



South Staffordshire Council

Locality Profile 2023



Introduction

This 2023 Locality Profile for South Staffordshire sets out a detailed picture of our community.

Alongside the [Place Narrative](#) document, the Profile is key to the development of a new Council Plan for 2024 and beyond.

Purpose of the Locality Profile is to:

- Provide an overview of South Staffordshire based on statistics.
- Provide comment on these statistics; for some it is useful to compare South Staffordshire to other areas; in some cases change over time provides valuable insight.

The Profile has been structured around key factors under the broad headings people and place.

For people, the focus is on the demographic make-up of South Staffordshire, informed by the most recently released Census 2021 data. This section also explores issues of employment, health and education.

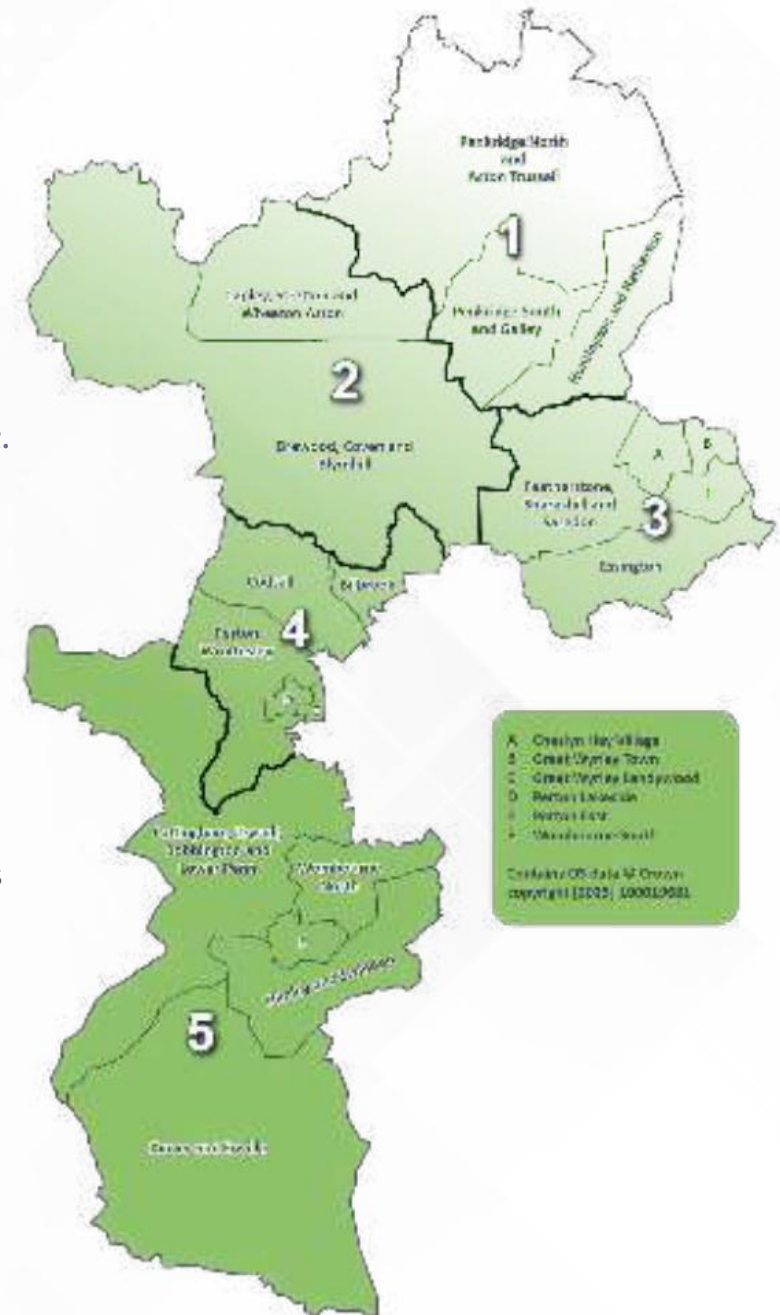
The place section of the Profile focusses on housing, the economy and the environment of the district.

The Profile helps to identify challenges at district and also at a more local level. This can support the effective targeting of resources and place-based working. The Census 2021 was conducted during the Covid pandemic and some of the data - particularly on economic and health matters – were affected by this.

The information in this profile will enable conversations with the communities of South Staffordshire to understand the changes that the data indicate. This will inform the work of the strategic partners from the public, private and voluntary sectors in their efforts to continue to support the residents of South Staffordshire.

There are links throughout the Profile to more detailed sources of data.

To watch a video about South Staffordshire and its many diverse features click [here](#)



LOCALITY ONE

Locality One covers the northern and north-eastern area and parishes of the district.

Its population of just over 16,000 makes up 15% of the district's population.

The locality is home to South Staffordshire's second largest village Penkridge.

Historically, the area was famous for its horse fair. By the 1800s, cattle were also being traded and this continued into the 20th century. A cattle market was established adjacent to the railway in the mid-20th century and continues to host a twice-weekly general market.

The village of Huntington has a rich coal-mining heritage being on the Cannock Chase Coalfield, an extension of the South Staffordshire coalfield that clusters around the Chase. The Littleton Colliery was one of the largest in the West Midlands and was the first to use diesel locos underground.

In functional terms, the area has common links in that it is closely allied with the nearby towns of Cannock and Stafford and relies on these areas for some social and recreational facilities.

Locality One has a leisure centre and library, located in Penkridge. It has multiple nursery and primary schools throughout.

Information on community assets can be found in the Appendix section.



LOCALITY TWO

This locality covers the north-western area of the district and the parishes which lie generally west of the A449, east of the A41, and either side (i.e. north and south) of the A5 Watling Street to the west of Gailey.

To the north of the locality is the border of Stafford, while to the west it borders Shropshire.

It includes the parishes of Blymhill and Weston under-Lizard, Lapley, Stretton and Wheaton Aston, and Brewwood and Coven.

Its population of just over 10,000 makes up 9.7% of the overall population of the district.

Land ownerships were divided between the great country houses of Weston Park, Chillington Hall, Stretton Hall, and Somerford Hall.

The locality contains some significant historic buildings and several villages as well as Brewwood high street which offers exciting local and friendly independent stores.

Two of the historic parklands and a canal are designated as conservation areas.

With the exception of Brewwood, there are no large villages in this locality. This contributes to it being the least densely populated locality in the district.

Locality Two has a wide range of clubs and organisations, including the Coven Forget Me-Not-Club which has been running for over 60 years.

Information on community assets can be found in the Appendix section.



LOCALITY THREE

Locality Three covers the eastern parts of the district bordering Wolverhampton, Walsall and Cannock.

It is our most populated locality, with its residents making up 28.8% of the district population. It comprises parishes of Featherstone, Hilton, Shareshill, Saredon, Essington, Cheslyn Hay and Great Wyrley.

It is the most heavily industrialised locality in the district.

The area is rich in mineral reserves. As a result, opencast workings, deep coal mines, quarrying (for clay and sand and gravel), with associated brick and tile making factories, have characterised much of the area for many years.

This has impacted on its character and appearance over a long period.

Though much of its recent history has been shaped by its involvement with industry, Locality Three is also home to other historic sites such as Moseley Old Hall.

The M6 motorway runs along the border of this locality. The M54 motorway and A460 also go through the locality.

Other notable features include Hilton Park service area, Hilton Main Industrial Estate, HMP Featherstone, HMP Oakwood and Brinsford Young Offenders Institute.

Locality Three has multiple libraries and a leisure centre at Cheslyn Hay. Busy high streets can also be found at Cheslyn Hay and Great Wyrley both with their own uniqueness and range of places to shop and eat.

