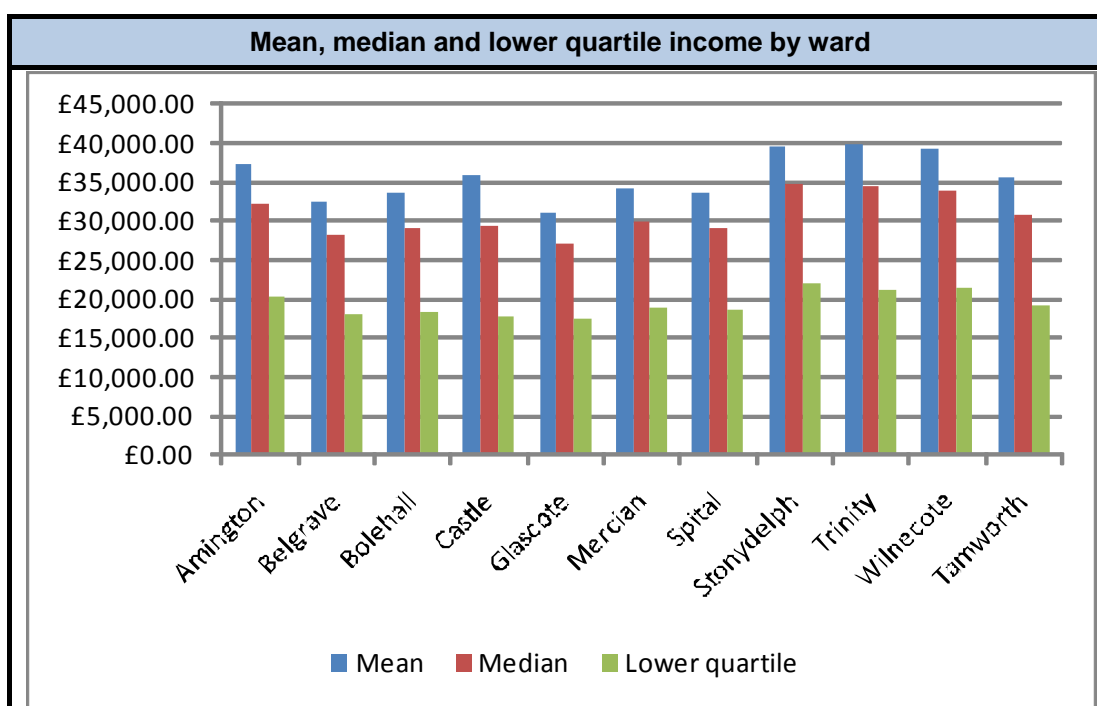


Chart 10: Source: C1 Strategic Housing Market Assessment/ASHE 2006-09

The wards with the highest mean household incomes p.a. (see Chart 10 above) are Trinity (£39,959), Stonydelph (£39,703) and Wilnecote (£39,240) and the lowest are mean household incomes are Glascote (£30,969) and Belgrave (£32,594). The highest lower quartile earnings are in the same three wards as the mean incomes (Stonydelph, £21,955, Trinity, £21,287, and Wilnecote, £21,381) and the lowest are Glascote (£17,461) and Castle (£17,796).

## Deprivation indices

The Index of Multiple Deprivation 2007 (IMD 2007) seeks to determine the relative level of deprivation of each of the 32,482 Super Output Area (SOA) in England.

Index of Multiple Deprivation 2007 – summary of rankings					
	Rankings				
Local authority	Average score	Income scale	Employment scale	Extent	Local concentration
Cannock Chase	135	180	164	143	170
East Staffordshire	158	165	194	120	136
Lichfield	258	258	237	241	241
South Staffordshire	269	233	229	278	258
Stafford	253	215	180	204	201
Tamworth	148	236	224	148	157

Table 41: Source: The English Indices of Deprivation 2007, CLG

Only 6 of the 525 Lower Super Output Areas (LSOA's) in Staffordshire are in the top 10% most deprived areas in England. This represents just over 1% of all areas in Staffordshire and equates to just over 8,000 people. A further 60,000+ people live within the 40 LSOA's which fall in the next most deprived group (10% - 20% most deprived areas).<sup>44</sup>

The highest levels of income deprivation in Staffordshire were found in one LSOA in the Glascote ward of Tamworth where 45% of the adult population was living in an income deprived family.

