

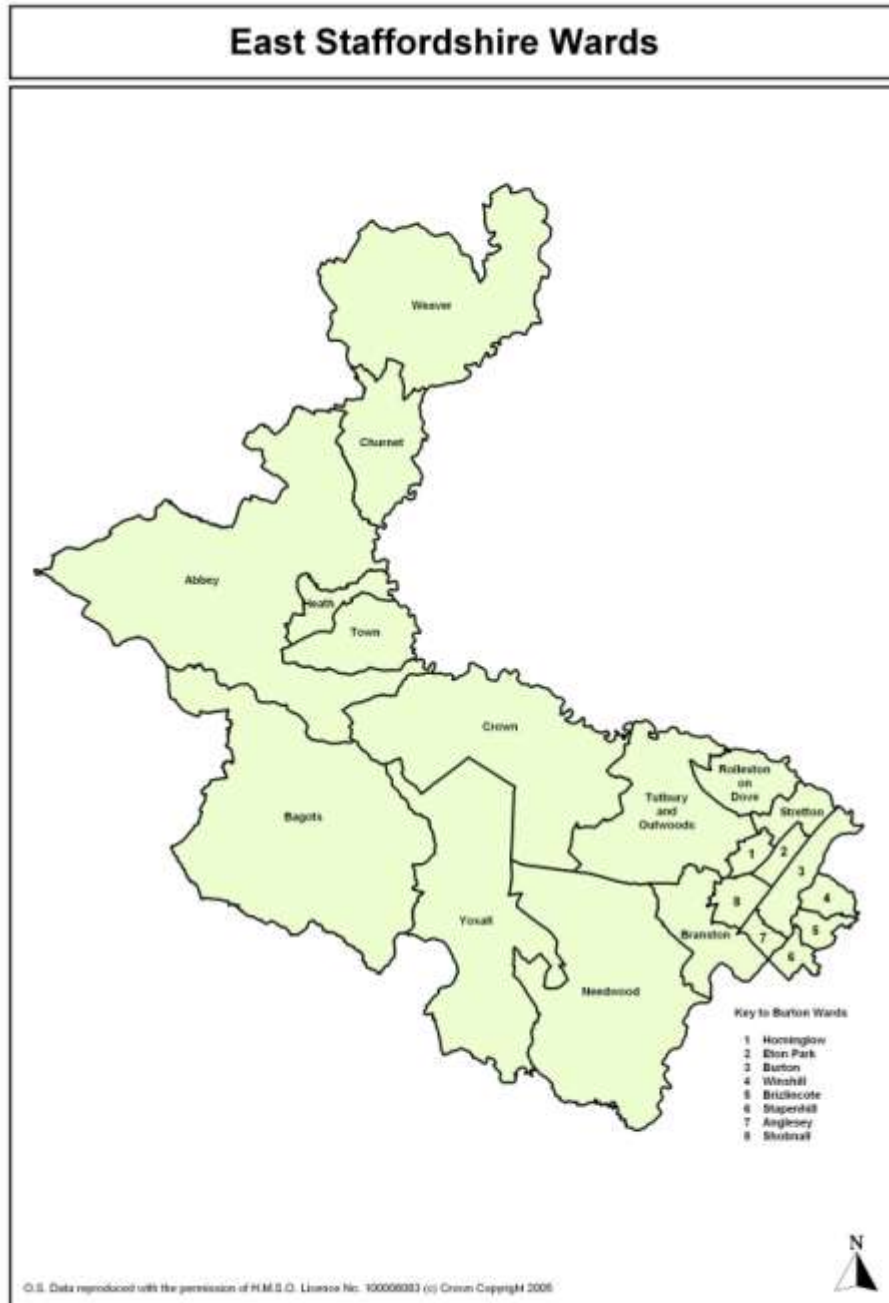
Ward – Winshill

Councillors

Dennis Fletcher – Labour
David Leese – Conservative
Ian North – Labour

Area

Winshill covers 236 hectares. Geographically, it is one of the smallest wards and represents 0.6% 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	Winhill	East Staffordshire	England & Wales
Population	8,115	103,770	52,041,916
Total permanent households	3,274	42,717	21,660,475
Percentage	%	%	%
Male	48.4	48.7	48.7
Female	51.6	51.3	51.3
Ethnic minority	3.3	6.1	8.7
Religion – Christian	78.1	77.4	71.8
No Religion	14.2	11.5	14.8
Children aged 0-15	22.3	21.2	20.2
People aged 16-74	70.1	71.7	72.2
People aged 75+ years	7.6	7.1	7.6
Employed (of those aged 16-74)	59.5	63.1	60.6
Looking after home/family (of those aged 16-74)	7.5	6.6	6.5
Retired (of those aged 16-74)	15.5	14.5	13.6
Occupation – Manager or Senior Official	13.1	15.1	15.1
Occupation – Process, Plant or Machine Operative	12.5	12.1	8.5
Households with no car	26.6	23.2	26.8
Households with 2 or more cars	29.2	32.6	29.4
Travel to Work – by Bike or On Foot	12.6	15.1	12.8
Travel to Work – Drive a Car or Van	61.5	61.8	55.2
Residents with limiting long term illness	19.1	17.1	18.2
Residents who described their health as 'not good'	8.6	7.9	9.2
Residents who provide unpaid care	10.5	10.0	10.0
Owner occupied households	67.7	75.8	68.9
Rented from a Council or RSL	23.8	14.1	19.2
No Central Heating	16.4	15.3	8.5
Pensioner living alone	14.1	14.0	14.4
Single person households	26.8	27.7	30.0
Lone parent households	7.5	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, Winhill has:

- A lower Black & Minority Ethnic population
- A higher proportion of Christians and a higher proportion with no religion than the Borough average
- A higher proportion of children
- A higher proportion of people over 75 than the Borough rate
- A 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 with no car than the Borough rate & a lower proportion with two or more cars
- A lower proportion of residents who travel to work by bike/foot
- A higher proportion with a LLTI & a higher proportion than the Borough rate with 'not good' health
- A higher proportion of residents who provide unpaid care
- A lower proportion of owner occupied households
- A higher proportion of households rented from the Council or an RLS
- A higher proportion of households without central heating