Information on community assets can be found in the Appendix section.



LOCALITY FOUR

Locality Four covers the central part of the district and includes the parishes of Bilbrook, Codsall and Perton.

This is the narrowest part of the district, pinched between the conurbation edge of Wolverhampton and the Shropshire borders around Albrighton. Its population of just over 22,000 equates to 22.5% of the overall population of the district.

Shortly after the start of the second world war, construction of RAF Perton began. RAF Perton did not become a fighter station and instead served as a relief aerodrome for training pilots of other RAF stations.

In 1947, RAF Perton was abandoned and given to the Agricultural Land Commission. In 1972, the site of the former RAF station was sold to a private homes developer for £5.5million, with the first houses on the site being occupied within a couple of years and Perton being firmly established as a major residential area by the mid-1980s.

Both Bilbrook and Codsall have significant high streets in their communities with a wide range of local businesses, beauticians, cafes and restaurants.

The i54 business park, which contains the engine manufacturing centre for Jaguar Land Rover (JLR), is situated in Locality Four, as well as is the recently-renovated Codsall Community Hub which, as well as being the main council office, also is home to Staffordshire Police, a library, a nursery, GP practice, Citizens Advice, and many more organisations and businesses.

Information on community assets can be found in the Appendix section.



LOCALITY FIVE

Locality Five is by far the largest area, covering the southern part of South Staffordshire and lying between the outskirts of Dudley, Wolverhampton and the Shropshire border.

It includes the parishes of Lower Penn, Pattingham, Patshull, Trysull and Seisdon, Himley, Swindon, Bobbington, Enville, Kinver and South Staffordshire's largest village Wombourne.

There are nearly 29,000 residents in Locality Five, making up 24% of the overall district population.

Locality Five's attractive landscape is characterised by pronounced sandstone ridges, with Kinver Edge housing a hillfort and the historic Rock Houses.

There are extensive views from Enville Sheepwalks in the direction of Stafford and Cannock Chase, before the landscape falls sharply to the west to the valley of the River Severn.

Both Kinver and Wombourne have significant high streets in their communities, hosting a wide range of restaurants, home stores, clothing outlets, beauticians, and other local businesses.

Locality five also includes Baggeridge Country Park a 152-acre Green Flag Park situated on the edge of the Black Country. It is a Local Nature Reserve and Site of Biological Importance. The Park has something to offer for everyone from a children's play area to a miniature railway and walking trails.

Wombourne is a key residential area due to its easy travel access to employment opportunities in Wolverhampton and Dudley.

Information on community assets can be found in the Appendix section.



People

The latest national Census took place in March 2021 and provides valuable information about the population of South Staffordshire.

The overall population of South Staffordshire grew by 2,343 to 110,476 between 2011 and 2021 – an increase of just 2.2% compared to a national increase of 6.6%. The number of households in South Staffordshire increased by 3.7%.

The Census 2021 allows for the detailed changes over time to be considered and also for comparison with other areas and national figures.

Some data is available at a very local level, including individual villages and parishes, allowing for a more detailed understanding of the trends within the many communities across the district.

There were variations across the district, with Locality One (+5.2%) and Locality Three (+6.6%) seeing significant population growth and Locality Four seeing a decline (-2.4%) in population.

Within the localities, there were significant variations. Wards with significant population growth included Himley and Swindon (+24.1%), Codsall North (+13.2%) and Penkridge South East (+12.1%).

The growth in Featherstone and Sharesill (+36.9%) is due in part to the growth in the prison population (approximately 1,000). Notable population reductions at ward level included Cheslyn Hay South (-9.3%), Perton East (-10.9%) and Perton Lakeside (-7.0%).

For further analysis on the population change throughout South Staffordshire please click [here](#).



People

Population change 2011-2021

	2011	2021	+/-	%
Locality One				
Penkridge North East and Acton Trussell	3,795	3,709	-86	-2.3%
Penkridge South East	4,505	5,048	543	12.1%
Penkridge West	2,049	2,164	115	5.6%
Huntington and Hatherton	5,137	5,363	226	4.4%
Total Locality One	15,486	16,284	798	5.2%
Locality Two				
Brewood and Coven	6,573	6,567	-6	-0.1%
Wheaton Aston, Bishopswood and Lapley	4,127	4,172	45	1.1%
Total Locality Two	10,700	10,739	39	0.4%
Locality Three				
Cheslyn Hay North and Saredon	4,285	4,343	58	1.4%
Cheslyn Hay South	3,837	3,480	-357	-9.3%
Essington	4,957	5,216	259	5.2%
Featherstone and Sharesill	5,741	7,861	2,120	36.9%
Great Wyrley Landywood	4,917	4,633	-284	-5.8%
Great Wyrley Town	6,143	6,321	178	2.9%
Total Locality Three	29,880	31,854	1,974	6.6%
Locality Four				
Bilbrook	4,330	4,166	-164	-3.8%
Codsall North	4,050	4,586	536	13.2%
Codsall South	4,115	3,954	-161	-3.9%
Perton Dippons	1,990	1,916	-74	-3.7%
Perton East	2,279	2,031	-248	-10.9%
Perton Lakeside	6,417	5,967	-450	-7.0%
Total Locality Four	23,181	22,620	-561	-2.4%
Locality Five				
Himley and Swindon	2,033	2,523	490	24.1%
Kinver	7,225	7,104	-121	-1.7%
Pattingham and Patshull	2,246	2,261	15	0.7%
Trysull and Seisdon	2,225	2,269	44	2.0%
Wombourne North and Lower Penn	6,566	6,334	-232	-3.5%
Wombourne South East	3,847	3,914	67	1.7%
Wombourne South West	4,742	4,574	-168	-3.5%
Total Locality Five	28,884	28,979	95	0.3%
Total South Staffordshire	108,131	110,476	2345	2.2%

Changes to wards resulted from a boundary review. When data has been reprofiled to these new areas tables will be replaced



Age profile of South Staffordshire

The population of the district continues to age. Between 2011 and 2021, the average (median) age of South Staffordshire increased from 45 to 48 years of age.

There was a 24% increase in the number of people aged over 64, compared to a national increase of 20%.

The district saw a reduction of 3.8% in people aged 15 to 64 years, compared to a 3.6% increase in this age group in England.

There was also a 2% reduction in the number of children under 15 - this compared to a 5% increase in this group at national level.

In all five-year age groups **under 50 years old**, South Staffordshire had a smaller percentage of its population than the county and national figures.

In all five-year age groups **over 50 years old**, South Staffordshire had a larger percentage population than the county and national figures.

For further information about the ageing population in the district click [here](#).

Age by five-year age bands Census 2021

	South Staffs %	Staffordshire %	England and Wales %
Aged four years and under	4.5	5.0	5.4
Aged five to nine years	5.0	5.4	5.9
Aged 10 to 14 years	5.1	5.6	6.0
Aged 15 to 19 years	4.7	5.2	5.7
Aged 20 to 24 years	4.9	5.2	6.0
Aged 25 to 29 years	5.3	5.8	6.5
Aged 30 to 34 years	5.6	6.2	7.0
Aged 35 to 39 years	5.6	6.0	6.7
Aged 40 to 44 years	5.3	5.7	6.3
Aged 45 to 49 years	6.1	6.3	6.4
Aged 50 to 54 years	7.6	7.5	6.9
Aged 55 to 59 years	8.0	7.4	6.8
Aged 60 to 64 years	7.1	6.5	5.8
Aged 65 to 69 years	6.2	5.7	4.9
Aged 70 to 74 years	6.6	6.0	5.0
Aged 75 to 79 years	5.4	4.6	3.6
Aged 80 to 84 years	3.7	3.1	2.5
Aged 85 years and over	3.2	2.7	2.4

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Diversity

In the Census 2021, 6.3% of people in South Staffordshire identify their ethnic group as other than white - compared to 4.1% in 2011. The figure is closer to 10% in Bilbrook, Codsall North and South, Perton East, Perton Lakeside and Wombourne North and Lower Penn.