In terms of the overall rankings for different criteria in the IMD 2007 within the South Staffordshire PCT authorities, Tamworth came second to Cannock Chase in terms of the average score and the extent of local concentration of deprivation. However in employment terms Tamworth was fourth and in income terms Tamworth was fifth.

This paints a picture of Tamworth as having some very concentrated pockets of deprivation, not the least in Glascote, but with other areas that are not as relatively deprived as neighbouring authorities.

<sup>44</sup> Staffordshire Joint Strategic Needs Assessment (Adults), February 2010, p15

## Appendix 2: Local strategic context for each District and Borough

### Sustainable Community Strategy

#### **Cannock Chase**

The long term community vision for Cannock Chase District, set out in the Sustainable Community Strategy, is: 'By 2020, Cannock Chase will have a vibrant local economy with opportunities for all, in a clean, green and safe environment'.

Sustainable Communities Strategy Priorities include:

- Increase the supply of affordable housing and provide dwellings that meet the needs of the local population.
- Work with providers of housing from the public, private and voluntary sectors to provide seamless services to the public.
- Support the independence, inclusion and wellbeing of the most vulnerable members of the community.
- Increase the number of homes in the district which meet the decent homes standard and improve those estates that are deprived and have poor quality housing.

#### **Lichfield**

Priority outcomes for the Lichfield District Sustainable Community Strategy:

- **Sustainable Communities**

Lichfield District must be a place where sustainable communities are created that embodies the principles of sustainable development at the local level.

Lichfield District must be a place where people can continue to afford to live, work and travel, where any new developments are carefully planned to create sustainable communities that fit well with the existing environment and meet local needs, without compromising the needs of future generations.

- **Children and Young People**

Lichfield District must be a place where children and young people are healthy, safe, enjoy and achieve, have the opportunity to make a positive contribution to their community and are economically secure.

- **Safer and Stronger Communities**

Lichfield District must be a place where individuals, neighbourhoods and communities are increasingly free from both crime, and in which the environment is clean, green and pleasant to live.

- **Healthier Communities and Older People**

Lichfield District must be a place where all people have the opportunity to live long, healthy and happy lives because of the information, choices and quality of services provided to them.

- **Economic Development and Enterprise**

Lichfield District must be a place where trade can flourish and competitiveness can act as a stimulus for growth and greater resource efficiency. It must be a place where people of different skills and abilities have the opportunity to live and work.

## South Staffordshire

The long term vision for South Staffordshire is set out in the Local Strategic Partnership Sustainable Community Strategy 2007-20 – “We will strive to make South Staffordshire a safe and healthy place to live, with prosperous villages and thriving communities, where everyone can develop their abilities to the full, and pass on to future generations a better environment”. The vision is based firmly on local needs and the aspirations of those who live and work in the District and has 6 key priorities:

- Children and young people
- Community Safety
- Economic Vibrancy
- Environmental quality
- Health and Well-being
- Housing

The Sustainable Community Strategy housing priorities include:

- Maintain the sustainability of local villages (Rural Exception sites etc)
- Ensure the supply of the right type of housing in the right locations
- Reduce and prevent homelessness
- Target poor quality housing and ensure that everyone has access to a decent house
- Ensure that a variety of housing options are available for our most vulnerable residents

## Tamworth Strategic Priorities

Tamworth Borough Council is working hard to become a high-performing organisation, sensitive to the ambitions of its community, responsive to national government agendas and recognised in the local government community as an employer of choice.

In order to achieve our vision we will work within effective local, regional and national partnerships to influence and improve the services delivered by us and a range of other public and private sector organisations.

Consequently, the LSP Executive Board agreed to extend the review of the Sustainable Communities Strategy to include the wider issue of strategic partnership arrangements.

The scope of the review was wide ranging with the key elements being:

“To explore opportunities to develop a shared vision and priorities; to refocus plans, policies and resources; to redefine the partnership environment and to create an ‘entity’ capable of providing the leadership and direction necessary to achieve local solutions to local issues relating to our people and our place”.