- A lower proportion of single person households and a higher proportion of 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 Winshill as 8,115.

Age of Resident Population in 2001 - %

	Winshill	East Staffordshire	England & Wales
Under 16	22.3	21.2	20.2
16 to 19	5.5	4.8	4.9
20 to 29	9.6	10.6	12.6
30 to 59	41.1	42.6	41.5
60 to 74	13.9	13.7	13.3
75 and over	7.6	7.1	7.6
Average Age	38.7	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 Winshill to be 8,138, which is a rise of 0.3% on the 2001 Census figure. In terms of population size Winshill is the largest ward in East Staffordshire.

Mid 2009 Population Estimates by Broad Age Group

	All Ages	Children 0 - 15	Working Age 16-64M/59F	Older People 65M/60F & over
Winshill	8,138	20.8	58.3	20.9
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 - %

	Winshill	East Staffs	England & Wales
White	96.7	93.9	91.3
Mixed	1.2	0.9	1.3
Asian or Asian British	1.5	4.3	4.4
Black or Black British	0.4	0.6	2.2
Chinese or Other Ethnic Group	0.2	0.3	0.9
Black & Minority Ethnic (BME)	3.3	6.1	8.7

Source: 2001 Census Area Statistics

Religion – Resident Population - 2001

In the 2001 Census 78.1% of Winshill 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%. 14.2% responded with 'No Religion'. This falls between the East Staffordshire average of 11.5% and the England & Wales average of 14.8%. Christianity is the only main religion in Winshill, although 1.3% of residents are Muslim. This is below the Borough average, as Islam is the religion of 4.0% of all East Staffordshire residents. However, it is in line with the smaller BME population in Winshill.

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

- A higher percentage of children
- A lower percentage of working age residents
- A higher percentage of older people
- A slightly higher average age (2001)
- A lower Black & Minority Ethnic population
- A higher percentage of Christians
- A higher percentage with no religion than the Borough average

Economic Activity

Economic Activity – Resident Population Aged 16 to 74 - %

	Winhill	East Staffs	England & Wales
Employed	59.5	63.1	60.6
Unemployed	3.7	3.1	3.4
Economically active full-time students	2.3	2.1	2.6
Retired	15.5	14.5	13.6
Economically inactive students	3.6	3.1	4.7
Looking after home/family	7.5	6.6	6.5
Permanently sick or disabled	5.2	4.3	5.5
Other economically inactive	2.8	3.2	3.1

Source: 2001 Census Area Statistics

65.5% of all Winhill 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, Winhill has:

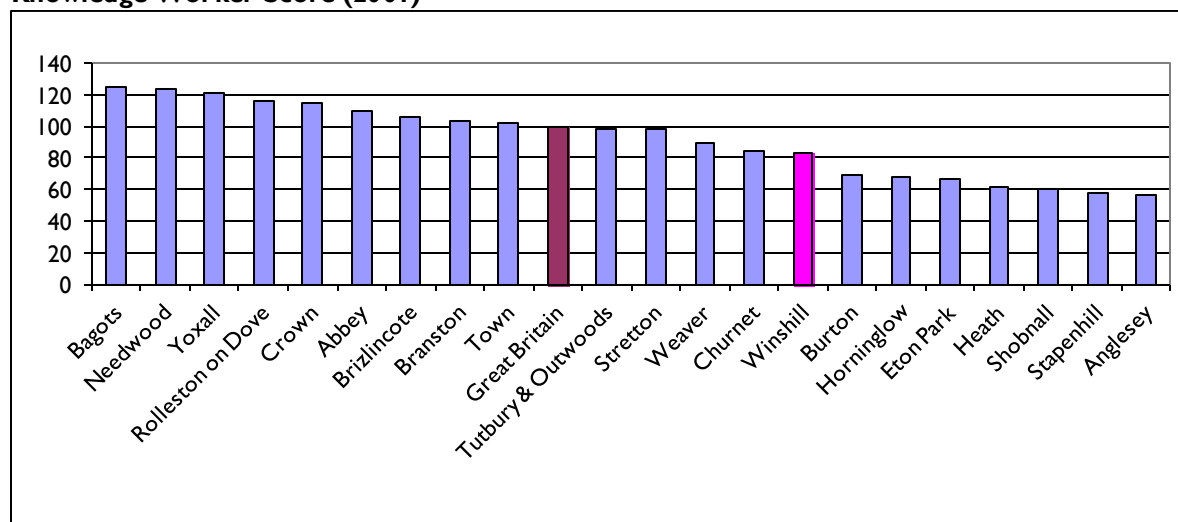
- A lower employment rate
- A higher proportion of economically active students and also economically inactive students than the Borough average
- A higher proportion of retired residents
- A higher proportion of those who are looking after the home/family
- A higher proportion than the Borough average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

Occupation Groups – Resident Population Aged 16-74 - %

	Winhill	East Staffs	England & Wales
Managers & Senior Officials	13.1	15.1	15.1
Professional	10.1	9.4	11.2
Associate Professional & Technical	10.1	11.0	13.8
Admin & Secretarial	11.4	11.3	13.3
Skilled Trades	12.6	12.9	11.6
Personal Service	7.7	6.5	6.9
Sales & Customer Service	7.5	6.8	7.7
Process, Plant & Machine Operatives	12.5	12.1	8.5
Elementary e.g. labourers, porters	15.0	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, Winshill has:

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

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

	Winshill	East Staffordshire	England & Wales
Agriculture; Hunting; Forestry & Fishing	0.9	2.1	1.5
Mining & Quarrying	0.3	0.3	0.3
Manufacturing	22.5	22.7	15.0
Electricity; Gas & Water Supply	0.9	0.8	0.7
Construction	7.1	7.0	6.8
Wholesale & Retail Trade; Repair of Motor Vehicles	18.4	17.3	16.8
Hotels & Restaurants	4.3	4.9	4.8
Transport; Storage & Communication	6.1	6.5	7.0
Financial Intermediation	1.4	1.9	4.7
Real estate; Renting & Business Activities	10.5	10.4	13.0
Public Administration & Defence; Social Security	3.5	3.5	5.7
Education	8.4	7.5	7.8
Health & Social Work	11.4	10.5	10.8
Other	4.2	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, Winhill has:

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

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

	Winhill	East Staffs	England & Wales
Work from home	7.6	9.6	9.2
Underground; metro; light rail; Tram	0.1	0.0	3.0
Train	0.5	0.8	4.1
Bus; Mini Bus or coach	7.2	3.7	7.4
Motorcycle; Scooter; moped	1.3	1.0	1.1
Driving a car or van	61.5	61.8	55.2
Passenger in a car or van	8.1	7.1	6.3
Taxi or minicab	0.7	0.6	0.5
Bicycle	3.7	4.1	2.8
On foot	8.9	11.0	10.0
Other	0.4	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, Winhill has:

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

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

	Number of Employees	% Full time	% Part time
Winhill	700	54.3	45.7
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, Winhill has:

- A significantly lower proportion of full-time employees
- A significantly higher proportion of part-time employees, in fact, almost half of employees work part-time.

Unemployment

April 2011	Winhill	East Staffordshire	Staffordshire	England
Total unemployed - %	4.2	2.9	2.8	3.7
Of which:				
% aged under 25	36.1	31.1	31.7	28.2
% unemployed for over 12 months	8.3	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, Winhill has:

- A higher unemployment rate
- A higher youth unemployment proportion
- A similar long term unemployment proportion to the Borough average

Education

Key Stage 2 Test Results in 2010 - %

Key Stage 2 Results	Both English & Maths	English	Maths	Average Point Score
2010	%		%	
Holy Rosary RC(A) Primary	87	93	93	29.9
Tower View County Primary	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.				