In 2021, 2.8% of South Staffordshire residents identified their ethnic group within the 'Asian, Asian British or Asian Welsh' category, up from 2.0% in 2011. The 0.8 percentage-point change was the largest increase among high-level ethnic groups in the area.

Across the West Midlands, the percentage of people from the 'Asian, Asian British or Asian Welsh' ethnic group increased from 10.8% to 13.3%, while across England the percentage increased from 7.8% to 9.6%.

In 2021, 93.7% of people in South Staffordshire identified their ethnic group within the 'White' category compared with 95.9% in 2011, while 2.0% identified their ethnic group within the 'Mixed or Multiple' category compared with 1.4% the previous decade.

The percentage of people who identified their ethnic group within the 'Black, Black British, Black Welsh, Caribbean or African' category increased from 0.5% in 2011 to 0.9% in 2021.

There are many factors that may be contributing to the changing ethnic composition of England and Wales, such as differing patterns of ageing, fertility, mortality, and migration. Changes may also be caused by differences in the way individuals chose to self-identify between censuses.

To find information about ethnic groups, national identities, language and religion in South Staffordshire click [**here**](#).



Health in South Staffordshire

In the 2021 Census, 48.2% of South Staffordshire residents described their health as 'very good', increasing from 46.9% in 2011. The national figure for 2021 was similar at 48.4%.

Those describing their health as 'good' fell from 34.9% in 2011 to 34.8% in 2021 – this compared to a national figure of 33.6%. These are age-standardised proportions. Within the district, those areas reporting higher levels of very good health included parts of Penkridge, Codsall, Perton, Pattingham and Patshull.

The proportion of South Staffordshire residents describing their health as 'very bad' was 1.0% - below the national figure and similar to 2011.

Those describing their health as 'bad' fell from 3.9% to 3.6% - this was below the national figure of 4.0%. Within the district, those areas reporting higher levels of very poor health included parts of Penkridge, Featherstone and Shareshill and Himley and Swindon.

This data reflects people's own opinions in describing their overall health on a five-point scale, from very good to very bad.

Life expectancy in South Staffordshire is relatively high, with male life expectancy being 80.1 years (England's is 79.4) and female life expectancy 84.1 years (England's is 83.1).

Cheslyn Hay, Penkridge and Wombourne have even higher male life expectancy, and for women, areas in Pattingham and Patshull, Perton and Trysull and Seisdon are higher. Lower life expectancy figures for men are noticeable in Himley and Swindon and Huntington and Hatherton.

Healthy life expectancy figures are also higher than the national figures – 65.6 years for men (England's is 63.5) and 66.3 years for women (England's is 64.8).

This information is part of a broader data set from Staffordshire County Public Health. this data can be found **here**.



Health in South Staffordshire

South Staffordshire is characterised by good lifestyle choices, with low rates for alcohol-related admissions compared to elsewhere in Staffordshire, though higher than nationally.

Two in three adults in South Staffordshire are active for more than 150 minutes a week, while around one in four adults are active for less than 30 minutes a week. Both these figures are similar to those of Staffordshire and England.

Adult smoking rates are lowest in the county and below national levels.

For excess weight among young children aged four to five, the rates are lower (22.3%) than those for the West Midlands (23.7%) but equal to England (22.3%).

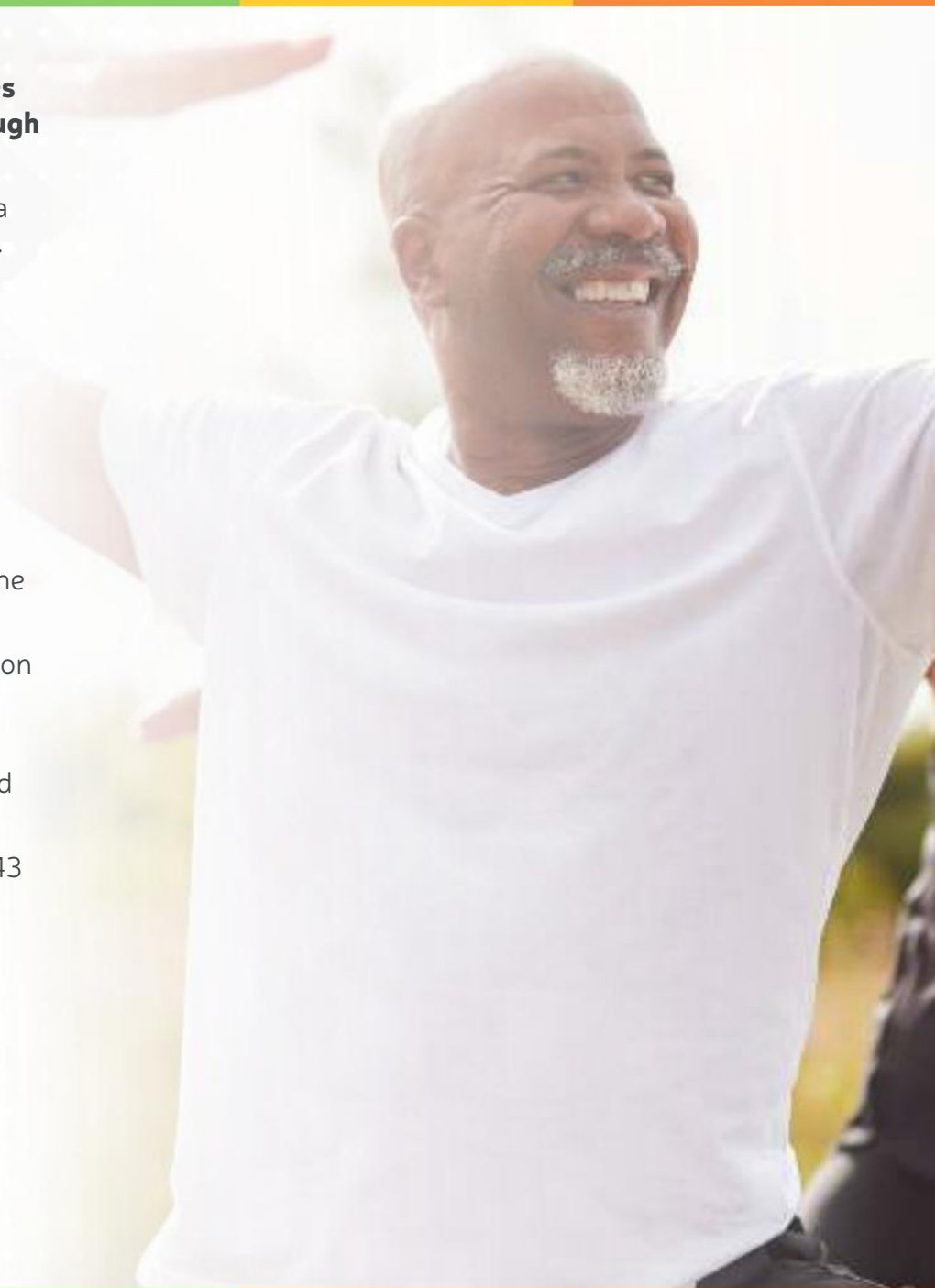
Excess weight of those aged 10 to 11 have rates (38.0%) lower than the West Midlands (40.8%) and similar to national figures (37.8%).

