

Ward - Crown

Councillor

Robert Hardwick – Conservative

Area

Crown covers 4,077 hectares. This is the fourth largest ward in geographical terms and represents 10.5% of the Borough.



2001 & 2011 Census

The Census which takes place every ten years provides the most authoritative statistics on our local population. The 2011 Census work has started but the first results from this will not be available until September 2012, and this will initially be at a local authority level. Further results will be released by the Office for National Statistics throughout 2013/14. Therefore, many of the statistics throughout this report refer to the 2001 Census.

Summary statistics from the 2001 Census of Population

Actual	Crown	East Staffordshire	England & Wales
Population	2,532	103,770	52,041,916
Total permanent households	987	42,717	21,660,475
Percentage	%	%	%
Male	47.2	48.7	48.7
Female	52.8	51.3	51.3
Ethnic minority	1.1	6.1	8.7
Religion – Christian	83.6	77.4	71.8
No Religion	9.1	11.5	14.8
Children aged 0-15	17.9	21.2	20.2
People aged 16-74	72.4	71.7	72.2
People aged 75+ years	9.7	7.1	7.6
Employed (of those aged 16-74)	65.4	63.1	60.6
Looking after home/family (of those aged 16-74)	5.2	6.6	6.5
Retired (of those aged 16-74)	15.8	14.5	13.6
Occupation – Manager or Senior Official	23.0	15.1	15.1
Occupation – Process, Plant or Machine Operative	6.5	12.1	8.5
Households with no car	9.3	23.2	26.8
Households with 2 or more cars	55.0	32.6	29.4
Travel to Work – by Bike or On Foot	5.3	15.1	12.8
Travel to Work – Drive a Car or Van	69.1	61.8	55.2
Residents with limiting long term illness	17.7	17.1	18.2
Residents who described their health as 'not good'	7.9	7.9	9.2
Residents who provide unpaid care	11.1	10.0	10.0
Owner occupied households	81.7	75.8	68.9
Rented from a Council or RSL	6.2	14.1	19.2
No Central Heating	10.2	15.3	8.5
Pensioner living alone	10.2	14.0	14.4
Single person households	20.7	27.7	30.0
Lone parent households	3.2	5.7	6.5

Source: 2001 Census Area Statistics

Key points from the 2001 Census data show that when compared to East Staffordshire and England & Wales, Crown has:

- A significantly smaller Black & Minority Ethnic population
- A higher proportion of Christians and a lower proportion with no religion
- A lower proportion of children
- A higher proportion over the age of 75 years
- A higher proportion of residents who are employed
- A lower proportion of residents who look after the family/home
- A higher proportion of residents who are retired
- A higher proportion of residents whose occupation is manager or senior official
- A lower proportion of process, plant or machine operatives
- A far lower proportion of households with no car and a far higher proportion with 2 or more
- A far lower proportion who travel to work by bike/foot and a higher proportion who drive
- A slightly higher proportion with a limiting long term illness than the Borough average
- A higher proportion of residents who provide unpaid care
- A higher proportion of owner occupied households & a lower proportion of Council/RSL rented
- A lower proportion of households without central heating than the Borough average
- A lower proportion of single pensioner, single person and also lone parent households

Population

The most authoritative population estimates are produced every ten years based on the Census of Population. The 2001 Census gives the population of Crown as 2,532.

Age of Resident Population in 2001 - %

	Crown	East Staffordshire	England & Wales
Under 16	17.9	21.2	20.2
16 to 19	4.3	4.8	4.9
20 to 29	7.0	10.6	12.6
30 to 59	45.4	42.6	41.5
60 to 74	15.6	13.7	13.3
75 and over	9.7	7.1	7.6
Average Age	43.0	38.6	38.6

Source: 2001 Census Area Statistics

The above figures are updated to produce mid year population estimates in the inter-censal period. The latest figures are for 2009 and these estimate the population of Crown to be 3,279, which is a rise of almost a third (29.5%) on the 2001 Census figure.

Mid 2009 Population Estimates by Broad Age Group

	All Ages	Children 0 - 15	Working Age 16-64M/59F	Older People 65M/60F & over
Crown	3,279	11.8	66.5	21.7
East Staffordshire	108,800	19.6	60.0	20.4
Staffordshire	828,700	17.9	60.4	21.7
West Midlands	5,431,100	19.4	60.6	20.0
England	51,809,700	18.7	61.9	19.3

Source: Office for National Statistics Crown Copyright 2010

In addition to the ward level mid year population estimates the Office for National Statistics has produced parish level mid year estimates. The latest are for 2009. Please note these are estimates.

Mid-2009 Population Estimates for Parishes

Parish Name	Ward	All Ages	Children Aged 0 to 15	Young People 16 to 24	Those Aged 25 to 59	Older People Aged 60+
Draycott in the Clay	Crown	876	125	66	395	290
Hanbury	Crown	557	84	33	229	211
Marchington	Crown	1846	179	205	1125	337

Source: Office for National Statistics © Crown Copyright 2011

Ethnic Group – Resident Population in 2001 - %

	Crown	East Staffs	England & Wales
White	98.9	93.9	91.3
Mixed	0.4	0.9	1.3
Asian or Asian British	0.6	4.3	4.4
Black or Black British	0.1	0.6	2.2
Chinese or Other Ethnic Group	0.0	0.3	0.9
Black & Minority Ethnic	1.1	6.1	8.7

Source: 2001 Census Area Statistics

Religion – Resident Population - 2001

In the 2001 Census 83.6% of Crown residents stated their religion to be Christian. This is above the East Staffordshire average of 77.4% and the England & Wales average of 71.8%. 9.1% responded with 'No Religion'. This is below the East Staffordshire average of 11.5% and the England & Wales average of 14.8%. Christianity is the only major religion in Crown – all other religions account for less than 1.0% of the population each. This contrasts with the picture for the whole Borough, as Islam is the religion of 4.0% of all East Staffordshire residents. However, it is in line with the very low Black & Minority Ethnic (BME) population in Crown.

Key points from the latest population data show that when compared to East Staffordshire and England, Crown has:

- A significantly lower rate of children
- A significantly higher percentage of residents of working age
- A higher percentage of older people
- A significantly lower Black & Minority Ethnic population
- A higher percentage of Christians and a lower percentage of residents with no religion

Economic Activity

Economic Activity – Resident Population Aged 16 to 74 - %

	Crown	East Staffs	England & Wales
Employed	65.4	63.1	60.6
Unemployed	1.2	3.1	3.4
Economically active full-time students	2.4	2.1	2.6
Retired	15.8	14.5	13.6
Economically inactive students	3.3	3.1	4.7
Looking after home/family	5.2	6.6	6.5
Permanently sick or disabled	2.9	4.3	5.5
Other economically inactive	3.8	3.2	3.1

Source: 2001 Census Area Statistics

69.0% of all Crown residents aged 16 to 74 are economically active (full and part-time employed, self-employed, unemployed or economically active full-time student). This is above the East Staffordshire average of 68.3% and the national average of 66.5%.

