

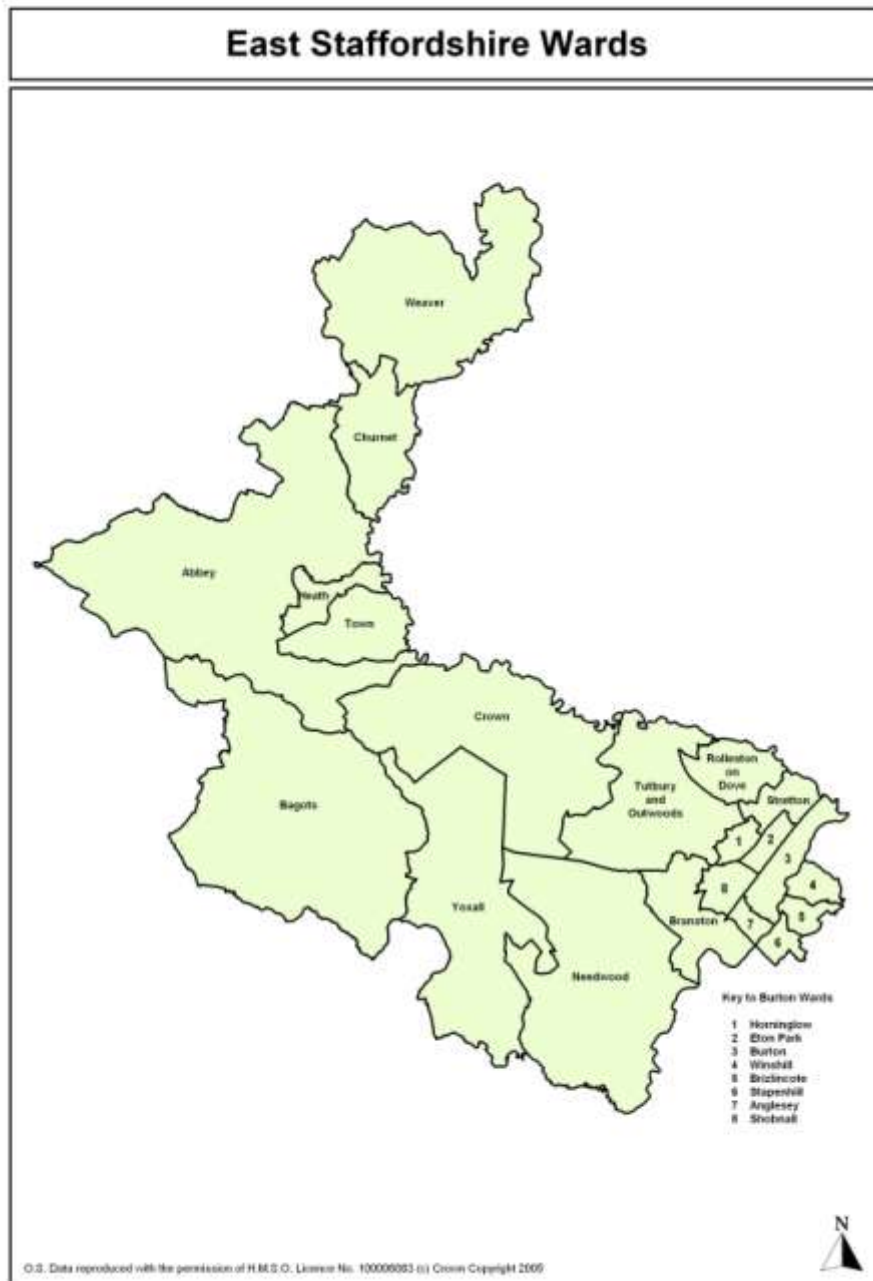
Ward - Shobnall

Councillors

Bev Ganley – Labour
William Ganley – Labour

Area

Shobnall covers 304 hectares. It is one of the smallest wards in geographical terms and represents 0.8% 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

Key statistics from 2001 Census of Population

Actual	Shobnall	East Staffordshire	England & Wales
Population	6,130	103,770	52,041,916
Total permanent households	2,457	42,717	21,660,475
Percentage	%	%	%
Male	48.3	48.7	48.7
Female	51.7	51.3	51.3
Ethnic minority	25.1	6.1	8.7
Religion – Christian	59.2	77.4	71.8
No Religion	11.5	11.5	14.8
Children aged 0-15	24.4	21.2	20.2
People aged 16-74	68.5	71.7	72.2
People aged 75+ years	7.1	7.1	7.6
Employed (of those aged 16-74)	53.7	63.1	60.6
Looking after home/family (of those aged 16-74)	10.7	6.6	6.5
Retired (of those aged 16-74)	12.5	14.5	13.6
Occupation – Manager or Senior Official	10.8	15.1	15.1
Occupation – Process, Plant or Machine Operative	18.5	12.1	8.5
Households with no car	38.7	23.2	26.8
Households with 2 or more cars	16.4	32.6	29.4
Travel to Work – by Bike or On Foot	27.0	15.1	12.8
Travel to Work – Drive a Car or Van	49.4	61.8	55.2
Residents with limiting long term illness	19.1	17.1	18.2
Residents who described their health as 'not good'	10.1	7.9	9.2
Residents who provide unpaid care	9.0	10.0	10.0
Owner occupied households	63.0	75.8	68.9
Rented from a Council or RSL	16.7	14.1	19.2
No Central Heating	25.9	15.3	8.5
Pensioner living alone	15.7	14.0	14.4
Single person households	33.3	27.7	30.0
Lone parent households	8.2	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, Shobnall has:

- A significantly higher Black & Minority Ethnic population
- A far lower proportion of Christians and a significantly higher proportion of Muslims
- A higher proportion of children
- A similar proportion to the Borough average of residents aged over 75
- A significantly lower proportion of residents who are employed
- A higher proportion of residents who look after the family/home
- A lower proportion of residents whose occupation is manager or senior official
- A higher proportion of residents whose occupation is process, plant or machine operative
- A higher proportion of households with no car and a lower proportion with two or more cars
- A higher proportion of residents who travel to work by bike/foot and a lower proportion who drive
- A higher proportion with a limiting long term illness and a higher proportion with 'not good' health
- A lower proportion of residents who provide unpaid care
- A lower proportion of owner occupied
- A higher proportion than the Borough average rented from the Council or an RSL
- A significantly higher proportion of households without central heating
- A higher proportion of pensioners living alone, 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 Shobnall as 6,130.

Age of Resident Population in 2001 - %

	Shobnall	East Staffordshire	England & Wales
Under 16	24.4	21.2	20.2
16 to 19	5.6	4.8	4.9
20 to 29	13.2	10.6	12.6
30 to 59	38.0	42.6	41.5
60 to 74	11.7	13.7	13.3
75 and over	7.1	7.1	7.6
Average Age	36.0	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 Shobnall to be 6,594, which is a rise of 7.6% 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
Shobnall	6,594	24.0	60.3	15.7
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

Ethnic Group – Resident Population in 2001 - %

	Shobnall	East Staffs	England & Wales
White	74.9	93.9	91.3
Mixed	2.0	0.9	1.3
Asian or Asian British	21.5	4.3	4.4
Black or Black British	1.4	0.6	2.2
Chinese or Other Ethnic Group	0.3	0.3	0.9
Black & Minority Ethnic	25.1	6.1	8.7

Source: 2001 Census Area Statistics

Religion – Resident Population - 2001

In the 2001 Census 59.2% of Shobnall residents stated their religion to be Christian. This is significantly below the East Staffordshire average of 77.4% and the England & Wales average of 71.8%. 11.5% responded with 'No Religion'. This is the same as the East Staffordshire average but below the England & Wales average of 14.8%. Christianity is not the only main religion in Shobnall. 21.4% of residents are Muslim. This is significantly above the Borough average, as Islam is the religion of 4.0% of all East Staffordshire residents. However, it is in line with the much larger Black & Minority Ethnic (BME) population in Shobnall.

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

- A significantly higher percentage of children
- A similar percentage of working age residents
- A significantly lower percentage of older people
- A lower average age (2001)
- A significantly higher Black & Minority Ethnic population
- A lower percentage of Christians and a significantly higher percentage of Muslims.

Economic Activity

Economic Activity – Resident Population Aged 16 to 74 - %

	Shobnall	East Staffs	England & Wales
Employed	53.7	63.1	60.6
Unemployed	5.6	3.1	3.4
Economically active full-time students	2.2	2.1	2.6
Retired	12.5	14.5	13.6
Economically inactive students	4.2	3.1	4.7
Looking after home/family	10.7	6.6	6.5
Permanently sick or disabled	6.0	4.3	5.5
Other economically inactive	5.2	3.2	3.1

Source: 2001 Census Area Statistics

61.5% of all Shobnall residents aged 16 to 74 are economically active (full and part-time employed, self-employed, unemployed or economically active full-time student). This is below the East Staffordshire average of 68.3% and the England & Wales average of 66.5%.