Four in 10 South Staffordshire children are physically active for one hour a day, while three in 10 are active for less than 30 minutes a day - these are similar to the figures for Staffordshire and England.

Rates of excess weight for adults (68.4%) are higher than the West Midlands region (66.8%) and England (63.5%) - and ranks fifth highest of similar authorities.

The district's maternity care and healthy pregnancy rates are very good, with South Staffordshire having far lower infant mortality than the West Midlands and England.

Health is assessed in a variety of different measures. Electoral ward analysis of 43 different measures can be accessed **[here](#)**.



Health in South Staffordshire

Reception: Prevalence of excess weight (including obesity), 3-years data combined 2019/20 – 21/22 Proportion - %

South Staffordshire's levels of excess weight and obesity in reception class both remain similar to national figures, with one in five living with excess weight and one in 10 living with obesity.

Levels of excess weight and obesity in reception-age children has been steadily decreasing over the last three years.

Excess weight is statistically considerably higher than national levels in Cheslyn Hay North and Saredon (33%), Great Wyrley Landywood (32%) and Huntington and Hatherton (35%).

Obesity is statistically higher than national levels in Huntington and Hatherton (16%), Wheaton Aston, Bishopswood and Lapley (19%) and Wombourne South West (18%).

England	22.6%
South Staffordshire	24.8%
Locality One	
Huntington and Hatherton	34.6%
Penkridge North East and Acton Trussell	20.0%
Penkridge South East	21.4%
Penkridge West*	-
Locality Two	
Brewood and Coven	21.7%
Wheaton Aston, Bishopswood and Lapley	30.8%
Locality Three	
Cheslyn Hay North and Saredon	33.3%
Cheslyn Hay South	25.0%
Essington	25.9%
Featherstone and Sharesill	28.6%
Great Wyrley Landywood	31.6%
Locality Four	
Bilbrook	20.0%
Codsall North	22.2%
Codsall South	25.0%
Perton Dippons	18.2%
Perton East	18.2%
Perton Lakeside	26.5%
Locality Five	
Himley and Swindon	30.0%
Kinver	21.4%
Pattingham and Patshull	18.2%
Trysull and Seisdon	20.0%
Wombourne North and Lower Penn	20.0%
Wombourne South East	26.7%
Wombourne South West	27.3%

Source: OHID, using National Child Measurement Programme, NHS Digital

*Missing information for Penkridge West was due to lack of data available in this metric.

To find information about the obesity profile click [here](#).

Health in South Staffordshire

Year 6: Prevalence of excess weight (including obesity), 3-years data combined 2019/20 – 21/22 Proportion - %

South Staffordshire's levels of excess weight and obesity in year 6 have both increased from Reception although levels remain similar to national figures with 2 in 5 living with excess weight and 1 in 5 living with obesity. Levels of excess weight and obesity by year 6 children has been in line with national trends in increasing over the last two years. Excess weight is statistically considerably higher than national levels in Bilbrook (46%). No wards have an obesity prevalence statistically higher than national levels however, Perton lakeside (27.7%) and Featherstone and Shareshill (25.6%) have the highest levels in the district.

England	35.8%
South Staffordshire	35.5%
Locality One	
Huntington and Hatherton	42.9%
Penkridge North East and Acton Trussell	38.9%
Penkridge South East	34.6%
Penkridge West*	-
Locality Two	
Brewood and Coven	32.0%
Wheaton Aston, Bishopswood and Lapley	20.0%
Locality Three	
Cheslyn Hay North and Saredon	35.3%
Cheslyn Hay South	33.3%
Essington	42.3%
Featherstone and Shareshill	42.1%
Great Wyrley Landywood	31.3%
Locality Four	
Bilbrook	47.4%
Codsall North	29.4%
Codsall South	29.4%
Perton Dippons*	-
Perton East*	-
Perton Lakeside	36.4%
Locality Five	
Himley and Swindon	38.5%
Kinver	21.9%
Pattingham and Patshull	36.4%
Trysull and Seisdon*	-
Wombourne North and Lower Penn	31.0%
Wombourne South East	35.3%
Wombourne South West	39.3%

Source: OHID, using National Child Measurement Programme, NHS Digital

*Missing information for Penkridge West, Perton Dippons, Perton East and Trysull and Seisdon was due to lack of data available in this metric.

Disability

In the 2021 Census, 17.1% of South Staffordshire residents self-identified as being disabled, with day-to-day activities significantly affected or affected a little. This is below both county and national figures.

The proportion of South Staffordshire residents who were not disabled increased between 2011 and 2021 from 82.2% to 82.9%.

The figures varied across the district, with Locality Three as a whole indicating relatively high levels of disability, with Featherstone and Shareshill and Penkridge West being particularly high. Penkridge South and Perton East indicate lower levels of disability.

For a wider range of Census data about disability in England and how South Staffordshire compares please click [here](#).

Area	Disabled	Not disabled
England	17.7%	82.3%
Staffordshire	18.1%	81.9%
South Staffordshire	17.1%	82.9%
Locality 1	18.2%	81.8%
Locality 2	18.7%	81.3%
Locality 3	20.8%	79.2%
Locality 4	17.2%	82.8%
Locality 5	17.7%	82.3%



Unpaid care in South Staffordshire

In 2021, 5.3% of South Staffordshire residents reported providing up to 19 hours of unpaid care each week. This figure decreased from 8.4% in 2011.

In 2021, just under one in 50 people (1.9%) reported providing between 20 and 49 hours of unpaid care each week, compared with 1.6% in 2011. The proportion of South Staffordshire residents which provided at least 50 hours of weekly unpaid care remained at 2.5%.

Across South Staffordshire, the percentage of people providing care varied, with slightly higher levels in Localities Two and Five. Almost 11,000 people are providing some level of unpaid care in South Staffordshire.

While the Census 2021 refers to people acting as unpaid carers predominantly within their households, a Residents Survey in 2021 undertaken by South Staffordshire Council included a question about how people might be encouraged to provide unpaid help or support people in their local community. This was asked in the context of the coronavirus and the extensive community support response that took place during the lockdown periods in particular.

What would encourage you to provide unpaid help or support to others in your local community? (Multiple answers were allowed)

Factor	Being able to fit this in around my life	Not having to make an ongoing commitment	Understanding how I can help	Not sure	To meet new people	If I was asked to	If my help was crucial to recovery	Other	None of the above
%	41.2%	36.5%	23.0%	13.5%	12.1%	12.1%	9.2%	7.7%	20.6%
Number	527	467	294	172	155	154	118	98	263

South Staffordshire District Council, Residents Survey 2021

Community Safety

South Staffordshire is one of the safest places in the country, but the district's location - bordering the large conurbations - and the easy travel networks through the district often mean the perceived levels of crime are higher than the actual crime numbers.

All recorded crime decreased by 11% between 2020/21 and 2021/22.

Residents indicated that 88% of them feel safe during the day, while 67% feel safe after dark.

Vehicle crime has seen an increase, with theft from vehicles increasing by 33% to 274 recorded crimes and theft from vehicles increasing by 12% to 167 recorded crimes. Locality Five has the highest percentage of car crime in the district, with 14%, while Locality One has the lowest.

In 2021-22, there were 1,498 incidents of anti-social behaviour recorded by police in South Staffordshire, which was a 6% decrease on levels in 2019-2020. The decrease in local rates is in line with national levels. Rowdy and inconsiderate behaviour accounted for 66.3% of police-recorded antisocial behaviour. 20% of antisocial behaviour comprises neighbourhood disputes, while 6% is vehicle related.

Drugs-specific offences (possession and trafficking; 1.0 per 1,000 population) has fallen over the last two years and is below the national level.