Key points from the 2001 Census economic activity data show that when compared to East Staffordshire and England & Wales, Crown has:

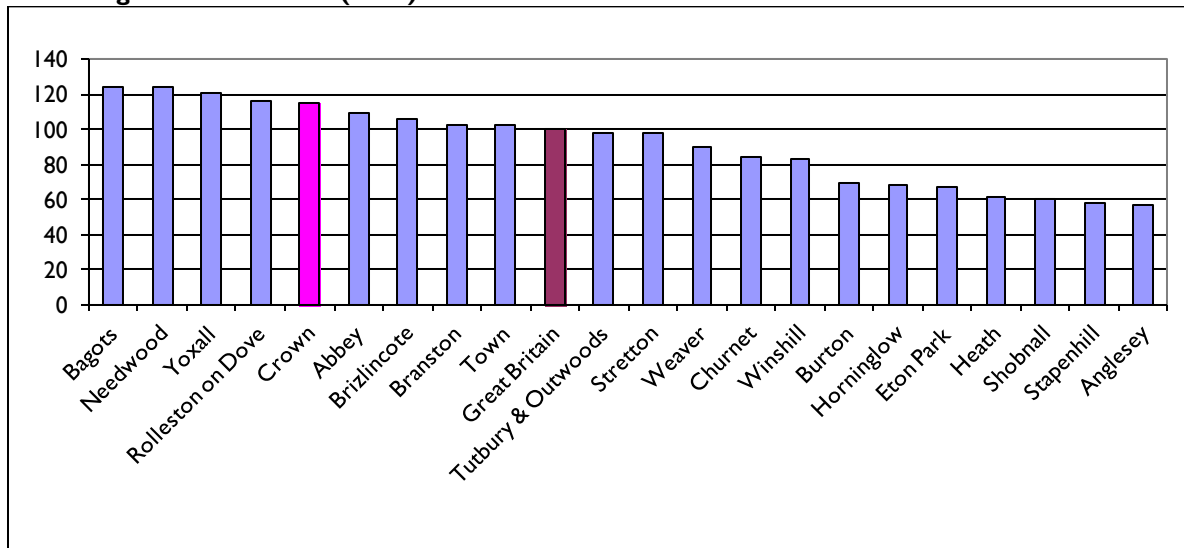
- A higher employment rate
- A higher proportion of economically active full-time students than the Borough average
- A higher proportion of economically inactive students than the Borough average
- A higher proportion of retired residents
- A lower proportion of those who are looking after the home/family
- A lower proportion of those who are permanently sick or disabled
- A higher economically inactive rate

Occupation Groups – Resident Population Aged 16-74 - %

	Crown	East Staffs	England & Wales
Managers & Senior Officials	23.0	15.1	15.1
Professional	13.0	9.4	11.2
Associate Professional & Technical	10.0	11.0	13.8
Admin & Secretarial	12.0	11.3	13.3
Skilled Trades	14.3	12.9	11.6
Personal Service	6.8	6.5	6.9
Sales & Customer Service	3.3	6.8	7.7
Process, Plant & Machine Operatives	6.5	12.1	8.5
Elementary e.g. labourers, porters	11.1	14.7	11.9

Source: 2001 Census Area Statistics

Knowledge Worker Score (2001)



Source: Local Knowledge; Census 2001

The Knowledge Worker Score is an index showing the proportion of working age residents that are employed in knowledge occupations. These occupations are based on the following SOC groups:

- 1) Managers and Senior Officials
- 2) Professional Occupations
- 3) Associate Professional and Technical Occupations

The national average is 100 – if the figure is below 100 for a ward then a lower proportion of its residents work in knowledge occupations.

Key points from the 2001 Census occupation group data show that when compared to East Staffordshire and England & Wales, Crown has:

- A higher proportion of managers & senior officials, professionals and skilled trades
- A lower proportion of associate professional & technical, sales and customer service, process, plant and machine operatives and elementary occupations.
- A higher proportion of knowledge workers than the Great Britain average.

Industrial Groups – Resident Population Aged 16-74 in Employment - %

	Crown	East Staffordshire	England & Wales
Agriculture; Hunting; Forestry & Fishing	6.2	2.1	1.5
Mining & Quarrying	1.0	0.3	0.3
Manufacturing	18.4	22.7	15.0
Electricity; Gas & Water Supply	1.0	0.8	0.7
Construction	7.0	7.0	6.8
Wholesale & Retail Trade; Repair of Motor Vehicles	12.9	17.3	16.8
Hotels & Restaurants	5.1	4.9	4.8
Transport; Storage & Communication	6.6	6.5	7.0
Financial Intermediation	2.5	1.9	4.7
Real estate; Renting & Business Activities	12.4	10.4	13.0
Public Administration & Defence; Social Security	5.2	3.5	5.7
Education	8.0	7.5	7.8
Health & Social Work	9.4	10.5	10.8
Other	4.3	4.5	5.2

Source: 2001 Census Area Statistics

Key points from the 2001 Census Industry data show that when compared to East Staffordshire and England & Wales, Crown has:

- A higher proportion of residents employed in agriculture, hunting, forestry & fishing, hotels & restaurants and education.
- A lower proportion in wholesale & retail trade, repair of motor vehicles and health & social work.

Travel to Work Methods – All People Aged 16-74 in Employment - %

	Crown	East Staffs	England & Wales
Work from home	17.6	9.6	9.2
Underground; metro; light rail; Tram	0.0	0.0	3.0
Train	0.6	0.8	4.1
Bus; Mini Bus or coach	0.6	3.7	7.4
Motorcycle; Scooter; moped	0.9	1.0	1.1
Driving a car or van	69.1	61.8	55.2
Passenger in a car or van	5.3	7.1	6.3
Taxi or minicab	0.0	0.6	0.5
Bicycle	1.3	4.1	2.8
On foot	4.0	11.0	10.0
Other	0.6	0.4	0.5

Source: 2001 Census Area Statistics

Key points from the 2001 Census Travel to Work data show that when compared to East Staffordshire and England & Wales, Crown has:

- A significantly higher proportion of residents who work from home
- A lower proportion of residents who travel by bus, mini bus or coach
- A higher proportion of residents who drive to work
- A lower proportion of residents who are passengers in a car or van
- A lower proportion of residents who use a bicycle
- A significantly lower proportion who travel on foot

Number of Employees & Proportion of Full-time & Part-time Employment – 2009

	Number of Employees	% Full time	% Part time
Crown	1,700	72.6	27.4
East Staffordshire	53,000	70.3	29.7
Staffordshire	309,300	68.0	32.0
England & Wales	23,823,600	67.9	32.1

Source: Business Register and Employment Survey 2009 (Figures are rounded to nearest 100)

These figures exclude farm agriculture

Key points from the 2009 Employment Survey data show that when compared to the East Staffordshire average, Crown has:

- A higher proportion of full-time employees
- A lower proportion of part-time employees

Unemployment

April 2011	Crown	East Staffordshire	Staffordshire	England
Total unemployed - %	0.4	2.9	2.8	3.7
Of which:				
% aged under 25	20.0	31.1	31.7	28.2
% unemployed for over 12 months	20.0	8.2	11.4	14.0

Source: Nomis – Claimant Count

Key points from the unemployment data show that when compared to Staffordshire and East Staffordshire, Crown has:

- A lower unemployment rate, in fact the lowest in the Borough
- A lower youth unemployment proportion
- A higher long term unemployment proportion than the Borough average (but this is based on a small number of claimants).