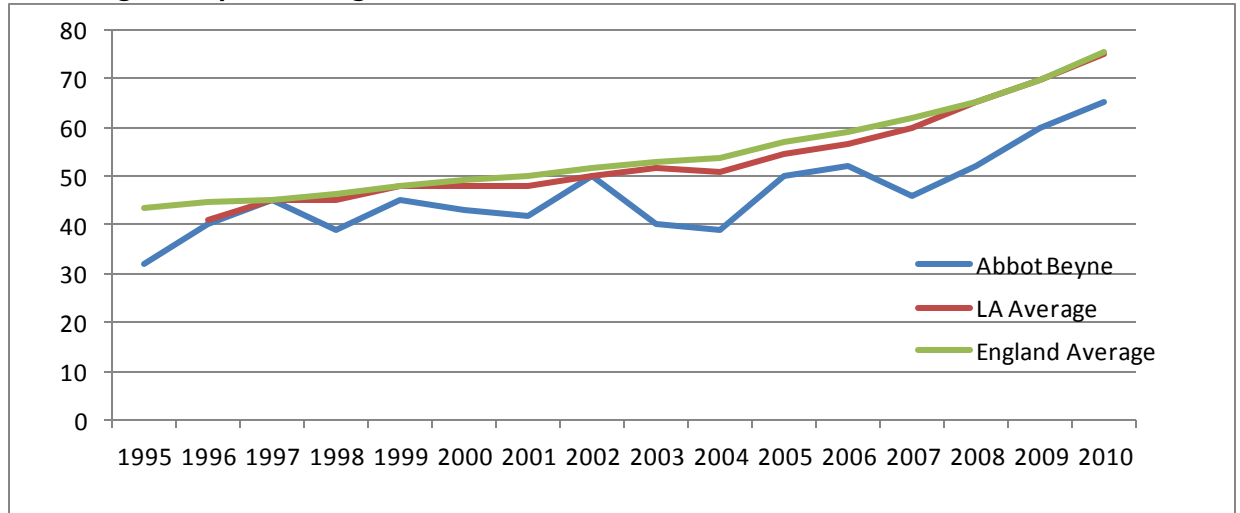
Source: DfES

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 %
Abbot Beyne – 186 school leavers						
On leaving Y11 in 2009	91.9	85.5	6.5	1.1	6.5	0.5
% point change	-2.7	-9.7	6.9	1.1	0.5	1.1
One year on in 2010	89.2	75.8	13.4	2.2	7.0	1.6
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	%
Holy Rosary Catholic Primary	4.1	Abbot Beyne	17.5
Winshill Infants	33.4		
Tower View Primary	29.8		
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	Winshill	East Staffordshire	Staffordshire
% of pupils who are girls	47.7	48.8	48.8
% of pupils who are boys	52.3	51.2	51.2
% of BME pupils	12.5	18.6	7.2
% who have Free School Meals	21.2	13.4	12.4
% of pupils subject to School Action	18.6	12.8	10.6
% of pupils subject to School Action Plus	6.3	12.8	10.6
% of pupils who have a SEN Statement	3.1	2.3	2.7
% of pupils who are subject to School Action Plus or have a SEN Statement	9.3	6.6	7.6
% of pupils travelling to school by car/van	21.0	23.7	27.7
% of pupils travelling to school by bus	1.1	1.9	2.4
% of pupils walking to school	69.5	58.1	54.8
% of Pupils who are Gifted or Talented	8.9	10.3	10.4

Source: Staffordshire Observatory/Staffordshire County Council

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

	Winshill	East Staffs	England & Wales
Had no qualifications	33.0	31.8	29.1
Qualified to degree level or higher	15.8	16.0	19.8

Source: 2001 Census Area Statistics

Key points from the schools data show that when compared to Staffordshire LEA and England averages, schools serving Winshill have:

- A higher percentage of eligible pupils achieving Level 4+ in all subjects at Holy Rosary
- A lower level of 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 average point score per student and per exam at GCE level
- A significantly higher percentage of pupils receiving free school meals at the primary and secondary schools with the exception of the Holy Rosary Catholic Primary school
- A higher percentage of school leavers continuing with structured learning
- A higher percentage of school leavers not yet settled in any full-time positive activity compared to the Staffordshire average

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

- A higher proportion of residents with no qualifications
- A 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 Winshill are:

- Less 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
- More likely to have a SEN statement
- Less likely to travel to school by car or bus
- More likely to walk to school
- Less likely to be termed gifted or talented.