The South Staffordshire Community Safety Delivery Plan 2023-2026 outlines eight actions which aim to bring together all the agencies in the district who can have an impact on crime, antisocial behaviour and the fear of crime.



Housing

Over 74% of homes in South Staffordshire are owned outright or with a mortgage, compared to just over 60% in England and Wales.

Owning a home outright is particularly high in the district at 44%, compared to less than 33% nationally; in Locality Two the figure is over 50%.

Social rented housing is relatively low at 14%, compared to 17% in England and Wales.

Private renting is among the lowest in the country at just over 10%, compared to over 20% nationally.

House prices

The average property price in South Staffordshire went above £300,000 in 2022 and was just behind the national average in doing so.

By December 2022 the all-property type average price in the district was £308,000; in England it was £313,000.

Across the county of Staffordshire, the average was £250,000, and at West Midlands regional level it was £238,000.

The table on the following page shows the range of prices across the district, with properties in Locality Five achieving the highest prices and being generally lower in Locality Three - though the lowest average was Perton Lakeside.



Housing

House Price Data 2022 - Land Registry/Hometrack

	Average house price - £
Locality One	
Huntington and Hatherton	264,029
Penkridge North East & Acton Trussell	424,219
Penkridge South East	297,973
Penkridge West	361,434
Locality Two	
Brewood and Coven	395,635
Wheaton Aston, Bishopswood and Lapley	346,129
Locality Three	
Cheslyn Hay North and Saredon	255,340
Cheslyn Hay South	300,609
Essington	343,946
Featherstone and Shareshill	270,253
Great Wyrley Landywood	278,892
Great Wyrley Town	286,773

	Average house price - £
Locality Four	
Bilbrook	289,747
Codsall North	356,305
Codsall South	419,894
Perton Dippons	311,764
Perton East	301,107
Perton Lakeside	242,386
Locality Five	
Himley and Swindon	317,632
Kinver	493,090
Pattingham and Patshull	392,723
Trysull and Seisdon	523,445
Wombourne North and Lower Penn	407,146
Wombourne South East	375,442
Wombourne South West	298,507



Housing

Housing type - Census 2021

South Staffordshire's accommodation type is overwhelmingly houses or bungalows at 89% - this is in line with much of the county, and well above national levels.

Flats or apartments are 9%, well below national figures, and also low compared to the county - although Staffordshire Moorlands is lower.

An unusual feature of South Staffordshire's housing stock is the relatively high proportion of mobile homes and temporary buildings; at 1.7%, this is more than four times the national level and represents over 40% of Staffordshire's housing stock of this type.

Fuel Poverty

South Staffordshire had the lowest level of fuel poverty in Staffordshire at 12.6% of households in 2020 – this is also below England and West Midlands figures.

In England, 13.2% of households were in fuel poverty according to Government figures; in the West Midlands this was 17.8%, and 15.3% across Staffordshire.

As the second table shows, this varied across the district with Localities One and Three having levels above national averages, but all localities were below county and West Midlands levels. While this suggests a positive position, it does highlight the fact that there were over 6,000 households in fuel poverty in South Staffordshire in 2020.

These figures were collated before the energy price increase in 2022 and reflect fuel poverty in South Staffordshire.

Fuel poverty 2020 – Region, County and District BEIS data

Area	Proportion of households fuel poor (%)
England	13.2
West Midlands	17.8
Staffordshire	15.3
South Staffordshire	12.6
Cannock Chase	16.5
East Staffordshire	16.4
Lichfield	12.7
Newcastle-under-Lyme	18.4
Stafford	14.6
Staffordshire Moorlands	15.8
Tamworth	14.4

Fuel poverty 2020 – BEIS data - Localities

	Locality One	Locality Two	Locality Three	Locality Four	Locality Five
Number of households in fuel poverty	933	662	1736	1254	1466
Percentage of households in fuel poverty	14%	13%	14%	11%	12%

Housing

Household composition

South Staffordshire's household composition reflects its overall population profile, with a high proportion of households made up of single people aged over 66 at 15.7%, compared to the national figure of 12.9%; the figure is over 23% of households in Wombourne South East.

Single family households aged over 66 also form a high proportion of the district's households at 14.2%, compared to 9.2% nationally; the figure is over 19% in Kinver and in Penkridge North.

Single person households below 66 are only 11.5%, compared to 17.3% nationally.

The proportion of households with non-dependent children (ie, with adults still living at home) is relatively high at 8.0%, compared to 5.6% nationally, perhaps reflecting the high cost of housing locally.

Household size

There has been a decline since 2011 in the number of households with four or more people of 2.6 percentage points; in England the decline was only 0.2 percentage points.

The decline was highest in Cheslyn Hay (4.7 percentage points) and Great Wyrley (3.9 percentage points).

Single person households, aged over 66, increased by 1.9 percentage points to 15.7% of local households compared to 12.9% nationally, which only increased by 0.1%.

The increase in single person households was highest in Cheslyn Hay (3.4 percentage points) and Great Wyrley (3 percentage points). This pattern of change is reflected in the patterns of overall population change across the district.

To see how South Staffordshire compares to other areas in a variety of housing metrics click [here](#).

South Staffordshire also publishes its own housing reports and data. This can be found on our website click [here](#).



Employment

South Staffordshire saw the West Midlands' largest percentage-point fall since 2011 in the proportion of people aged 16 years and over (excluding full-time students) who were employed (from 57.5% in 2011 to 53.3% in 2021). The national figure was 55.5%.

Economic activity rates in 2021 were highest in Huntington and Hatherton and Perton East wards (both 61.6%). The national figure for economic inactivity due to retirement was 21.6%, an increase of 0.3 percentage points from 2011. For South Staffordshire this was 28.7%, an increase of 2.3 percentage points from 2011, reflecting the older population. Kinver (36.8%) and Wombourne South East (35.9%) were the wards with the highest level of economic inactivity due to retirement.

Employment and economic activity information can be found in more detail in the UK 2021 Census data - click [here](#).