Education

Key Stage 2 Test Results in 2010 - %

Key Stage 2 Results	Both English & Maths	English	Maths	Average Point Score
2010	%		%	
Needwood CE(A) Primary	100%	100%	100%	31.9
Staffordshire Average	74	81	81	27.6
England Average	73	80	79	27.5

The table shows the percentage of eligible pupils achieving Level 4 or above in each subject. Level 4 is the level expected of most 11 year olds.

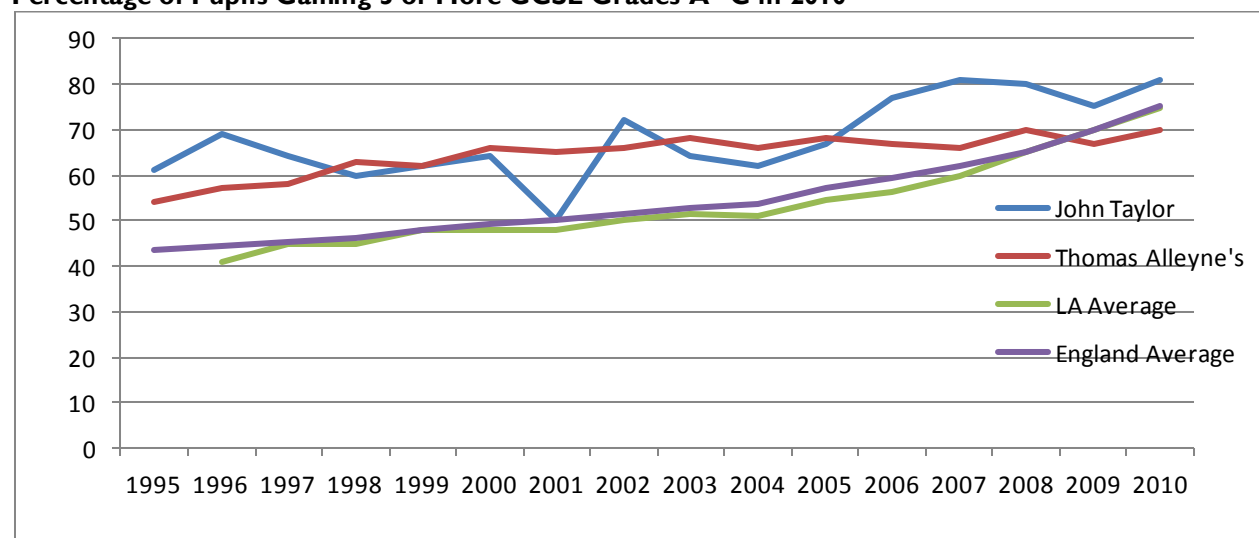
Source: DfES

School Absence Results - 2010

School performance tables - 2010	Number of Pupils (all ages)	Overall absence	Unauthorised absence	Persistent absence
Local Authority Average		6.7%	0.8%	4.1%
England (all schools)		6.9%	1.4%	4.6%
Abbot Beyne School	851	6.1%	0.4%	3.2%
Abbots Bromley School for Girls	254	Absence return not required		
Blessed Robert Sutton Catholic College	685	7.4%	1.6%	5.1%
De Ferrers Specialist Technology College	1916	6.3%	0.5%	4.0%
Denstone College	577	Absence return not required		
John Taylor High School	1479	4.7%	0.3%	2.0%
Paget High School	1003	7.7%	0.8%	5.8%
Paulet High School	696	6.7%	0.9%	5.3%
Thomas Alleyne's High School	1346	7.2%	1.6%	6.2%

Source: DfES

Percentage of Pupils Gaining 5 or More GCSE Grades A*-C in 2010



Source: DfES

Percentage of Pupils With 5+ GCSE's Grades A* - C Including English & Maths

% of pupils at the end of Key Stage 4 achieving 5+A*-C (and equivalent) including English and Maths GCSEs	2007	2008	2009	2010
Local Authority	45.7%	49.7%	50.8%	54.0%
England (state funded schools only)	45.6%	48.2%	50.7%	55.2%
England (all schools)	46.3%	47.6%	49.8%	53.4%
Abbot Beyne School	38%	34%	41%	42%
Abbots Bromley School for Girls	100%	71%	75%	89%
Blessed Robert Sutton Catholic Sports College	64%	52%	47%	62%
De Ferrers Specialist Technology College	48%	55%	55%	55%
Denstone College	94%	90%	79%	86%
John Taylor High School	69%	77%	71%	72%
Paget High School	36%	37%	40%	42%
Paulet High School	23%	30%	34%	60%
Thomas Alleyne's High School	60%	58%	49%	58%

Source: DfES

School Leaver Activity Survey in 2010 - %

	Sub-total: Continuing with structured learning %	Continued full-time education %	Structured learning in the workplace %	Jobs with no structured training %	Not yet settled in any full- time positive activity %	Failed to respond or moved away %
John Taylor – 222 school leavers						
On leaving Y11 in 2009	97.3	92.8	4.5	0.5	1.8	0.5
% point change	-6.8	-9.5	2.7	1.8	1.4	3.6
One year on in 2010	90.5	83.3	7.2	2.3	3.2	4.1
Thomas Alleyne's – 335 school leavers						
On leaving Y11 in 2009	92.8	85.4	7.5	1.8	4.5	0.9
% point change	-3.8	-9.9	5.9	1.2	0.3	2.4
One year on in 2010	89.0	75.5	13.4	3.0	4.8	3.3
East Staffordshire – 1546 school leavers						
On leaving Y11 in 2009	92.2	85.0	7.2	1.4	5.6	0.8
% point change	-5.9	-11.6	5.7	1.2	1.8	2.9
One year on in 2010	86.3	73.4	12.9	2.6	7.4	3.7
Staffordshire Local Authority Average – 10,149 school leavers						
On leaving Y11 in 2009	94.9	87.2	7.7	0.8	3.7	0.6
% point change	-7.6	-12.1	4.5	1.3	2.5	3.8
One year on in 2010	87.3	75.1	12.2	2.1	6.2	4.4

Source: Connexions Staffordshire Ltd

Percentage in Receipt of Free School Meals – October 2010

Primary Schools	%	Middle & Secondary Schools	%
St Augustine's CE(C) First	12.0	Thomas Alleyne's High	4.3
St Peter's CE(C) First	7.8	John Taylor High	2.9
Needwood CE(A) Primary	0.0		
East Staffordshire	14.5	East Staffordshire	8.7
Staffordshire	13.3	Staffordshire	9.4

