

# A Local Area Agreement for Staffordshire

2008/2011



Staffordshire Strategic Partnership

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You can also learn more about the LAA and the Staffordshire Strategic Partnership from:  
[www.staffordshirepartnership.org.uk](http://www.staffordshirepartnership.org.uk)



Staffordshire Strategic Partnership

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## 1. Introduction

The LAA for 2008/11 is about increasing Staffordshire people's quality of life by improving local services and increasing economic prosperity. It is a three year agreement comprising priorities which have been agreed by local partners across Staffordshire and by central Government.

### 1.1 Our Objectives

Across Staffordshire, partners have come together under the umbrella of the Staffordshire Strategic Partnership (SSP) to develop and negotiate this LAA. The SSP also has the responsibility for developing and agreeing the Sustainable Community Strategy for the County, while at a local level our District partners are developing, or have developed District Sustainable Community Strategies. These strategies set the long term visions for an area – a District Strategy sets the long term vision for a District- while the County Strategy sets out the long term vision for Staffordshire.

This new LAA is rooted in the priorities of these Sustainable Community Strategies, and translates these priorities into targets which will in turn secure the improvements in service delivery and quality of life our local people want to see. Our LAA is the only place where central government agrees targets with Staffordshire. Clearly, the LAA has moved from the periphery of our thinking, right to the heart of it. In recognition of this, it is the Partnership's aim to develop and implement an LAA for Staffordshire for 2008/11 that:

- Has political ownership and support across Staffordshire;
- Genuinely reflects the priorities for partnership working across Staffordshire.
- Tells the story of Staffordshire, by delivering elements of the 9 Sustainable Community Strategies;
- Does not deliver everything, but adds value to the good work that is already taking place by delivering a small number of improvement targets through partnership working across Staffordshire;
- Delivers genuine improvement in the relevant parts of the County, for the relevant communities, through partnership working involving the relevant partners.
- Consists of up to 35 single improvement targets derived from the 198 National Indicator Set, which are focussed on improving performance;
- Delivers fundamental change to the specific areas of improvement through partnership working.

### 1.2 About this Submission

This is our final draft submission. It sets out our proposed LAA indicators for designation and includes the supporting indicator rationales, proposals for baselines and targets and details of those partners signed up to the delivery of the indicators.

The submission also provides assurance on the governance, performance management and delivery planning arrangements for the LAA. More detail on these areas is available from the Staffordshire Partnership website ([www.staffordshirepartnership.org.uk](http://www.staffordshirepartnership.org.uk)). However, the submission does not contain in detail our 'Story of Staffordshire'. This is available in details from [www.staffordshirepartnership.org.uk/refresh/](http://www.staffordshirepartnership.org.uk/refresh/)

### 1.3 Our Approach

We have worked closely with Government Office for the West Midlands to plan how to approach the new LAA, in a way which was appropriate to Staffordshire, and which met the emerging national guidance. A



Project Plan and Brief setting out the objectives and milestones for producing Staffordshire's new LAA, have been developed and have been regularly updated and communicated to partners.

#### **1.4 Approval**

On 16th April 2008 Staffordshire County Council Cabinet considered the draft LAA and welcomed the clear progress made. Given that the LAA was evolving continually as more improvement targets are refined and agreed with central government, Staffordshire County Council was asked to delegate final approval of the LAA in late May 2008 to the Leader in consultation with the Chief Executive. This approval was granted by Full Council on Thursday 15<sup>th</sup> May 2008.

Therefore in accordance with the delegation of final approval made by Full Council on 15<sup>th</sup> May 2008, the Leader of Staffordshire County Council, Councillor John Taylor, has in consultation with Staffordshire County Council's Chief Executive, Ron Hilton, formally approved this LAA Submission.



## 2. Proposed LAA Improvement Targets

All the proposed targets for designation are marked with an asterisk (\*). The template also records the statutory education and early years' targets for the operational year 2008/09. These are identified with an (S).

Priority	Indicator (s) including those to be designated (shown with an *)	Baseline (source/year)	LAA Improvement Target including those to be designated (shown with an*) and including education and early years targets			Partners who have signed up to the target and any which are acting as lead partner/s (shown with an *)
			08/09	09/10	10/11	
<b>A vibrant, prosperous and sustainable economy</b>	*NI 80: Achievement of Level 3 qualification by the age of 19	45.0% (LSC 2006/07)	49.0%	50.0%	51.0%	*Staffordshire County Council Learning Skills Council Aim Higher Staffordshire Secondary Heads Association Be Together Connexions Staffordshire Providers Association Staffordshire College Principals
	*NI 117: 16 to 18 year olds Not in Education, Employment or Training	10.9% <sup>1</sup> (Connexions 2007)	9.8%	9.3%	8.9%	*Connexions Learning Skills Council Jobcentre Plus Youth Offending Service Staffordshire County Council Cannock Chase District Council East Staffordshire Borough Council Lichfield District Council Newcastle under Lyme Borough Council South Staffordshire District Council Stafford Borough Council

<sup>1</sup> The baseline and targets encompass 20 targeted wards, which are: Belgrave (41UKFM), Glascote (41UKFQ), Amington (41UKFL), Spittal (41UCGS), Cannock South (41UBFU), Cannock East (41UBFS), Cannock North (41UBFT), Brereton and Ravenhill (41UBFR), Penside (41UGHB), Highfields and Western Downs (41UKFM), Stapenhill (41UKGS), Shobnall (41UCGR), Eton Park (41UCGL), Burton (41UCGH), Cross Heath (41UEGF), Knutton and Silverdale (41UEGL), Holditch (41UEGH), Chesterton (41UEGD), Kidsgrove (41UEGK), and Biddulph East (41UHGH)