Health

Key Health Comparators - %

2001 Census Area Statistics	Winhill	East Staffs	England & Wales
Residents with limiting long-term illness (2001)	19.1	17.1	18.2
Residents who described their health as 'Good'	66.8	69.4	68.6
Residents who described their health as 'Fairly Good'	24.7	22.6	22.2
Residents who described their health as 'Not Good'	8.6	7.9	9.2
Residents who provide unpaid care	10.5	10.0	10.0

Source: 2001 Census Area Statistics

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

	Winhill	East Staffordshire
Proportion of Residents who Smoke	25.2	25.8
Proportion of Residents who Binge Drink	19.7	17.4
Proportion of Residents who are Obese	26.8	26.2
Proportion of Residents who consume 5+ Portions of Fruit & Veg	24.7	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.		

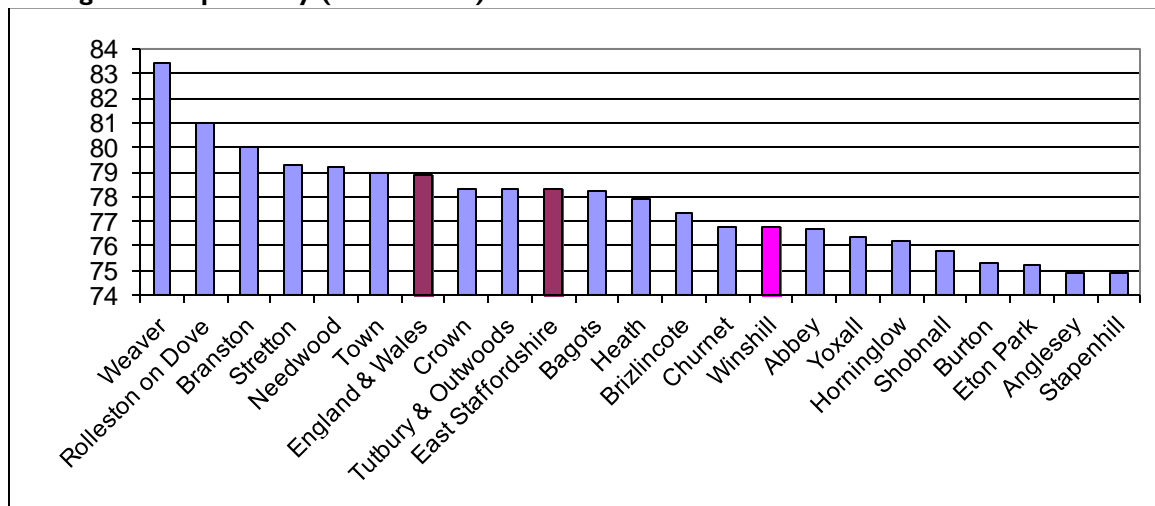
Source: The NHS Information Centre for Health & Social Care

Hospital Admissions: Summary Statistics – April 2007 to March 2008

Hospital Admissions: Summary Statistics	Winhill	East Staffs	West Midlands	England
All Finished Admission Episodes	1,909	25,730	1,273,286	11,999,765
Coronary Heart Disease (CHD); Diagnosis	148	1,775	101,407	1,000,332
Cerebrovascular Disease (including Stroke); Diagnosis	45	438	23,794	187,962
Cancer (excluding non-melanoma skin cancer); Diagnosis	230	3,844	170,651	1,326,050
Falls (basic accidental falls); External cause	53	762	34,260	365,098
Hip Replacement; Operation	22	187	7,938	69,434
Knee Replacement; Operation	15	192	8,788	71,541
Cataract; Operation	51	644	31,177	326,758

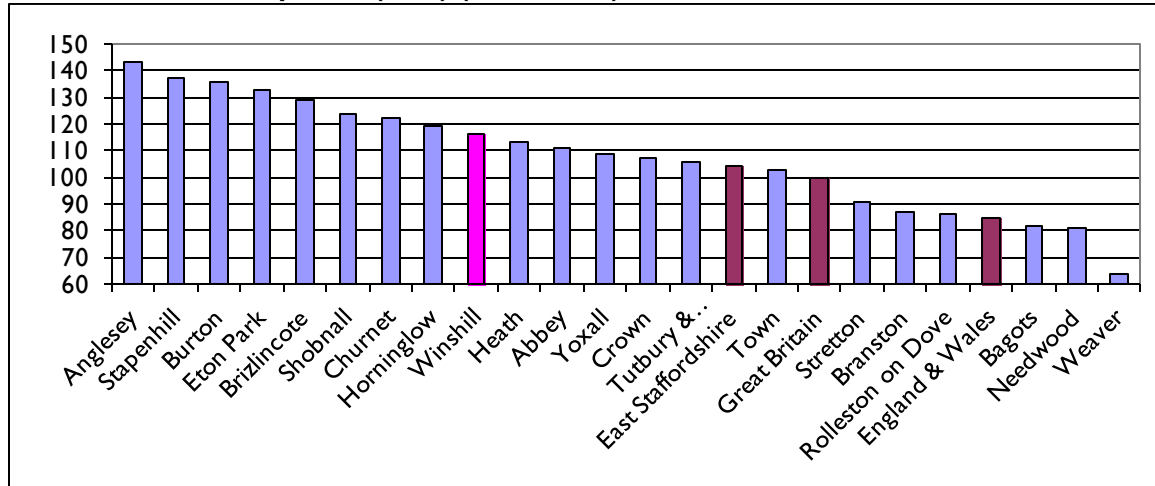
Source: NHS Information Centre for Health & Social Care