Source: Staffordshire LEA

Post 16 Education – Average point score - (including A* grade in 2010)

	Average point score per student			Average point score per exam		
	2008	2009	2010	2008	2009	2010
Local Authority Average	693.7	707.5	699.1	198.4	203.2	206.4
England Average (excluding independent)	721.3	721.3	726.6	205.8	208.3	211.1
Abbot Beyne School	769.9	686.1	750.6	209.1	195.4	213.2
Abbots Bromley School for Girls	792	783.6	859.3	231.6	222.4	230.5
Blessed Robert Sutton Catholic Sports College	462.2	695.8	569.6	168.1	205.7	173.7
Burton College - Burton on Trent	563.5	614.1	584.3	212.8	213.1	213.1
De Ferrers Specialist Technology College	760.7	798.4	843.5	188	189	189.5
Denstone College	757.2	821.9	777	228.8	231.7	236.9
John Taylor High School	770.3	779.3	855.8	192	205.9	222
Paget High School	599.7	602.7	500.8	185.8	183.5	181.2
Paulet High School	435	507.3	643.8	153.5	167.2	191.6
Thomas Alleyne's High School	715.3	709.7	710.5	208.5	203	199.4

Source: DfES

The School Census summaries, at a ward level, some of the information set out above. It is collected by Staffordshire County Council and covers nursery, primary, middle, secondary and special schools in the maintained sector in Staffordshire. It includes information on pupils by gender, free school meal

eligibility, ethnicity, special educational needs, travel to school methods and gifted and talented status. If there are less than 10 children in one category the percentage is given as Suppressed.

School Census 2010

2010	Crown	East Staffordshire	Staffordshire
% of pupils who are girls	47.4	48.8	48.8
% of pupils who are boys	52.6	51.2	51.2
% of BME pupils	Suppressed	18.6	7.2
% who have Free School Meals	5.2	13.4	12.4
% of pupils subject to School Action	9.6	12.8	10.6
% of pupils subject to School Action Plus	5.2	12.8	10.6
% of pupils who have a SEN Statement	Suppressed	2.3	2.7
% of pupils who are subject to School Action Plus or have a SEN Statement	6.7	6.6	7.6
% of pupils travelling to school by car/van	21.1	23.7	27.7
% of pupils travelling to school by bus	3.6	1.9	2.4
% of pupils walking to school	19.1	58.1	54.8
% of Pupils who are Gifted or Talented	15.8	10.3	10.4

Source: Staffordshire Observatory/Staffordshire County Council

Qualifications Held by Resident Population Aged 16-74 in 2001 - %

	Crown	East Staffs	England & Wales
Had no qualifications	23.9	31.8	29.1
Qualified to degree level or higher	24.3	16.0	19.8

Source: 2001 Census Area Statistics

Key points from the schools data show that when compared to Staffordshire and England averages, schools in and around Crown have:

- A higher percentage of eligible pupils achieving Level 4+ at Key Stage 2 in all subjects
- A higher average point score for Level 4+ at Key Stage 2
- A lower level of absence at John Taylor High but a higher level at Thomas Alleyne's School
- A higher percentage of eligible pupils achieving 5 or more GCSEs at grades A-C at John Taylor but a lower success rate at Thomas Alleyne's
- A higher percentage of eligible pupils achieving 5 or more GCSEs at grades A-C that include English & Maths at both senior schools
- A higher percentage of school leavers continuing with structured learning in 2010
- A lower percentage of school leavers not yet settled in any full-time positive activity by 2010
- A significantly lower percentage of pupils receiving free school meals
- A higher average point score per student and per exam entry for the GCE results (post 16) at John Taylor but a lower score at Thomas Alleynes compared to the England average.

Key points from the Census show that when compared to East Staffordshire and England & Wales averages, residents in Crown have:

- A lower proportion of residents with no qualifications
- A higher proportion of residents qualified to degree level or above

Key points from the 2010 School Census show that when compared to East Staffordshire averages, pupils in Crown are:

- Less likely to have free school meals
- Less likely to be subject to School Action or School Action Plus
- Less likely to travel to school by car
- More likely to travel to school by bus
- Far less likely to walk to school
- More likely to be termed gifted or talented.

Health

Key Health Comparators - %

2001 Census Area Statistics	Crown	East Staffs	England & Wales
Residents with limiting long-term illness (2001)	17.7	17.1	18.2
Residents who described their health as 'Good'	71.7	69.4	68.6
Residents who described their health as 'Fairly Good'	20.4	22.6	22.2
Residents who described their health as 'Not Good'	7.9	7.9	9.2
Residents who provide unpaid care	11.1	10.0	10.0

Source: 2001 Census Area Statistics

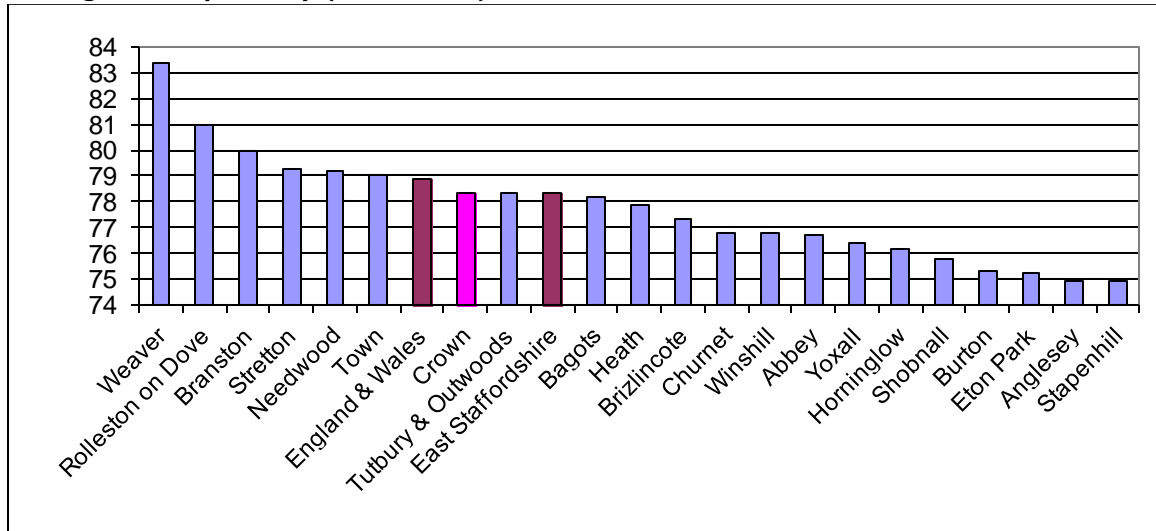
Health Lifestyle Behaviours – 2000/2002

	Crown	East Staffordshire	England
Proportion of Residents who Binge Drink	14.1	16.2	16.5
Proportion of Residents who are Obese	19.6	23.8	20.5
Proportion of Residents who Smoke	15.5	24.6	24.2
Proportion of Adult Residents who eat 5+ Fruit & Vegetable Portions per day	27.2	23.6	22.2
Proportion of Child Residents who eat 3+ Fruit & Vegetable Portions per day	35.7	32.8	35.1

The data for this indicator is part of a data modelling exercise carried out based on the Health Survey of England. Results are based on 3 year sample data of 16,000 adults and 4,000 children each year. The figures should not be used as actual figures but rather should be viewed as expected levels based on the socio-demographic characteristics of the area.