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Priority	Indicator (s) including those to be designated (shown with an *)	Baseline (source/year)	LAA Improvement Target including those to be designated (shown with an*) and including education and early years targets			Partners who have signed up to the target and any which are acting as lead partner/s (shown with an *)
			08/09	09/10	10/11	
						Tamworth Borough Council Be Together Staffordshire Providers Association Staffordshire College Principals Staffordshire Consortium of Infrastructure Organisations
	*NI 152: Working age population on out of work benefits	22.9% <sup>2</sup> (Working Age Client Group Data 2006)	21.7%	20.7%	19.7%	Jobcentre Plus *Staffordshire County Council
	*NI 154: Net additional homes provided	2191 (Housing Flows Reconciliation 2006/07)	2745	2745	2745	Staffordshire County Council
	*NI 155: Number of affordable homes delivered (gross)	375 (HSSA returns 2006/07)	377	712	795	
	*NI 163: Proportion of population aged 19-64 males and 19-59 females qualified to at least Level 2 or higher	65.7% (Annual Population Survey 2006)	2.0% improvement on baseline	5.0% improvement on baseline	9.0% improvement on baseline	*Learning Skills Council Connexions Staffordshire County Council Jobcentre Plus Lifelong Learning Network

<sup>2</sup> The baseline and targets encompass 36 targeted Lower Super Output Areas, which are: Leek North (E01029809), Tillington (E01029752), Thistelbury (E01029598), Curborough (E01029499), Chasetown (E01029496), Wombourne and South West (E01029679), Cheadle North East (E01029782), Holmcroft (E01029720), Hednesford North (E01029390), Chadsmead (E01029492), Seabridge (E01029591), Butt Lane (E01029543), Silverdale and Parkside (E01029421), Etching Hill and the Heath (E01029372), Horninglow (E01029437), Castle (E01029835), Winshill (E01029468), Manor (E01029727), Belgrave (E01029828), Glascoate (E01029845), Amington (E01029824), Cannock South (E01029362), Cannock East (E01029351 and E01029350), Cannock North (E01029358), Brereton and Ravenhill (E01029346), Penside (E01029734), Highfields and Western Downs (E01029716), Stapenhill (E01029450), Shobnall (E01029445), Eton Park (E01029427), Burton (E01029421), Cross Heath (E01029553), Knutton and Silverdale (E01029566), Holditch (E01029558), Chesterton (E01029547), and Biddulph East (E01029763 and E01029765)



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			08/09	09/10	10/11	
	*NI 165: Proportion of population aged 19-64 males and 19-59 females qualified to at least Level 4 or higher	26.5% (Annual Population Survey 2006)	1.5% improvement on baseline	3.0% improvement on baseline	5.5% improvement on baseline	*Lifelong Learning Network Learning Skills Council Staffordshire County Council
	*NI 172: Percentage of small businesses in an area showing growth	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	*Staffordshire County Council Advantage West Midlands Business Link In Staffs Staffordshire Destination Management Pathfinder Staffordshire Colleges Staffordshire Universities Enterprise Agencies Staffordshire Rural Forum South Staffordshire Partnership North Staffordshire Regeneration Partnership Cannock Chase District Council East Staffordshire Borough Council Lichfield District Council Newcastle under Lyme Borough Council South Staffordshire District Council Stafford Borough Council Staffordshire Moorlands District Council Tamworth Borough Council
<b>Strong, safe and cohesive communities</b>	*NI 4: Percentage of people who feel they can influence decisions in their locality	31.8% (BVPI Survey 2006/07)	32.8%	To be set at a statistically significant measurable	To be set at a statistically significant measurable	*Staffordshire County Council Staffordshire Police Staffordshire Fire and Rescue Service Staffordshire Consortium of



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			08/09	09/10	10/11	
				change	change	Infrastructure Organisations
	*NI 6: Participation in regular volunteering	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	*Staffordshire County Council Staffordshire Police Staffordshire Fire and Rescue Service Staffordshire Consortium of Infrastructure Organisations
	*NI 7: Environment for a thriving third sector	TBA	A measurable improvement to take place between the National Survey of the Third Sector Organisations conducted in 2008 and the National Survey of Third Sector Organisations conducted in 2010, calculated in accordance with the OTS briefing note.			*Staffordshire County Council Staffordshire Police Staffordshire Fire and Rescue Service Staffordshire Consortium of Infrastructure Organisations
	*NI 15: Serious violent crime rate	0.75 per 1000 population  (Staffordshire Police 2007/08)	0.72 per 1000 population	0.70 per 1000 population	0.68 per 1000 population	*Staffordshire Police Staffordshire Fire and Rescue Service Staffordshire Consortium of Infrastructure Organisations Staffordshire County Council
	*NI 16: Serious acquisitive crime rate	11.16 per 1000 population  (Staffordshire Police 2007/08)	10.88 per 1000 population	10.60 per 1000 population	10.33 per 1000 population	*Staffordshire Police Staffordshire Fire and Rescue Service Staffordshire Consortium of Infrastructure Organisations Staffordshire County Council
	*NI 21: Dealing with local concerns about anti social behaviour and crime by the local council and police	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	Staffordshire County Council Staffordshire Police Staffordshire Fire and Rescue Service Staffordshire Consortium of Infrastructure Organisations
	*NI 32: Repeat incidents of domestic violence	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	*Staffordshire Police Staffordshire Fire and Rescue Service Staffordshire Consortium of Infrastructure Organisations Third Sector Providers including



Priority	Indicator (s) including those to be designated (shown with an *)	Baseline (source/year)	LAA Improvement Target including those to be designated (shown with an*) and including education and early years targets			Partners who have signed up to the target and any which are acting as lead partner/s (shown with an *)
			08/09	09/10	10/11	
						Pathways, Women's Aid, Kiara, Sarac and Victim Support
	*NI 45: Young offenders engagement in suitable education, employment or training	71.6% (SYOS 2006/07)	84%	87%	90%	*Staffordshire Youth Offending Service Staffordshire County Council
	*NI 110: Young people's participation in positive activities	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	*Staffordshire County Council MLA Sport England Arts Council Cannock Chase District Council East Staffordshire Borough Council Lichfield District Council Newcastle under Lyme Borough Council South Staffordshire District Council Stafford Borough Council Staffordshire Moorlands District Council Tamworth Borough Council Sport across Staffordshire and Stoke on Trent
	*NI 111: First time entrants to the Youth Justice System aged 10-17	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	*Staffordshire Youth Offending Service Staffordshire County Council
<b>Improved health and</b>	*NI 8: Adult participation in sport and active recreation	20.3% <sup>3</sup> (Active People Survey 2006/07)	23.3%	24.3%	25.3%	*Sport Across Staffordshire