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

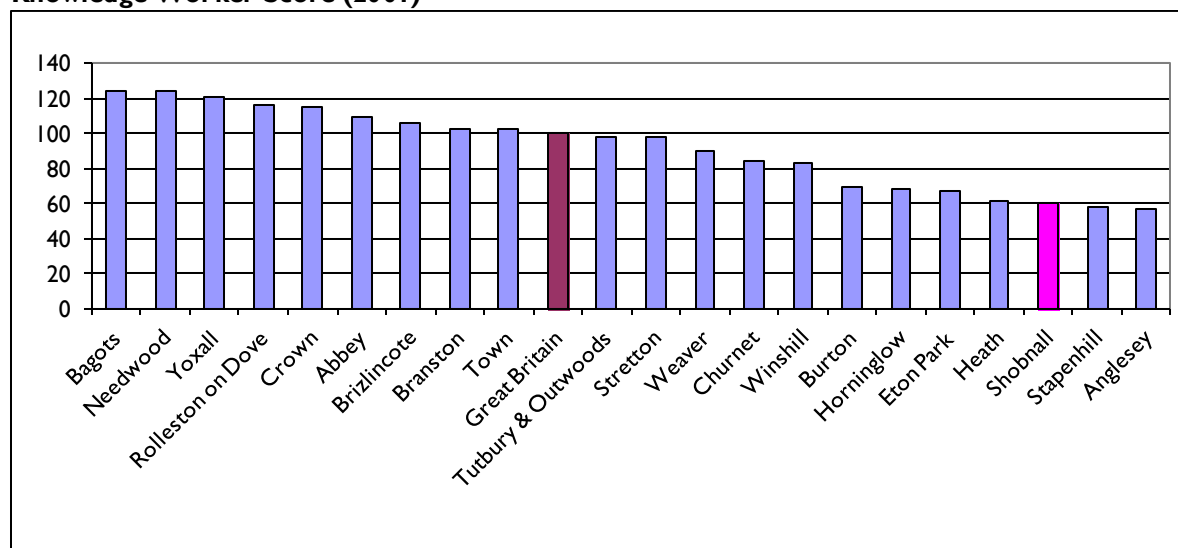
- A lower employment rate
- A higher proportion of economically active and also economically inactive students than the Borough average
- A lower proportion of retired residents
- A higher proportion of those who are looking after the home/family
- A higher proportion of those who are permanently sick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

Occupation Groups – Resident Population Aged 16-74 - %

	Shobnall	East Staffs	England & Wales
Managers & Senior Officials	10.8	15.1	15.1
Professional	5.6	9.4	11.2
Associate Professional & Technical	7.6	11.0	13.8
Admin & Secretarial	9.4	11.3	13.3
Skilled Trades	11.9	12.9	11.6
Personal Service	7.5	6.5	6.9
Sales & Customer Service	8.3	6.8	7.7
Process, Plant & Machine Operatives	18.5	12.1	8.5
Elementary e.g. labourers, porters	20.4	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, Shobnall has:

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

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

	Shobnall	East Staffordshire	England & Wales
Agriculture; Hunting; Forestry & Fishing	0.8	2.1	1.5
Mining & Quarrying	0.1	0.3	0.3
Manufacturing	25.2	22.7	15.0
Electricity; Gas & Water Supply	0.7	0.8	0.7
Construction	6.3	7.0	6.8
Wholesale & Retail Trade; Repair of Motor Vehicles	19.3	17.3	16.8
Hotels & Restaurants	6.1	4.9	4.8
Transport; Storage & Communication	7.3	6.5	7.0
Financial Intermediation	1.0	1.9	4.7
Real estate; Renting & Business Activities	10.1	10.4	13.0
Public Administration & Defence; Social Security	3.2	3.5	5.7
Education	4.6	7.5	7.8
Health & Social Work	10.0	10.5	10.8
Other	5.0	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, Shobnall has:

- A higher proportion in manufacturing, wholesale & retail trade, repair of motor vehicles, hotels & restaurants and transport, storage & communications.
- A lower proportion of residents employed in agriculture, hunting, forestry & fishing, construction, financial intermediation, real estate, renting & business activities, public administration & defence, social security, education and health & social work.

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

	Shobnall	East Staffs	England & Wales
Work from home	7.4	9.6	9.2
Underground; metro; light rail; Tram	0.1	0.0	3.0
Train	0.7	0.8	4.1
Bus; Mini Bus or coach	4.2	3.7	7.4
Motorcycle; Scooter; moped	0.8	1.0	1.1
Driving a car or van	49.4	61.8	55.2
Passenger in a car or van	8.3	7.1	6.3
Taxi or minicab	1.5	0.6	0.5
Bicycle	6.6	4.1	2.8
On foot	20.4	11.0	10.0
Other	0.5	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, Shobnall has:

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

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

	Number of Employees	% Full time	% Part time
Shobnall	5,100	79.1	20.9
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, Shobnall has:

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

Unemployment

April 2011	Shobnall	East Staffordshire	Staffordshire	England
Total unemployed - %	5.6	2.9	2.8	3.7
Of which:				
% aged under 25	33.3	31.1	31.7	28.2
% unemployed for over 12 months	6.6	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, Shobnall has:

- A higher unemployment rate (the fourth highest in the Borough)
- A higher youth unemployment proportion
- A lower long term unemployment proportion

Education

Key Stage 2 Test Results in 2010 - %

Key Stage 2 Results	Both English & Maths	English	Maths	Average Point Score
2010	%		%	
Belvedere County Junior	70	75	84	26.6
Shobnall Primary	94	97	97	30.1
Victoria Community School	No results - boycott school			
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.

