

TO:- Overview & Scrutiny Committee

Councillor Mike Davies , Councillor Philip Davis , Councillor Andrew Adams , Councillor Helen Adams , Councillor Penny Allen , Councillor Jeff Ashley , Councillor Meg Barrow , Councillor Barry Bond MBE , Councillor John Brindle , Councillor Gary Burnett , Councillor Val Chapman , Councillor Bob Cope , Councillor Steph Dufty , Councillor Robert Duncan , Councillor Sue Duncan , Councillor Christopher Evans , Councillor Mark Evans , Councillor Warren Fisher , Councillor Sam Harper-Wallis , Councillor Dr Paul Harrison MBE , Councillor Diane Holmes , Councillor Fiona Hopkins , Councillor Matthew Jackson , Councillor Victor Kelly , Councillor Dan Kinsey BEM , Councillor Vincent Merrick , Councillor John Michell , Councillor Rob Nelson , Councillor Martin Perry , Councillor Ray Perry , Councillor Gregory Spruce , Councillor Christopher Steel , Councillor Wendy Sutton , Councillor Sue Szalapski , Councillor Bernard Williams , Councillor Kath Williams

Notice is hereby given that a meeting of the Overview and Scrutiny Committee will be held as detailed below for the purpose of transacting the business set out below.

Date: Tuesday, 12 March 2024

Time: 18:30

Venue: Council Chamber, Council Offices, Wolverhampton Road, Codsall, South Staffordshire, WV8 1PX



D. Heywood
Chief Executive

AGENDA

Part I – Public Session

- 1** Apologies
To receive any apologies for non-attendance.
- 2** Minutes **1 - 2**
To approve the minutes of the Overview and Scrutiny Committee meeting of 23 January 2023.
- 3** Declarations of Interest
To receive any declarations of interest.
- 4** Staffordshire County Council Highways
Presentation of County Councillor David Williams, Cabinet Member for Highways and Transport and Mark Keeling, Community Highways Manager for South Staffordshire.

5	DFG Shared Service Update Report of the Welfare and Benefits Team Manager	3 - 8
6	South Staffordshire Council Plan 2024 - 2028 Report of the Chief Executive	9 - 120
7	Work Programme 2023/24 Report of the Corporate Director of Governance	121 - 124

RECORDING

Please note that this meeting will be recorded.

PUBLIC ACCESS TO AGENDA AND REPORTS

Spare paper copies of committee agenda and reports are no longer available. Therefore should any member of the public wish to view the agenda or report(s) for this meeting, please go to www.sstaffs.gov.uk/council-democracy.

Minutes of the meeting of the **Overview & Scrutiny Committee** South
Staffordshire Council held in the Council Chamber Community Hub,
Wolverhampton Road, Codsall, South Staffordshire, WV8 1PX on Tuesday, 23 January 2024 at 18:30

Present:-

Councillor Andrew Adams, Councillor Helen Adams, Councillor Penny Allen, Councillor Jeff Ashley, Councillor Meg Barrow, Councillor Gary Burnett, Councillor Mike Davies, Councillor Philip Davis, Councillor Steph Dufty, Councillor Robert Duncan, Councillor Sue Duncan, Councillor Christopher Evans, Councillor Mark Evans, Councillor Sam Harper-Wallis, Councillor Dr Paul Harrison, Councillor Diane Holmes, Councillor Fiona Hopkins, Councillor Matthew Jackson, Councillor Victor Kelly, Councillor Dan Kinsey, Councillor Vincent Merrick, Councillor John Michell, Councillor Rob Nelson, Councillor Martin Perry, Councillor Ray Perry, Councillor Gregory Spruce, Councillor Christopher Steel, Councillor Sue Szalapski, Councillor Bernard Williams

25 MINUTES

RESOLVED: that the minutes of the meeting of the Overview and Scrutiny Committee held on 14 November 2023 be approved and signed by the Chairman.

26 APOLOGIES

Apologies were submitted on behalf of Councillor B Bond, Councillor V Chapman, Councillor B Cope, Councillor J Brindle and Councillor K Williams.

27 DECLARATIONS OF INTEREST

Councillor M Perry declared an interest in item 9: Future Waste and Recycling Provision 1st April 2025 - 31st March 2026 and left the chamber for consideration of this agenda item.

28 THE COUNCILS MEDIUM-TERM FINANCIAL STRATEGY 2024/25 - 2028/29 AND 2024/25 BUDGET

RESOLVED: that the Overview and Scrutiny Committee

- a) support the report together with the draft Medium-Term Financial Strategy (MTFS), revenue estimates and capital programme for the 2024/25 budget for consultation with stakeholders. In particular:
- b) note the updated draft MTFS position and the revised revenue estimates for 2023/24 and 2024/25;
- c) note the reconciliation for the previous approved MTFS to the updated draft MTFS;
- d) support the revised capital programme;
- e) support that the minimum level of general fund reserves is maintained at £1.5m;

29 UK SHARED PROSPERITY FUND AND RURAL ENGLAND PROSPERITY FUND

RESOLVED: that the Overview and Scrutiny Committee note the content

of the UK Shared Prosperity Fund and Rural England Prosperity Fund report and the progress made to date.

30 UPDATE ON MEMBER WORKING GROUPS 2023/24

RESOLVED: That the Overview and Scrutiny Committee note the progress to date of the Member Working Groups on the Council Plan 2024-28; Community Engagement; and Climate Change.

31 WORK PROGRAMME 2023/24

RESOLVED: That the Overview and Scrutiny Committee note the report.

32 EXCLUSION OF PRESS AND PUBLIC

It was Proposed by Councillor Mike Davies and Seconded by Councillor Phil Davis.

RESOLVED: That the Press and Public be excluded from the meeting during consideration of the following items on the grounds that they are likely to involve the disclosure of exempt information as defined in paragraph 3 and 5 of Part 1 of Schedule 12 (A) to the Local Government Act 1972.

33 FUTURE WASTE RECYCLING PROVISION 1ST APRIL 2025 - 31ST MARCH 2026

This item is exempt in accordance with Schedule 12A Local Government Act 1972

- Information relating to the financial or business affairs of any particular person (including the authority holding that information);
- Information in respect of which a claim to legal professional privilege could be maintained in legal proceedings;

The Meeting ended at: 20:20

CHAIRMAN

SOUTH STAFFORDSHIRE COUNCIL

OVERVIEW AND SCRUTINY COMMITTEE – 12 MARCH 2024

DFG SHARED SERVICE UPDATE

REPORT OF THE WELFARE AND BENEFITS TEAM MANAGER

LEAD CABINET MEMBER – Councillor Robert Reade, Cabinet Member for Welfare Services

PART A – SUMMARY REPORT

1. SUMMARY OF PROPOSALS

- 1.1 The purpose of this report is to provide an update on the Disabled Facilities Grant (DFG) shared service with Stafford Borough Council.

The report details the performance since the new service began in April 2023, the committed and pipeline spend for this financial year, and the plans for the development of the team to futureproof the workforce.

2. SUMMARY IMPACT ASSESSMENT

POLICY/COMMUNITY IMPACT	Do these proposals contribute to specific Council Plan objectives?	
	Yes	Prosperous communities – helping people to stay in their own homes
	Has an Equality Impact Assessment (Equal) been completed?	
	No	This is a service update
	Has a Data Protection Impact Assessment been completed?	
	No	This is a service update
SCRUTINY POWERS APPLICABLE	No	
KEY DECISION	No	
TARGET COMPLETION/ DELIVERY DATE	Report is for information only	

FINANCIAL IMPACT	Yes	The shared service is operating within existing Better Care Fund available grant. NF
LEGAL ISSUES	No	There are no legal implications arising from this for information report. LF
STRATEGIC RISK	No	Detail – Through the monitoring of the service and improved service delivery, the financial management is improved, therefore minimising waste and improving value for money, as well as the service delivery for the customer.
OTHER IMPACTS, RISKS & OPPORTUNITIES including climate impacts and health impacts if applicable		The risks are being managed through monitoring of the service and analysis of the budgets. During the first year of the new shared service, it was anticipated that progress would be slow, due to the high number of outstanding applications at the point of transfer. It is expected that moving into year 2 there will be a reduction in length of time the customer has to wait and an improvement in the customer journey.
IMPACT ON SPECIFIC WARDS	No	

3. PART B – ADDITIONAL INFORMATION

- 3.1 The Disabled Facilities Grants service was managed by a 3rd party from April 2018 – March 2023. The performance throughout the contract was not to the standard that was expected so when the contract ended, the decision was made by the six districts within the SILIS partnership to bring the service back in house.
- 3.2 South Staffordshire Council delegated their functions into a shared service with Stafford Borough Council, who host the service on their behalf. This commenced on 1st April 2023.
- 3.3 There are 7 team members working across Stafford and South Staffordshire, 1 of whom was transferred under TUPE from the previous provider. One other team member was recruited from another Local Authority; however, the remaining staff were all new to DFG processes and had extensive training prior to working on the outstanding applications.
- 3.4 The budget for 2023/24 for DFG's is £1,126,662 with an additional £98,312 awarded for this financial year to support with an increased demand nationally for adaptations. The table below shows the spend to date, with a strong position at the end of Qtr.3 The remaining budget along with the additional funding will allow the team to manage the flow of applications during Qtr.4 and ensure there is sufficient funding to estimate pipeline capacity.

	Count	Value
All Cases at Works Stage	18	£214,870.71
Certified Complete	37	£223,101.71
Landlord apps at works stage	19	£145,394.24
Total	74	£583,366.66

Staffing budget 23/24		£180,367.80
OT cost projection 23/24		£85,859.82
Capital spend in progress Q3 SSDC		£583,366.66
TOTAL		£849,594.28
SSDC budget 2023/24		£1,126,662.00
Budget Remaining at end Q3		£277,067.72

- 3.5 When the new shared service with Stafford commenced, there were 326 outstanding applications that transferred from the previous provider. Each application has been reviewed and where appropriate another OT assessment requested. Although this has lengthened the process for some applicants, it does mean that the adaption can be designed specifically for any changes in their needs. Of these, 128 did not progress for many different reasons, including the client changing their mind, the adaption no longer required or a change in needs as the application had been open for so long under the previous provider.
- 3.6 Of the 196 applications that were made prior to April 2023 and deemed still valid, 37 adaptations have been completed and the remaining ones are progressing through the system, in date order unless it has been identified that the need is urgent. There have been 158 new referrals for adaptations between April and the end of October 2023.
- 3.7 The increase in the demand for OT's has meant there is a backlog of application that are awaiting an OT assessment. To manage the throughput of cases Caseworkers have been concentrating on ordering equipment such as stair lifts and preparing cases to be passed to HomesPlus for landlord applications. These will be up to date by the end of February.

3.8 The table below shows the number of applications at each stage of the DFG process, currently.

Stage	No. at stage
Initial triage & application	97
Application preparation	111
Approval, Plans & Tender	43
Works on site	55
Final inspections	20
Satisfaction survey*	28
Total cases	354

*the satisfaction survey is completed 10-12 weeks after completion of works

From the 354 applications, there are 419 separate work items to be completed as some residents require more than one adaption. The table below lists the individual adaptations that have been requested since April.

Adaption	Nos.
Door Widening	20
Extension/Garage conversion	8
Hoist	8
Ground Floor reconfiguration	6
Safety Improvements	24
Specialist Kitchen	8
Level Access Shower	180
Stair lift	44
Through floor lift	2
Ramp	50
Bathroom Alteration	32
Specialised Toilet facility	21
Level Threshold door	5
Door entry system	5
Wall removal/external groundwork	6
Total	419

3.9 Feedback from customers has been good, despite many customers having to wait some considerable time since their first referral. One comment below has been collected from the satisfaction surveys.

“Good morning, Sue

I'd like to thank you and your team for facilitating the installation of my level access shower

Today for the first time in 18months I was able to have a unaided shower great!!

Could you also forward my thanks to your contractors it was a pleasure to have them Again thankyou

In this case, a referral had been made to the previous provider in September 2022, an OT assessment done in November 2022, but no further action was taken until the application was transferred to the new service. It was picked up on the 25th April, the equipment was ordered on the 5th June, and following some delay due to pipework needed by landlord, the work was completed on the 4th August. The Caseworker maintained contact via email, at the client's request throughout the process.

- 3.10 There has been one complaint that was considered through our complaints process. There had been delays with the adaption from the previous provider and this did carry on for part of this year. As recognition of the length of time for the work to be completed, compensation was offered that the client declined, the complaint has progressed to the Ombudsman.

4. PERFORMANCE AND FUTURE PLANNING

- 4.1 The average number of weeks from referral to completion is already improving from previous years, despite the higher number of older cases that remain in the system. Once the backlog has been cleared, we will be looking to set a realistic KPI that meets the needs of the service user and is achievable.
- 4.2 Staffing levels have also been reviewed, we were unable to recruit a full-time caseworker assistant last year, so the post has been covered by a part time former Millbrook employee on a temporary basis. The number of referrals has remained high, so the advert has now gone out for a permanent full time member of staff.
- 4.3 There is also a plan to develop the Junior Technical Officers role to prepare for succession planning and create an apprentice or entry level position to develop a recognised pathway for the role.
- 4.4 Whilst we have developed a framework for contractors, this mainly consists of larger companies who were already known to us. We are working with the County procurement team to develop a second framework to allow us to increase the volume of work going out on site and by using different companies, improve the timescales and quality of work.

5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

- 5.1 not applicable

6. PREVIOUS MINUTES

- 6.1 not applicable

7. BACKGROUND PAPERS

7.1 Not applicable

8. APPENDICES

8.1 None

9. RECOMMENDATIONS

9.1 For information only.

Report prepared by: Michelle Kettles, Welfare and Benefit Team Manager

SOUTH STAFFORDSHIRE COUNCIL

OVERVIEW AND SCRUTINY – 12 MARCH 2024

SOUTH STAFFORDSHIRE COUNCIL PLAN 2024 - 2028

REPORT OF THE CHIEF EXECUTIVE - DAVE HEYWOOD

LEAD CABINET MEMBER – COUNCILLOR ROGER LEES, BEM, LEADER OF THE COUNCIL

Executive Summary

This report shares with Overview and Scrutiny the first draft of the new Council Plan for 2024-28. Every four years the Council produces a new Council Plan, following the election of a new Council. Prior to the plan being produced the relevant data sets are updated, including the Place Narrative and the Locality Profile.