<sup>3</sup> The baseline and targets encompass 5 targeted Districts, which are: Cannock Chase, Newcastle under Lyme, South Staffordshire, Staffordshire Moorlands and Tamworth



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			08/09	09/10	10/11	
sense of well being						
	*NI 39: Rate of hospital admissions per 100,000 for alcohol related harm	1303 per 100,000 population (HES 2006/07)	1619 per 100,000 population	To be agreed in the early 2009 refresh	To be agreed in the early 2009 refresh	*Staffordshire DAAT Staffordshire County Council
	*NI 40: Drug users in effective treatment	1628 (NTA 2007/08)	1644	1677	1709	*Staffordshire DAAT Staffordshire County Council
	*NI 51: Effectiveness of child and adolescent mental health services (CAMHS)	10 (CAMHS 2007/08)	13	14	16	*Staffordshire County Council
	*NI 56: Obesity among primary school children in Year 6	% obese: 17.3% % measured: 81.5% (National Child Obesity Data Collection 2007/08)	% obese: 17.7% % measured: 87%	% obese: 17.8% % measured: 88.3%	% obese: 17.8% % measured: 89.3%	*North Staffordshire PCT South Staffordshire PCT Staffordshire County Council
	*NI 68: Percentage of referrals to children's social care going on to initial assessments	79% (Staffordshire County Council March 2007)	79%	79%	82%	*Staffordshire County Council Staffordshire Youth Offending Service Mid Staffordshire NHS Foundation Trust South Staffordshire and Shropshire Healthcare NHS Foundation Trust South Staffordshire PCT North Staffordshire PCT Staffordshire Probation Service Staffordshire Police
	*NI 112: Under 18 conception rate	43.2 per 1000 17 year olds (Department of	30.9 per 1000	26.2 per 1000	21.6 per 1000	*Staffordshire County Council Youth Offending Service North Staffordshire PCT



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			08/09	09/10	10/11	
		Health 2005)				South Staffordshire PCT Mid Staffordshire NHS Foundation Trust South Staffordshire District Council Staffordshire Moorlands District Council Tamworth Borough Council Burton Hospitals NHS Trust
	*NI 156: Number of households living in temporary accommodation	293 (December 2004)	80	80	80	
	*NI 121: Mortality rate from all circulatory diseases at ages under 75	79.04 per 100,000 population (NCHOD 2004-2006)	71.43 per 100,000 population	67.19 per 100,000 population	63.20 per 100,000 population	*South Staffordshire PCT North Staffordshire PCT
	*NI 123: Stopping smoking	Quitters: 4776 Rate: 720 per 100,000 population (Smoking cessation data 04/05 to 06/07)	Quitters:4887 Rate: 719 per 100,000 population	Quitters:4920 Rate: 719 per 100,000 population	Quitters:4938 Rate: 719 per 100,000 population	*South Staffordshire PCT North Staffordshire PCT
	*NI 135: Carers receiving needs assessment or review and a specific carer's service or advice and information	10.3% (RAP data 2007)	13%	17%	21%	*Staffordshire County Council Carers Programme Board
	*NI 136: People supported to live independently through social services (all adults)	2536 (RAP data 2007)	3000 per 100,000 population	3500 per 100,000 population	4000 per 100,000 population	*Staffordshire County Council
	*NI 146: Adults with learning disabilities in employment	To be agreed in the early 2009	To be agreed in the early 2009	To be agreed in the early 2009	To be agreed in the early 2009	*Staffordshire County Council



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			08/09	09/10	10/11	
		refresh of this LAA	refresh of this LAA	refresh of this LAA	refresh of this LAA	
A protected, enhanced and respected environment	*NI 175: Access to services and facilities by public transport, walking and cycling	Stafford Hospital 30 minutes: 20,480 60 minutes: 100,995  Cannock Hospital 30 minutes: 76,025 60 minutes: 178,454  (Local Transport Plan, 2005/06)	Stafford Hospital 30min: 22,292 60min: 112,995  Cannock Hospital 30min:78,025 60min:186,454	Stafford Hospital 30min: 22,896 60min:116,995  Cannock Hospital 30 min:80,025 60min:194,454	Stafford Hospital 30min:23,500 60min:120,995  Cannock Hospital 30min: 81,025 60min:198,454	*Staffordshire County Council Mid Staffordshire NHS Foundation Trust
	*NI 186: Per capita reduction in CO <sub>2</sub> emissions in the LA area	7.7 t CO <sub>2</sub> pa (Defra 2005)	3.9% <sup>+</sup>	7.8%*	11.8%* reduction measures	*Staffordshire County Council Staffordshire Fire and Rescue Staffordshire Police Staffordshire University Keele University
	*NI 191: Residual household waste per household	1096kg per household (200/01)	800kg per household	775kg per household	735kg per household	*Staffordshire County Council Cannock Chase District Council East Staffordshire Borough Council Lichfield District Council

<sup>+</sup> Comprising 2.4% from national measures and 1.5% from local contribution. Staffordshire is not accountable for national measures.

\* Comprising 4.8% from national measures and 3% from local contribution. Staffordshire is not accountable for national measures.

\* Comprising 7.3% from national measures and 4.5% from local contribution. Staffordshire is not accountable for national measures.



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			08/09	09/10	10/11	
						Newcastle under Lyme Borough Council South Staffordshire District Council Stafford Borough Council Staffordshire Moorlands District Council Tamworth Borough Council
	*NI 197: Improved local biodiversity – proportion of local sites where possible conservation management has been or is being implemented	24.8% (Staffordshire Wildlife Sites Inventory 2007)	29.9%	35.0%	39.9%	*Staffordshire Wildlife Trust Natural England Cannock Chase District Council East Staffordshire Borough Council Newcastle under Lyme Borough Council Stafford Borough Council Staffordshire Moorlands District Council Tamworth Borough Council
Statutory education and early years targets	NI 72: Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal Social and Emotional Development and Communication, Language Literacy (S)		62			Staffordshire County Council
	NI 73: Achievement at level 4 or above in both English and Maths at Key Stage 2 (Threshold) (S)		82			Staffordshire County Council
	NI 74: Achievement at level 5 or above in both English and Maths at Key Stage 3 (Threshold) (S)		78			Staffordshire County Council
	NI 75: Achievement of 5 or more A* -C grades at GCSE or equivalent including		57			Staffordshire County Council