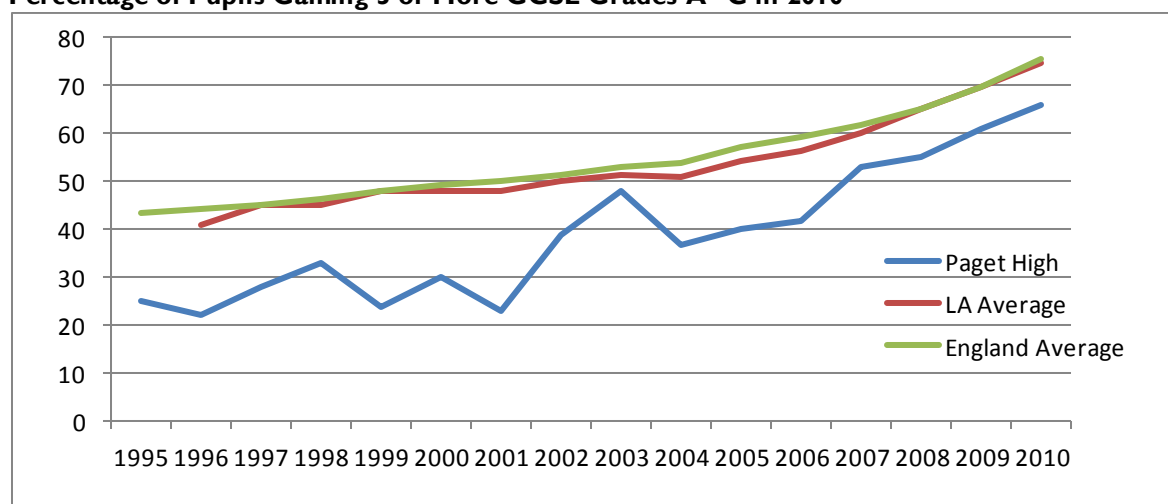
Source: DfES

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 %
Paget High – 153 school leavers						
On leaving Y11 in 2009	91.5	83.7	7.8	1.3	5.9	1.3
% point change	-3.3	-13.8	10.5	0.0	0.6	2.6
One year on in 2010	88.2	69.9	18.3	1.3	6.5	3.9
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

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

Percentage in Receipt of Free School Meals – October 2010

Primary Schools	%	Middle & Secondary Schools	%
Shobnall Primary	12.1	Paget High	13.6
Belvedere Junior	32.8		
Victoria Community	22.0		
Grange Community	21.3		
East Staffordshire	14.5	East Staffordshire	8.7
Staffordshire	13.3	Staffordshire	9.4

Source: Staffordshire LEA

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.

School Census 2010

2010	Shobnall	East Staffordshire	Staffordshire
% of pupils who are girls	50.0	48.8	48.8
% of pupils who are boys	50.0	51.2	51.2
% of BME pupils	57.3	18.6	7.2
% who have Free School Meals	23.9	13.4	12.4
% of pupils subject to School Action	17.3	12.8	10.6
% of pupils subject to School Action Plus	5.7	12.8	10.6
% of pupils who have a SEN Statement	2.2	2.3	2.7
% of pupils who are subject to School Action Plus or have a SEN Statement	7.9	6.6	7.6
% of pupils travelling to school by car/van	24.5	23.7	27.7
% of pupils travelling to school by bus	5.6	1.9	2.4
% of pupils walking to school	49.9	58.1	54.8
% of Pupils who are Gifted or Talented	6.3	10.3	10.4

Source: Staffordshire Observatory/Staffordshire County Council

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

	Shobnall	East Staffs	England & Wales
Had no qualifications	41.9	31.8	29.1
Qualified to degree level or higher	9.0	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 serving Shobnall have:

- A lower percentage of eligible pupils achieving Level 4+ in English and English & Maths at Belvedere but a higher percentage achieving Level 4+ in all subjects at Shobnall Primary
- A higher level of overall absence and a higher level of persistent absence
- A lower percentage of eligible pupils achieving 5 or more GCSEs at grades A-C
- A lower percentage of eligible pupils achieving 5 or more GCSEs at grades A-C that include English & Maths
- A higher percentage of school leavers continuing with structured learning
- A lower percentage of school leavers not yet settled in any full-time positive activity
- A lower average point score per student and per exam at GCE level
- A significantly higher percentage of pupils receiving free school meals at all the schools with the exception of Shobnall Primary

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

- A significantly higher proportion of residents with no qualifications
- A significantly lower 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 Shobnall are:

- More likely to be of BME origin
- More likely to have free school meals
- More likely to be subject to School Action but less likely to be subject to School Action Plus
- Less likely to have a SEN statement
- More likely to travel to school by car or bus
- Less likely to walk to school
- Less likely to be termed gifted or talented.

Health

Key Health Comparators - %

2001 Census Area Statistics	Shobnall	East Staffs	England & Wales
Residents with limiting long-term illness (2001)	19.1	17.1	18.2
Residents who described their health as 'Good'	65.3	69.4	68.6
Residents who described their health as 'Fairly Good'	24.6	22.6	22.2
Residents who described their health as 'Not Good'	10.1	7.9	9.2
Residents who provide unpaid care	9.0	10.0	10.0

Source: 2001 Census Area Statistics

Health Lifestyle Behaviours – Model Based Estimates Jan 2003 to Dec 2005

	Shobnall	East Staffordshire
Proportion of Residents who Smoke	28.3	25.8
Proportion of Residents who Binge Drink	18.6	17.4
Proportion of Residents who are Obese	25.7	26.2
Proportion of Residents who consume 5+ Portions of Fruit & Veg	25.9	24.5
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.		