These documents feed into the production of the new plan providing insight into the key challenges and opportunities the district faces, whilst also informing the new vision and priorities. A resident survey is also carried out and again survey results are used to inform plan content.

PART A – SUMMARY REPORT

1. SUMMARY OF PROPOSALS

1.1 For Overview and Scrutiny to approve the draft Council Plan as set out in Appendix 1.

2. SUMMARY IMPACT ASSESSMENT

POLICY/COMMUNITY IMPACT	Do these proposals contribute to specific Council Plan objectives?	
	Yes	
	Has an Equality Impact Assessment (EqIA) been completed?	
	Yes	At appendix 5.
SCRUTINY POWERS APPLICABLE	Has a Data Protection Impact Assessment been completed?	
	No	
KEY DECISION	No	Report to Overview and Scrutiny Committee
	No	Council Decision 26 March 2024

TARGET COMPLETION/ DELIVERY DATE	1 April 2024.	
FINANCIAL IMPACT	Yes	The Council Plan priorities will be delivered within the Council's financial budgets.
LEGAL ISSUES	No	None
STRATEGIC RISK	Yes	Any potential risks will be mitigated through the delivery of the Council's priorities and associated performance indicators. Regular monitoring will be carried out by the Integrated Performance Management process.
OTHER IMPACTS, RISKS & OPPORTUNITIES including climate impacts and health impacts if applicable	The Council Plan will support the wider agenda around climate change and the health and wellbeing of our communities.	
IMPACT ON SPECIFIC WARDS	No	The Council Plan is a district wide plan.

PART B – ADDITIONAL INFORMATION

3. INFORMATION

The draft Council Plan 2024-28, sets out our ambition for the next four years. The plan has been produced with assistance from a cross party Member Working Group, who have met to discuss the development of the new plan.

The plan is informed by data and intelligence, primarily the use of two key documents; the Place Narrative 2023 and the Locality Profile 2023. Both of which have been updated to include 2021 Census Data for the District.

The resident survey provides a strong voice for our residents. Results of the survey have been utilised to further inform our direction through the new Council Plan and in developing the Council's priorities. Highlights from the resident survey include:

- South Staffordshire is a place where our residents choose to live.
- There is a strong sense of community spirit in our villages.
- Our natural environment is a key factor in making South Staffordshire an attractive place to live.
- Residents identify themselves strongly with the village in which they live, adding to their strong sense of community pride.

The Council Plan 2024-28 is divided into two sections the first section includes:

Introduction – This focuses on the key messages from the resident survey, and what they want to see for the future of our District. It also highlights some of the key challenges and opportunities we face over the next few years.

Council Plan Vision – A Place of Vibrant communities – this was the vision that most resonated with residents through the survey.

Council Plan Priorities – Four priorities have been highlighted - Economic Growth, Sustainable Environment, Empowering our Communities, and Financial Stability. Our priorities are underpinned by key service objectives.

The second section focuses on how the plan will be delivered and includes:

Our Council – How we will deliver the Council Plan through our services. These are all highlighted, alongside our key enabling plans and corporate documents.

The Community lens – Throughout the four years of the plan we will regularly consult and engage with our communities.

Working with partners – This section builds on the Council’s mantra of who is best placed to deliver and acknowledges the importance of partnership working to keeping the district thriving.

Measuring our performance – The Council Plan will be measured and monitored through the Council’s Integrated Performance Management framework, which will include the voices of our residents, staff and peers.

4. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

4.1 Further details of any impacts as necessary.

5. PREVIOUS MINUTES

5.1 None

6. BACKGROUND PAPERS

None.

7. APPENDICES

- Appendix 1 – Council Plan
- Appendix 2 - Place Narrative

- Appendix 3 – Locality Profile
- Appendix 4 – Residents Survey 2023
- Appendix 5 - EqIA

8. RECOMMENDATIONS

That Members consider the draft Council Plan 2024 – 2028 for approval by Council on 26 March

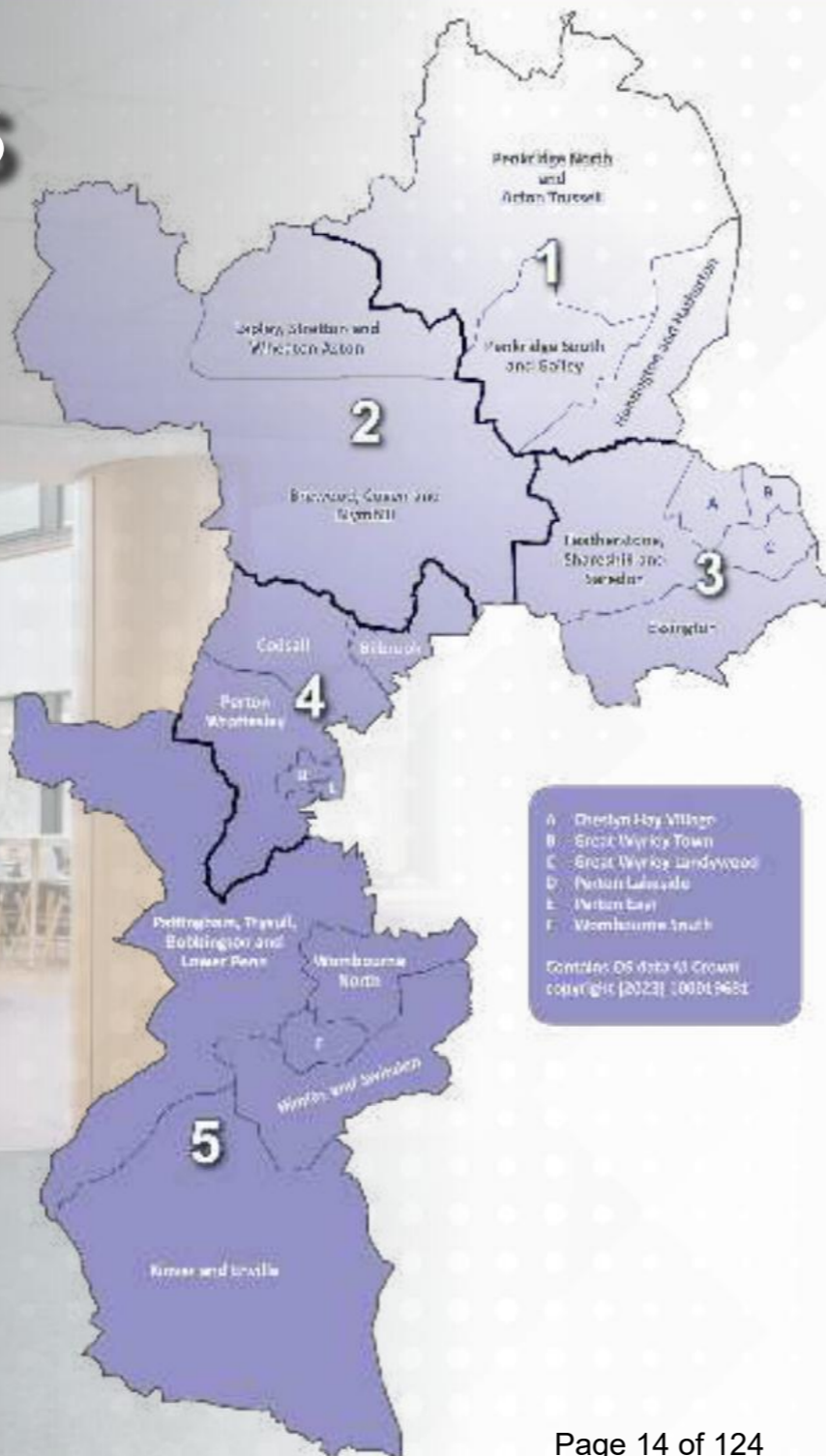
Report prepared by: Dave Heywood – Chief Executive



Council Plan 2024-2028



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Localities

Welcome to our Council Plan for 2024-2028.



89% of residents who completed the council's annual survey would recommend South Staffordshire as a place to live.

South Staffordshire's attractive villages, countryside, and open spaces are the special characteristics valued by local people and visitors alike. The district's low crime rate means it's a safe place to bring up a family or retire to - and a place where being involved with your community adds to a feeling of wellbeing.

With this Council Plan, we aim to build on our strong foundations and continue to be a place where residents are proud to live, and a place where people want to visit and work.

Financial stability is at the forefront of our planning. We have one of the lowest council taxes in England, and it remains our priority to deliver services which provide value for money for residents.

This plan outlines the strategic direction of the council and sets out our vision and priorities for the next four years.

Our priorities include:

- » Retaining a prudent financial approach, while continuing to provide value for money for our residents and businesses across the range of services the council provides.
- » Recognising the need for continued housing growth to support our communities and sustain our villages, but planned in a sensitive and sympathetic way.
- » Continuing to actively promote economic prosperity supporting better skilled job opportunities in and around the district.
- » Preserving and enhancing our green environment.
- » Protecting the distinctiveness of our communities, utilising our locality working model to further promote South Staffordshire villages as a 'community of communities'.
- » Supporting the wellbeing of our communities.

Councillor Roger Lees BEM
Leader of South Staffordshire Council

Over the last few years, we have experienced many challenges which have impacted our communities, and throughout this period we have continued to deliver high quality services which provide value for money for our residents.

About South Staffordshire

Our people

From 2011 to 2021, the overall population of South Staffordshire increased by 2.2% - compared to a national increase of 6.6%.

Our population continues to age.

Nearly 25% of South Staffordshire's population is aged over 64.

The district saw a reduction of 3.8% in people aged 15 to 64 years.

Life expectancy in South Staffordshire is relatively high, but ageing well remains a challenge.



Kingswood Trust

Penkridge housing development

Our place

89% of residents* would recommend South Staffordshire as a place to live.

**Residents' Survey 2023*

Over 80% of land in the district is designated green belt, which is highly valued by local people.

South Staffordshire has low crime levels.

The district has a strong record of economic investment.



Kinver Rock Houses



Kingswood Trust



Essington Pools

Introduction

In May 2023, South Staffordshire residents elected a new council which will now serve them through to 2027. This plan reflects the council's priorities, as set out by members for the next four years - and includes an ambitious delivery programme focused on addressing today's challenges, so we can all look forward to a thriving future.

Since the production of our last Council Plan, the council, our partners, and our communities have experienced many challenges, including the pandemic; Brexit; asylum and refugee support schemes; and the cost of living crisis brought on by the global economic crisis from the war in Ukraine and the conflict in the Middle East. The legacy of these challenges have inevitably left their mark, with some, like the cost of living, still presenting issues within our communities.

In response to these challenges, the council has remained nimble and connected, responding to local priorities and despite the pressures and uncertainty, we continue to move forward and make strides with our ambitions. This plan sets out how the council and its partners can do all that we can to ensure the communities of South Staffordshire continue to thrive.

The Council Plan sets out our vision and four priorities which we will deliver on over the next four years. We will continue to move forward and progress with our ambitions to keep our communities vibrant.

The council's vision as **a place of vibrant communities** will be delivered through four priorities:

- **Financial stability**
- **Economic growth**
- **Sustainable environment**
- **Empowering our communities**

Council Plan vision

Vision: A place of vibrant communities

A place where people want and aspire to live: Responses from our Residents' Surveys regularly highlight that South Staffordshire is a place where people want and aspire to live. An important feature of ensuring this remains the case is our retention of the natural environment. Over 80% of our district is designated green belt and residents have made it clear this should be retained.

Preserving our natural environment: Although villages have inevitably grown over the years, there is still a sense of strong community spirit. A challenge going forward will continue to be around meeting the needs of our communities and balancing sustainable growth within our villages, while maintaining a strong local village identity.

Housing mix and affordability: A priority of the council when planning future housing growth is ensuring there is the right mix of housing to attract new families into the district, while also enabling our younger population to stay, live, and work in and around South Staffordshire.

Supporting and creating a healthy, active ageing population: The latest national census highlights the district's population is continuing to age beyond the national average. However, while our population is ageing, it is not necessarily ageing well; therefore it will be a priority of the council to work with partner organisations to keep our residents healthy into retirement and beyond.

Council Plan priorities

The council's vision as a place of vibrant communities will be delivered by four over-arching priorities, which will frame how services will be designed and delivered.



Penn Common

- Retain an agile and adaptable workforce.
- Deliver a quality commercial portfolio for rent.
- Retain value-for-money services.
- Increase our commercial income.

Financial stability

The council's financial position is strong because of timely and well-managed decisions taken over the last four years, despite some very challenging periods. We have been on a huge commercial journey; going from being an authority with no history of borrowing to invest, to one which now thinks and acts commercially for the wider benefit of the community and has invested in a number of sound financial acquisitions and commercial developments that have supported the ongoing delivery of front-line services. Commercial assets now have a market value of £34.9 million, and generate a sustainable ongoing commercial investment.

The council has continued to invest in its workforce and post-pandemic introduced a new hybrid operating model and a new Community Hub that is the home of the council, as well as a range of private, public, and voluntary organisations. This approach has contributed greatly to the ongoing financial stability and performance of the council, and over the next four years there will be a continued emphasis on delivering services this way and further enhancing our work within our villages.