Qualifications

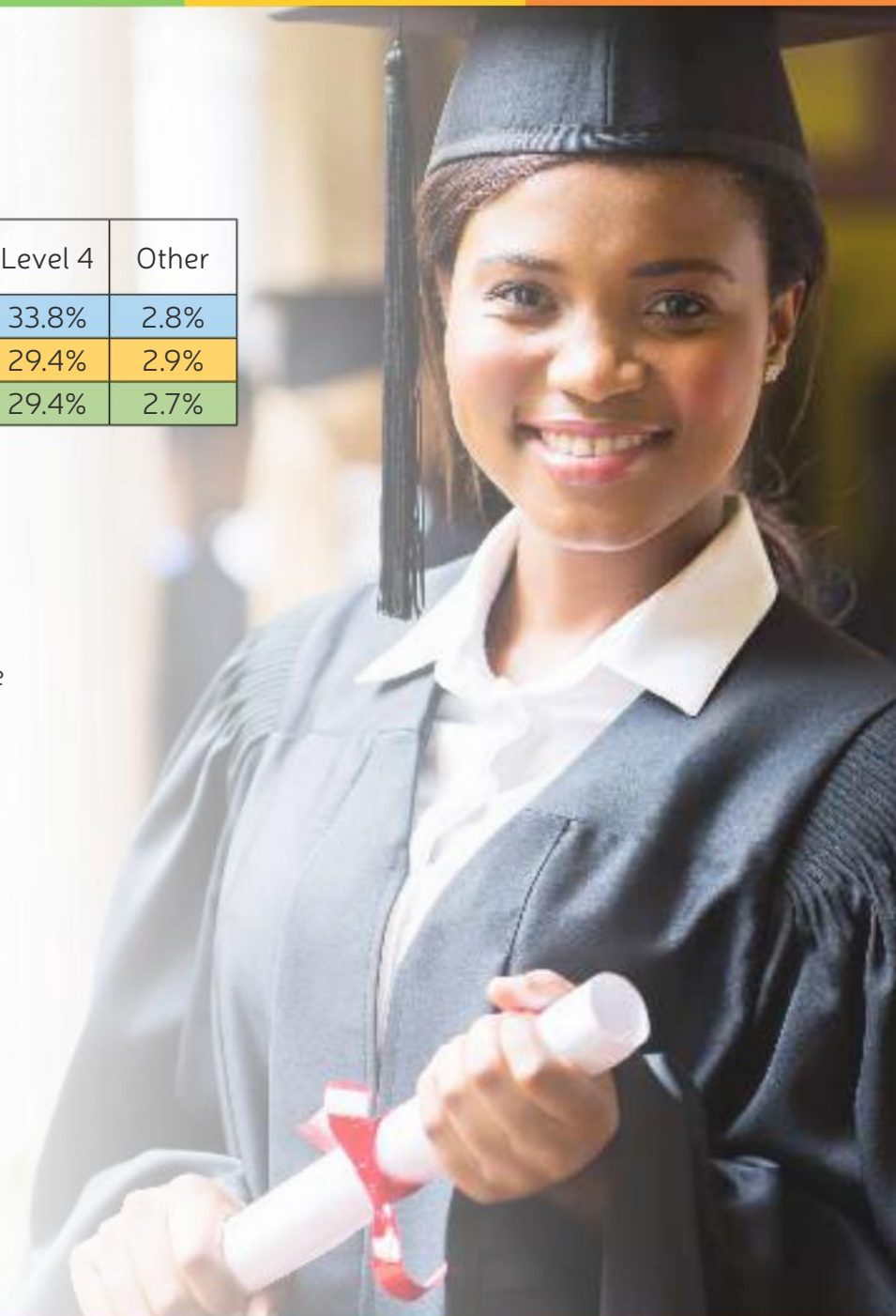
The Census asked for people's highest-level qualifications. South Staffordshire as a whole was similar to the West Midlands, but below national levels on qualifications.

	No qualifications	Level 1	Level 2	Apprenticeship	Level 3	Level 4	Other
England and Wales	18.2%	9.6%	13.4%	5.3%	16.9%	33.8%	2.8%
West Midlands	21.1%	10.3%	13.9%	5.3%	17.1%	29.4%	2.9%
South Staffordshire	19.3%	10.2%	14.5%	6.3%	17.6%	29.4%	2.7%

At locality level, the results were very similar, though there were differences at ward level.

Against a district average of 19.3% of people with no qualifications, Huntington and Hatherton (23.2%), Essington (23.4%) and Himley and Swindon (25.6%) were notably higher. Level Four qualifications (degree and above) are held by 29.4% of the district population, compared to the national figure of 33.8%. Codsall South (38.8%), Pattingham and Patsull (38.3%), and Kinver (36%) are significantly higher than the district as a whole and above the national figure.

For more detailed information - click [here](#).



Wage levels

Reflecting the occupational profile of South Staffordshire, general levels of pay for residents are relatively high compared to the national average – this is with the exception of women who work full-time, which is slightly lower than the national figures.

All earning figures are higher than the rates for the West Midlands as a whole.

Earnings by place of residence (2022)	South Staffordshire	West Midlands	Great Britain
Gross weekly pay	£	£	£
Full-time workers	675.3	613.3	642.2
Male full-time workers	766.6	661	687.5
Female full-time workers	573.9	550	584.5
Hourly pay - excluding overtime			
Full-time workers	17.39	15.41	16.37
Male full-time workers	18.98	16.05	16.97
Female full-time workers	15.14	14.46	15.49

Source: ONS annual survey of hours and earnings – resident analysis

Notes: Median earnings in pounds for employees living in the area.



Local Businesses

Weston Park

Visitor Economy Lead

- » Prime stately home and visitor attraction.
- » Set across 1,000 acres.
- » Host to a range of large annual events.

Dunston Business Village

- » High quality office accommodation.
- » Expanding business park.
- » Over 100 small hi-tech companies located onsite.

Strategic Employment Site

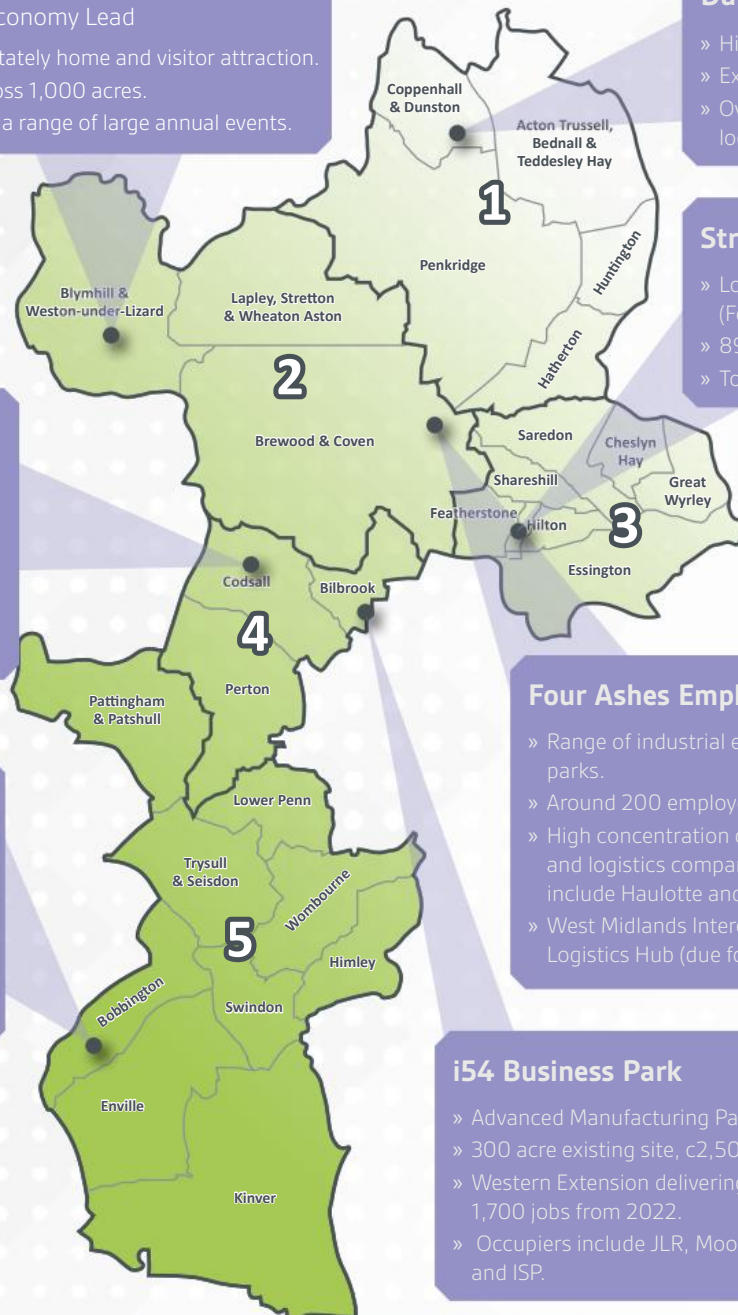
- » Logic54 Industrial/Logistics Park (Former ROF, Featherstone).
- » 89 Acres allocated for employment.
- » To be developed on phased basis.

Codsall Community Hub

- » Co-location between the public, health, voluntary and private sectors.
- » Access to specialist teams including the council, Police, libraries and NHS.
- » Home to South Staffordshire Business Hub.