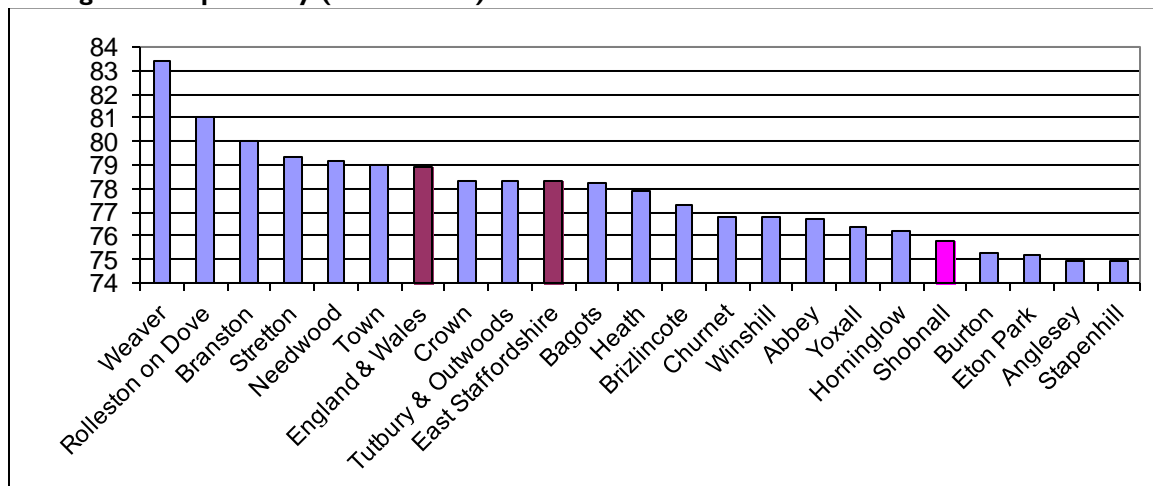
Source: The NHS Information Centre for Health & Social Care

Hospital Admissions: Summary Statistics – April 2007 to March 2008

Hospital Admissions: Summary Statistics	Shobnall	East Staffs	West Midlands	England
All Finished Admission Episodes	1,699	25,730	1,273,286	11,999,765
Coronary Heart Disease (CHD); Diagnosis	92	1,775	101,407	1,000,332
Cerebrovascular Disease (including Stroke); Diagnosis	21	438	23,794	187,962
Cancer (excluding non-melanoma skin cancer); Diagnosis	191	3,844	170,651	1,326,050
Falls (basic accidental falls); External cause	46	762	34,260	365,098
Hip Replacement; Operation		187	7,938	69,434
Knee Replacement; Operation	7	192	8,788	71,541
Cataract; Operation	46	644	31,177	326,758

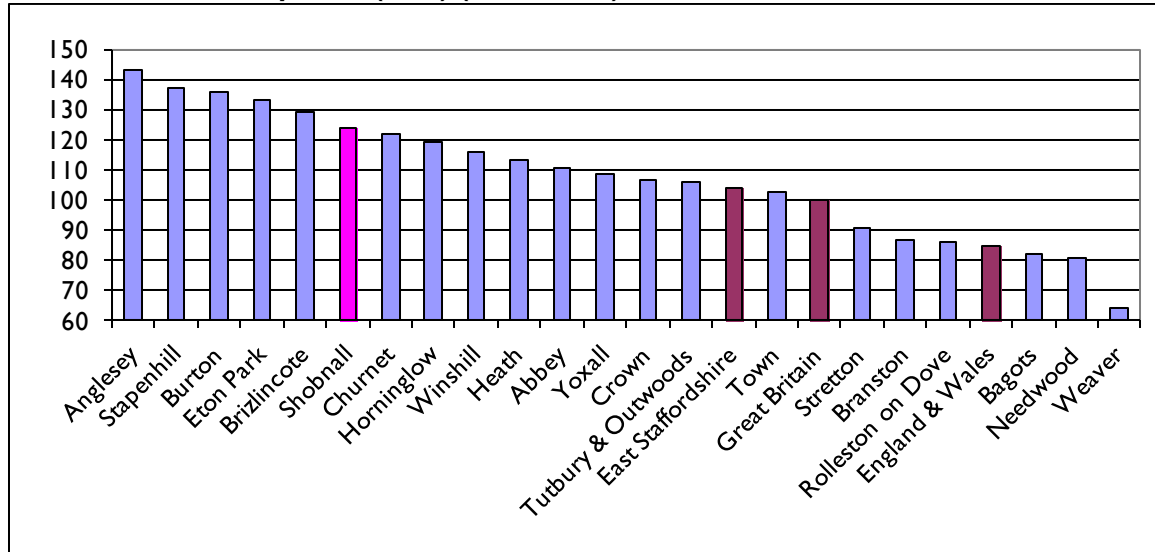
Source: NHS Information Centre for Health & Social Care