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			08/09	09/10	10/11	
	English and Maths (Threshold) (S)					
	NI 83: Achievement at level 5 or above in Science at Key Stage 3 (S)		82			Staffordshire County Council
	NI 87: Secondary school persistent absence rate (S)		5			Staffordshire County Council
	NI 92: Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest (S)		25.8			Staffordshire County Council
	NI 93: Progression by 2 levels in English between Key Stage 1 and Key Stage 2 (S)		91			Staffordshire County Council
	NI 94: Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2 (S)		86			Staffordshire County Council
	NI 95: Progression by 2 levels in English between Key Stage 2 and Key Stage 3 (S)		39			Staffordshire County Council
	NI 96: Progression by 2 levels in Maths between Key Stage 2 and Key Stage 3 (S)		70			Staffordshire County Council
	NI 97: Progression in 2 levels in English between Key Stage 3 and Key Stage 4 (S)		66			Staffordshire County Council
	NI 98: Progression by 2 levels in Maths between Key Stage 3 and Key Stage 4 (S)		37			Staffordshire County Council
	NI 99: Children in care reaching level 4 in English at Key Stage 2 (S)		53			Staffordshire County Council
	NI 100: Children in care reaching level 4 in Maths at Key Stage 2 (S)		50			Staffordshire County Council



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			08/09	09/10	10/11	
	NI 101: Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 (Including English and Maths) (S)		22.4			Staffordshire County Council



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### 3. Supporting Indicator Rationales

#### NI 4: Percentage of people who feel they can influence decisions in their locality

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
31.8% (BVPI Survey 2006/07)	County	32.8%	To be set at a statistically significant measurable change	To be set at a statistically significant measurable change

#### Rationale for the Proposed Targets

A Citizen Panel Survey has been conducted (February 08) to collect information for the perception indicators in the LAA for 2007/2010. This survey included indicators either identical or similar to the proposed indicators for the new LAA. This information, together with the information from the BVPI Survey has provided a good basis for setting a target for this indicator.

Question	Baseline	Target	Actual
The percentage of residents who definitely or tend to agree that they can influence decisions affecting their local area	31%	32%	5% (definitely agree) + 27% (tend to agree) = 32%

#### The Evidence

- In the publication 'Our Shared Future: Community Cohesion in Staffordshire', fewer people in Staffordshire (25%) were found to feel that they can influence decisions effecting their local area than regionally (32%) or nationally (32%)

#### The Strategic Drivers

##### Our Shared Future: Community Cohesion in Staffordshire

This report looks at some existing evidence of community cohesion in Staffordshire and at local contextual information that is important in enhancing and promoting community. This is the first report of its kind produced in Staffordshire and includes detailed analysis of the BVPI survey.

##### Mapping Vulnerable Localities

The purpose of this report is to identify those neighbourhoods within Staffordshire that are classified as vulnerable localities. Before local authorities can tackle community cohesion and integration it is vital that sound intelligence is developed to identify those localities that are most at risk of experiencing a breakdown in community cohesion.

## NI 6: Participation in regular volunteering

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
To be agreed in the early 2009 refresh of this LAA	County	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA

### Rationale for the Proposed Targets

The LAA for 2007/10 contains the following indicator – ‘Percentage of people recorded as or reporting that they have engaged in formal volunteering on an average of at least two hours per week over the past year’. Performance has been reported against this indicator over the course of the year 2007/08 – this provides some information on the current picture regarding volunteering in Staffordshire and may act as guideline for this indicator.

Indicator	Baseline	Target	Qtr 1	Qtr 2	Qtr 3	Projected Outturn
Percentage of people recorded as or reporting that they have engaged in formal volunteering on an average of at least two hours per week over the past year	25,517	25,772	N/a	24,135	25,414	N/a

Further proxy measures will be developed as part of the delivery planning process.

### The Evidence

- The first quarter of the 2007-08 National Citizenship Survey revealed that nearly three-quarters (73%) of all adults had volunteered (formally or informally) at least once in the last 12 months, with nearly half (48%) having volunteered at least once a month. (*Source: National Citizenship Survey*)
- Staffordshire's People Panel (October 2007) revealed that 55% of people surveyed had not given unpaid help to any group, club or organisation; while only 14% had given 2 or more hours a week, 9% at least once a month and 7% at least once every three months.

### The Strategic Drivers

#### Our Shared Future: Community Cohesion in Staffordshire

This report looks at some existing evidence of community cohesion in Staffordshire and at local contextual information that is important in enhancing and promoting community. This is the first report of its kind produced in Staffordshire and includes detailed analysis of the BVPI survey.

#### SCIO Infrastructure Development Strategy

This was developed with the aim of creating a strong, effective and influential third sector in Staffordshire with increased ability to create a better quality of life for individuals and communities in Staffordshire. The strategy is focussed on around five core themes with the overall aim of building third sector capacity through the provision of high quality, accessible, consistent, effective and efficient support services



## NI 7: Environment for a thriving third sector

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
TBA	County	A measurable improvement to take place between the National Survey of the Third Sector Organisations conducted in 2008 and the National Survey of Third Sector Organisations conducted in 2010, calculated in accordance with the OTS briefing note.		

### Rationale for the Proposed Targets

The baselines and targets will be proposed as part of the annual review.

### The Evidence

- In Staffordshire many third sector organisations are not in a position to respond to the major policy drivers and need high levels of support to ensure their engagement and contribution to the planning and delivery of public service provision to meet the needs of individuals and communities in Staffordshire. SCIO's Infrastructure and Development Plan aims to address these support needs.
- Whilst the sector represents an immense contributor to Staffordshire's communities, it is under-developed and, relative to levels of deprivation is poorly resourced.
- SCIO's *Communities Together* web portal now contains information on over 3,000 third sector organisations. Mapping and experience suggest a sector that receives limited public sector investment and third sector organisations also report their experience of local 'municipalism', through which they feel excluded from partnership engagement until key decisions and resource allocations have been made.
- Equally, the sector has not accessed the levels of charitable funding secured in comparable sub-regions. For example, Cannock Chase, Newcastle under Lyme and Tamworth have consistently featured in the lowest 10% West Midlands' districts in terms of lottery allocation. Regional Action West Midlands' report showed the level of charitable activity in the West Midlands overall as being in the lower half of regions nationally, and out of 34 West Midlands local authority areas, showed – Stafford (11<sup>th</sup>), Lichfield (12<sup>th</sup>), Staffordshire Moorlands (14<sup>th</sup>), East Staffordshire (16<sup>th</sup>), South Staffordshire (20<sup>th</sup>), Newcastle (23<sup>rd</sup>), Cannock Chase (27<sup>th</sup>) and Tamworth (32<sup>nd</sup>).