Halfpenny Green Vineyards

- » Rural setting.
- » 30-acre wine estate.
- » Craft Village featuring independent businesses.
- » Wild Zoological Park.
- » Events and Meeting space.



Four Ashes Employment Area

- » Range of industrial estates and business parks.
- » Around 200 employers and 1,600 jobs.
- » High concentration of manufacturing and logistics companies, large employers include Haulotte and CEVA.
- » West Midlands Interchange Rail Freight & Logistics Hub (due for completion 2024).

i54 Business Park

- » Advanced Manufacturing Park.
- » 300 acre existing site, c2,500 jobs.
- » Western Extension delivering a further 1,700 jobs from 2022.
- » Occupiers include JLR, Moog, Eurofins and ISP.

South Staffordshire has a wide range of employers across the district. Larger employers are listed in the table below and include Jaguar Land Rover (JLR), alongside Moog and Eurofins at i54 in Locality Four, and Gestamp at Penkridge in Locality Two.

Top Employers (source: FAME (BvD) 2022)	Total employees
Locality 1	
Stone Technologies	378
The Moat House	150
Noble Foods	150
Age UK Staffordshire	135
The Chase Golf Club	80
Locality 2	
Gestamp	1100
PDM Produce UK Ltd	467
The Hunterscombe Hospital	300
K Transport Services	94
SI Group Ltd	83
Locality 3	
HMYOI Brinsford	500
Oakwood Prison	500
Alpha Care Homes	250
PP Control and Automation Ltd	202
Juniper Training Ltd	183
Locality 4	
Jaguar and Land Rover	1250
Moog	460
ERA Home Security Ltd	400
Eurofins	300
South Staffordshire Council	195
Locality 5	
Invictus Education Trust	685
Static Systems Group Ltd	204
Completelink Ltd	117
Has-Vent Ltd	98
Spectrum Brands	84

Local businesses

A Residents Survey in 2021, undertaken by South Staffordshire Council, included a question about how people could be encouraged to better support local businesses. This was asked in the context of the coronavirus and the disruption of the pandemic to businesses – in particular small local businesses which relied on customers visiting their premises.

*What would encourage you to support local businesses more?
(multiple answers were allowed)*

Factor	%	Number
Local shops providing the goods/services I require	64.0%	815
More independent shops	37.6%	479
Zero waste shops	30.8%	392
Swap shops to recycle/upcycle pre-loved items	28.7%	365
Local delivery service	22.1%	281
Organisations whose profits support the local community	21.5%	274
Healthy fast-foods alternatives	21.2%	270
A better variety of shops	18.5%	236
Other	12.7%	162
None of the above	11.7%	149
Electric vehicle charge points	11.7%	149
More information on the voluntary transport across the district	6.2%	79

South Staffordshire District Council, Residents Survey 2021

Nowhere in South Staffordshire is unable to receive broadband – although ‘decent’ connectivity is not available in some areas.

93.9% of South Staffordshire now has ‘superfast’ availability, compared to 95.9% of the UK and 96.4% of the West Midlands.

Average download speeds and availability of gigabit remain significantly below national and West Midlands levels and many areas have low average download speeds.



Climate Change

As part of South Staffordshire Council's strategy to build a greener future and to help communities mitigate climate change, grant funding was provided to local community groups, businesses, and schools, to support their own projects in the fight against climate change.

Funding across the district was used by:

- **St Benedict's Church, Wombourne, in the project 'Protect, restore and adapt nature' where children helped to plant wild daffodils, wild garlic and wild blue bell bulbs.**
- **Lapley, Stretton and Wheaton Aston Parish Council worked with Forest of Mercia in the project 'Protect restore and adapt nature' to create a new hay meadow to increase biodiversity.**
- **Penkridge Parish Council launched a dedicated climate working group.**
- **Funding in Bilbrook went towards the Bilbrook Repair Café.**
- **Nine volunteers from Wild About Perton and local members planted 800 fritillary bulbs to improve biodiversity in Perton.**

Other green initiatives across South Staffordshire include the planting of 2,000 trees in partnership with parishes and helping to facilitate the planting a further 1,000 trees.

A total 9,960 tonnes of garden waste collected from residents in the district was converted into compost.

Kinver Parish Council's Climate Change Action Group is taking the lead on helping everyone in the parish to reduce their carbon footprint. Kinver was one of the first parishes in South Staffordshire to install EV charging points.

More than 50 schoolchildren and 100 business representatives from across the district attended climate events with a view to making South Staffordshire greener for future generations.





Appendix: **Community Assets**

Community Assets - LOCALITY 1

Organisation	Organisation	Organisation
All saints primary School, Bednall	Aiming High - C.A.R.E - Spooktacular Fun at the Farm, Penkridge	Chase aqua rural enterprise (CARE)
Littleton minors	2415 Squadron - Penkridge RAF Air Cadets	Ashcroft Hollow Care Home, Huntington
Marshmallows Nursery, Penkridge	Create community hub, Huntington	Butterhill care centre
Nellys Nursery, Penkridge	Penkridge library	Cannock lions, Cannock
Princefield First School - Dragon flies, Penkridge	Penkridge Peace memorial hall	Care Plus, Stafford
Saplings, Huntington	Age UK Staffordshire, Penkridge	Chase aqua rural enterprise (CARE)
Shareshill pre-school playgroup	Create community hub, Huntington	CSPC healthcare LTD, Huntington
St Leonards First School Nursery, Dunston	Penkridge Civil Society	Health and Alliance Home Care, Penkridge
St Michaels Nursery, Penkridge	Penkridge Community Library	Home Care Assist, Dunston
Taylors Tots Nursery, Dunston	Penkridge Peace memorial hall	Penk Moneywise
Wolgarston High School Penkridge	Penkridge Phoenix Club	Zoom Virtual baby massage and reflex course, Penkridge
Rural Enterprise Academy Penkridge	Place of Welcome - create church, Huntington	Homes Plus, Acton Gate
	Places of welcome - Wednesday drop in, Penkridge	Penkridge and Acton Trussel Voluntary Social Care Scheme
	Haling Dene Centre	The Roller mill day opportunities - Age UK, Penkridge
		Penkridge leisure centre
		Forward to Health, Penkridge leisure centre
		Penkridge sports and recreation centre

Information on community assets primary source was Staffordshire connects. To view Staffordshire Connects click [here](#).

Schools/education

**Community
hubs/groups**

Care facilities

Support/voluntary

Leisure/fitness

Community Assets - LOCALITY 2

Organisation	Organisation	Organisation
St Mary and St Chads Nursery, Brewood	Bishopswood village hall	AMG Nursing and Care Services - Hilton Cross Business Park
St Marys Catholic School Nursery, Brewood	Blymhill and Weston village hall	Wentworth Community Care Ltd, Brewood
St Marys CE first academy nursery, Wheaton Aston	The Brewood Community Hub	Wheaton Aston Care Home
St Pauls First School Nursery, Coven	Brewood community library	Brewood and District voluntary car scheme
Stretton Lodge pre-school and day nursery, Stretton	Coven memorial hall	Brewood dementia support group
The Little big nursery at St. Dominics, Brewood	Educating kids outdoors limited, Shifnal	Coven Forget-Me-Not club, Coven Memorial Hall
St Dominics Grammar School Brewood	Squirrels, Bishops wood	Festival Volunteer at camp Bestival, Weston-under-lizard
	Tech Tigers Holiday Club - St Dominics Grammar, Brewood	SS local village transport, Brewood and Coven
	Places of welcome - Brewood community managed library	Diddi dance, Coven
	Places of welcome - Lapley community church	Upper Hattons Horse Riding Stables, Coven
	South Staffordshire Community pop choir, Brewood	Brewood tennis club
	Wheaton Aston and Lapley Luncheon club	
	Wheaton Aston and Lapley Village Hall	
	Brewood Jubilee Hall	
	Rainbow Inn Coven	

Information on community assets primary source was Staffordshire connects. To view Staffordshire Connects click [here](#).