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. The following measurements are statistically worse for those living in Shobnall:

- Life expectancy at birth for males and females (years)
- All-age all cause mortality rate per 100,000 population
- Premature mortality (rate per 100,000 population aged under 75)
- Premature mortality from circulatory diseases (rate per 100,000 people aged under 75)
- Mental Illness Needs Index (MINI) (rate per 100,000 population)
- Percentage of population with a self reported limiting long term illness
- Smoking prevalence - adults (Mosaic estimates)
- Percentage of adult population eating five or more portions of fruit or vegetables a day (Mosaic estimates)
- % of adult population doing no exercise in the last month (Mosaic estimates).

Summary of Key Health Indicators

	Shobnall	East Staffs
Percentage of births with a low birthweight (under 2,500 grams) (2004/08)	9.5%	9.1%
Life expectancy at birth for males (years) (2004/08)	74.8	76.9
Life expectancy at birth for females (years) (2004/08)	78.9	81.1
All-age all cause mortality rate per 100,000 population (2004/08)	726	626
Premature mortality (rate per 100,000 population aged under 75) (2004/08)	403	306
Premature mortality from circulatory diseases (rate per 100,000 people aged under 75) (2004/08)	127	80
Premature mortality from cancers (rate per 100,000 people aged under 75) (2004/08)	112	113
Mental Illness Needs Index (MINI) (rate per 100,000 population) (2000)	568	350
Percentage of population with a self reported limiting long term illness (2001)	19%	17%
Smoking prevalence - adults (Mosaic estimates) (2009)	31%	25%
Obesity prevalence - adults (Mosaic estimates) (2009)	16%	17%
Percentage of adult population eating five or more portions of fruit or vegetables a day (Mosaic estimates) (2009)	21%	24%
% of adult population doing no exercise in the last month (Mosaic estimates) (2009)	56%	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 Shobnall has:

- A higher proportion suffering with a limiting long-term illness
- A higher proportion whose health is 'Not Good'
- A lower proportion of residents who provide unpaid care

Key points from the Healthy Lifestyle Behaviours Survey show that when compared to the Borough average Shobnall is thought to have:

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

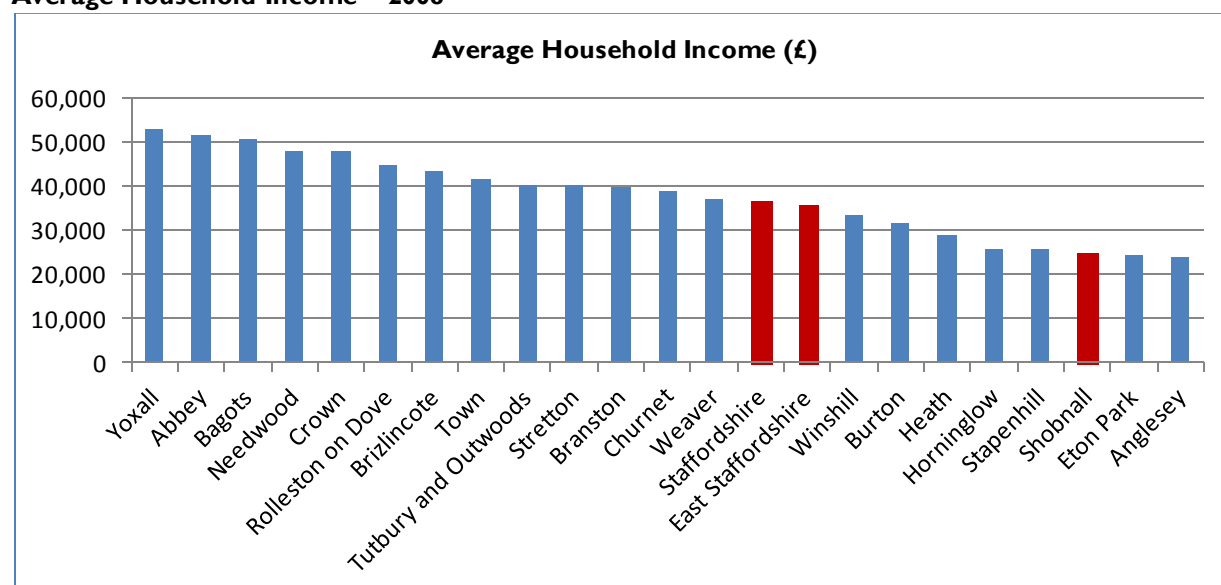
Key points from the 1999 – 2003 life expectancy and standardised mortality ratio data show that when compared to the national average Shobnall has:

- 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 Shobnall the average household income in 2008 was £24,600, which is significantly below 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			
%	Shobnall	East Staffordshire	Great Britain
Total claimants	20.9	13.3	14.7
Job seekers	5.4	3	3.5
ESA and incapacity benefits	9.2	6	6.7
Lone parents	2.7	1.5	1.7
Carers	1.5	1.1	1.1
Others on income related benefits	0.9	0.5	0.5
Disabled	1.1	1	1
Bereaved	0.2	0.3	0.2

Source: DWP Benefit Data – Nomis

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

- An average household income of £24,600, which is below the East Staffordshire average (£35,500)
- A higher proportion of total benefit claimants
- A higher proportion claiming all DWP benefits with the exception of Bereavement Allowance.