### The Strategic Drivers

#### SCIO Infrastructure Development Strategy

This was developed with the aim of creating a strong, effective and influential third sector in Staffordshire with increased ability to create a better quality of life for individuals and communities in Staffordshire. The strategy is focussed on around five core themes with the overall aim of building third sector capacity through the provision of high quality, accessible, consistent, effective and efficient support services



## NI 8: Adult participation in sport

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
20.3% <sup>4</sup> (Active People Survey 2006/07)	County (amalgamated target)	23.3%	24.3%	25.3%

### Rationale for the Proposed Targets

The Active People Survey shows that (results below) that four Staffordshire authority areas are below the national average of 21%.

District	% of 16+ population who participate in at least 3 x 30 minutes sport and active recreation a week
<b>Cannock</b>	<b>21.2</b>
East Staffs	22.8
Lichfield	22.4
<b>Newcastle</b>	<b>19.7</b>
<b>South Staffordshire</b>	<b>20.7</b>
Stafford	25.6
<b>Staffs Moorlands</b>	<b>20.4</b>
<b>Tamworth</b>	<b>19.0</b>

Therefore it is proposed to focus the target on these four worst performing districts in terms of the Active People Survey. It is also proposed to include Cannock Chase in the focus of the target, due to its high level on the index of multiple deprivations relating to poor health. There is further information on the five district areas below:

Targeted Districts	Active People %	Baseline 2006	Targets (Number of 'active' people)				
			2007	2008	2009	2010	2011
Cannock	21.2	15387	15540	15696	15853	16011	16171
Newcastle	19.7	19564	19760	19958	20157	20359	20562
South Staffs	20.7	17710	17887	18066	18247	18429	18613
Staffs Moorlands	20.4	15745	15902	16061	16222	16384	16548
Tamworth	19.0	10978	11088	11199	11311	11424	11538
<b>Total</b>	<b>TBC</b>	<b>79384</b>	<b>80178</b>	<b>80980</b>	<b>81790</b>	<b>82608</b>	<b>83434</b>

The exact baseline for the target is currently awaited from Sport England/GOWM.

Cannock also borders one of the lowest performing active people authorities and due to the geography does attract residents to it's sports and leisure facilities and programmes from a ward within that authority which also has high levels of deprivation.

The proposed cohort has a mix of urban and rural areas and the authorities included mean that joint working with both the South Staffordshire PCT, a major partnership project regarding sport and physical activity is scheduled to commence shortly, and North Staffs PCT will be a feature of the LAA delivery plan

### The Evidence

- Survey data from the Staffordshire Health Profile suggests that more than 1 in 5 adults in Staffordshire is obese, only 1 in 9 takes enough exercise and obesity rates across Staffordshire are above the national average

### The Strategic Drivers

<sup>4</sup> The baseline and targets encompass 5 targeted Districts, which are: Cannock Chase, Newcastle under Lyme, South Staffordshire, Staffordshire Moorlands and Tamworth



**Sport Across Staffordshire and Stoke-on-Trent Delivery Plan April 2007 to March 2008**

Sport Across Staffordshire and Stoke-on-Trent is a Partnership of agencies “working together to champion participation, enjoyment and success through sport, physical education and active recreation”. The delivery plan evidences how the Partnership will be implementing a high quality delivery system in order that they achieve their aim of increasing participation in sport, PE and active recreation by at least 1% year on year.



## NI 15: Serious violent crime rate

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
0.75 per 1000 population (Staffordshire Police: 2007/08)	County	0.72 per 1000 population	0.70 per 1000 population	0.68 per 1000 population

### Rationale for the Proposed Targets

The figures include 573 incidents of GBH without intent and 46 other incidents including: murder, attempted murder, wounding, causing death by dangerous driving, causing death by careless driving while under the influence of drink/drugs.

The District breakdowns are as follows:

District	GBH without intent	Other	Total
Cannock	91	2	93
East Staffordshire	88	8	96
Lichfield	47	2	49
Newcastle	96	19	115
South Staffordshire	39	6	45
Stafford	87	3	90
Staffordshire Moorlands	52	5	57
Tamworth	73	1	74
<b>Total</b>	<b>573</b>	<b>46</b>	<b>619</b>

The proposed 10% figure has been included within Staffordshire Police's initial published policing plan, though this is being updated in light of other changes approved by the Police Authority, but is technically in the public domain.

The figures in relation to **GBH without intent** are fixed in relation to the baseline year, but the Home Office have not asked for them within any returns (only as an element of a broader violence category). From April, Home Office have requested this information. Had the Home Office requested data in relation to this crime category for the baseline year, then this would easily have been provided and this data would have been undoubtedly used in discussions. It may seem that the Home Office do not want to ask retrospectively for data to establish a baseline, but would rather wait until it accumulates through routine reporting. There are no additional quality assurance measures to be undertaken by Home Office, or Staffordshire Police in relation to validating the figures so from Staffordshire's point of view, they are accurate and fit for purpose.

Staffordshire would be strongly suggesting that the best approach would be to set a target using these figures for Yr 1 through to Yr 3 or, as an alternative to include a target within the Delivery Plan for Yr 1 that includes GBH without intent and have no target for this within the formal LAA until Yr 2. Given the relatively small numbers, it would not be appropriate to have an LAA target in this area of serious violence with GBH without intent removed, for a range of reasons.