An artist's impression of West Midlands Interchange

Economic growth

- **Deliver growth for our communities and businesses.**
- **Maximise the district's assets to attract inward investment and create jobs.**
- **Connect our education sector partners and our businesses to support skills development.**

We will continue to grow our economic base working with partners in a sensitive way, to retain the features that people value, while ensuring that South Staffordshire is forward-facing. This collaborative way of working is particularly valuable to maintaining South Staffordshire's successful economic performance. It is important that we encourage

growth and investment so South Staffordshire is a place where businesses can start, grow and prosper and continue to make a significant contribution to regional economic growth. Major developments are taking place at i54, Logic 54, and the West Midlands Interchange. Our plans for inclusive growth will help to increase prosperity for residents.



- **Maintain safe, clean and thriving communities.**
- **Deliver on our climate change agenda.**
- **Ensure planning policy addresses issues of sustainable and inclusive communities.**
- **Deliver the right housing mix to sustain our vibrant and distinct villages.**
- **Protecting the safety and wellbeing of our communities.**
- **Preventing and reducing waste.**

Sustainable environment

We are committed to reducing our carbon emissions and to mitigate climate change in the district. We have set an overall target of getting to net zero carbon emissions for the council by 2050.

We recognise that in order to reach this goal we have a lot to achieve over the lifespan of this Council Plan. In order to do this we are drawing up a local action plan which sets out our ambitions and what actions we need to do and when.

To deliver this plan we will continue to work with our communities and businesses to mitigate the effects of climate change, and a key feature of this work will be to decarbonise our own operations and our estate and maximise recycling opportunities through our waste services.

We will also continue to prioritise providing a safe environment for our communities through continued environmental health support.



Volunteers from Wombourne Best Kept Village group

- Provide excellent leisure facilities and exercise programmes that improve the health and wellbeing of our residents.
- Deliver universal welfare and housing support services.
- Enabling digital inclusion whilst supporting inclusion for all.
- Strong community engagement.

Empowering our communities

Over the next four years we will work closely with our partners and our communities and continue to provide a strong leisure offer through our leisure centres, country parks and wider community exercise programmes. There is a strong district-level strategic partnership of public and voluntary sector organisations who we engage with on local priorities. Our Localities+ model brings to life a three-tier working model of county, district and parish councils co-ordinating work across the five localities in South Staffordshire. Regular Parish

Summits bring stakeholders together to respond to issues and challenges that are best addressed through our collective efforts, such as health and wellbeing. Our approach is collaborative and considers issues in the broadest possible sense.

Together with our partners we will continue providing a range of welfare and housing support, advice and guidance to residents in need.

Our council

The Council Plan's vision and four priorities will be delivered by a range of services and functions that the council has responsibility for. This will be underpinned by strong partnership working and ongoing engagement with users of our services and with our local business communities.

Small

enough to remain close to our communities, but big enough to make a difference.

Nimble

enough to remain flexible to respond to community sensitivities, but unfaltering on the ambition for the district.

Connected

enough to forge productive ways of working, and confident to innovate to grow our digital agenda and locality plus programme.

External services

Community services

- Leisure centres
- Open spaces (Baggeridge Country Park; Shoal Hill Common; Wombrook Walk)
- Street Scene (includes environmental crime; bereavement)
- Waste and recycling
- Environmental health and licensing
- Community safety
- Emergency planning and business continuity

Corporate Governance

- Elections
- Legal

Enterprise and planning

- Planning development management
- Strategic planning (including housing strategy)
- Planning enforcement
- Building control
- Business enterprise and inward investment
- Business support and growth

Welfare

- Council tax and business rates
- Benefits and welfare support
- Disabled facilities grants
- Housing options and homelessness

Internal services

- Business transformation and digital services
- Human resources and organisational development
- Member support
- Policy development
- Facilities management
- Financial services
- Communications
- Contact centre

Commercial activity

- Industrial and business parks
- Leisure centres
- Codsall Community Hub
- Hinksford Park
- Commercial portfolio



Working in partnership

We see our vision as the long term development of a strong, sustainable and inclusive district, where we are contributing to the wellbeing of our communities, our economic base and the quality of life of our residents.

An important function the council plays is its community leadership and facilitating role, trying to influence services where the council has not got direct responsibility for a public sector service.

The council's mantra has always been to work in partnership with other organisations, very much taking a 'who's best placed to deliver' approach. As a local community leader, we will continue to deliver the priorities of the council, working closely with external partners, and meeting the needs of our communities.



Our Localities+ model brings together the three tiers of local government. Virtual Forums and Parish Summits are held throughout the year to tackle priorities at a local level. The council's eight locality enablers play a key role as the eyes and ears of our communities.

The South Staffordshire Business Partnership sets out our role in supporting local businesses, who we recognise are key in our communities. As well as economic partnerships within Staffordshire we also work cross boundary in order to strengthen the prosperity of the district.

Partnership working is strong in the district with partners meeting quarterly to deliver on joint priorities. Health, housing, police, and voluntary and community colleagues remain focused on working together using data and intelligence to inform delivery.

The South Staffordshire Community Safety Partnership continues to be a good example of how partners work together to address local issues, keeping South Staffordshire a safe place to live.



Economic wellbeing
South Staffordshire Business Partnership
Inward investment and regeneration funds
People and skills
Community Wellbeing
Better health
Ageing well
Community is the Best Medicine

Community engagement

South Staffordshire Council sees our residents as key stakeholders, and know that good community engagement will lead to better services and better outcomes for all our communities.

Throughout the four years of this Council Plan we will continue to work with our residents to improve, develop and design our services.





Kinver Edge

Measuring our performance

**Strong
finances**

**Strong
council**

**Strong
communities**

Our residents will tell us through an annual residents survey.

Our staff will tell us through an annual staff survey.

Our performance tells us through consistently meeting our Council Plan targets.

Our peers tell us through the LGA Peer Review; national awards/ recognition.



For further information about South Staffordshire go to the Place Narrative 2023 and the Locality Profile 2023, for documents supporting the council plan, go to the links below:



Key documents/enabling policies

- [Medium Term Financial Strategy](#)
- [Emerging Local Plan](#)
- [Housing and Homelessness Strategy](#)
- [Digital Strategy](#)
- [Locality Framework](#)
- [Capital Strategy](#)
- [Waste Strategy](#)
- [Community Safety Partnership Plan](#)
- [Climate Change Strategy and Action Plan](#)

We measure the performance and progress against our Council Plan through the Integrated Performance Management Framework which is reported to Cabinet and Overview and Scrutiny.





South Staffordshire Council

Place Narrative 2023

www.sstaffs.gov.uk



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Front cover images: Top left clockwise: Baggeridge Country Park Play Area, Staffs and Worcester Canal, Shoal Hill Common, South Staffordshire leisure centres, Weston Park, i54 South Staffordshire.



Codsall Community Hub

A story of our place

Welcome to South Staffordshire



South Staffordshire is a place offering a high quality of life, appreciated by people who have chosen to live here. In South Staffordshire, the quality of place and wellbeing of our communities are prioritised. As such, our economic base has grown in a sensitive way to retain the special characteristics that are valued by local people and visitors alike. South Staffordshire is forward facing, yet unspoilt by progress.

This Place Narrative is an important step towards creating a new Council Plan for 2024 onwards. It sets out how, in recent years, the national, international, and local context has altered the position of the area, with regard to ongoing health, wellbeing and economic priorities. Partners in the public, private, and voluntary sectors in the district plan carefully and collaborate to achieve progress on these priorities.

This Narrative will be used for extensive engagement with partners and communities at all levels.

The collaborative way of working is particularly valuable to maintaining South Staffordshire's successful economic performance, despite a challenging context.

South Staffordshire will continue to make a significant contribution to regional economic growth through the major developments at i54, the Royal Ordnance site in Featherstone, and the West Midlands Interchange. The

Business Partnership provides locality and sector-based engagement with the business community, supporting South Staffordshire's role as a place providing employment opportunities - particularly for our young people - and where people can start and grow businesses. The coronavirus pandemic, ongoing challenges and collective priorities see partners in the public, private and voluntary sector collaborating to achieve progress. These arrangements provide a framework within which all partners can work together, ensuring that local areas' particular needs and issues are addressed.

There is a strong district-level strategic partnership of public and voluntary sector organisations to engage with. The Localities Plus model brings to life a three-tier working model of county, district and parish councils co-ordinating work across the five localities in South Staffordshire. Regular Parish Summits bring stakeholders together to respond to issues, including health and wellbeing and the cost of living. This approach will ensure that South Staffordshire will continue to be a place where our residents are proud to live and that people choose to move to and to work in.

Councillor Roger Lees
Leader of South Staffordshire Council
May 2023

This Place Narrative is set in the context of a range of opportunities and challenges at local, national and international level.

A range of new investments have been secured in the district, including the expansion of the i54 development and the West Midlands Interchange project. Securing the benefits of these schemes for local people is important, as is ensuring the quality of the developments in their locations.

Since we produced of our last Place Narrative in 2020, much has changed. There have been a number of factors which, through their sheer magnitude, have impacted on the social and economic wellbeing of our communities.

These include:

- **A global pandemic**
- **The war in Ukraine**
- **Refugee schemes**
- **Cost of living challenges**

Locally, we can see and feel the effects of these events on our communities. We saw the impact the pandemic had on our more vulnerable residents, both in terms of isolation and also economically, as many residents were furloughed. This impact was also felt on businesses and our local high street shops. Brexit has added to the challenges faced by some businesses, in terms of accessing markets and recruiting workers from mainland Europe.

There has been a strong local response to support those affected by the cost of living crisis, through food schemes and wellbeing packages - including the establishment of 'warm spaces'. Some of these local initiatives are funded by South Staffordshire Council's 'Community is the Best Medicine' programme, set up to support those challenged by the cost of heating their homes. Advice is also available from partners such as Citizens Advice, while Beat the Cold has complemented the support packages administered locally.



South Staffordshire

South Staffordshire is a predominantly rural district bordering the western edge of the West Midlands conurbation, Shropshire, Worcestershire and neighbouring Staffordshire authorities. The map, pictured right, shows how the district is made up of five localities, which form the basis on which we engage with partners and communities. There a total of 27 parishes and 20 wards. The ward boundaries changed following a review in 2021.

Locality 1

- Huntington and Hatherton
- Penkrigde North and Acton Trussell
- Penkrigde South and Gailey

Locality 2

- Brewood, Coven and Blymhill
- Lapley, Stretton and Wheaton Aston

Locality 3

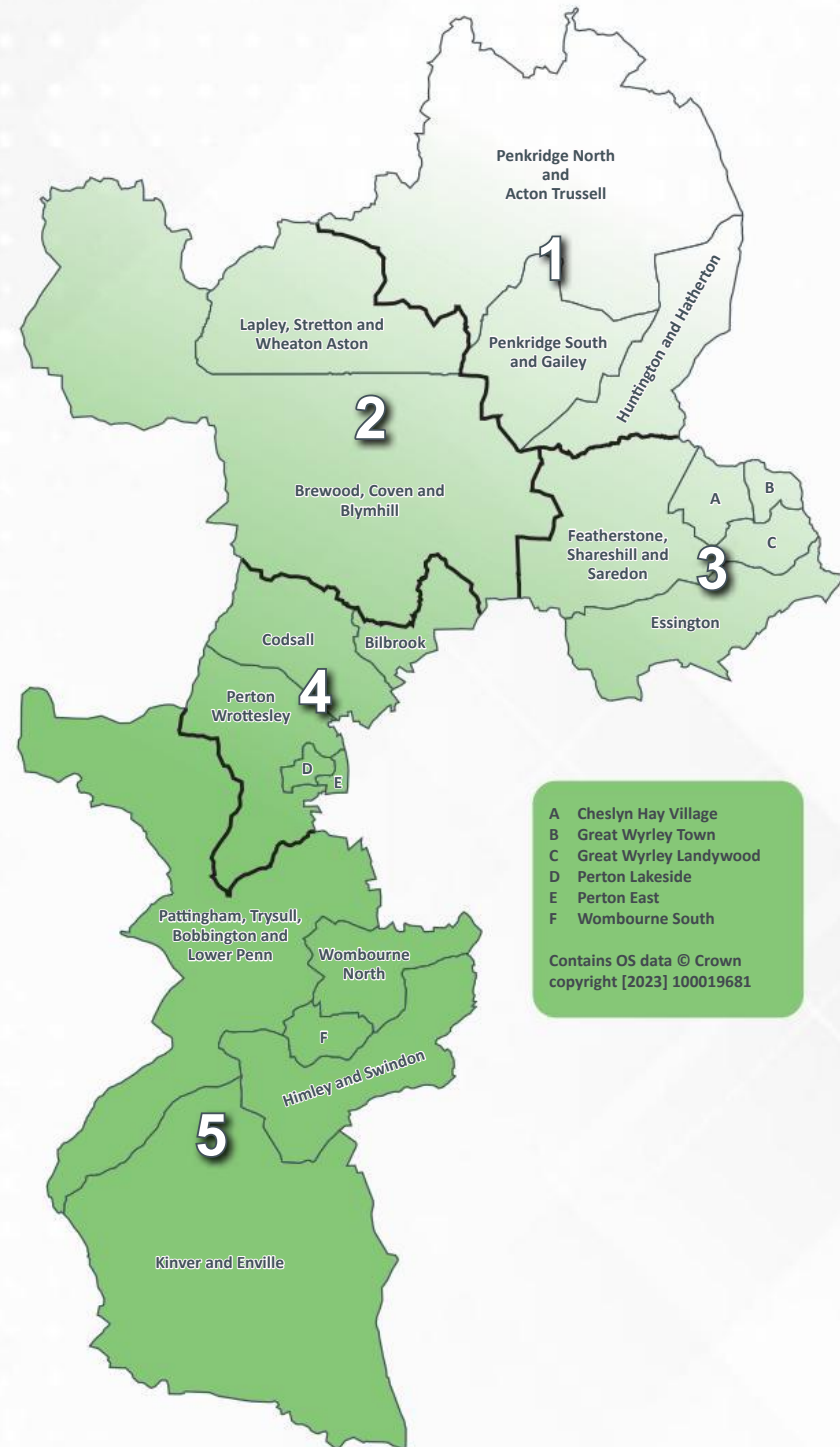
- Cheslyn Hay Village
- Essington
- Featherstone, Shareshill and Saredon
- Great Wyrley Landywood
- Great Wyrley Town

Locality 4

- Bilbrook
- Codsall
- Perton East
- Perton Lakeside
- Perton Wrottesley

Locality 5

- Himley and Swindon
- Kinver and Enville
- Pattingham, Trysull, Bobbington and Lower Penn
- Wombourne North
- Wombourne South



Highlights from the 2021 Census

Our population:

Between the last two censuses (held in 2011 and 2021), the population of South Staffordshire increased by **2.2%**, from just over 108,100 in 2011 to around 110,500 in 2021. The population here increased by a smaller percentage than the overall population of the West Midlands (6.2%), and by a smaller percentage than the overall population of England (up 6.6% since the 2011 Census).