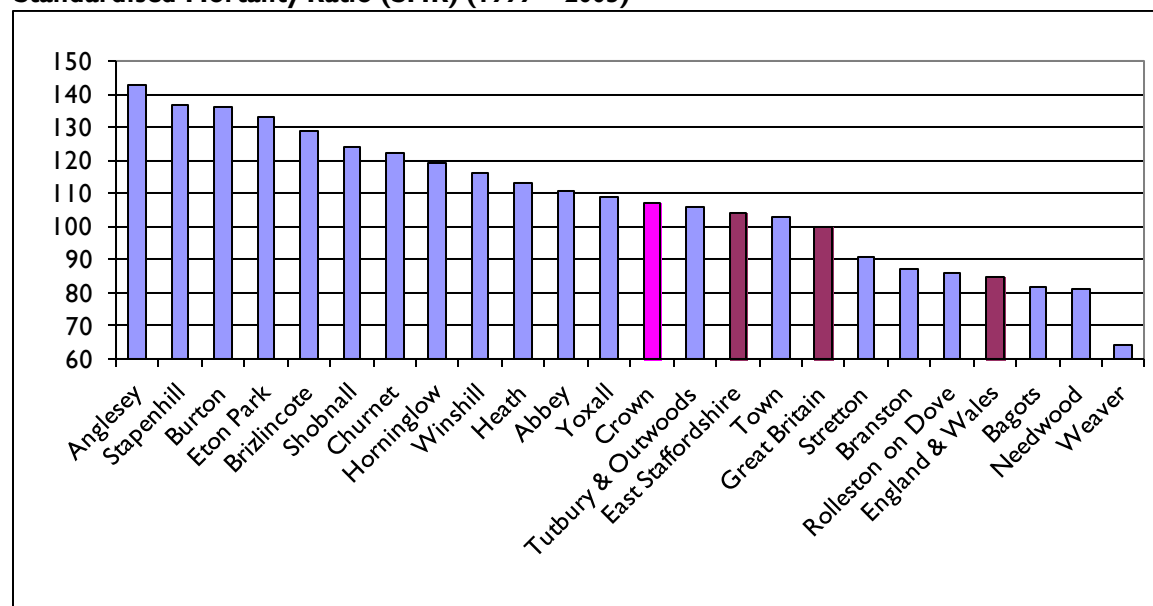
Source: Local Knowledge: Synthetic Health Indicators for Health Lifestyle Behaviours

Average Life Expectancy (1999 – 2003)



Source: Local Knowledge; Life Expectancy at Birth

Standardised Mortality Ratio (SMR) (1999 – 2003)



Source: Local Knowledge; Standardised Mortality Ratios

The Standardised Mortality Ratio compares overall mortality in a locality with that for the UK as a whole. The ratio expresses the number of deaths in a locality as a percentage of the hypothetical number that would have occurred if the local population had experienced the sex/age specific rates of the UK in that year. The lower the figure, the lower the relative mortality.

In the table below the Health Intelligence and Clinical Evidence Team, Staffordshire Public Health have summarised some of the key health indicators. Those shaded red are statistically worse than the England average and those shaded green are statistically better. The following measurements are statistically better for those living in Crown:

- Percentage of population with a self reported limiting long term illness (2001)
- Smoking prevalence - adults (Mosaic estimates)
- % of adult population eating five or more portions of fruit or vegetables a day
- Percentage of adult population doing no exercise in the last month

Summary of Key Health Indicators

	Crown	East Staffs
Percentage of births with a low birthweight (under 2,500 grams) (2004/08)	1.7%	9.1%
Life expectancy at birth for males (years) (2004/08)	77.5	76.9
Life expectancy at birth for females (years) (2004/08)	83.4	81.1
All-age all cause mortality rate per 100,000 population (2004/08)	583	626
Premature mortality (rate per 100,000 population aged under 75) (2004/08)	267	306
Premature mortality from circulatory diseases (rate per 100,000 people aged under 75) (2004/08)	83	80
Premature mortality from cancers (rate per 100,000 people aged under 75) (2004/08)	109	113
Mental Illness Needs Index (MINI) (rate per 100,000 population) (2000)	180	350
Percentage of population with a self reported limiting long term illness (2001)	15%	17%
Smoking prevalence - adults (Mosaic estimates) (2009)	18%	25%
Obesity prevalence - adults (Mosaic estimates) (2009)	15%	17%
Percentage of adult population eating five or more portions of fruit or vegetables a day (Mosaic estimates) (2009)	30%	24%
Percentage of adult population doing no exercise in the last month (Mosaic estimates) (2009)	45%	51%

Source: Health Intelligence and Clinical Evidence Team, Staffordshire Public Health

Key points from the 2001 Census show that when compared to the East Staffordshire and England & Wales averages Crown has:

- A higher proportion than the Borough average with a limiting long-term illness
- The same proportion of residents as the Borough average whose health is 'Not Good'
- A higher proportion of residents who provide unpaid care

Key points from the Synthetic Health Indicators for Health Lifestyle Behaviours Survey show that when compared to the national averages Crown is thought to have (based on a sample survey):

- A lower proportion of residents who binge drink, are obese and who smoke
- A higher proportion of adults that eat 5 or more portions of fruit and vegetables a day and a higher proportion of children who eat 3 or more portions per day