In terms of percentage reductions the figures are:

Baseline	2008/09	2009/10	2010/11
619	4% reduction	7% reduction	10% reduction

The figures for both County compared to the Force are also shown below, for information:

	2007/08		2008/09		2009/10		2010/11	
<b>Force</b>	951	0.90	911	0.86	885	0.83	856	0.81
<b>County</b>	619	0.75	593	0.72	576	0.70	557	0.68

### The Evidence

- Tackling serious violent crime is a national as well as local priority – PSA 23. There is a strong linkage with alcohol, domestic abuse and a clear rationale for tackling violence in a cross-cutting way. High levels of



violence significantly impact on public confidence and limit participation and interaction undermining cohesion and strength. This indicator has been selected by Staffordshire Police as one of 10 key Trust and Confidence indicators for its own target setting process.

- Overall violent crime levels are proportionately higher within Staffordshire than many other counties. A focus on tackling serious violence will impact across all types of violence and is a more accurate indicator than lower level violent crime categories as it is more stable.

### The Strategic Drivers

#### CDRP Strategic Assessments and Partnership Plans 08/09

These are produced by each of the 8 Community Safety Partnerships in Staffordshire. They replace the previous audit and strategy process, and are intended to highlight current and emerging risks in terms of crime, anti-social behaviour, substance misuse and behaviour adversely affecting the environment. The Strategic Assessments will lead to the development of a 12-month 'Partnership Plan', due to be launched on 1<sup>st</sup> April 2008. The process is repeated every 12-months, with the Partnership Plan being refreshed if necessary.

#### Staffordshire Community Safety Strategy

This sets out the way in which the County Council will work in partnership with other agencies to maintain low crime levels and to promote community safety.

#### Mapping Vulnerable Localities

The purpose of this report is to identify those neighbourhoods within Staffordshire that are classified as vulnerable localities. Before local authorities can tackle community cohesion and integration it is vital that sound intelligence is developed to identify those localities that are most at risk of experiencing a breakdown in community cohesion.



## NI 16: Serious acquisitive crime rate

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
11.16 per 1000 population (Staffordshire Police 2007/08)	County	10.88 per 1000 population	10.60 per 1000 population	10.33 per 1000 population

### Rationale for the Proposed Targets

This proposal is slightly lower than the original 7.8% originally proposed, but is significantly under the final year end 7.8% figure of 8778 contained in the previous proposal which was based upon the projected out-turn. The revised year 3 target of 8500 would have equated to a 10.7% reduction against the original baseline projection and is still extremely stretching. This is a more realistic target given the level of previous reductions in these crime areas achieved through process improvements and problem solving, some of which can only see a performance benefit being realised once.

This proposal recognises the views of operational practitioners and managers, as well as those of our performance analysts, and takes account of the fact that the further you drive down crime levels the more compressed the opportunities to further reduce them become.

District	Total Offences
Cannock	1030
East Staffordshire	1253
Lichfield	1109
Newcastle	1502
South Staffordshire	1161
Stafford	979
Staffordshire Moorlands	927
Tamworth	1221
<b>Total</b>	<b>9182</b>

In terms of percentage reductions the figures are:

Baseline	2008/09	2009/10	2010/11
9182	2.5% reduction	5% reduction	7.5% reduction

The figures for both County compared to the Force are also shown below, for information:

	Baseline		2008/09		2009/10		2010/11	
<b>Force</b>	14531	13.68	14189	13.35	13855	13.04	13524	12.73
<b>County</b>	9182	11.16	8952	10.88	8724	10.60	8500	10.33

### The Evidence

- Serious acquisitive crime is a national and local priority. There is a strong linkage with drugs misuse and prolific and priority offenders. Serious acquisitive crime impacts across both communities and businesses and directly affects lives and futures.
- Whilst reductions have been achieved over recent years, the impact of these crimes still affects the public of Staffordshire resulting in disproportionately higher levels of fear of crime in comparison with many other areas.
- The level of 'Serious Acquisitive Crime' in Staffordshire is in line with peers, but has shown no apparent change over the last 12 months, and there is no downward trend currently projected.

### The Strategic Drivers

#### CDRP Strategic Assessments and Partnership Plans 08/09

These are produced by each of the 8 Community Safety Partnerships in Staffordshire. They replace the





previous audit and strategy process, and are intended to highlight current and emerging risks in terms of crime, anti-social behaviour, substance misuse and behaviour adversely affecting the environment. The Strategic Assessments will lead to the development of a 12-month 'Partnership Plan', due to be launched on 1<sup>st</sup> April 2008. The process is repeated every 12-months, with the Partnership Plan being refreshed if necessary.

#### **Staffordshire Community Safety Strategy**

This sets out the way in which the County Council will work in partnership with other agencies to maintain low crime levels and to promote community safety.

#### **Mapping Vulnerable Localities**

The purpose of this report is to identify those neighbourhoods within Staffordshire that are classified as vulnerable localities. Before local authorities can tackle community cohesion and integration it is vital that sound intelligence is developed to identify those localities that are most at risk of experiencing a breakdown in community cohesion.



## NI 21: Dealing with local concerns about anti social behaviour and crime by the local council and local police

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
To be agreed in the early 2009 refresh of this LAA	County	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA

### Rationale for the Proposed Targets

A Citizen Panel Survey has been conducted to collect information for the perception indicators in the LAA for 2007/2010. This survey included indicators either identical or similar to the proposed indicators for the new LAA. Based on the information received, the following proxy measure is proposed for this indicator:

Question	Baseline	Target	Actual
How much do you agree or disagree that the police and local council are dealing with the anti social behaviour and crime issues that matter in your area?	N/A	N/A	8% (strongly agree) + 30% (tend to agree) = 38%

Further proxy measures will be developed as part of the delivery planning process.