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.

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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 Stapenhill:

- Life expectancy at birth for males (years)
- All-age all cause mortality rate per 100,000 population
- Smoking prevalence - adults (Mosaic estimates)
- Obesity 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

	Winhill	East Staffs
Percentage of births with a low birthweight (under 2,500 grams) (2004/08)	7.8%	9.1%
Life expectancy at birth for males (years) (2004/08)	74.9	76.9
Life expectancy at birth for females (years) (2004/08)	80.9	81.1
All-age all cause mortality rate per 100,000 population (2004/08)	744	626
Premature mortality (rate per 100,000 population aged under 75) (2004/08)	326	306
Premature mortality from circulatory diseases (rate per 100,000 people aged under 75) (2004/08)	79	80
Premature mortality from cancers (rate per 100,000 people aged under 75) (2004/08)	134	113
Mental Illness Needs Index (MINI) (rate per 100,000 population) (2000)	407	350
Percentage of population with a self reported limiting long term illness (2001)	18%	17%
Smoking prevalence - adults (Mosaic estimates) (2009)	29%	25%
Obesity prevalence - adults (Mosaic estimates) (2009)	17%	17%
Percentage of adult population eating five or more portions of fruit or vegetables a day (Mosaic estimates) (2009)	22%	24%
% of adult population doing no exercise in the last month (Mosaic estimates) (2009)	53%	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 Winhill has:

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

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

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

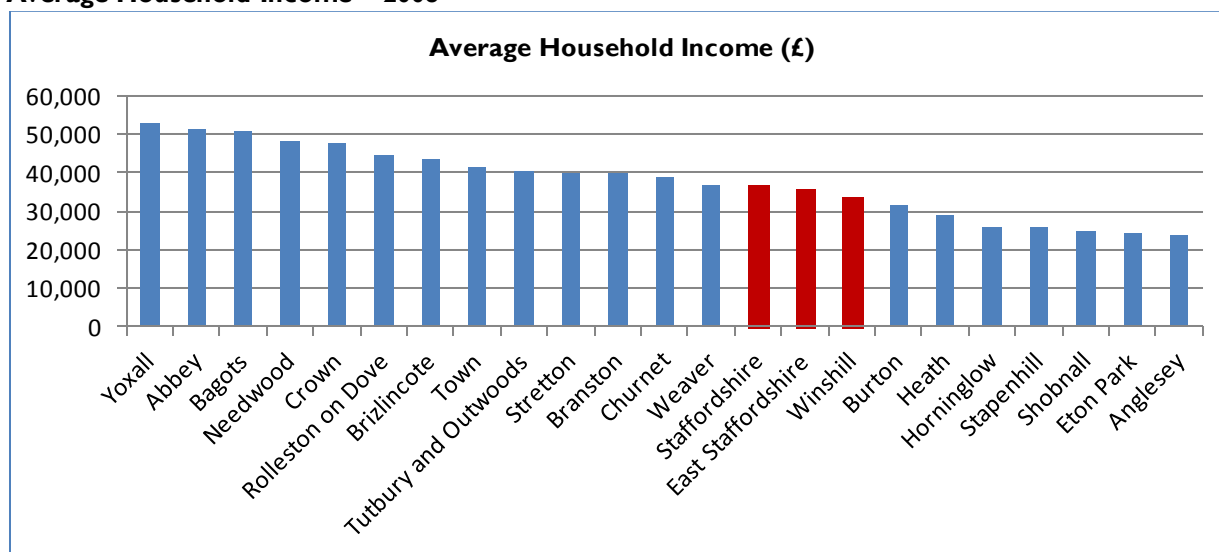
Key points from the 1999 – 2003 life expectancy and standardised mortality ratio data show that when compared to the national average Winhill has:

- 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 Winhill the average household income in 2008 was £33,600, which is below the Borough and County figures.