Using the most recent local data as detailed in the State of Staffordshire; State of Tamworth and county-wide Strategic Assessment (all generated by the Staffordshire Observatory), the following vision, strategic priorities, primary outcomes and local objectives were identified:

Our vision is:

*“One Tamworth, Perfectly Placed”*

## **Strategic Priority 1**

### 'To Aspire and Prosper in Tamworth'

Primary Outcome:

To create and sustain a thriving local economy and make Tamworth a more aspirational and competitive place to do business

To do this we will:

Raise the aspiration and attainment levels of young people

- Create opportunities for business growth through development and using skills and talent
- Promote private sector growth and create quality employment locally
- Brand and market "Tamworth" as a great place to "live life to the full"
- Create the physical and technological infrastructure necessary to support the achievement of this primary outcome

## **Strategic Priority 2**

### 'To be healthier and safer in Tamworth'

Primary Outcome:

To create a safe environment in which local people can reach their full potential and live longer, healthier lives.

To do this we will:

- Address the causes of poor health in children and young people;
- Improve the health and well being of adults by supporting them to live active, independent lives;
- Reduce the harm and wider consequences of alcohol abuse on individuals, families and society;
- Implement 'Total Place' solutions to tackling crime and ASB in designated localities
- Develop innovative early interventions to tackle youth crime and ASB; and
- Create an integrated approach to protecting those most vulnerable in our local communities.

The new Partnership Vision, priorities and primary outcomes were endorsed in January 2011 and will both guide the activity of the Tamworth Strategic Partnership and form Tamworth Borough Council's corporate priorities.

## **Appendix 3: Equality Impact Assessment**

As part of its commitment to equality and diversity, the Southern Staffordshire LIP has recognised the wide range of legal and regulatory requirements that encourage public bodies to carry out equality impact assessments (EIA's).

Aside from the drivers of legislation and regulatory guidance, the commitment to equality and diversity that underpins the Southern Staffordshire LIP embraces EIA's as a mechanism by which they systematically think about the likely impact of their work on equality target groups and take the appropriate action to improve regeneration activity, the provision of new homes and services to communities across Southern Staffordshire in order to eliminate any negative impacts and to promote equality.

With regard to the development of this LIP and the effective delivery of priorities identified within it, it is recognised that there are many potential benefits to be gained from undertaking an EIA. These include:

- Helping to ensure that the needs of the most vulnerable groups across Southern Staffordshire are effectively addressed
- Helping to ensure that services are accessible to everyone
- Promoting the commitment of all partners to equality and social inclusion
- Complying with regulatory and legal duties and so reducing the risk of allegations of unfair discrimination
- Assisting to "mainstream" equality and diversity issues into all development and regeneration work that is generated by the LIP
- Identifying gaps in service provision and driving service improvement across Southern Staffordshire
- Ensuring community consultation is part of the decision making process when taking forward identified priorities and schemes
- Improving partners understanding of their customers and their requirements across the Southern Staffordshire area

This LIP was developed in partnership with key stakeholders and is designed to be as inclusive as possible in an effort to inform the development of strategic priorities and actions that will contribute positively to the approach to equality and diversity adopted within the LIP.

Throughout the preparation of the LIP, concerns that the final document and subsequent delivery of key actions and priorities might have a differential impact for one or more of the different equality groups were regularly assessed. Where any potential adverse impacts were identified the document was amended accordingly to eliminate them.

Consequently, a full equality impact assessment of the LIP was undertaken to support all partners' commitment to equality and diversity. This process was undertaken in line with relevant guidance and took into account the approach to Equality Impact Assessments adopted by each of the four Council's in Southern Staffordshire.