### The Evidence

- Citizen Contact Records (CCRs) conducted by Staffordshire Police have highlighted Rowdy and Inconsiderate Behaviour as the top priority for residents living in Staffordshire; 12% of all respondents (excluding those living in Stoke-on-Trent) raised this issue as their main area of concern in their local area. Fourteen of the top 25 issues raised across the Force (including Stoke-on-Trent) could be described as types of Anti-Social Behaviour. These include mini-motorbikes, parking, street gangs, nuisance neighbours and boy racers. Also within the top 25 issues are Criminal damage (ranked 8<sup>th</sup>), litter/rubbish/fly-tipping (11<sup>th</sup>) and animal/dog fouling (25<sup>th</sup>).
- Anti-social behaviour (ASB) recorded by the police increased slightly in 2006/07 compared to the previous year, however, there was a varied picture across the county.
- In the Staffordshire County Council Best Value General Survey, conducted amongst 1,552 local residents, over three quarter of respondents (62%) highlighted that the level of crime was an important factor in making somewhere a good place to live. This issue was mentioned most often out of all the issues listed. Over a third of respondents (36%) identified the level of crime as one issue that most needed improving in their area. Some 19.8% of respondents perceive ASB as a problem in their area. The types of ASB perceived as the biggest problems were parents not taking responsibility for the behaviour of their children (60%), teenagers hanging around on the streets (58%) and people not treating people with respect or consideration (46%). Just under half of respondents (45%) perceived people dealing or using drugs as a problem. Only 19% of respondents feel informed about what the Council is doing to tackle ASB in their local area.

### The Strategic Drivers

#### Our Shared Future: Community Cohesion in Staffordshire

This report looks at some existing evidence of community cohesion in Staffordshire and at local contextual information that is important in enhancing and promoting community. This is the first report of its kind produced in Staffordshire and includes detailed analysis of the BVPI survey.

#### Mapping Vulnerable Localities

The purpose of this report is to identify those neighbourhoods within Staffordshire that are classified as



vulnerable localities. Before local authorities can tackle community cohesion and integration it is vital that sound intelligence is developed to identify those localities that are most at risk of experiencing a breakdown in community cohesion.



## NI 32: Repeat incidents of domestic violence

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
To be agreed in the early 2009 refresh of this LAA	County	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA

### Rationale for the Proposed Targets

To be agreed in the early 2009 refresh of this LAA

### The Evidence

- Domestic violence is consistently identified across our eight districts as a priority that affects all our communities.
- Within East Staffordshire, Lichfield and Tamworth, a total of 29% of all violent offences are recorded as being a 'Domestic Incident'.
- Domestic violence is currently showing an increase in the Newcastle Borough area with a significant increase in offences over the last 6 months, while in Stafford Borough, inequalities in domestic violence are marked, with certain wards experiencing particularly high levels of domestic violence compared to the rest of the area.
- Repeat victimisation is also a particular problem, with some of the highest rates in the County recorded in Stafford Borough, where 38.7% of domestic violence offences were repeat incidents. In Staffordshire Moorlands 26.3% of all violence is domestic related and in Cannock domestic violence accounts for 36% of the locality's violent crime and for 39.9% in Rugeley.

### The Strategic Drivers

#### CDRP Strategic Assessments and Partnership Plans 08/09

These are produced by each of the 8 Community Safety Partnerships in Staffordshire. They replace the previous audit and strategy process, and are intended to highlight current and emerging risks in terms of crime, anti-social behaviour, substance misuse and behaviour adversely affecting the environment. The Strategic Assessments will lead to the development of a 12-month 'Partnership Plan', due to be launched on 1<sup>st</sup> April 2008. The process is repeated every 12-months, with the Partnership Plan being refreshed if necessary.

#### Staffordshire Multi Agency Public Protection Arrangements (MAPPAs) Annual Report

MAPPAs support the assessment and management of the most serious sexual and violent offenders. The aim of MAPPAs is to ensure that a risk management plan drawn up for the most serious offenders, benefits from the information, skills and resources provided by the individual agencies being coordinated through MAPPAs. This report has been produced in partnership between Staffordshire Police, Probation Service and HM Prison Service. It includes a business plan for 2007/08 and 3-year development plan, outlining objectives under development, monitoring and evaluation, communication and training.



### NI 39: Rate of hospital admissions per 100,000 for alcohol related harm

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
1303 per 100,000 population (HES 2006/07)	County	1619 per 100,000 population	To be agreed in the early 2009 refresh	To be agreed in the early 2009 refresh

#### Rationale for the Proposed Targets

Proposal is to maintain the current rate of change initially followed by a slight reduction in the rate of increase. The indicator measures the year on year % change in the rate of hospital related admissions per 100,000 using Hospital Episode Statistics. The baseline shows a 29% increase on the previous year.

#### The Evidence

- In Staffordshire it is estimated there are around 131,000 hazardous drinkers; 32,000 harmful drinkers and 21,000 dependent drinkers. All may benefit from some kind of intervention or treatment.
- In 2005/06 just over 5,000 offences were committed under the influence of alcohol. Around two-thirds of these took place on a weekend and around three-quarters of these were for violent crime. In 2005/06 the offender was under the influence of alcohol in around a quarter of all recorded domestic violence incidents in Staffordshire County (just over a thousand incidents). In some districts this was as high as 42% of incidents (Newcastle-Under-Lyme Borough).
- Anti-Social Behaviour incidents, whereby the offender was caught drinking in the street, have increased considerably over the last 2 years from 637 incidents in 2005-06 to 1486 incidents in 2006-07.
- Under 18 hospital admissions for alcohol specific conditions are higher in Staffordshire than the regional and national figure, particularly for females. The Standardised Mortality Rate for chronic liver disease is relatively worse compared to the regional and national figures for females in Staffordshire.
- Around 15,000 children have at least one parent who misuses alcohol to a significant extent. The Staffordshire Child Protection Register shows that alcohol misuse was noted in 170 cases (18.5%)
- Using estimates based on national figures, the cost of alcohol misuse to society in Staffordshire is around £324 million annually. For every £1 spent on alcohol treatment, the public sector saves £5.

#### The Strategic Drivers

##### Staffordshire Alcohol Action Plan

This aims to reduce the harm caused by alcohol. This is work in progress and an Alcohol Thematic Action Plan has been prepared by the DPH SS PCT, in consultation with key stakeholders.

##### CDRP Strategic Assessments 2007/08

CDRP Strategic Assessments are produced by each of the 8 Community Safety Partnerships in Staffordshire. Through the Strategic Assessment process, alcohol and/or substance misuse has been identified as a cross-cutting issue for community safety by all 8 of the CDRPs in Staffordshire.