Average Household Income – 2008



Source: Acxiom IncomeX

DWP Benefit Claimants – Working Age Clients – May 2010

Proportion of resident population aged 16-64 claiming benefits			
%	Winhill	East Staffordshire	Great Britain
Total claimants	17.1	13.3	14.7
Job seekers	3.9	3	3.5
ESA and incapacity benefits	7.2	6	6.7
Lone parents	2.7	1.5	1.7
Carers	1.3	1.1	1.1
Others on income related benefits	0.7	0.5	0.5
Disabled	1.2	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, Winhill has:

- An average household income of £33,600, which is below the East Staffordshire average (£35,500)
- A higher proportion of total benefit claimants
- A higher proportion claiming each individual benefit, with the exception of Bereavement Allowance.

Housing

At the time of the 2001 Census there were 3,274 household spaces with residents in Winhill. There was also an additional 146 household spaces without residents, making a total of 3,420 household spaces in Winhill in April 2001.

Households – 2001 Census Findings - %

	Winhill	East Staffs	England & Wales
One person households	26.8	27.7	30.0
Pensioner living alone	14.1	14.0	14.4
Other all pensioner households	10.5	9.6	9.4
Contained dependent children	32.0	31.0	29.5
Lone parent households with dependent children	7.5	5.7	6.5
Owner occupied	67.7	75.8	68.9
Rented from Council	14.5	8.1	13.2
Rented from Housing Association or RSL	9.3	6.0	6.0
Private rented or lived rent free	8.4	10.2	11.9
Without central heating	16.4	15.3	8.5
Without sole use of bath, shower or toilet	0.2	0.3	0.5
Have no car or van	26.6	23.2	26.8
Have 2 or more cars or vans	29.2	32.6	29.4
Average household size (number)	2.4	2.4	2.4
Average number of rooms per household	5.7	5.7	5.3

Source: 2001 Census Area Statistics

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

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

Households – 2001 Census – Accommodation Type - %

	Winhill	East Staffs	England & Wales
Percentage living in a detached house	30.7	31.7	22.8
Percentage living in a semi-detached house	33.2	32.8	31.6
Percentage living in a terraced house	24.3	25.7	26.0
Percentage living in a flat or maisonette	11.8	9.4	19.2
Percentage living in a caravan or mobile home	0.1	0.4	0.4

Source: 2001 Census Area Statistics

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

- Less likely to be in a detached house than the Borough average
- More likely to be in a semi-detached house
- Less likely to be in a terraced house
- More likely to be in a flat or maisonette than the Borough average
- Less 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
Winhill & 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 Winshill & Stapenhill area is:

- Less likely to exhibit Category I Hazards
- Less likely to be non-decent
- Less likely to fail the Decent Homes Energy Rating
- Less 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 3,558 properties in Winshill ward, which is an increase of 4.0% 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
CF - Winshill	837	24%	51	6%
CG - Winshill	1,646	46%	69	4%
CH - Winshill	392	11%	25	6%
CI - Winshill	683	19%	51	7%
Winshill	3,558	7%	196	6%
East Staffordshire	49,048	100%	3,385	7%

Source: Register of Electors 2010

Fire Service Arson Returns 2008-2009

Winshill	%	Number
Arson incidents	5.1	10
Malicious false Alarms: Attended	25.0	3
Malicious false Alarms: Not attended	13.0	3
Primary fires	0.0	0
Accidental dwelling fires	5.1	2
Deliberate vehicle fires	9.1	3
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 five of these are located within Winshill ward. All five have seen a deterioration in their rankings since 2007, which has taken one of the LSOAs into the top 10% most deprived areas in England. The rest of Winshill is not deprived. Below is a summary of the key points arising from the ID 2010 for Winshill's LSOA's:

- **Overall deprivation:** One of Winshill's LSOAs falls within the **top 10% most deprived** in terms of overall deprivation.
- **Income deprivation:** One is in the **top 10% most deprived** for income deprivation.
- **Employment deprivation:** One is in the **top 10% 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:** One is in the **top 10% most deprived** for education, skills and training deprivation and one is in the top 20% most deprived.
- **Barriers to housing and services deprivation:** Winshill is not deprived in terms of barriers to housing and services.
- **Living Environment:** One LSOA is in the top 20% most deprived for living environment deprivation.
- **Crime deprivation:** One LSOA is in the top 20% most deprived for crime. This is the most deprived LSOA in East Staffordshire for crime.