Housing

At the time of the 2001 Census there were 2,457 household spaces with residents in Shobnall. There was also an additional 181 household spaces without residents, making a total of 2,638 household spaces in Shobnall in April 2001.

Households – 2001 Census Findings - %

	Shobnall	East Staffs	England & Wales
One person households	33.3	27.7	30.0
Pensioner living alone	15.7	14.0	14.4
Other all pensioner households	7.4	9.6	9.4
Contained dependent children	32.6	31.0	29.5
Lone parent households with dependent children	8.2	5.7	6.5
Owner occupied	63.0	75.8	68.9
Rented from Council	8.3	8.1	13.2
Rented from Housing Association or RSL	8.4	6.0	6.0
Private rented or lived rent free	20.3	10.2	11.9
Without central heating	25.9	15.3	8.5
Without sole use of bath, shower or toilet	0.4	0.3	0.5
Have no car or van	38.7	23.2	26.8
Have 2 or more cars or vans	16.4	32.6	29.4
Average household size (number)	2.5	2.4	2.4
Average number of rooms per household	5.3	5.7	5.3

Source: 2001 Census Area Statistics

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

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

Households – 2001 Census – Accommodation Type - %

	Shobnall	East Staffs	England & Wales
Percentage living in a detached house	11.4	31.7	22.8
Percentage living in a semi-detached house	20.3	32.8	31.6
Percentage living in a terraced house	54.2	25.7	26.0
Percentage living in a flat or maisonette	13.6	9.4	19.2
Percentage living in a caravan or mobile home	0.4	0.4	0.4

Source: 2001 Census Area Statistics

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

- Significantly less likely to be in a detached house
- Less likely to be in a semi-detached house
- Significantly more likely to be in a terraced house
- More likely to be in a flat or maisonette than the Borough average

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 Inner Burton area 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 3,093 properties in Shobnall ward, which is an increase of 17.2% on the 2001 Census figure. This is above 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
BN - Shobnall	1,176	38%	151	13%
BO - Shobnall	1,451	47%	156	11%
BP - Shobnall	466	15%	25	5%
Shobnall	3,093	6%	332	11%
East Staffordshire	49,048	100%	3,385	7%

Source: Register of Electors 2010

Fire Service Arson Returns 2008-2009

Shobnall	%	Number
Arson incidents	8.6	17
Malicious false Alarms: Attended	0.0	0
Malicious false Alarms: Not attended	4.3	1
Primary fires	0.0	0
Accidental dwelling fires	15.4	6
Deliberate vehicle fires	3.0	1
Deliberate other fires	0.0	0
Deliberate grass fires	5.9	1

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 four of these are located within Shobnall ward. Below is a summary of the key points arising from the ID 2010 for Shobnall's LSOA's:

- **Overall Deprivation:** One LSOA is in the **top 10% most** deprived LSOAs in England in terms of overall deprivation. One is in the top 20% most deprived and one is just outside the top 20% most deprived. The fourth is not deprived. All four of the LSOAs have seen a deterioration in their rankings since 2007.
- **Income Deprivation:** One is in the **top 10% most** deprived and two are in the top 20% most deprived for income deprivation.
- **Employment Deprivation:** One is in the top 20% most deprived for employment deprivation.
- **Health deprivation and disability:** One is in the top 20% most deprived for health deprivation and disability.
- **Education, skills and training deprivation:** Two are in the **top 10% most** deprived for education, skills and training deprivation.
- **Barriers to housing and services deprivation:** One is in the top 20% most deprived for barriers to housing and services deprivation.
- **Living environment deprivation:** Three of Shobnall's four LSOAs are in the **top 5% most** deprived for living environment deprivation and in fact two of these are within the top 1% most deprived in the country.
- **Crime Deprivation:** None of the LSOAs fall within the top 10% or top 20% most deprived for crime deprivation.

According to the Indices of Deprivation 2010 Shobnall ward exhibits deprivation. In particular, one of its LSOA's is within the top 10% most deprived LSOA's in England for overall deprivation. Deprivation is an issue in three of the four LSOA's. The Living Environment domain is a particular concern.

The 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 Shobnall 66% of respondents were very/fairly satisfied, which is below the Borough average (79%). The survey found that older respondents were more likely to be satisfied with their local area than younger respondents. This fits with the age structure of the ward as Shobnall has a lower 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 Shobnall 84% of respondents were very/fairly satisfied which is below the Borough average (90%). The survey found that home owners were more likely to be satisfied with their home than those who were renting. Shobnall has a lower proportion of home owners than the Borough average (2001 Census).