Local Authority	Identified Site	Description of Site	Thematic Priority	Spatial Priority	Potential Overall Units	Market Units	Affordable Units	Growth & Affordability	Regeneration & Place Making	Existing Stock/ Retrofit	Delivery Partner	Sources of Funding	Start on Site 2011/2012	Completion on Site 2011/2012	Start on Site 2012/2013	Completion on Site 2012/2013	Start on Site 2013/2014	Completion on Site 2013/2014	Start on Site 2014/2015	Completion on Site 2014/2015
Lichfield	Friary Outer Car Park	Mixed use development to include commercial development, multi-decked car park and 60 dwellings	Ensuring a variety of of housing & support options are available for our more vulnerable residents	Regeneration of Lichfield city centre	60	0	60 (54 rented and 6 S/O	Yes	Yes	NO	Bromford	TBC			25	25	25	25	10	10
Lichfield	Friarsgate	Major mixed use development in Lichfield City centre to include retail, leisure and 56 dwellings	Encouraging thriving and sustainable communities	Regeneration of Lichfield city centre	56	41	15 tbc (13 rented and 2 S/O)	Yes	Yes	NO	Bromford	TBC					25	25	31	31
Lichfield	Rugeley ERZ	Former land in connection with Power Station. PP for approx. 600 homes, community facilities and employment	Increasing housing choice to meet local housing needs	Strategic Development Location identified in emerging Core Strategy	600	480	120(minimum plus an additional 30 units(15 social rented and 15 S/O) through cascade mechanism in s106 if HCA funding is available)	yes	Yes	NO	Bromford/Wate rloo/MH	TBC	150	150	150	150	150	150	150	150
Lichfield	The Maltings	PP for Conversion of historic building and new build for approx. 41 dwellings	Increasing housing choice to meet local housing needs	Has planning permission and identified as a deliverable site in the SHLAA	41	TBC	TBC		yes	no	TBC	TBC	20	20	21	21				
Lichfield	Garage sites	Development of 4 unused garage sites in North Lichfield	Encouraging thriving and sustainable communities	Development in Lichfield centre	17	TBC	17 TBC	yes	Yes		Bromford	TBC			17	17				
Lichfield	Clifton campville	RSL partner owned former site of non-traditional built houses.	Increasing housing choice to meet local housing needs	Rural housing	8 TBC	TBC	8 TBC	yes		Yes	Bromford	TBC			8	8				
Lichfield	District wide	Various Staffordshire County Council owned sites that are surplus to requirements and may become available for housing development	Increasing housing choice to meet local housing need & ensuring a variety of housing & support options are available	Various sites identified in the SHLAA	TBC	TBC	TBC	Yes	Yes		TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Lichfield	Flexi Care Housing provision	Flexicare housing that will include both new build & conversion of existing sheltered schemes to be developed to meet identified need for FCH and the ageing population	Increasing housing choice to meet local housing needs & making better use of existing stock		Forecast that average 35 units per annum required	TBC	Average 35 units per annum	Yes	Yes	Yes	Registered Providers, LDC, Staffs SC&H	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Lichfield	Empty properties in the private sector	Bringing back empty properties into use to increase supply / deliver additional affordable housing.	Increasing housing choice to meet local housing needs & making better use of existing stock		10 per annum		10 per annum	Yes	Yes	Yes	LDC, Bromford Group, owners & landlords	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Lichfield	Oakdene/Maple close Burntwood	Oakdene day centre, offices and former playing field- suitable for an extra care scheme	Ensuring a variety of of housing & support options are available for our more vulnerable residents	Identified as a deliverable site in the SHLAA	40 TBC	TBC	TBC	yes			Staffs CC plus housing provider TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Lichfield	Various developer led s106 sites	The Council will seek to maximise the delivery of affordable housing on site through negotiation with developers taking into account current needs data	Increasing housing choice to meet local housing needs	As identified as deliverable sites in the SHLAA	TBC	TBC	Up to 40% depending on viability	Yes	Yes		Developers & Registered Providers	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Lichfield	Mount Road Industrial Estate	Current industrial estate that could be redeveloped for approximately 180+ dwellings	Increasing housing choice to meet local housing needs	Supported by emerging Core Strategy and evidence	180+	To be determined	To be determined	yes			TBC	TBC			80	80	80	80	50	50
Lichfield	Land East of Burntwood Bypass	Current employment allocation that could be redeveloped for approx. 425 dwellings	Increasing housing choice to meet local housing needs	Strategic Development Location identified in emerging Core Strategy	425	To be determined	To be determined	yes	Yes		TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Lichfield	Fradley Airfield	Land currently allocated for employment in Local Plan. Land owner aspires to residential development with associated community facilities.	Increasing housing choice to meet local housing needs	Strategic Development Location identified in emerging Core Strategy	750	To be determined	To be determined		yes		TBC	TBC	100	100	100	100	100	100	100	100
Lichfield	Buffer Depot	Site currently being used by Network Rail for storage/depot. PP granted for residential development.	Increasing housing choice to meet local housing needs	Identified as a deliverable site in the SHLAA	75	60	15		yes		TBC	TBC			25	25	50	50		
Lichfield	Boney Hay Road	Former pub site near Burntwood( now demolished)	Increasing housing choice to meet local housing needs	Identified as a deliverable site in the SHLAA	24 TBC	TBC	TBC		Yes		Waterloo TBC	TBC					24tbc	24tbc		
Lichfield	Tolson's Mill, Fazeley	PP for conversion of historic building and new build for approx. 100 dwellings	Increasing housing choice to meet local housing needs	Has planning permission amd identified as a deliverable site in the SHLAA	100	75	25		yes		TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Lichfield	Trent Valley Road, Storage Land, Lichfield	Currently a vacant former car leasing site	Increasing housing choice to meet local housing needs	Identified as a deliverable site in the SHLAA	72	To be determined	To be determined	yes			TBC	TBC			25	25	47			
Lichfield	Fazeley Saw Mill, Fazeley	Site of Saw Mill being considered for residential development with current planning permission for 25% affordable housing	Encouraging thriving and sustainable communities	Identified as a deliverable site in the SHLAA	25	To be determined	To be determined		Yes		TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Lichfield	St John's Hospice, Lichfield	Site currently occupied by Lichfield Lawn Tennis Club. Lawn Tennis Club to be relocated to allow provision of additional hospice dwellings	Ensuring a variety of of housing & support options are available for our more vulnerable residents	Identified as a deliverable site in the SHLAA	46	TBC	46 TBC	yes			St John's Hospice Charitable Trust	TBC				20	20	26	26	
South Staffordshire	Silverdene, Penkridge	Extra care development, including parcels of land belonging to Housing Plus, Staffs County Council & South Staffs Council	Ensuring a variety of of housing & support options are available for our more vulnerable residents	Main service village	70	0	70	yes			Housing Plus	TBC	Yes				Yes			
South Staffordshire	Wombourne Day Centre	Extra care development on site of existing SCC day centre	Ensuring a variety of of housing & support options are available for our more vulnerable residents	Main service village	60		60	Yes			TBC	TBC						20	26	26
South Staffordshire & Stafford BC	Currently in discussions with SCC over a suitable site that they own in Stafford	Domestic Violence Unit	Ensuring a variety of housing options are available for our vulnerable residents & preventing homelessness	Stafford Growth point	12		12		Yes		TBC	TBC								