In 2021, South Staffordshire was among the lowest (30%) for population density across English local authority areas at the last census. The district has around 1.9 people per football pitch-sized piece of land.

An ageing South Staffordshire:

Between the last two censuses, the average age of South Staffordshire residents increased by three years, from 45 to 48 years of age.

South Staffordshire has a higher average age than the West Midlands as a whole (40 years) and a higher average age than England (40 years).

The number of people aged 75 to 84 years rose by just over **2,900** (an increase of 40.7%), while the number of residents between 35 and 49 years fell by around **4,400** (19.1% decrease).

Health in South Staffordshire:

In 2021, **48.2%** of South Staffordshire residents described their health as 'very good', increasing from **46.9%** in 2011. The proportion of South Staffordshire residents describing their health as 'very bad' was 1.0% (similar to 2011).

This data reflects people's own opinions in describing their overall health on a five point scale, from very good to very bad. The 2021 Census was conducted during the coronavirus pandemic. This may have influenced how people perceived and rated their health, and therefore may have affected how people chose to respond.



What has changed: Our people

The Census of Population undertaken in 2021 provides a rich insight into the lives of people living in the district. While the overall population growth remains fairly stable - an increase of just 2.2% since 2011, compared to the national figure of 6.6%, the population does continue to age.

However, overall life expectancy of South Staffordshire residents is higher than the national average - 80.1 years for men and 84.1 years for women. The age to which people are expected to live in good health in South Staffordshire is 65.6 years for men and 66.3 years for women.

Rates of excess weight for adults are higher than the West Midlands (WM) region and England. For young children (aged four to five), the rates are equal to those for the WM but higher than England. Those aged 10 to 11 have rates lower than the regional and national figures. Physical activity rates for South Staffordshire are higher than regional levels, but lower than those nationally. The maternity care and healthy pregnancy rates are very good, with South Staffordshire having much lower infant mortality than the West Midlands and England.

This positive health picture benefits from a range of programmes designed to keep people active and support good health. Alongside formal leisure and sports activities -

including Gentle Exercise and Forward to Health - there are volunteer-led activities, such as Walking for Health and South Staffordshire's Cycling Scheme.

The district has been through very challenging times in the last three years, due to the impact of the coronavirus pandemic. Communities responded to the challenges presented due to the pandemic, with an increase in volunteering to provide practical support to those in need at local level. The pandemic highlighted the extent of isolation that exists, particularly among the frail and elderly. At a local level, an ongoing local response is essential to address this - and by working with organisations in the villages, as well as parishes and partners - including Age UK - we can offer support to those who need it.

The lessons from these experiences continue to inform the development and growth of local mutual support, which has continued with the need to address the current cost of living challenges. The increased cost of housing, energy, food, and transport all place pressures on those most vulnerable in our communities.

The South Staffordshire Community Lottery has raised £160,000 which has benefited almost 80 good causes, to enable them to invest in community services and support.



What has changed: Our people

What does the data say:

<p>South Staffordshire is home to 110,500 residents. The population has a lower proportion of people aged under five, under 16, and aged 16 to 64, compared to England as a whole. However, the percentage of people aged 65 and over is higher than the national picture.</p>		<p>Overall life expectancy in South Staffordshire has seen a slight but insignificant reduction and is now 80 years for men and 84 years for women, both higher than the national average. The gap in life expectancy between the most deprived and least deprived areas in South Staffordshire has reduced slightly for men and increased slightly for women - and is now just over four years for both genders.</p>	<p>Around 25% of children aged four to five in South Staffordshire have excess weight (overweight or obese), with rates now similar to average (they were previously higher than average). Around 35% of children aged 10 to 11 have excess weight.</p>	
	<p>The rate of hospital admissions caused by alcohol fell, but remains higher than the England average.</p>			<p>64% of South Staffordshire adults are physically active, similar to the England average. Only half of the district's adults are eating the recommended five portions of fruit and vegetables per day, also similar to the England average.</p>
<p>The estimated dementia diagnosis rate (proportion recorded of expected cases) in South Staffordshire is similar the national average (previously lower than average). A small but insignificant increase.</p>		<p>The proportion of older people in South Staffordshire who are aged 60 and over living in income-deprived households is significantly better than the national average.</p>		<p>The proportion of children in South Staffordshire in relatively low-income households is lower than England, but has seen a steady increase before falling slightly in 2020/21.</p> 

What has changed: Our place

South Staffordshire is a place where people choose to live. In our 2021 Residents' Survey, 92% of residents said they would recommend South Staffordshire as a place to live. Boasting sprawling landscapes and lush greenery, South Staffordshire is set in the heart of the countryside, nestled between a range of bustling metropolitan locations. It is made up of 27 beautiful and inviting villages, each one bursting with character, attractions, and welcoming communities. These villages all have their own distinctive character and local people feel a strong affinity to them. Availability of open spaces close to people's homes is important and has a positive impact on health and wellbeing.

The location of South Staffordshire means that not only is it important to the wider Staffordshire county, but there are also close relationships with its other neighbours - the West Midlands and Shropshire - in terms of where people live and work.

There has been recent investment in promoting the district to visitors, who can enjoy the many attractions on offer locally. These include places of historical interest such as Weston Park - a house with many features in its extensive grounds, hosting a wide range of events throughout the year, including music festivals. Halfpenny Green Wine Estate has 30 acres of vines. Its site also features the Wild Zoo, offering a hands-on experience to educate guests about

animals. Baggeridge Country Park is an award-winning site of biological importance, with extensive walks, rich wildlife and many other attractions.

There is an ongoing commitment to mitigating climate change in the district. In 2022, young environmentalists from South Staffordshire showed their love for the planet when they took part in debates around how the district can help tackle the effects of climate change. Primary and secondary school children participated in the Youth Climate Committee, where they discussed what collective action we can all take to reduce our carbon footprint and preserve the environment for future generations. Ideas included creating more electric vehicle charging points across the district, planting more trees, and improving opportunities for cycling and walking. Each of the children also committed to a 'climate pledge' - one simple thing that they can do at home to help the local environment.

South Staffordshire is a safe place to live. Community safety is addressed at a locality level to understand the bespoke needs and challenges facing the different parts of the district.



Take a tour of stunning South Staffordshire



What has changed: Our place

The prosperity of the district has continued to strengthen with significant economic growth, creating the opportunity for almost 7,000 jobs at several manufacturing sites across South Staffordshire and over £2bn investment into the local economy.

The strong and long-term commitment to partnership working is demonstrated by the i54 development, an excellent example of how we have continued to strengthen the prosperity of the district and that of our neighbours, with partners including Wolverhampton City Council and Staffordshire County Council.

South Staffordshire is located at the edge of the West Midlands conurbation, making it an area which attracts growth and investment. Making sure the level and location of that growth occurs in the most sustainable places is critical - and this is the role of the Local Plan review. Retaining the character and identity of the place, while ensuring our villages retain diversity and prosperity is a challenge which requires effective engagement with communities and businesses.



JLR, i54 South Staffordshire



What has changed: Our place

What does the data say:

<p>The proportion of children in South Staffordshire who reach a good level of development at the age of five (76.4%) fell recently, but remains better than the national average (71.8%).</p>		<p>The percentage of adults aged 16 to 64 with NVQ level 3 or above is 17.6% - higher than the national average (16.9%). However, a higher proportion of adults have no qualifications (19.3%) compared to the national average (18.2%).</p>		<p>Both unemployment and youth unemployment rates in South Staffordshire have seen recent reductions and are lower than the national average (as at June 2022).</p>	
	<p>GCSE attainment for South Staffordshire pupils has fallen recently and is currently worse than the England average.</p>		<p>Housing affordability is increasingly an issue in South Staffordshire. The average house price (£308,000) now stands at nine times the average gross salary (£33,075).</p>		<p>The gap in the employment rate between those with physical or mental long term health conditions (aged 16 to 64) and the overall employment rate has increased to 17% - similar to the national average (11%)</p>
<p>South Staffordshire has a lower than average proportion of children who are absent from school and has experienced recent reductions in absence levels.</p>		<p>Nearly 13% of South Staffordshire households were living in fuel poverty in 2020. Similar to the previous year and better than the national average.</p>		<p>Overall rates of crime, antisocial behaviour, sexual offences and violent crime in South Staffordshire are all low in 2022, although violent crime saw a significant increase on the previous year.</p>	

What does the future hold? Our people

Engaging with our communities

Regular Parish Summits and virtual forums bring partners together to respond to issues, including health and wellbeing and the cost of living. This approach will ensure that South Staffordshire continues to be somewhere our residents are proud to live and a place where people choose to move to and to work in.

Connected

Digital technology is fundamentally changing the way we live, work, and learn - and the adoption of digital technology has become widespread in almost every aspect of modern life. With digital progress high among our priorities, we are using new skills and ways of working to shape the design and delivery of services. This results in faster response times and personalised interactions, while enhancing our communication and allowing residents to engage more effectively. We will still enable access to services through non-digital channels for those who do not have digital access.

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.

Workforce

The development of our local workforce is important if we are to benefit from recent and future investment – and this is particularly important for our younger people. South Staffordshire's business support networks and links with schools have been particularly important in addressing this, with a specific focus on raising the aspirations of our young people and connecting local people with new and emerging opportunities.



Better health

We are developing a programme under Better Health Staffordshire which fits very well with our Locality model. Local partnerships are in place, which see partners and communities work collectively over the long term (10 to 15 years) to deliver on actions which tackle the causes of excess weight and promote an active lifestyle. The asset-based approach focusses on the potential of what already exists within an area and builds on that. Given the extent of locally based activities focussed on increased activity, South Staffordshire is in a good starting place to benefit from this approach which will help to increase our focus on addressing the challenges of maintaining healthy lifestyles.



How life has changed in South Staffordshire:
Census 2021



Census 2021 - Staffordshire Observatory

What does the future hold? Our place

Young children in South Staffordshire do well, with over three quarters of them having a good level of development by the time they reach school age – higher than the national average. At secondary school level, however, GCSE attainment for South Staffordshire pupils is worse than the England average.

Amongst adults, those with NVQ level 3 or above is higher than the national average, however a higher proportion of our adults have no qualifications compared to average. Unemployment and youth unemployment rates in South Staffordshire have seen recent reductions and are lower than the national average.

The proportion of older people in South Staffordshire who are aged 60 and over living in income-deprived households is significantly lower than the national average, as is the proportion of children in South Staffordshire in relatively low-income households.

Housing affordability is increasingly an issue in South Staffordshire. The average house price (£265,000) now stands at eight times the average gross salary (£33,075).

Partnership working

The Localities Plus model that operates in South Staffordshire provides a framework for all three tiers of local government - county, district and parish - to work together with others in the public sector such as health, the police and fire services, and partners in the voluntary and private sectors in response to the impact of these and other challenges on different parts of the district. Partners work closely to understand and respond to the implications of trends in health, the economy, community safety, and demography, using the Census and other data sources to inform our activities.

Partnership working takes a 'who is best placed to deliver' approach. Working relationships have strengthened between partners. The introduction of Locality Enabler roles at South Staffordshire Council enhances the connections between partners and encourages cross-service working within the council. The Enablers are staff from existing service teams, who remain in their substantive roles and so provide both a focus on the particular Locality they are allocated to, while also applying their specific professional expertise to the whole Locality approach.

Within the voluntary and community sector, Support Staffordshire has been commissioned to establish key community groups in each of the Localities to provide a portal for enhanced community consultation and engagement. These will also act as facilitators of local mutual support and signpost people to organisations that can respond to their needs.



What does the future hold? Our place

Future economy

South Staffordshire will continue to make a significant contribution to regional economic growth through the major developments at i54 South Staffordshire, the Royal Ordnance site in Featherstone and the West Midlands Interchange.

Plans for the developments are now progressing. The West Midlands Interchange commenced in 2023. It will be the largest rail-served logistics development in the UK, offering 8 million sq ft of premium logistics facilities and creating 8,500 jobs. This will build sustainable foundations for the logistics sector and replace road freight for rail, producing 70% less carbon dioxide. It is hoped that the first occupiers will arrive by the end of 2024.

An additional 100,000 sq m of development will be made available on completion of the i54 Western Extension; this will create a further 1,700 jobs.

There is also the opportunity to develop a green corridor extending from Wolverhampton across the border into South Staffordshire. The proposed route will start around J2 of the M54, encompassing our green growth triangle and includes a potential metro route, and a planned park and ride site.

Further to this, Logic54, at the former Royal Ordnance Factory site in Featherstone, will provide accommodation for a range of uses including industrial, storage, and distribution, accessed by a new motorway link road, creating 1,700 jobs.



What does the future hold? Our place

UK Shared Prosperity Fund

South Staffordshire has been awarded £3.82 million from the UK Shared Prosperity Fund (UKSPF) and a further £0.49 million due to the rural nature of our district. The local partnership in the district has developed our Investment Plan based on a range of key priorities, including skills and business support. It is also based on our Locality 3 Action Plan, as this part of the district has higher levels of unemployment and benefit dependency, lower skills and educational attainment, poorer health, and higher crime levels. Digital connectivity is an underpinning enabling priority across all priorities. Developing the plan has just been an extension to our existing locality-based partnership approach, developed over many years.