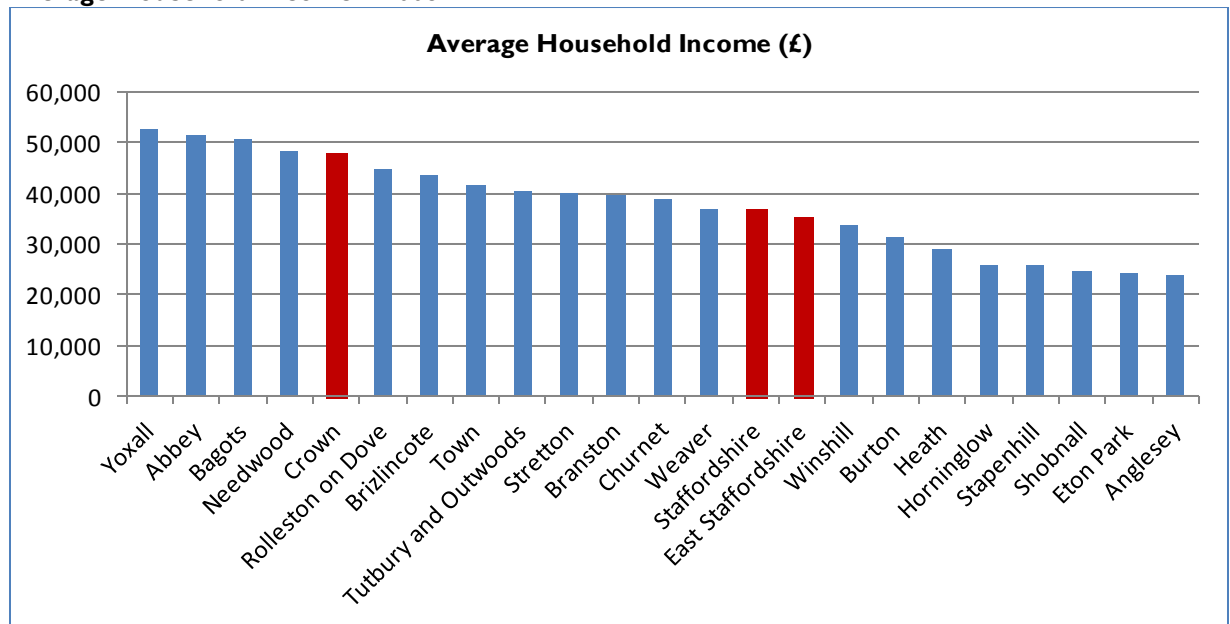
Key points from the 1999 – 2003 life expectancy and standardised mortality ratio data show that when compared to the national average Crown has:

- A lower than average life expectancy
- A higher than average SMR

Income

The average household income across East Staffordshire in 2008 was £35,500, which is slightly below the Staffordshire average of £36,800. However, across Crown the average household income in 2008 was £47,900, which is significantly above the Borough and County figures.

Average Household Income – 2008



Source: Axiom IncomeX

DWP Benefit Claimants – Working Age Clients – May 2010

Proportion of resident population aged 16-64 claiming benefits			
%	Crown	East Staffordshire	Great Britain
Total claimants	4.5	13.3	14.7
Job seekers	0.9	3	3.5
ESA and incapacity benefits	2.1	6	6.7
Lone parents	0.2	1.5	1.7
Carers	0.6	1.1	1.1
Others on income related benefits	0.0	0.5	0.5
Disabled	0.6	1	1
Bereaved	0.0	0.3	0.2

Source: DWP Benefit Data – Nomis

Key points from the income data show that when compared to East Staffordshire, Crown has:

- An average household income of £47,900, which is above the East Staffordshire average (£35,500)
- A lower proportion of total benefit claimants
- A lower proportion claiming each individual benefit.

Housing

At the time of the 2001 Census there were 987 household spaces with residents in Crown. There was also an additional 30 household spaces without residents, making a total of 1017 household spaces in Crown in April 2001.

Households – 2001 Census Findings - %

	Crown	East Staffs	England & Wales
One person households	20.7	27.7	30.0
Pensioner living alone	10.2	14.0	14.4
Other all pensioner households	12.4	9.6	9.4
Contained dependent children	29.2	31.0	29.5
Lone parent households with dependent children	3.2	5.7	6.5
Owner occupied	81.7	75.8	68.9
Rented from Council	3.1	8.1	13.2
Rented from Housing Association or RSL	3.1	6.0	6.0
Private rented or lived rent free	12.0	10.2	11.9
Without central heating	10.2	15.3	8.5
Without sole use of bath, shower or toilet	0.6	0.3	0.5
Have no car or van	9.3	23.2	26.8
Have 2 or more cars or vans	55.0	32.6	29.4
Average household size (number)	2.5	2.4	2.4
Average number of rooms per household	6.7	5.7	5.3

Source: 2001 Census Area Statistics

Key points from the housing data show that when compared to East Staffordshire, households in Crown are:

- Less likely to be single person households, single pensioner, lone parent households and households containing dependent children
- More likely to be all pensioner households
- More likely to be owner occupied
- Less likely to be rented from the Council or an RSL
- More likely to be private rented or living rent free
- Less likely to be without central heating than the Borough average
- More likely to be without sole use of a bath, shower or toilet
- Far less likely to have no car or van and far more likely to have 2 or more cars or vans
- More likely to be larger in terms of both the number of people and the number of rooms

Households – 2001 Census – Accommodation Type - %

	Crown	East Staffs	England & Wales
Percentage living in a detached house	63.6	31.7	22.8
Percentage living in a semi-detached house	22.8	32.8	31.6
Percentage living in a terraced house	10.1	25.7	26.0
Percentage living in a flat or maisonette	2.2	9.4	19.2
Percentage living in a caravan or mobile home	1.4	0.4	0.4

Source: 2001 Census Area Statistics

Key points from the 2001 Census show that when compared to East Staffordshire, households in Crown are:

- Significantly more likely to be in a detached house
- Less likely to be in a semi-detached house
- Significantly less likely to be in a terraced house
- Significantly less likely to be in a flat or maisonette
- More likely to be in a caravan or mobile home

Private Sector House Condition Survey 2008

The 2008 House Condition Survey was distributed to a random sample of 1,250 private sector households and entailed full internal and external surveys plus supporting interviews with the occupying households. At the time of the survey there were 41,968 private dwellings, 38,849 of which were occupied (92.6%) and 3,119 (7.4%) were vacant. Of these 14,048 households (36.2%) are elderly and 12,464 households are economically vulnerable (32.1%). There is a mixed age profile with 16,596 dwellings (39.5%) constructed pre-1945 and 11,434 dwellings (27.2%) constructed pre-1919.

Housing conditions in the Borough are better than the national average for private housing; however, housing condition problems remain significant:

- 13,445 dwellings (32.0%) are non-decent
- 8,137 dwellings (19.4%) exhibit Category I hazards

	Category I Hazards	Non-decent Homes	Decent homes Energy Failure Rates	Fuel Poverty
Burton & Horninglow	30.3	50.3	25.9	39.2
Inner Burton (Anglesey, Eton Park and Shobnall)	29.9	39.9	18.8	41.7
Rural North (Abbey, Churnet & Weaver)	23.9	31.3	22.5	33.6
Rural South (Bagots, Crown, Needwood, Rolleston on Dove, Tutbury & Outwoods, Yoxall)	21.0	39.5	26.9	44.6
Winshill & Stapenhill	14.5	23.5	12.3	32.9
Uttoxeter (Heath & Town)	12.0	22.8	9.6	27.2
Outer Burton (Branston, Brizlincote and Stretton)	8.4	18.5	11.1	27.2
Borough Average	19.4	32.0	18.1	35.5

Category I hazards

These include falls on steps/stairs, excess cold, dampness/mould and crowding/space. Category I hazards are not evenly distributed across the Borough but are higher across the Inner Burton and Burton/Horninglow areas

Non-decent homes

The most common reasons for failing the Decent Homes Standard relate to energy efficiency and Category I hazards. Patterns of non-decent housing are similar to those for Category I hazards with higher rates for the Inner Burton and Burton/Horninglow areas. Rates of non decency are also higher in the Rural South. Poor housing conditions within the Borough are associated with households in social and economic disadvantage. A significant proportion of households living in non-decent homes are made up of the elderly (36.2%) and the economically vulnerable (48.8%).