According to the Indices of Deprivation 2010, one area of Winshill ward exhibits deprivation and is in the top 10% most deprived LSOA's in England. There is a divide in Winshill with this one LSOA in particular showing high levels of deprivation for income, employment and also education, skills and training.

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 Winhill 76% 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. Winhill has a similar proportion of residents of pensionable age to the Borough average.

Respondents were asked how satisfied or dissatisfied they are with their home as a place to live. In Winhill 92% 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. Winhill 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 Winhill 53% 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:	Winhill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Satisfied with local area	76	79	↓	14	80	↓
Satisfied with home as a place to live	92	90	↑	10 (joint)	N/A	N/A
Feel they belong to immediate neighbourhood	53	61	↓	15	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 Winshill the respondents are more likely to agree that local public services are:

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

% of respondents who think local public services are:	Winshill	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	73	71	↑	10
Promote the interests of local residents	49	43	↑	6 (joint)
Act on the concerns of local residents	53	47	↑	5
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 Winshill the satisfaction levels are below the Borough average for the Staffordshire Police service. Again older people were more positive than younger people and females were more satisfied than males.

% of respondents who are satisfied with:	Winshill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Staffordshire Police	55	62	↓	20
Staffordshire Fire & Rescue	88	84	↑	4
Your GP	86	85	↑	9 (joint)
Local hospital	85	78	↑	3 (joint)
Local dentist	75	72	↑	9

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 Winshill respondents had used:

- Local tips/Household WRC
- Libraries

% of respondents who have used the service in last 12 mths:	Winshill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Local tips/Household WRC	79	90	↓	19
Local Transport Information	64	57	↑	4 (joint)
Bus	63	57	↑	4
Sport	58	57	↑	8 (joint)
Libraries	52	59	↓	15 (joint)
Museums	27	22	↑	5 (joint)
Theatres	34	30	↑	4 (joint)
Parks	90	87	↑	9

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

% of respondents who think:	Winshill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
East Staffordshire Borough Council provides value for money	23	31	↓	17
Staffordshire County Council provides value for money	20	30	↓	18

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

% of respondents who are satisfied with the way:	Winshill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
East Staffordshire Borough Council runs things	36	43	↓	15
Staffordshire County Council runs things	31	41	↓	20

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. Winshill respondents are more likely to feel they can than the Borough average.

% of respondents who feel:	Winshill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
They can influence decisions in their locality	27	26	↑	11 (joint)	29	↓

Respect and Consideration

Compared to the Borough average Winshill 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 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. Winshill has the worst ranking within East Staffordshire for this measure.

However, they are more 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:	Winhill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Parents take responsibility for the behaviour of their children	12	30	↓	19	30	↓
People from different backgrounds get on well together	63	71	↓	17 (joint)	76	↓
People do not treat each other with respect & consideration	52	29	↓	21	31	↓
They have been treated with respect & consideration by local public services	77	71	↑	8	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.

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

% of respondents who feel:	Winhill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
Safe after dark	36	54	↓	17
Safe during the day	83	90	↓	19

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. Winhill scores negatively compared to the Borough average for the following aspects of anti-social behaviour:

- Teenagers hanging around the streets
- Vandalism/graffiti to property/vehicles
- People using or dealing drugs
- People being drunk or rowdy in public
- Abandoned or burnt out cars – in fact Winhill has the worst ranking for this

% of respondents who feel the following ASB is a problem:	Winhill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Noisy neighbours or loud parties	13	13	→	13	N/A	N/A
Teenagers hanging around the streets	57	41	↓	16	N/A	N/A
Rubbish or litter lying around	21	27	↑	7	N/A	N/A
Vandalism/graffiti to property/vehicles	50	26	↓	19	N/A	N/A
People using or dealing drugs	54	28	↓	20	31	↓
People being drunk or rowdy in public	33	24	↓	17 (joint)	29	↓
Abandoned or burnt out cars	22	5	↓	21	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. Winhill respondents are more likely to agree with this statement (29%) 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. Winhill respondents are less likely to agree with this statement (22%) than the Borough average (26%).

% of respondents who agree the police & other local services are:	Winhill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire	England Average	Comparison with England
Seeking people's views about dealing with ASB & crime	29	26	↑	8	25	↑
Successfully dealing with ASB & crime	22	26	↓	13 (joint)	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.

Winhill scores above 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:	Winhill	East Staffordshire	Comparison with East Staffordshire	Rank within East Staffordshire
The frequency of buses	74	61	↑	6
The number of bus stops	83	76	↑	7
The state of the bus stops	70	71	↓	14
Whether buses arrive on time	61	59	↑	10 (joint)
How easy buses are to get on & off	84	73	↑	3 (joint)
The bus service overall	73	60	↑	2

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

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