The additional funding for rural areas integrated into the UKSPF provides capital funding for small businesses and community infrastructure, including converting farm buildings to business and rural tourism locations.

Invest in South Staffordshire 

The Business Partnership

The Business Partnership provides locality- and sector-based engagement with the business community, supporting South Staffordshire's role as a place where people can start and grow businesses. These arrangements provide a framework within which all partners can work together, ensuring that local areas' particular needs and issues are addressed.



As the coronavirus restrictions eased, the relationships that had been established to support businesses during the lockdowns were key to the success of initiatives to get the local economy moving again – not least in the local village high streets. The Business Partnership (BP) brings together businesses of all sizes and sectors, the council, and public sector partners, to share knowledge, best practice, and to network on important and varied topics facing all our business sectors. As part of our partnership, we have over 100 business partners signed up to the Partnership, and nine Strategic Support Partners from the business support networks and community sectors. Following the pandemic, support was given to high street recovery - for instance creating a Virtual High Street video to promote buy local.

Through the BP, the five Locality Partnership Hubs across the district focus on a particular sector (hospitality or manufacturing, for example), and are differing in their needs and relationships with us as the local authority. Early work has included drop-in sessions for businesses which have focused on different topics, for example de-carbonising and building resilience. The Hubs also provide a gateway 'open door' to business support services.

What does the future hold? Our place

The Local Plan



The future growth of the district needs to be carefully balanced to maintain the character and identity of our place. We do this through a Local Plan.

The Local Plan is critical for communities to remain vibrant and for local people to have the opportunity to live and work in the district, generating the need for homes and sites for development. Although new developments have taken place, proposed green belt loss has been kept to a minimum and only 7% of the district is built up. Managing this appropriate level and location of growth in the future is the role for the Local Plan. The Local Plan creates the opportunity to deliver infrastructure to support growth.

The current Local Plan is being prepared in consultation and will be subject to examination in public prior to adoption.



South Staffordshire Community Hub

Since the production of our last Place Narrative, the Codsall Community Hub project has been completed. Investment in the council's headquarters is transforming how council services are delivered. The council continued with the project during the pandemic; supporting economic growth at such a turbulent time in the wider economy.

The Hub is now a modern, energy-efficient working environment with an emphasis on social space, rather than the traditional 'nine till five' workstations. The building provides a local base for Staffordshire Police, Staffordshire County Council, a library, a private nursery, a GP surgery and many voluntary sector organisations and businesses, including a café. The removal of cellular offices creates an open environment where teams, councillors, and partners work together in new collaborative spaces, including pods, collaboration zones, and break-out areas.





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.

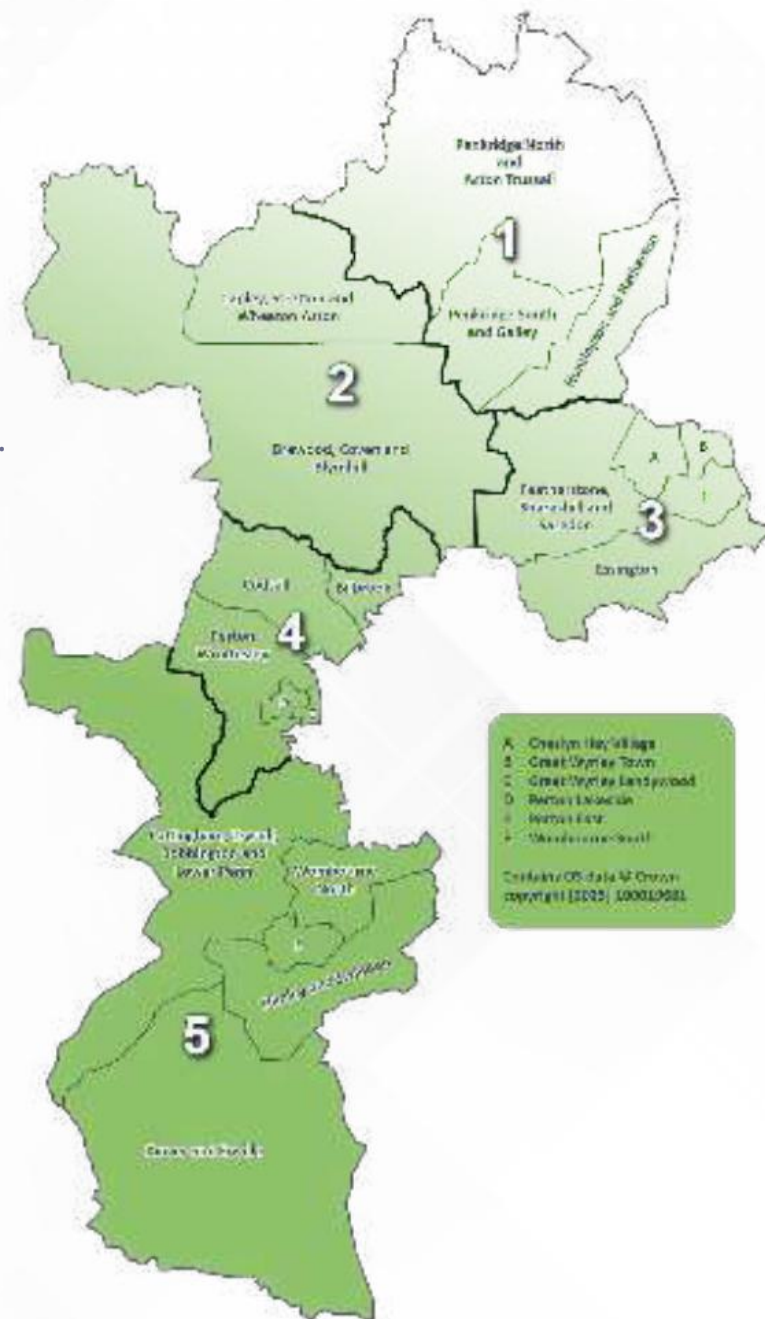
The place section of the Profile focusses on housing, the economy and the environment of the district.

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.

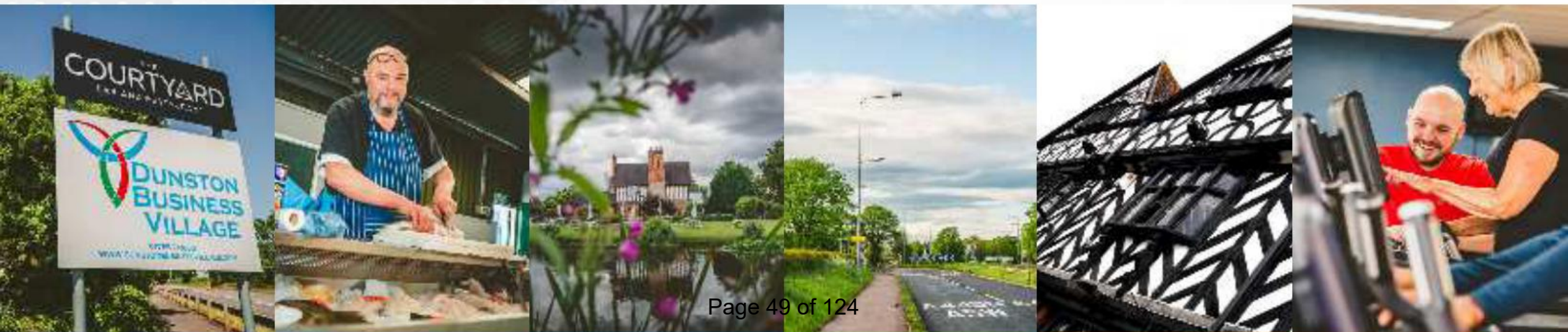
Historically, the area was famous for its horse fair. By the 1800s, cattle were also being traded and this continued into the 20th century. A cattle market was established adjacent to the railway in the mid-20th century and continues to host a twice-weekly general market.

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 Shareshill (+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%



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%.

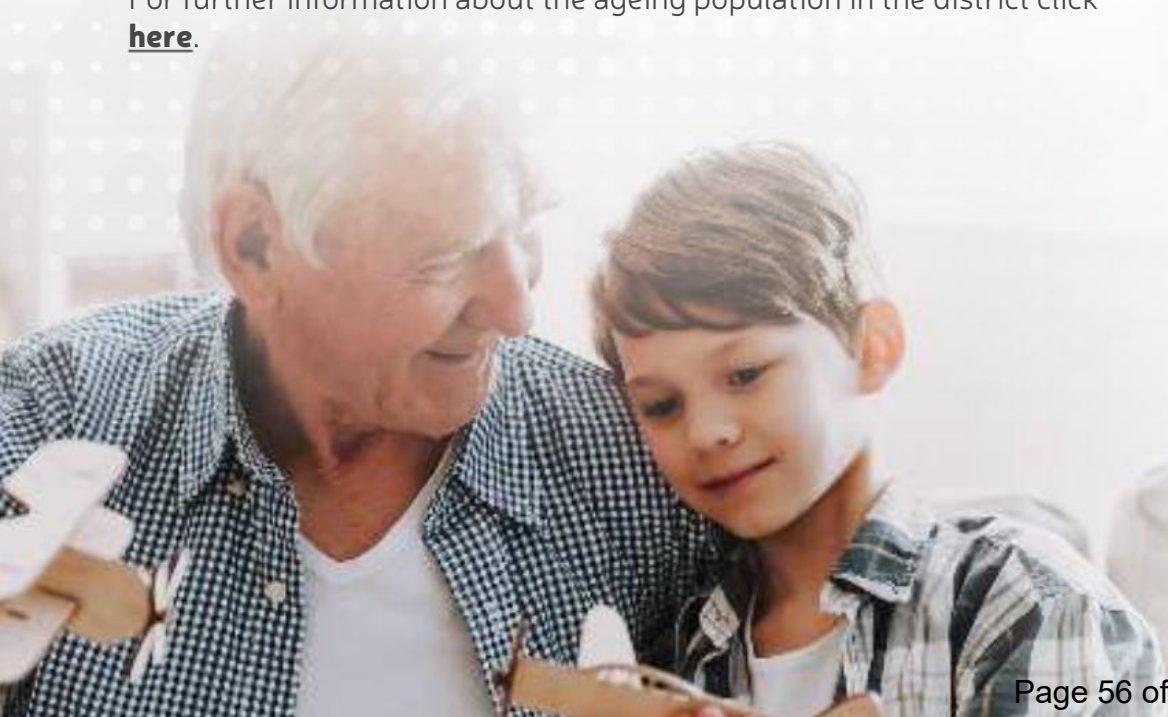
The district saw a reduction of 3.8% in people aged 15 to 64 years, compared to a 3.6% increase in this age group in England.

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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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 Sharesill 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%).

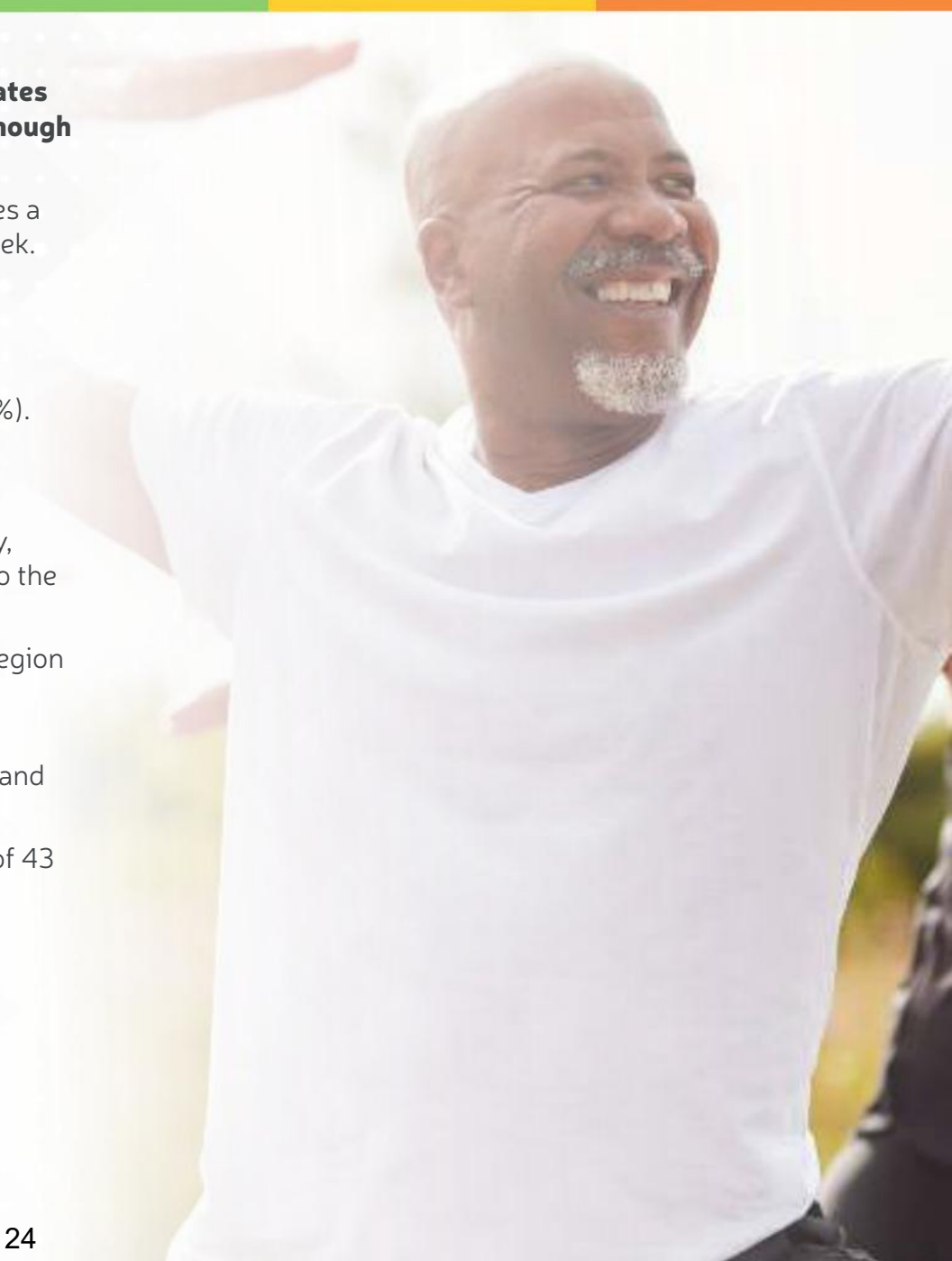
Excess weight of those aged 10 to 11 have rates (38.0%) lower than the West Midlands (40.8%) and similar to national figures (37.8%).