Local Authority	Identified Site	Description of Site	Thematic Priority	Spatial Priority	Potential Overall Units	Market Units	Affordable Units	Growth & Affordability	Regeneration & Place Making	Existing Stock/ Retrofit	Delivery Partner	Sources of Funding	Start on Site 2011/2012	Completion on Site 2011/2012	Start on Site 2012/2013	Completion on Site 2012/2013	Start on Site 2013/2014	Completion on Site 2013/2014	Start on Site 2014/2015	Completion on Site 2014/2015
South Staffordshire	Caddick Farm estate, Gt Wyrley	Almost solely owner occupied estate but suffering from legacy of poor design, unadopted infrastructure etc. We need HCA advice in an enabling capacity to possibly assist in bids for extrenal funding & not necessarily HCA money	Targeting poor quality housing & encouraging thriving & sustainable communities	Main service village					Yes	Yes		TBC								
South Staffordshire	Churchbridge Phase 2, Gt. Wyrley	S106 Brownfield site currently going through planning process. Hope to deliver affordables without grant but included just in case	Increasing housing choice to meet local housing needs	Main service village	121	85	36	yes			TBC	TBC	yes		yes					
South Staffordshire	Purchase & Repair scheme	Purchasing ESDs in District to aid empty property work	Increasing housing choice to meet local housing needs	District wide	20	0	20	yes			TBC. £1.1m	TBC	yes			yes				
South Staffordshire	New Horse Rd, Cheslyn Hay	S106 Brownfield site currently going through planning process. Hope to deliver affordables without grant but included just in case	Increasing housing choice to meet local housing needs	Main service village	34	24	10	yes			TBC	TBC								
South Staffordshire	Infill site in HA ownership	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	2		2	yeas	yes		Housing Plus	TBC	yes		yes					
South Staffordshire	Fir Close, Huntington	Planning approval for 2 x 2 bed bungalows	Increasing housing choice to meet local housing needs	Local service village	2		2	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Great Wyrley Sites	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	12		12	yes	yes		Housing Plus	TBC	yes		yes					
South Staffordshire	Broadmeadow Lane, Great Wyrley	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	1		1	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Avon Close, Perton	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	8		8	yes	yes		Housing Plus	TBC			yes	yes				
South Staffordshire	Codsall Sites	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	1		1	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Bilbrook Sites	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	5		5	yes	yes		Housing Plus	TBC			yes	yes				
South Staffordshire	Wombourne Sites	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	9		9	yes	yes		Housing Plus	TBC			yes	yes				
South Staffordshire	Featherstone Sites	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	7		7	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Chester Road, Envile	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Smaller settlement	2		2	yes	yes		Housing Plus	TBC			yes	yes				
South Staffordshire	Brewood Sites	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	3		3	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Essington	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Local service village	5		5	yes	yes		Housing Plus	TBC			yes	yes				
South Staffordshire	Kinver	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	4		4	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Cheslyn Hay	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Main service village	8		8	yes	yes		Housing Plus	TBC			yes	yes				