Respondents were asked how strongly they feel they belong to their immediate neighbourhood. In Shobnall 46% of respondents feel they very/fairly strongly belong which is below 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:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Satisfied with local area	66	79	↓	16 (joint)	80	↓
Satisfied with home as a place to live	84	90	↓	16	N/A	N/A
Feel they belong to immediate neighbourhood	46	61	↓	19	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 Shobnall the respondents are more likely to agree that local public services are:

- Working to make the area cleaner and greener
- Promoting the interests of local residents
- Treating all types of people fairly.

However, they are less likely to agree that local public services are:

- Acting on the concerns of local residents.

% of respondents who think local public services are:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Working to make the area safer	67	67	→	9 (joint)
Working to make the area cleaner and greener	76	71	↑	6 (joint)
Promote the interests of local residents	52	43	↑	4
Act on the concerns of local residents	38	47	↓	18 (joint)
Treat all types of people fairly	77	72	↑	6 (joint)

Respondents were asked how satisfied or dissatisfied they are with a number of different local services. In Shobnall the satisfaction levels are below the Borough average for GP services but above average for all the other services. Again older people were more positive than younger people and females were more satisfied than males.

% of respondents who are satisfied with:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Staffordshire Police	64	62	↑	9
Staffordshire Fire & Rescue	89	84	↑	3
Your GP	77	85	↓	16 (joint)
Local hospital	85	78	↑	3 (joint)
Local dentist	78	72	↑	7 (joint)

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 Shobnall respondents had used the sport facilities but an above average had used all other services.

% of respondents who have used the service in last 12 mths:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Local tips/Household WRC	92	90	↑	12 (joint)
Local Transport Information	60	57	↑	8 (joint)
Bus	68	57	↑	3
Sport	55	57	↓	13
Libraries	72	59	↑	2
Museums	33	22	↑	2
Theatres	32	30	↑	7 (joint)
Parks	93	87	↑	4

Respondents were asked to state the extent to which they agree or disagree that the County Council and Borough Council provide value for money. Shobnall respondents were more likely to agree that the Borough Council provides value for money but less likely to agree that the County Council does.

% of respondents who think:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
East Staffordshire Borough Council provides value for money	34	31	↑	9
Staffordshire County Council provides value for money	26	30	↓	11 (joint)

Respondents were asked how satisfied they are with the way the County Council and Borough Council runs things. Shobnall respondents were more likely to be satisfied with how the local authorities run things than the Borough average.

% of respondents who are satisfied with the way:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
East Staffordshire Borough Council runs things	54	43	↑	2
Staffordshire County Council runs things	48	41	↑	4

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. Shobnall respondents are less likely to feel they can than the Borough average.

% of respondents who feel:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
They can influence decisions in their locality	20	26	↓	15	29	↓

Respect and Consideration

Compared to the Borough average Shobnall respondents are less 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 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.
- 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).

However, Shobnall respondents were more likely to feel 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.

% of respondents who feel:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Parents take responsibility for the behaviour of their children	20	30	↓	16	30	↓
People from different backgrounds get on well together	72	71	↑	12	76	↓
People do not treat each other with respect & consideration	42	29	↓	17	31	↓
They have been treated with respect & consideration by local public services	57	71	↓	20 (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.

Shobnall respondents were less likely to feel safe after dark and during the day than the Borough average.

% of respondents who feel:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Safe after dark	27	54	↓	19
Safe during the day	89	90	↓	15

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. Shobnall scores negatively compared to the Borough average for all the aspects of anti-social behaviour listed in the questionnaire with the exception of abandoned or burnt out cars. In fact Shobnall has the highest proportion of respondents who feel the following ASB issues are a problem in the area:

- people using or dealing drugs
- people being drunk or rowdy in public

% of respondents who feel the following ASB is a problem:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Noisy neighbours or loud parties	16	13	↓	14 (joint)	N/A	N/A
Teenagers hanging around the streets	61	41	↓	19 (joint)	N/A	N/A
Rubbish or litter lying around	44	27	↓	19	N/A	N/A
Vandalism/graffiti to property/vehicles	52	26	↓	20	N/A	N/A
People using or dealing drugs	55	28	↓	21	31	↓
People being drunk or rowdy in public	55	24	↓	21	29	↓
Abandoned or burnt out cars	4	5	↑	13 (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. Shobnall respondents were more likely to agree with this statement (39%) 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. Shobnall respondents were more likely to agree with this statement (35%) than the Borough average (26%).

% of respondents who agree the police & other local services are:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Seeking people's views about dealing with ASB & crime	39	26	↑	2	25	↑
Successfully dealing with ASB & crime	35	26	↑	5	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.

Shobnall scores above the Borough average for satisfaction in terms of all aspects of the local bus service.

% of respondents who are satisfied with:	Shobnall	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
The frequency of buses	79	61	↑	3
The number of bus stops	84	76	↑	6
The state of the bus stops	78	71	↑	7 (joint)
Whether buses arrive on time	61	59	↑	10 (joint)
How easy buses are to get on & off	82	73	↑	6
The bus service overall	65	60	↑	9 (joint)

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

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