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 Penkrudge West being particularly high. Penkrudge 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.

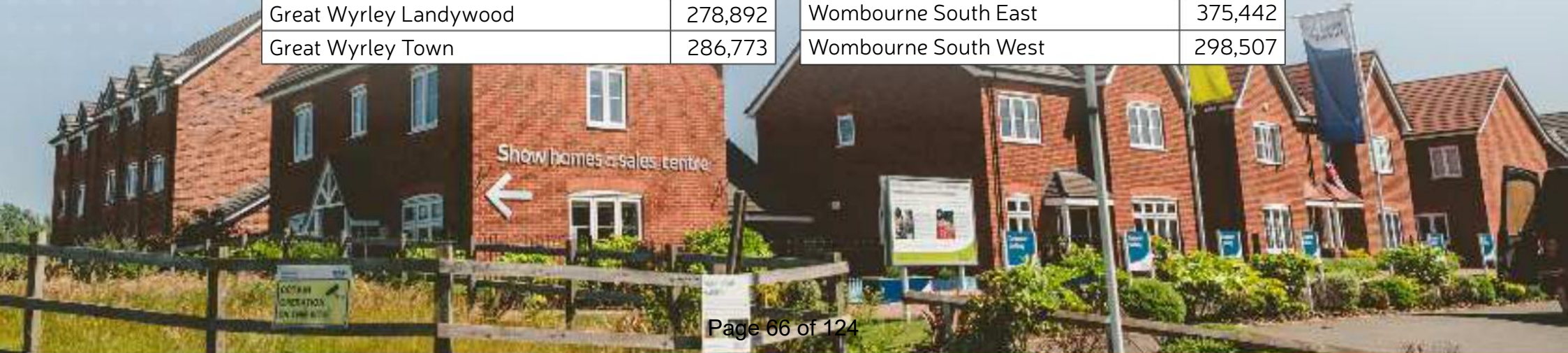
The table on the following page shows the range of prices across the district, with properties in Locality Five achieving the highest prices and being generally lower in Locality Three - though the lowest average was Perton Lakeside.

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 Sharesill	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

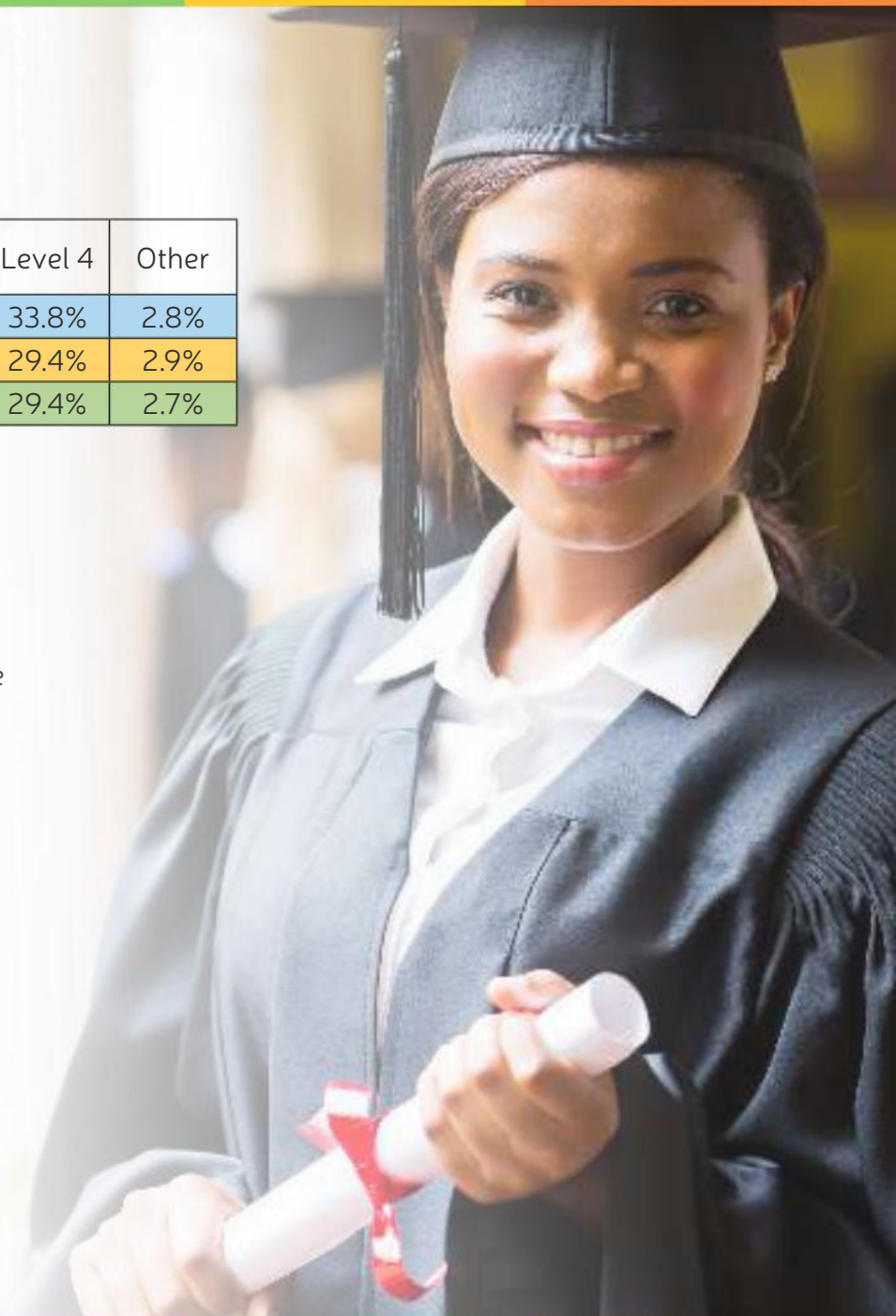
The Census asked for people's highest-level qualifications. South Staffordshire as a whole was similar to the West Midlands, but below national levels on qualifications.

	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

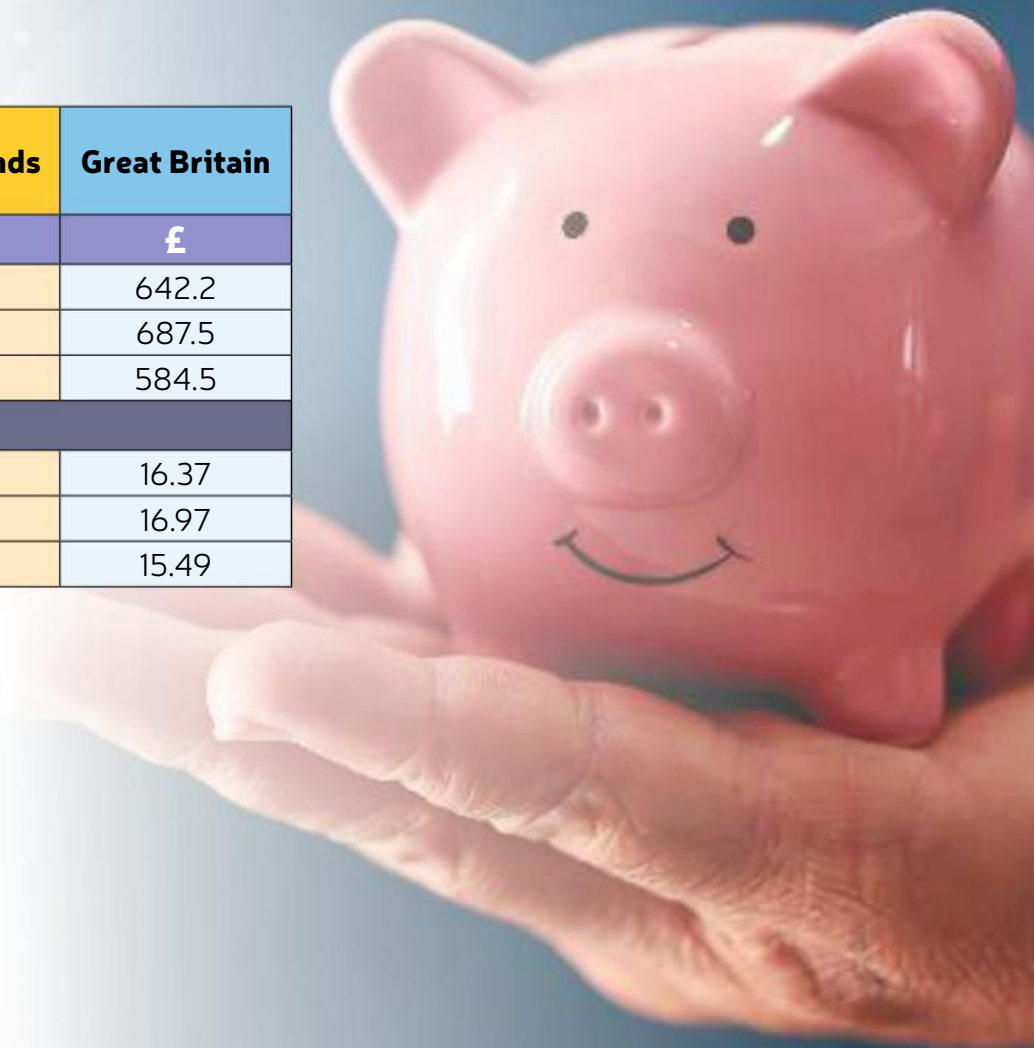
Reflecting the occupational profile of South Staffordshire, general levels of pay for residents are relatively high compared to the national average – this is with the exception of women who work full-time, which is slightly lower than the national figures.

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

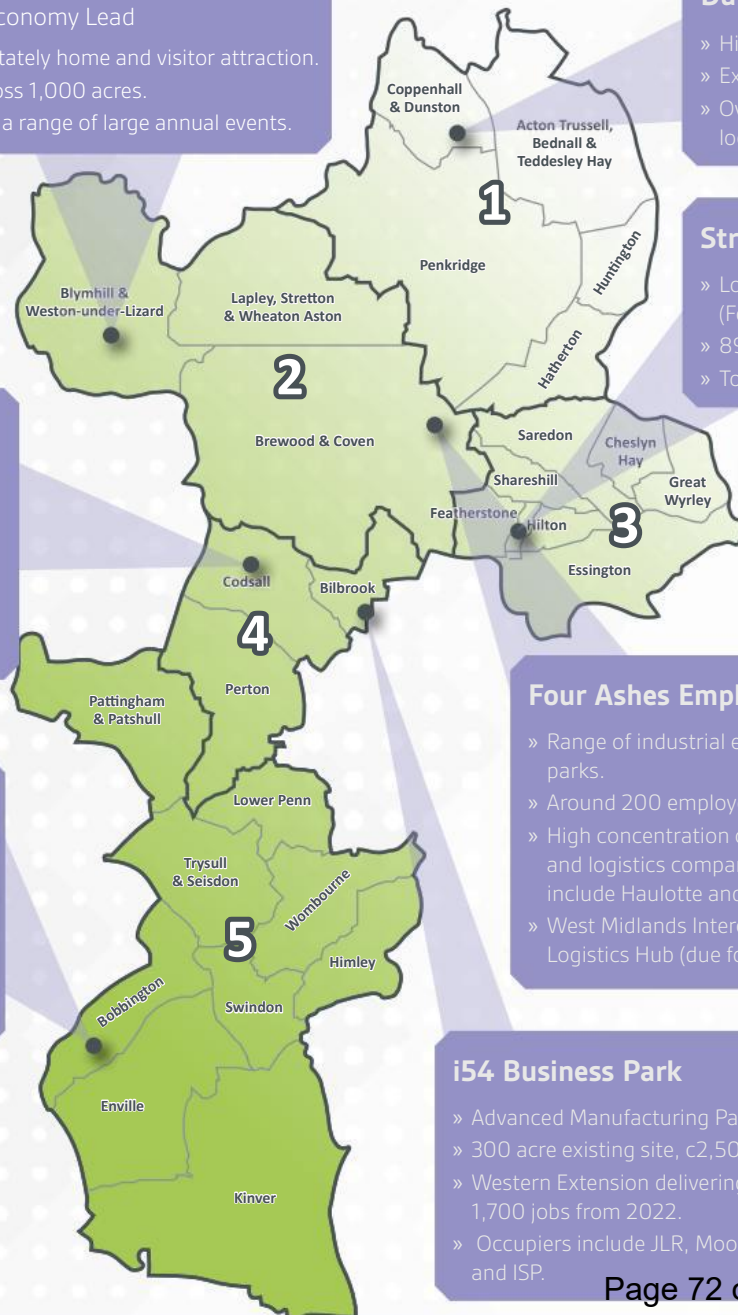
- » Logic54 Industrial/Logistics Park (Former ROF, Featherstone).
- » 89 Acres allocated for employment.
- » To be developed on phased basis.