Local Authority	Identified Site	Description of Site	Thematic Priority	Spatial Priority	Potential Overall Units	Market Units	Affordable Units	Growth & Affordability	Regeneration & Place Making	Existing Stock/ Retrofit	Delivery Partner	Sources of Funding	Start on Site 2011/2012	Completion on Site 2011/2012	Start on Site 2012/2013	Completion on Site 2012/2013	Start on Site 2013/2014	Completion on Site 2013/2014	Start on Site 2014/2015	Completion on Site 2014/2015
South Staffordshire	Moor lane, Patterningham	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Local service village	1		1	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Park Road, Hilton	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Local service village	4		4	yes	yes		Housing Plus	TBC			yes	yes				
South Staffordshire	Post Office Row, Acton Trussell	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Smaller settlement	1		1	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Shop Lane, Oaken	6 x 3 bed houses and 8 x 2 bed bungalows (6 x rent & 6 x shared ownership) land in HA ownership	Increasing housing choice to meet local housing needs	Smaller settlement	14		14	yes	yes		Housing Plus	TBC			yes	yes				
South Staffordshire	Springhill Lane, Lower Penn	Infill site in HA ownership	Increasing housing choice to meet local housing needs	Smaller settlement	2		2	yes	yes		Housing Plus	TBC			yes	yes				
South Staffordshire	Wheaton Aston	19 x rent & 5 x shared ownership rural exception site	Increasing housing choice to meet local housing needs	Local service village	24		24	yes	yes		Housing Plus	TBC			yes	yes				
South Staffordshire	Brewood Sites	20 x rent & 7 x shared ownership rural exception site	Increasing housing choice to meet local housing needs	Main service village	27		27	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Coven	20 x rent & 5 x shared ownership rural exception site	Increasing housing choice to meet local housing needs	Local service village	25		25	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Featherstone & Brinsford	14 x rent & 2 x shared ownership rural exception site	Increasing housing choice to meet local housing needs	Local service village	16		16	yes	yes		Housing Plus	TBC	yes	yes						
South Staffordshire	Patterningham & Kinver	15 x rent & 25 x shared ownership brownfield site	Increasing housing choice to meet local housing needs	Main & Local service villages	40		40	yes	yes		Housing Plus	TBC			yes					
Tamworth	Wincrest House / Tinkers Green maisonettes	Site of now demolished sheltered housing scheme + redevelopment of existing maisonettes, bungalows and garages. Delivery of 100 dwellings.	Increasing housing choice to meet local housing needs	Locality Working Initiative	100	30	70	Yes	Yes		Waterloo Housing Group or alternative Registered	TBC	TBC	TBC	TBC	TBC	TBC			
Tamworth	Kerria Centre, Amington	Redevelopment of existing, out-dated housing to deliver a range of housing including affordable & supported housing. Delivery of 80 dwellings	Increasing housing choice to meet local housing needs	Locality Working Initiative	80	20	60	Yes	Yes		Registered Provider	TBC	TBC	TBC	TBC	TBC	TBC	yes		
Tamworth	Town Centre Regeneration	Link housing provision into existing plan – explore opportunities to utilise identified sites for new affordable housing + conversion of existing units to residential use. Delivery of 30 new build affordable & 20 conversions	Increasing housing choice to meet local housing needs & making better use of existing stock	Regeneration	50		50	Yes	Yes	Yes	Registered Provider	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Tamworth	Re-development of Council owned garages sites	Demolition of garage sites to deliver affordable housing.	Increasing housing choice to meet local housing needs	No	50		50	Yes	yes		Registered Provider	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Tamworth	Private Sector Housing	Bringing back empty properties into use to increase supply / deliver additional affordable housing.	Increasing housing choice to meet local housing needs & making better use of existing stock	No	20 per annum		20 per annum	Yes	Yes	Yes	TBC, home owners & landlords	TBC	N/A	N/A	N/A	N/A	N/A	TBC	TBC	TBC