Schools/education

**Community
hubs/groups**

Care facilities

Support/voluntary

Leisure/fitness

Community Assets - LOCALITY 3

Organisation	Organisation	Organisation
Strawberry Poppets Day Nursery, Featherstone	Conifers Training, Great Wyrley	Voyage (DCA) North West Chase, Cheslyn Hay
Little Learners - Featherstone	Place of welcome - St Johns Church, Essington	Chase swimming club, Cheslyn Hay
Glenthorpe community primary school nursery	St John's Church, Essington	Cheslyn Hay & Cannock Chase community tennis club
Landywood preschool	Featherstone Community Centre	Cheslyn Hay Leisure Centre
Landywood primary school nursery	Wesley Methodist Church Great Wyrley	Progressive sports, South Staffordshire, Cheslyn Hay
Little explorers pre-school, Great Wyrley	Caremark Cannock Chase and South Staffordshire, Cannock	Wyrley Juniors Football Club
Moat Hill Primary School Nursery, Great Wyrley	Conifers Nursing Home, Great Wyrley	Cannock Phoenix Swimming Club, Cheslyn Hay
Cheslyn Hay primary school nursery	Essington Manor Care Home	Chase swimming club, Cheslyn Hay
Puddleducks Day Nursery, Great Wyrley	Hob Meadow, Great Wyrley	Club HB- disco for supported adults, Great Wyrley Sports & Social club
Quinton Playschool, Great Wyrley	Lakeview Care Home, Great Wyrley	Forward to Health, Cheslyn Hay Leisure Centre
St Thomas More Catholic Primary School Nursery, Great Wyrley	Lisbeth Nursing Home, Great Wyrley	Wyrley Juniors Football Club
Teddy Bears Nursery, Newtown	Midlands community care ltd, Great Wyrley	
Great Wyrley Academy	Waters Edge Care Home, Great Wyrley	
Cheslyn Hay Academy	First signs BSL and sensory class	
2nd Great Wyrley (St Thomas More) Scout Group	Appointree, Essington	
Cheslyn Hay Library	Cheslyn Hay Community Allotments Association	
Cheslyn Hay village hall	Gee Professional Services, Great Wyrley	
Eagles out of school club	Landywood & District Voluntary Help Centre	
Community crates fun	Landywood and district voluntary car scheme	
Great Wyrley library	Safe and Settled, Great Wyrley	
Jigsaws kids club at Havergal, Shreshill	Salem Methodist Church, Cheslyn Hay - Food bank	
Landywood Childrens centre	Shreshill Womens institute	

Information on community assets primary source was Staffordshire connects. To view Staffordshire Connects click [here](#).

Schools/education

**Community
hubs/groups**

Care facilities

Support/voluntary

Leisure/fitness

Community Assets - LOCALITY 4

Organisation	Organisation	Organisation
Bilbrook Play Group	Bilbrook initiatives Hub	Aspire Active Camps, Codsall
Birches First School Nursery	Codsall Christmas Fair Group	Abbeyfield Society- supported housing schemes
Bright Minds Codsall	Kingswood Trust	Codsall and Bilbrook Cancer support group
Caterpillars Codsall	Perton Manor	Friends of Bilbrook
Codsall community nursery	Holy Cross Church Bilbrook	Helping Hands, Perton
Acorns at Perton Academy	Bilbrook Methodist Church	Home First, Codsall
Codsall tuition centre	Pattingham Village Hall	Meditation and mindfulness groups, Codsall
Lane green first school nursery	Perton Civic Centre	RSPB south- West Staffordshire Local Group, Codsall
Little Nics	Care Cover 24/7, Albrighton	SSDC- coronavirus/covid 19 helpline, Codsall
Pertons First School Nursery	The Hunters Lodge Care Centre, Codsall	SS local village transport, Perton + Codsall + Pattingham
Pippins Daycare, Codsall	Retirement Living- Corsers Court, Perton	SSDC Befriending scheme, Codsall
Codsall Community High School	Rockspur CIC- Supported Living, Codsall	SS works clubs
Codsall library	The Shrubbery Rest Home, Codsall	Codsall leisure centre
Codsall village hall and playing fields	Springfield House Nursing Home, Codsall	Forward to Health, Codsall leisure Centre
Perton library	The Willows Care Home, Codsall	

Information on community assets primary source was Staffordshire connects. To view Staffordshire Connects click [here](#).

Schools/education

**Community
hubs/groups**

Care facilities

Support/voluntary

Leisure/fitness

Community Assets - LOCALITY 5

Organisation	Organisation	Organisation
All saints CE primary school nursery, Trysull	High Flyers Day Centre, Wombourne	Kinver Volunteer Bureau Transport
Blakeley bears	Holendene Way, Wombourne	Orton Meadows Day Opportunities - Age UK, Orton
Challenge Academy - Baggeridge Country Park	Kinver community library	Staffordshire Wildlife Trust, Wombourne
Cherry Trees school, Wombourne	Prestwood Lodge, Stourbridge	Stride and Stroll Walks, Stourbridge
Cloud 9 day nursery limited, Wombourne	Sedgley Court, Gospel End	Aspire Active Camps, Wombourne
Corbett primary school nursery	South Staffordshire Narrowboat Company, Lower Penn	Forward to Health, Wombourne leisure centre
Iverely park pre-school	Wombourne Community Pop Choir	Sedgley and Wombourne Rotary club, Wombourne
St Chads Primary School, Pattingham	Wombourne Library	Swindon Crown Green Bowling Club
Kinver Garden Day Nursery	Woodford House, Trysull	Wombourne indoor bowling club
Little Acorns Nursery at Foley Infant Academy, Kinver	Wombourne Civic Centre	Wombourne leisure centre
Little munhkins childrens club, WV4	Cory Community Centre Highgate Common	Kinver Sports and Community Centre
Potters Cross Pre-school playgroup, Kinver	Edgeview Nursing Home, Kinver	
Sandhills day nursery, Wombourne	Fairmont Residential Limited, Kinver	
St Benedicts Biscop primary school nursery, Wombourne	The Firs Residential Home, Gospel End	
St Johns Early years group, Swindon	Greenway House Residential Home, Lower Penn	
Westfield Primary School Nursery, Wombourne	High Lodge Care Home, Iverely	
The Wildings Nature Nursery, Baggeridge	Himley Mill Care Home, Himley	
Wombourne High School	Home instead senior care, Wombourne	
Kinver High School	St Anthonys- Care Home with Nursing, Gospel End	
20th Stourbridge (Halfpenny Green) Air Scouts Group	Home instead senior care, Wombourne	
Baggeridge Country Park	White Lily Care, Wombourne	
The compa, Kinver	Goode tutoring ltd	
Kingswood Trust, Kingswood	Kingsway Foodbank, Wombourne	
Kinver library	Home instead, Wombourne	
Living springs, Stourton	Challenge Academy- Baggeridge	
Wombourne Library	Dementia Singing friends, Wombourne	
Baggeridge Country Park, Gospel End	Kingsway Foodbank, Wombourne	
Brickbridge house	Kinver Care Ltd	
Places of welcome- St Chads Church, Pattingham	Kinver community bus	

Information on community assets primary source was Staffordshire connects. To view Staffordshire Connects click [here](#).

Schools/education

**Community
hubs/groups**

Care facilities

Support/voluntary

Leisure/fitness