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
Complelink 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)
Sharehill 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, Shareshill	Salem Methodist Church, Cheslyn Hay - Food bank	
Landywood Childrens centre	Shareshill 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 munhkings 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

Resident's Survey 2023

District + Locality breakdown

Breakdown on how residents accessed the survey

Facebook: Reached 22,991, shared 80, link clicks 252

X: Impressions 4930, Retweets 18, link clicks 58

Gov.delivery: Residents' version 645 clicks, Parish version 8 clicks

Paper copies: 47

Parishes/Councillors and community Facebook groups were sent information on how to share Council posts as well as having the resources to create their own posts.

Locality	Population % of District	Number of responses	Response %
Locality 1	14.7%	167	14.8%
Locality 2	9.7%	178	15.7%
Locality 3	28.8%	276	24.4%
Locality 4	20.5%	256	22.7%
Locality 5	26.2%	250	21.1%
		1127	

Total completed was 1144. 17 respondents selected 'other' option for which village they live in and did not provide an answer.



What makes your village special?

Negative comments

There were some negative comments made. The word village appears prominently, as it is used in the context of many of the negative points made about changes – these including housing (growth) and (over) development.





How Likely are you to recommend South Staffordshire as a place to live?

	Very likely	Likely	I would not recommend
District	46%	43%	11%
Locality 1	34%	50%	15%
Locality 2	47%	44%	8%
Locality 3	43%	42%	14%
Locality 4	50%	43%	5%
Locality 5	52%	38%	9%



Do you consider yourself to be mainly?

	A resident of Staffordshire	A resident of South Staffordshire	A resident of your village
District	8%	32%	60%
Locality 1	23%	17%	58%
Locality 2	11%	26%	61%
Locality 3	7%	30%	62%
Locality 4	3%	45%	51%
Locality 5	4%	32%	66%

Which of the following do you think best describes South Staffordshire as a place?

	A place of vibrant villages	A place to be proud of	A place unspoilt by progress	Other
District	32%	24%	12%	32%
Locality 1	28%	18%	8%	44%
Locality 2	38%	21%	11%	30%
Locality 3	28%	26%	10%	36%
Locality 4	33%	28%	9%	30%
Locality 5	34%	21%	17%	28%



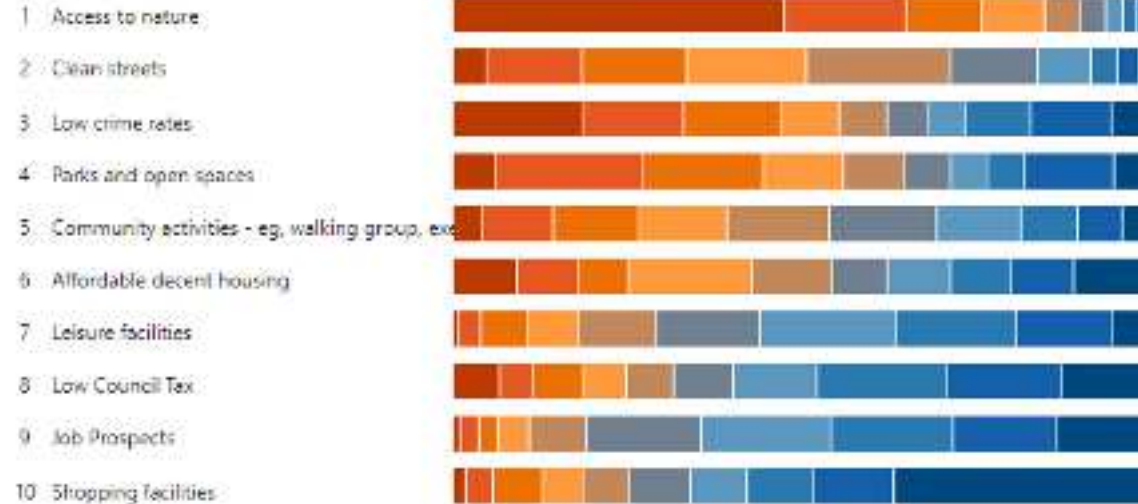
Which of the below would you say are most important in making South Staffordshire a good place to live?

	Most important in making South Staffordshire a good place to live	% of responses first choice
District	Access to Nature	47%
Locality 1	Access to Nature	40%
Locality 2	Access to Nature	49%
Locality 3	Access to Nature	39%
Locality 4	Access to Nature	44%
Locality 5	Access to Nature	61%

Which of the below would you say are most important in making South Staffordshire a good place to live?

This question, residents were asked to rank the options from 1-10. Below is the breakdown of where each option ranked.

Rank Options



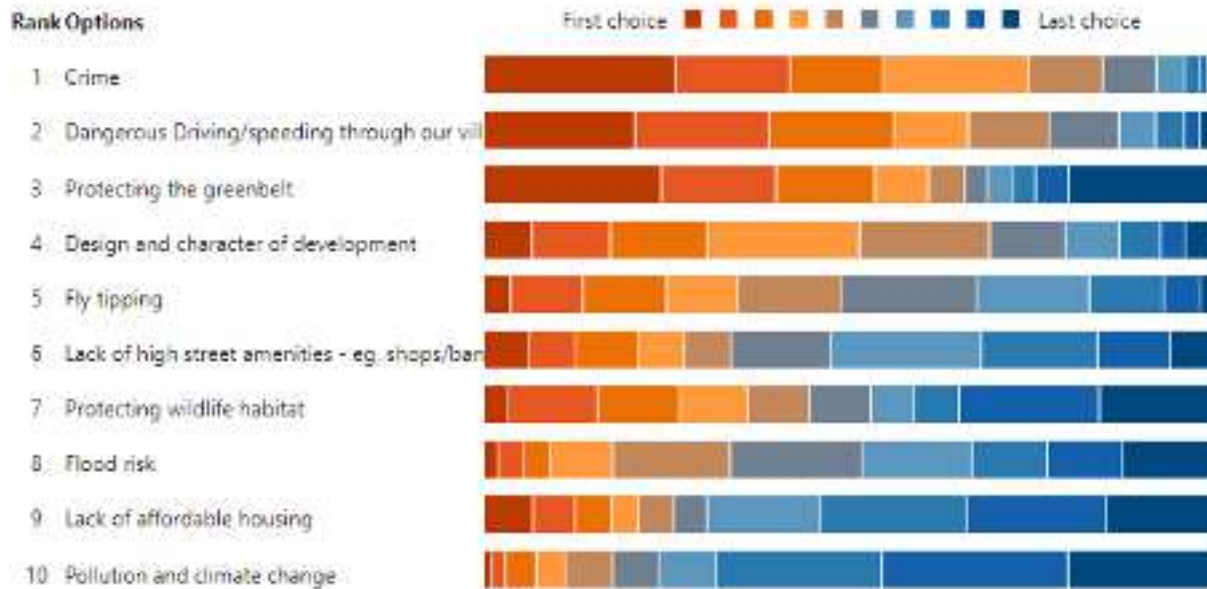


Do any of the following cause you concern in your village?

	Biggest concern in resident's village	% of residents first choice
District	Crime	26%
Locality 1	Crime	28%
Locality 2	Crime	30%
Locality 3	Crime	30%
Locality 4	Protecting greenbelt	29%
Locality 5	Protecting green belt	27%

Do any of the following cause you concern in your village?

This question, residents were asked to rank the options from 1-10. Below is the breakdown of where each option ranked.



How safe do you feel during the day in the area you live in?

	Very safe	Somewhat Safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe
District	49%	37%	11%	3%	1%
Locality 1	43%	34%	13%	6%	1%
Locality 2	49%	36%	10%	2%	1%
Locality 3	39%	45%	11%	3%	0%
Locality 4	60%	30%	7%	2%	1%
Locality 5	50%	36%	10%	3%	0%



How safe do you feel at night in the area you live in?

	Very safe	Somewhat Safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe
District	23%	44%	16%	14%	3%
Locality 1	17%	44%	14%	18%	5%
Locality 2	27%	41%	16%	13%	1%
Locality 3	17%	43%	18%	15%	5%
Locality 4	28%	44%	16%	8%	2%
Locality 5	23%	48%	12%	14%	1%



Do you agree or disagree that people work together to improve their local area?

	Agree	Disagree	Don't know
District	68%	15%	17%
Locality 1	58%	23%	17%
Locality 2	73%	10%	16%
Locality 3	70%	14%	15%
Locality 4	60%	17%	21%
Locality 5	76%	10%	12%

Have you ever volunteered in your local community?

	Yes	no	I haven't but would like to
District	51%	36%	13%
Locality 1	52%	35%	11%
Locality 2	55%	33%	11%
Locality 3	40%	42%	17%
Locality 4	47%	38%	14%
Locality 5	60%	29%	10%



Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

Climate change options

	Biggest climate change challenge for South Staffordshire in the next 4 years	% of first choice
District	Protection of green space and Biodiversity	70%
Locality 1	Protection of green space and Biodiversity	74%
Locality 2	Protection of green space and Biodiversity	65%
Locality 3	Protection of green space and Biodiversity	70%
Locality 4	Protection of green space and Biodiversity	65%
Locality 5	Protection of green space and Biodiversity	72%



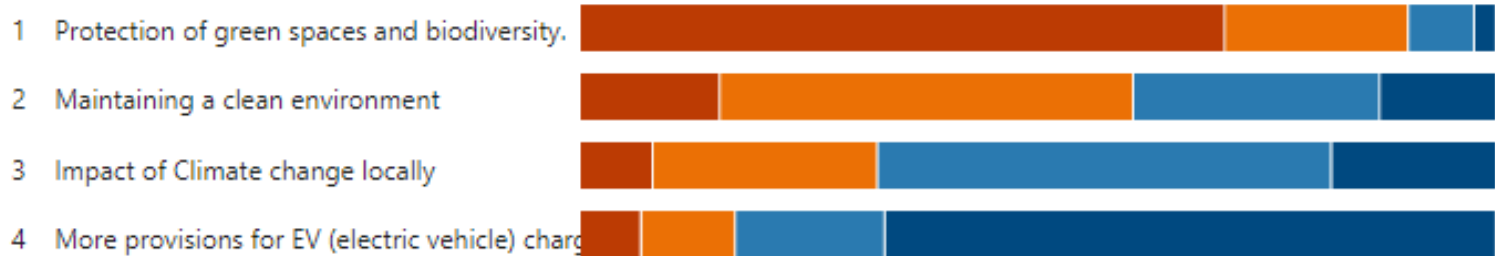
Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

Climate Change

This question, residents were asked to rank the options from 1-4. Below is the breakdown of where each option ranked.

Rank Options

First choice ■ ■ ■ ■ Last choice





Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

Prosperous communities options

	Biggest challenge for prosperous communities in South Staffordshire for the next 4 years	% of first choice
District	Cost of living	61%
Locality 1	Cost of living	61%
Locality 2	Cost of living	57%
Locality 3	Cost of living	62%
Locality 4	Cost of living	57%
Locality 5	Cost of living	63%



Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

Prosperous Communities

This question, residents were asked to rank the options from 1-4. Below is the breakdown of where each option ranked.

Rank Options

First choice ■ ■ ■ ■ Last choice





Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

Working better together options

	Biggest Working better together challenge for South Staffordshire in the next 4 years	% of first choice
District	Tackling Crime	44%
Locality 1	Tackling crime	43%
Locality 2	Tackling crime	44%
Locality 3	Tackling crime	53%
Locality 4	Caring for Elderly	34%
Locality 5	Tackling crime	45%

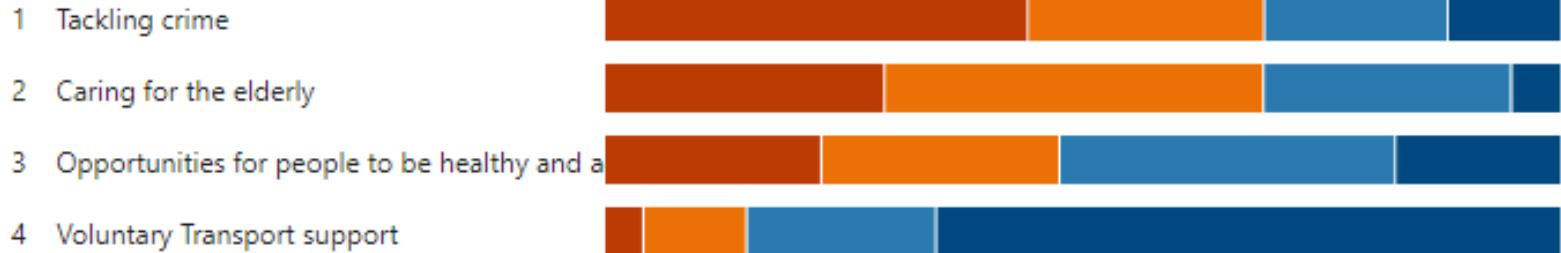
Thinking ahead four years what do you think will be the biggest challenge for South Staffordshire?

Working Better Together

This question, residents were asked to rank the options from 1-4. Below is the breakdown of where each option ranked.

Rank Options

First choice ■ ■ ■ ■ Last choice



What is your gender?

	Female	Male	Transgender	Non-binary	Prefer not to say	Other
District	61%	34%	0%	0%	3%	0%
Locality 1	62%	34%	0%	0%	2%	0%
Locality 2	61%	34%	0%	0%	2%	0%
Locality 3	67%	27%	0%	0%	4%	0%
Locality 4	62%	33%	0%	0%	4%	0%
Locality 5	54%	44%	0%	0%	1%	0%

All figures have been rounded, 0% indicates that less than 1% of responses selected that option.

What age group do you belong to?

	18-24	25-34	35-44	45-54	55-64	65-74	75+	Prefer not to say
District	1%	6%	14%	17%	22%	23%	9%	3%
Locality 1	1%	4%	15%	19%	20%	28%	8%	1%
Locality 2	1%	11%	15%	18%	21%	20%	8%	6%
Locality 3	2%	7%	15%	16%	23%	22%	6%	5%
Locality 4	2%	6%	14%	19%	21%	20%	11%	3%
Locality 5	1%	2%	15%	14%	21%	29%	14%	15

What is your ethnic group?