Tamworth	Flexi Care Housing provision	In order to meet identified need for FCH, innovative models of delivery (including both new build & conversion of existing sheltered schemes) will need to be developed.	Increasing housing choice to meet local housing needs & making better use of existing stock & making better use of existing stock	No	Average 40 units per annum		Average 40 units per annum	Yes	Yes	Yes	Registered Providers, TBC, Staffs SC&H	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Tamworth	Developer led sites (s106 etc)	The Council will seek to maximise the amount of affordable housing delivered via negotiation with developers taking into account current needs data / income levels etc	Increasing housing choice to meet local housing needs	As identified as deliverable sites in the SHLAA	TBC		Up to 30%	Yes	Yes		Developers & Registered Providers	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Tamworth	Anker Valley	Previously identified strategic Housing Proposal 1150 dwellings - the last large site within the Borough boundary. Currently, it is anticipated 800 units will be developed on this site. The Council will seek to maximise the amount of affordable housing delivered on this site taking into account current needs data / income levels etc.	Increasing housing choice to meet local housing needs	Strategic Housing Site	1150		345	Yes	Yes		Registered Providers	TBC	TBC	TBC	Yes proposed 10 year build	TBC	TBC	N/A	N/A	N/A
Cannock	Elizabeth Road (Council owned land)	Phases 2 +3, number of market units to be provided.	Increasing housing choice to meet local housing needs	Key regeneration site in main urban area of Cannock	100	50	50	Yes	Yes		Waterloo Housing Group	TBC			phase 2	phase 2	phase 3	Phase 3		
Cannock	Moss Road (Council owned land)	Demolition of 170 flats on the estate that have a 5-10 year life span. It is anticipated that approx. 85 family homes could be provided and improvement works undertaken to the Council houses that would be retained.	Increasing housing choice to meet local housing need & targetting poor quality housing and raising housing standards	Key regeneration site in main urban area of Cannock	85		85	Yes	Yes	Yes	TBC	TBC					Proposed	TBC	TBC	TBC
Cannock	Pye Green Valley	Outline planning and completed S106 Site owned by Staffs CC. Likely to be no more than 330 dwellings but the S106 as negotiated requires 30% affordable.	Increasing housing choice to meet local housing need	Key SHLAA site	Approx 330	Approx 240	Approx. 90	Yes	Yes		TBC	TBC			Proposed					Proposed
Cannock	Ultra Electronics	A cleared former factory site with planning permission for 150 units and a S106 requiring delivery of 34 affordable with the potential to replace some of the approved market flats development with an Extra Care Scheme.	Increasing housing choice to meet local housing need & ensuring a variety of housing & support options are available for our more vulnerable residents	Key SHLAA site	150	Approx 116	34 (plus possible extra care scheme)	Yes	Yes		McInerney	TBC	Proposed			Proposed				
Cannock	Rugeley ERZ	Cross boundary site with Lichfield DC. 150 affordable units, CCDC has nominations rights for half of the units. Outline planning permission and reserved matters approval for first phase.	see Lichfield DC	see Lichfield DC	600	480	120 minimum (half for CCDC)	Yes	Yes		Persimmon Homezone/Bromford	TBC					Proposed	Proposed	Proposed	Proposed
Cannock	Land at Wolseley Road, Rugeley	Reserved matters approval and is under construction	Increasing housing choice to meet local housing need	Key SHLAA site	80	65	15	Yes	Yes		TBC	TBC	Proposed	Proposed						
Cannock	Land opposite Keys Park football ground, Hednesford	Approved by Planning Committee awaiting S106. FC to market land	Increasing housing choice to meet local housing need	Key SHLAA site	90	76	14	Yes	Yes		TBC	TBC			Proposed			Proposed		