Home energy efficiency

The home energy efficiency rates in private housing in the Borough are above the national average. East Staffordshire has an average SAP Rating of 56 compared to an average of 47 for all private housing in England. 7,585 dwellings fail the Decent Homes energy requirements representing 18.1% of all private dwellings.

Fuel Poverty

13,805 households in the Borough (35.5%) are in Fuel Poverty. The highest rates of fuel poverty are associated with Inner Burton and the Rural South. Rates of fuel poverty are also higher for households in pre-war housing, terraced housing and converted flats. Households most affected include young single households, single parent families and the elderly.

Key points from the 2008 House Condition Survey show that when compared to the East Staffordshire average, private housing stock in the Rural South is:

- More likely to exhibit Category I Hazards
- More likely to be non-decent
- More likely to fail the Decent Homes Energy Rating
- More likely to be in Fuel Poverty

Register of Electors 2010

The table below shows a count of the number of properties at the time of the 2010 Register of Electors. It shows a total of 1,077 properties in Crown ward, which is an increase of 5.9% on the 2001 Census figure. This is below the East Staffordshire increase of 10.4%. There are obviously differences in the way the information is produced but it gives an indication of the change in the number of properties during this period.

Electoral Area	Properties	% of Total	Void Properties	Void % of Props
AV - Draycott In the Clay	370	34%	11	3%
AW - Hanbury	214	20%	12	6%
AX - Marchington	372	35%	19	5%
AY - Marchington Woodlands	121	11%	9	7%
Crown	1,077	2%	51	5
East Staffordshire	49,048	100%	3,385	7%

Source: Register of Electors 2010

Fire Service Arson Returns 2008-2009

Crown	%	Number
Arson incidents	2.0	4
Malicious false Alarms: Attended	0.0	0
Malicious false Alarms: Not attended	0.0	0
Primary fires	0.0	0
Accidental dwelling fires	2.6	1
Deliberate vehicle fires	6.1	2
Deliberate other fires	0.0	0
Deliberate grass fires	0.0	0

Source: Staffordshire Fire Service

Index of Local Deprivation 2010

The Indices of Deprivation 2010 (ID 2010) is a measure of multiple deprivation at a small area level. The small geographical areas the ID 2010 is based upon are called Lower Layer Super Output Areas (LSOA's) and each account for between 1,000 and 3,000 people. The purpose of basing the Indices upon LSOA's is to pinpoint small areas of deprivation that may otherwise be hidden within larger wards. The ID 2010 consists of an overall measure of deprivation and seven specific aspects – Income, Employment, Health and Disability, Education, Skills and Training, Barriers to Housing and Services, Living Environment and also Crime.

There are 32,482 LSOA's in England and two of these are located within Crown ward. Below is a summary of the key points arising from the ID 2010 for Crown's LSOA's. If the LSOAs fall within the top 10% or top 20% most deprived they are considered here to be deprived:

- **Overall Deprivation:** Crown's two LSOAs have both seen an improvement in their rankings since 2007. Neither is deprived and they fall within the top 40% least deprived.
- **Income Deprivation:** Neither LSOA experiences income deprivation and one falls within the top 20% least deprived in terms of income deprivation.
- **Employment Deprivation:** Neither LSOA experiences employment deprivation and one falls within the top 20% least deprived.
- **Health & Disability Deprivation** Neither LSOA experiences health & disability deprivation and one falls within the top 30% least deprived.

- **Education, skills and training deprivation:** Neither LSOA experiences education, skills and training deprivation and one falls within the top 20% least deprived.
- **Barriers to housing and services deprivation:** Both LSOAs are deprived in terms of barriers to housing and services and both fall within **the top 20% most deprived** LSOAs in England. One of these LSOAs is just outside the top 10% most deprived.
- **Crime Deprivation:** Neither LSOA experiences crime deprivation and they fall within the top 20% least deprived.
- **Living environment deprivation:** One of Crown's LSOAs falls just outside the top 20% most deprived in terms of living environment deprivation.

Crown ward does not exhibit deprivation according to the majority of the measurements outlined above. However it is deprived in terms of barriers to housing and services due to the rural nature of the ward. It is also ranked relatively deprived in terms of the living environment in one of its LSOAs.

Place Survey 2008 – 2009

All local authorities are required to undertake a Place Survey containing a standard set of questions which are designed to capture local people's views, experiences and perceptions. The aim is to use the findings to ensure that improvements for an area reflect local views and preferences. A random sample of 3,000 residents (aged 18 and over) were selected and 1,134 responses were received – a response rate of 38%. The findings set out below were calculated as a proportion of respondents who answered each question and exclude those who did not reply. The tables include a column for ranking within East Staffordshire, with a ranking of 1 being the most satisfied and 21 being the least satisfied.

The Local Area

Respondents were asked to select five factors they felt were most important in making somewhere a good place to live and they were then asked to select the five that were most in need of improvement in their local area. The results for East Staffordshire as a whole are set out below:

Most important	Most in need of improvement
The level of crime (65%)	Activities for teenagers (47%)
Clean streets (45%)	Level of traffic congestion (37%)
Health services (41%)	Road and pavement repairs (31%)
Affordable decent housing (36%)	The level of crime (26%)
Education provision (28%)	Public transport (25%)

Only one factor (the level of crime) is thought to be both important and in need of improvement which suggest the Council and its partners are performing well in the areas considered to be the most important to the local residents.

Respondents were asked how satisfied or dissatisfied they are with their local area as a place to live. In Crown 87% of respondents were very/fairly satisfied, which is above the Borough average (79%). The survey found that older respondents were more likely to be satisfied with their local area than younger respondents, which fits with the age structure of the ward. Crown has a higher proportion of residents of pensionable age than the Borough average.

Respondents were asked how satisfied or dissatisfied they are with their home as a place to live. In Crown 96% of respondents were very/fairly satisfied which is above the Borough average (90%). The survey found that home owners were more likely to be satisfied with their home than those who were renting. Crown has a higher proportion of home owners than the Borough average (2001 Census).

Respondents were asked how strongly they feel they belong to their immediate neighbourhood. In Crown 80% of respondents feel they very/fairly strongly belong which is above the Borough average (61%). The survey found that older respondents (65+) were more likely to feel they belong to their immediate neighbourhood and those who rent privately were less likely to feel so.

% of respondents who are:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Satisfied with local area	87	79	↑	9	80	↑
Satisfied with home as a place to live	96	90	↑	4	N/A	N/A
Feel they belong to immediate neighbourhood	80	61	↑	4	59	↑

Local Public Services

This section covers perceptions of and satisfaction with local public services. Generally older respondents were more positive than younger respondents. There are a wide range of factors that may affect how people feel about their local authority and its services, such as demographic characteristics, how informed people are, and views on participation and local decision making.