	Asian, Asian British or Asian Welsh	Black, Black British, Black Welsh, Caribbean or African	Mixed or Multiple ethnic groups	White	Other Ethnic Group
District	1%	0%	1%	96%	1%
Locality 1	0%	0%	1%	96%	1%
Locality 2	2%	0%	0%	94%	1%
Locality 3	1%	0%	1%	96%	1%
Locality 4	2%	0%	1%	93%	1%
Locality 5	1%	1%	0%	96%	1%

All figures have been rounded, 0% indicates that less than 1% of responses selected that option.

Template for recording an Equality Impact Assessment (EqIA)

EqIA guidance can be found at [https://sstaffsgovuk.sharepoint.com/sites/TheCore/SitePages/Equality-%26-Diversity\(1\).aspx](https://sstaffsgovuk.sharepoint.com/sites/TheCore/SitePages/Equality-%26-Diversity(1).aspx)

Service:	Person responsible for the assessment:	Date EqIA completed:
Policy	Kevin Hubery	Updated 26 th February 2024

PART A - Identification

1	Title or name of proposal	Council Plan 2024-28
2	The commencement date of the proposal and approval e.g., CLT, Cabinet, Committee, Council	Council will approve the Council Plan 21 st March The Council Plan will come into effect in April 2024
3	What are the aims, objectives, and purpose of the proposal?	<p>Priorities: Economic growth Sustainable environment Empowering our communities Financial stability</p> <p>Vision – a place of vibrant communities Place where people want to live and aspire to live Retaining our natural environment Supporting/creating a healthy and active aging population Housing mix & affordability</p> <p>Purpose: The Council Plan frames the priorities for South Staffordshire Council.</p>
4	Status of the proposal	<p>New proposal/ <input checked="" type="checkbox"/></p> <p>Existing proposal <input type="checkbox"/> Date Last Reviewed:</p>
5	Are there any other functions, policies or services which might be linked with this one for the purposes of this exercise?	Council Plan underpins all services of South Staffordshire Council
6	Who is it intended to affect or benefit (the target population):	All residents of South Staffordshire

PART B - Evidence, Research and Stakeholder Engagement

7	List relevant examples of data (qualitative and quantitative) or any consultation information	Data from a variety of sources has been used to produce related documents – the Place Narrative and Locality
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	available that will enable the impact assessment to be undertaken	<p>Profiles – which inform the priorities of the Council Plan. The data includes equality characteristic data.</p> <p>Service data is captured and reported regularly to monitor service performance, inform service improvement and changes. This contributes toward the design and development of services.</p> <p>A survey and extensive community engagement was undertaken as part of the development work on the Council Plan. Equality characteristic data on respondents to the questionnaire was captured.</p> <p>A formal consultation on a draft of the Plan will be undertaken early in 2024.</p>	
8	Evidence from the data from Question 7 of any feedback or complaints against the service/policy/procedure on grounds of potential or perceived discrimination <ul style="list-style-type: none"> • <i>Who was consulted on this proposal?</i> • <i>How has the proposal been explained to those who would be directly or indirectly affected by it?</i> • <i>What outcome(s) are meant to be achieved from this proposal?</i> • <i>What factor(s) could contribute to the outcome(s)?</i> • <i>What factor(s) could detract from the outcome(s)?</i> 	<p>Questionnaire survey was undertaken in October / November 2023.</p> <p>Formal consultation on draft Council Plan to be undertaken early in 2024.</p>	
9	Does your proposal link with other proposals to have a cumulative negative affect on particular equality groups?	Yes/ No	If yes, give details
		No	

PART C – Assessment and Differential Impacts

Within this table, state whether the policy or function will have a positive or negative impact across the protected characteristics and provide any comments, reason, and evidence to support this.

What is the effect of the change on each characteristic – tick one	Reason			Action* Required		
	Positive impact	Negative impact*	Neutral		Explanation of impact analysis	Is this likely to be unlawful?
Age Young People (up to 18) 18-50, 50 – 65, 65+			X	While there is not expected to be a differential impact on any age groups in the implementation of the		

				<p>Council Plan, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.</p> <p>Note that the survey undertaken in October / November 2023 had a relatively low response from people aged under 35 years old and a very low response from people aged 18-24. It is difficult to determine from the survey what the priorities of this younger part of the population are.</p> <p>It is important to note that South Staffordshire's population is older relative to the national population; this is likely to be reflected in local needs and therefore the priorities in the Council Plan. Older age groups – particularly the 65-74 age group – were highly represented in the Resident's Survey and the 75+ age group response was broadly in line with the population</p>		
<p>Disability Visual impairment Hearing impairment Physical impairment Learning impairment Mental Health Other impairments</p>			<p>X</p>	<p>While there is not expected to be a differential impact on people with disabilities in the implementation of the Council Plan, survey work, consultation and on-going monitoring may identify issues which will need to</p>		

				be considered as they arise.		
Gender reassignment Transitioned Transitioning Non-Binary			X	While there is not expected to be a differential impact people who have reassigned their gender in the implementation of the Council Plan, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.		
Marriage & Civil Partnership Marriage Civil Partnership			X	While there is not expected to be a differential impact on those who are married / are in a civil partnership in the implementation of the Council Plan, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.		
Pregnancy and Maternity Pregnancy Maternity (Period after birth) Adoption			X	While there is not expected to be a differential impact on women who are pregnant, on maternity leave or adopting, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.		
Race Ethnicity, National Origin Asylum Seeker/Refugees Gypsies & Travellers Migrants, Other			X	While there is not expected to be a differential impact on people from minority		

				<p>ethnic or national origins nor refugees, Gypsies and Traveller and migrants, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.</p> <p>It is worth noting that South Staffordshire's population from ethnic and national minorities is relatively small, but has seen some growth between the 2011 and 2021 Censuses. This may indicate some change in local needs to be considered.</p> <p>The Census 2021 recorded 195 people in South Staffordshire identifying as Gypsy or Irish travellers. This number is relatively high at 0.18% of the total population compared to Staffordshire County (0.07%), the West Midlands Region (0.11%) and England (0.12%).</p>		
<p>Religion or Belief Buddhists, Christians, Hindus, Jews, Muslims, Sikhs, Others Belief e.g., Humanists Non-Belief</p>			<p>X</p>	<p>While there is not expected to be a differential impact on people of faith and no faith, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.</p>		

Sex Female, Male, Non-Binary				While there is not expected to be a differential impact on people of different sexes, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.		
Sexual Orientation Lesbian, Gay, Bi-Sexual			X	While there is not expected to be a differential impact on people of different sexual orientations, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.		
Other lone parents, carers, unemployed			X	While there is not expected to be a differential impact on lone parent families, carers or unemployed people, survey work, consultation and on-going monitoring may identify issues which will need to be considered as they arise.		

PART D – Outcomes, Action, and Public Reporting

What Justifiable Action Does the Evidence, Engagement and Consultation Suggest You Take?

	Description	Yes / No
A	No Major Change Required When no potential for discrimination or adverse impact is identified and all opportunities to promote equality have been taken.	Yes
B	Adjustments needed to remove barriers or to better promote equality Are you satisfied that the proposed adjustments would remove the barriers identified?	No
C	Continue despite possible adverse impact For important relevant proposals, compelling reasons will be needed. You should consider whether there are sufficient plans to reduce the negative impact and/or plans to monitor the actual impact.	NA
D	Stop and rethink your proposal Actual or potential unlawful discrimination is identified; the proposal will need reviewing immediately.	No

PART E – Monitor Evaluate and Review

Action and Monitoring Plan - where the assessment in Part C & D indicates a potential negative impact, how will this be reduced or mitigated to reduce impact moving forwards?

Conclusions Reached About Potential Impact		
Possible Impact	Group(s) Affected	Evidence
Impact Identified	Action	Responsibility
Timescale	Expected Outcomes	Review Date

PART F – To be completed by Equality Service Group

Date Reviewed	Name of Representatives involved in Review (min of 3). If less than 3 please explain what exceptional circumstances apply	
<p>General Comments</p> <ul style="list-style-type: none"> - Recognised that younger age group may not see their priorities met due to poor response rate from hard-to-reach group. - Assessment doesn't state whether there is a positive, negative or neutral impact on these groups. - Formal consultation taking place early 2024. Has this taken place yet? Hard to answer question 8 before this takes place. - How is the Council Plan communicated to people with visual disabilities? We also still have asylum seekers in the area with probable language barriers. 		
Recommendations		
<p>Publish Results <input type="checkbox"/></p> <p>Carry out further impact assessment, if yes state the review date and ensure this is diarised for action <input type="checkbox"/></p>	<p>Specific Recommendations to Consider:</p>	
<p>Confirm that the recommendations have been actioned or explain why if any cannot be actioned.</p> <p>In response to the points raised above:</p> <p>Further work is required in order to identify priorities of younger people as the general resident's survey is not generating a response.</p> <p>The "impact" assessment has been marked as neutral against all protected characteristics as it is difficult to determine from the Council Plan whether there is going to be a differential impact on any group with protected characteristic. Survey work, consultation and on-going monitoring during implementation of specific actions may identify issues which will need to be considered as they arise and recorded in further impact assessments.</p>		

In relation to communicating with people with visual disabilities, the Council website ReciteMe functionality can assist in reading documents. This functionality can also assist with translating into other languages.

Remove the red prompt questions and this text and then send the form to your Corporate Director/Assistant Director to review and sign,

Part G – Corporate Director/Assistant Director Approval

- I am satisfied with the results of this EqIA.
- I have seen the Councils Equality Schemes or Equality Action Plan and am satisfied with the contribution it can make.

Approved

Corporate Director/Assistant Director Signature:

Date:

Once signed the author of the EqIA should attach it to the report.

Please send a copy to Thomas Reynolds, Performance & Customer Insight Manager requesting that the EqIA is published on our internal equality site.

Where the EqIA relates to a member report the EqIA should be sent to Member Support at the same time as issuing your report to ensure it is on the CMIS system prior to the Cabinet/Committee/Council meeting.

If the EqIA relates to an Individual Decision, please ensure that the EqIA is attached to the report.

SOUTH STAFFORDSHIRE COUNCIL

OVERVIEW AND SCRUTINY COMMITTEE – 12 MARCH 2024

WORK PROGRAMME 2023/24

REPORT OF THE CORPORATE DIRECTOR OF GOVERNANCE

PART A – SUMMARY REPORT

1. SUMMARY OF PROPOSALS

1.1 This report updates members in respect of the work programme for the Committee for the Municipal Year 2023/24.

2. SUMMARY IMPACT ASSESSMENT

POLICY/COMMUNITY IMPACT	Do these proposals contribute to specific Council Plan objectives?	
	Yes	Scrutiny is key to the effective and efficient operation of the Council to enable delivery against the Council Plan
	Has an Equality Impact Assessment (EqIA) been completed?	
	No	No – not needed as any equality issues would be addressed individually rather than as part of the programme setting
SCRUTINY POWERS APPLICABLE	No – this report goes to Overview and Scrutiny Committee	
KEY DECISION	No	
TARGET COMPLETION/ DELIVERY DATE	2023/24 Municipal Year	
FINANCIAL IMPACT	No	This is within existing budgets
LEGAL ISSUES	No	No specific legal issues from this report
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	
IMPACT ON SPECIFIC WARDS	No	

PART B – ADDITIONAL INFORMATION

3. INFORMATION

3.1 At its meeting on 25 July 2023, the Committee agreed a work programme for the 2023/24 Municipal Year. This report updates the agreed programme.

3.2 In addition to the programmed work there will, from time to time, be a number of additional items coming to the Committee including:

- Councillor call for action
- Councillor “call ins”
- Key decision reports

This may require additional meetings to be programmed in depending on when the issues arise.

3.3 Any suggestions for additions to the work programme should be referred to the Chairman in the first instance.

3.4 Work Programme 2023/24

25 July 2023

- Setting of work programme -COMPLETED
- UKSPF Report - COMPLETED
- Integrated Performance Management outturn for 2022/23 - COMPLETED
- Member Working Groups – Topic Selection - COMPLETED
- Challenge Panels Final Outcomes Report 2022/23 - COMPLETED
- Closed Churchyards Special Expense – Voluntary Referral of Member Decision - COMPLETED
- Place Narrative Findings - COMPLETED

26 September 2023

- Work programme update – COMPLETED
- Climate Change Action Plan Update – COMPLETED
- Peer Review Follow-up outcome – deferred to November meeting
- Resource Planning and Prioritisation (RPP) 2024 – COMPLETED
- Service Standards – deferred to November meeting

14 November 2023

- Work programme update – COMPLETED
- Member Working Groups Update – COMPLETED
- Integrated Performance Management Report Q2 – taken to Council 12.12.23

- Staffordshire County Council Highways – Potholes – understanding the position - deferred to March meeting
- Customer Programme/Digital Programme update – COMPLETED
- Service Standards – renamed Customer Experience – COMPLETED
- Peer Review Follow-up outcome – COMPLETED

23 January 2024

- Work programme update – COMPLETED
- Budget report – COMPLETED
- Member Working Groups Update – COMPLETED
- UK Shared Prosperity Update Report – COMPLETED
- DFG’s update report – deferred to March meeting
- Local Plan – deferred to future meeting
- Waste Contract Extension Proposed Key Decision – COMPLETED

12 March 2024

- Work programme update – ON AGENDA
- Staffordshire County Council Highways – Potholes – understanding the position – deferred from November meeting – ON AGENDA
- Member Working Groups Conclusion Report – deferred to next meeting
- The draft Council Plan – 2024-2022 – ON AGENDA
- DFG’s update report – deferred from January meeting – ON AGENDA

4. IMPACT ASSESSMENT – ADDITIONAL INFORMATION
N/A

5. PREVIOUS MINUTES
None

6. BACKGROUND PAPERS
None

7. RECOMMENDATIONS

7.1 That Members note the report.

Report prepared by: Lorraine Fowkes – Corporate Director of Governance