Local Authority	Identified Site	Description of Site	Thematic Priority	Spatial Priority	Potential Overall Units	Market Units	Affordable Units	Growth & Affordability	Regeneration & Place Making	Existing Stock/ Retrofit	Delivery Partner	Sources of Funding	Start on Site 2011/2012	Completion on Site 2011/2012	Start on Site 2012/2013	Completion on Site 2012/2013	Start on Site 2013/2014	Completion on Site 2013/2014	Start on Site 2014/2015	Completion on Site 2014/2015
Cannock	Land off Norton Hall Road, Norton Canes	Current application, 15% affordable proposed but due to 5 year build period, there will be a review of affordable % in 2 years.	Increasing housing choice to meet local housing need	Strategic site in Core Strategy	450	Approx 387	Approx 63	Yes	Yes		TBC	TBC	Proposed							Proposed
Cannock	West of Pye Green Road, Hednesford	Current development brief, application proposed early 2011. 15% affordable proposed but due to 8 year build, affordable % will be reviewed several times.	Increasing housing choice to meet local housing need	Strategic site in Core Strategy	750	Approx 645	Approx 105	Yes	Yes		TBC	TBC			Proposed					Post 14/15
Cannock	Langbourn Development	Redevelopment of County Council buildings to provide Extra Care, respite and intermediate care	Ensuring a variety of housing & support options are available for our more vulnerable residents	Strategic Housing Site	Approx 50	TBC	TBC	Yes	Yes		TBC	TBC			Proposed			Proposed		
Cannock	Rugeley	Work with Staffordshire County Council to successfully identify a piece of land in Rugeley for Extra Care	Ensuring a variety of housing & support options are available for our more vulnerable residents	Identified as a need in the Core Strategy	TBC	TBC	TBC	Yes	Yes		TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Cannock	District wide	Liaise with Staffordshire County Council with regard to the potential of any surplus County land becoming available for housing development	Increasing housing choice to meet local housing need & ensuring a variety of housing & support options are available for our more vulnerable residents	Potential sites identified in the SHLAA	TBC	TBC	TBC	Yes	Yes		TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Cannock	Former Cannock Stadium, Pye Green Rd	Former athletics stadium including football pitch with access road and car park (S106 not in place yet). The site has an area of 10.12 hectares and it is anticipated approx 300 houses could be provided on the site.	Increasing housing choice to meet local housing need	Key SHLAA site (largest SHLAA site below tier of strategic)	Approx 300	TBC	TBC	Yes	Yes		TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC	TBC
Cannock	Walsall Rd, East St, Park St - Bridgtown	Outline application currently being processed. Redevelopment of obsolete industrial units	Increasing choice to meet local housing need & encouraging thriving and sustainable communities	Identified as a deliverable site in the SHLAA	Approx 83	Approx 71	Approx 12	Yes	Yes		TBC	TBC			Proposed			Proposed		
Cannock	Various infill sites in Council ownership	To include disused Council garage sites and other areas of surplus Council land	Increasing housing choice to meet local housing need & Encouraging thriving and sustainable communities	Identified as deliverable sites in the SHLAA	20	0	20	Yes	Yes		TBC	TBC			Proposed					
Cannock	Former Norton Canes Greyhound Stadium	Outline application currently being processed.	Increasing housing choice to meet local housing need	Strategic site in Core Strategy	Up to 130	Approx 112	Approx 18	Yes	Yes		TBC	TBC			Proposed					Proposed