In Crown the respondents are less likely to agree that local public services are:

- Working to make the area safer – Crown has the lowest ranking for this
- Promoting the interests of local residents – Crown has the highest ranking for this
- Working to make the area cleaner and greener
- Acting on the concerns of local residents
- Treating all types of people fairly.

% of respondents who think local public services are:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Working to make the area safer	43	67	↓	21
Working to make the area cleaner and greener	66	71	↓	12 (joint)
Promote the interests of local residents	16	43	↓	21
Act on the concerns of local residents	38	47	↓	18 (joint)
Treat all types of people fairly	68	72	↓	14 (joint)

Respondents were asked how satisfied or dissatisfied they are with a number of different local services. In Crown the satisfaction levels are below the Borough average for:

- Staffordshire Fire & Rescue
- Local hospital
- Local dentist

Again older people were more positive than younger people and females were more satisfied than males.

% of respondents who are satisfied with:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Staffordshire Police	63	62	↑	10 (joint)
Staffordshire Fire & Rescue	73	84	↓	20
Your GP	86	85	↑	9 (joint)
Local hospital	63	78	↓	19
Local dentist	54	72	↓	20

Respondents were asked if they had used a number of services provided or supported by the Council in the last 12 months. Compared to the Borough average, fewer Crown respondents had used:

- Local tips/Household WRC
- Buses
- Sport
- Libraries
- Parks

% of respondents who have used the service in last 12 mths:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Local tips/Household WRC	89	90	↓	17
Local Transport Information	57	57	→	12
Bus	42	57	↓	18
Sport	53	57	↓	15 (joint)
Libraries	52	59	↓	15 (joint)
Museums	26	22	↑	7
Theatres	32	30	↑	7 (joint)
Parks	80	87	↓	19

Respondents were asked to state the extent to which they agree or disagree that the County Council and Borough Council provide value for money. Crown respondents were less likely to agree with the statements than the Borough average.

% of respondents who think:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
East Staffordshire Borough Council provides value for money	26	31	↓	15
Staffordshire County Council provides value for money	19	30	↓	19 (joint)

Respondents were asked how satisfied they are with the way the County Council and Borough Council run things. Crown respondents were less likely to be satisfied with how the local authorities run things than the Borough average. In fact Crown has the lowest satisfaction score for how the County Council runs things (ranked 21).

% of respondents who are satisfied with the way:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
East Staffordshire Borough Council runs things	30	43	↓	19 (joint)
Staffordshire County Council runs things	29	41	↓	21

Local Decision Making

The Government aims to build communities where individuals are empowered to make a difference both to their own lives and to the area in which they live. A key indicator of this is the extent to which people feel able to influence decisions affecting their local area. Respondents were asked if they feel they can influence decisions in their locality. Crown respondents are less likely to feel they can than the Borough average. In fact Crown has the lowest score for this measure (ranked 21).

% of respondents who feel:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
They can influence decisions in their locality	7	26	↓	21	29	↓

Respect and Consideration

Compared to the Borough average Crown respondents are more likely to score positively in the following areas:

- Parents take responsibility for the behaviour of their children – the rationale behind this question is to focus local authorities and their partners on supporting effective parenting and to take action to ensure parents are held responsible where their children behave in an unacceptable manner.
- People from different backgrounds get on well together – this measure is widely recognised as a key indicator of a cohesive society. The Local Government White Paper sets out the aim of creating strong and cohesive communities.
- People do not treat each other with respect and consideration – the rationale behind this question is to encourage local authorities and their partners to take action to promote strong communities with shared values where community members treat each other with respect and consideration.

However, they are less likely to feel:

- They have been treated with respect and consideration by local public services – local authorities are encouraged to consider this indicator in terms of narrowing gaps between perceptions for different group(s).

% of respondents who feel:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Parents take responsibility for the behaviour of their children	47	30	↑	5 (joint)	30	↑
People from different backgrounds get on well together	79	71	↑	7	76	↑
People do not treat each other with respect & consideration	26	29	↑	10	31	↑
They have been treated with respect & consideration by local public services	69	71	↓	12 (joint)	72	↓

Community Safety

Respondents were asked how safe they feel when outside in their local area during the day and after dark. Across the Borough those who were dissatisfied with their local area as a place to live were more likely to feel unsafe. Crown respondents were more likely to feel safe after dark and during the day than the Borough average.

% of respondents who feel:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Safe after dark	69	54	↑	8
Safe during the day	96	90	↑	7 (joint)

Anti-social Behaviour

Respondents were asked to think about their local area and to say whether each of a number of different types of antisocial behaviour was a very/fairly big problem. Local authorities are the key partner in tackling ASB and have statutory duties to enforce ASB legislation. Crown scores positively compared to the Borough average for all the aspects of anti-social behaviour listed in the questionnaire. In fact it is the least likely of all the wards to find the following ASB a problem:

- Noisy neighbours or loud parties
- Teenagers hanging around the streets
- People using or dealing drugs

% of respondents who feel the following ASB is a problem:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Noisy neighbours or loud parties	0	13	↑	1 (joint)	N/A	N/A
Teenagers hanging around the streets	3	41	↑	1	N/A	N/A
Rubbish or litter lying around	15	27	↑	4	N/A	N/A
Vandalism/graffiti to property/vehicles	8	26	↑	5	N/A	N/A
People using or dealing drugs	3	28	↑	1 (joint)	31	↑
People being drunk or rowdy in public	5	24	↑	3 (joint)	29	↑
Abandoned or burnt out cars	3	5	↑	10 (joint)	N/A	N/A

Confidence in Police

Respondents were asked whether they agree or disagree that the police and other local public services seek people's views about dealing with ASB and crime in their local area. This measure is being employed as a proxy to measure confidence in local agencies to tackle the community safety issues that matter to local people. Crown respondents were less likely to agree with this statement (15%) than the Borough average (26%).

Respondents were then asked whether they agree or disagree that the police and other local public services are successfully dealing with ASB and crime in their local area. Crown respondents were less likely to agree with this statement (21%) than the Borough average (26%).

% of respondents who agree the police & other local services are:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Seeking people's views about dealing with ASB & crime	15	26	↓	19	25	↓
Successfully dealing with ASB & crime	21	26	↓	15	26	↓

Additional Questions

East Staffordshire Borough Council added additional questions to the Place Survey about the local bus services. Older respondents were more likely to be satisfied with each element than younger respondents as were non disabled respondents compared with disabled respondents.

Crown scores below the Borough average for satisfaction in terms of all aspects of the local bus service with the exception of the state of bus stops.

% of respondents who are satisfied with:	Crown	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
The frequency of buses	30	61	↓	19
The number of bus stops	41	76	↓	20
The state of the bus stops	75	71	↑	10 (joint)
Whether buses arrive on time	44	59	↓	18
How easy buses are to get on & off	69	73	↓	13
The bus service overall	37	60	↓	19

Source: East Staffordshire Borough Council Place Survey 2008/09 Snap SurveyShop

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