##### Substance Misuse and Community Safety Issues in Staffordshire

This report draws together the available data and provides analysis regarding substance misuse in Staffordshire County as it relates to issues of community safety.

##### Substance Misuse and Health Issues in Staffordshire

This report draws together the available data and provides analysis regarding substance misuse in Staffordshire as it relates to issues of health.



## NI 40: Drug users in effective treatment

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
1628 (NTA 2007/08)	County	1644 (1%)	1677 (3%)	1709 (5%)

### Rationale for the Proposed Targets

New services in treatment provision launch in April 2008, which will require a bedding in period initially. On this basis targets have been set in line with the national minimum movement required for performance appraisal as 1 percentage point.

### The Evidence

- There are around 3,500 problematic drug users in Staffordshire, the majority of which are crack and opiate users.
- There were 1,929 drug users in effective treatment in Staffordshire (in 2005/06) from an estimated total problem drug user population of 3,542.
- Drug offences account for around 2,500 (3%) of offences in Staffordshire, mostly for possession. This equates to a rate of 1.4 drug related offences<sup>3</sup> per thousand population in Staffordshire Moorlands to 4.5 per thousand population in South Staffordshire. (The latter is largely attributable to the annual 'V' Festival.) Drug offences have increased over the last three years, largely as a result of an increase in offences for possession of Class A drugs (cocaine).
- Trafficking offences for Heroin have more than doubled in the last 3 years; going from 61 in 2003-04 to 125 in 2005-06. Newcastle-Under-Lyme is the district with the highest offence rate for drug trafficking, (0.6 per 1,000 population), and where there has been the most significant increase in heroin trafficking in the last 3 years; increasing from 4 offences to 62 offences in 2005-06.
- In Staffordshire up to 4,500 children have one or both parents with a serious drug problem.
- Similarly, drug misuse costs between £227 million a year in Staffordshire in social and economic costs within the NHS and Criminal Justice System.

### The Strategic Drivers

#### Staffordshire DAAT Partnership Treatment Strategy

The overall aims of the strategy are to reduce the harm that drugs cause to society, communities' individuals and their families; to increasingly engage the participation of problematic drug users in treatment services and to expand accessibility to treatment by responding to diverse needs and improving the impact of treatment on the individual.

#### CDRP Strategic Assessments 2007/08

CDRP Strategic Assessments are produced by each of the 8 Community Safety Partnerships in Staffordshire. Through the Strategic Assessment process, substance misuse has been identified as a cross-cutting issue for community safety by all 8 of the CDRPs in Staffordshire.

#### Substance Misuse and Community Safety in Staffordshire

This report draws together the available data and provides analysis regarding substance misuse in Staffordshire County as it relates to issues of community safety. Both drugs and alcohol have been the subject of considerable attention in recent years. As well as the substantial economic and social costs it has on victims of crime and society more widely, substance misuse continues to command a high media profile.



**Substance Misuse and Health Issues in Staffordshire**

This report draws together the available data and provides analysis regarding substance misuse in Staffordshire as it relates to issues of health.



### NI 45: Young offenders' engagement in suitable education, employment and training

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
71.6% (YOS: 2006/07)	County	84%	87%	90%

#### Rationale for the Proposed Targets

#### The Evidence

- The Youth Offending Service (YOS) primarily work with young people aged 10-17 across 3 youth offending sub regions. In 2006/07, there were a total of 2,273 young offenders (first offenders and re-offenders) in Staffordshire County, a rate of 27 per 1,000 population aged 10-17 years.
- In Staffordshire in 2006/07 young offenders committed a total of 3,999 offences (47 per 1,000 10-17 population) or an average of 1.6 offences per offender.
- The highest number of offences by young people per 1,000 population were recorded in the North Staffordshire area.

#### The Strategic Drivers

##### Staffordshire Youth Offending Service Annual Report

Delivery plan includes headings of preventing re-offending, early intervention, providing intensive community supervision, reducing re-offending, support access to substance misuse services.





## NI 51: Effectiveness of child and adolescent mental health services (CAMHS)

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
10 (CAMHS: 2007/08)	County	13	14	16

### Rationale for the Proposed Targets

Scoring is considered and agreed (through a multi agency partnership Performance Group) by the Staffordshire CAMHS Strategic Commissioning Partnership Group. This is also informed by –

- (a) the annual CAMHS Mapping exercise (PAF A70)
- (b) the Annual CAMHS Self Assessment (DoH/Durham University) and plans

The scoring is considered and agreed for each proxy target for both North and South Staffs PCT areas in the same way as it is for the scores for the annual self assessment (above). The two scores (for each proxy measure) are then considered, and an overall County Score is agreed

The exercise in baseline and trajectory setting considered existing plans and timescales and this was reflected in a baseline trajectory table (**below**), this also informs the NHS 'vital signs' (VSB 12) exercise

The 4<sup>th</sup> new proxy measure has been considered in the same way. It has been informed by aspects of the annual self assessment (above) relating to these areas. Further work is taking place in order to ensure that the degree of progress actively being made in this area is accurately reflected in the scoring, and to identify further key strands for local attention under this measure.

Staffordshire CAMHS has a proven track record of continuous service improvement and that some of the baseline scoring, particularly in regards to the early intervention target, may be conservative. WM NHS acknowledges that as a large Shire County with two major Health provider Trusts, it is a substantial challenge to make progress in equal measure (on the same indicator) in order to achieve the overall county target scores. Consequently the following has been proposed the following to which Staffordshire would agree - 13 (08/09) 14 (09/10) and 16 (10/11). In turn this has also informed Vital Signs targets for local PCTs.

Measure	South Staffs				North Staffs				Overall County			
	07/08	08/09	09/10	10/11	07/08	08/09	09/10	10/11	07/08	08/09	09/10	10/11
1. CAMHS and Learning Disabilities	3	3	3	4	3	3	3	4	3	3	3	4
2. 16/17 accommodation and support	2	3	3	4	3	3	4	4	2	3	3	4
3. 24 hours or next working day response	3	3	4	4	3	3	4	4	3	3	4	4
4. Early intervention support	2	4	4	4	2	4	4	4	2	4	4	4
<b>Total</b>									<b>10</b>	<b>13</b>	<b>14</b>	<b>16</b>

### The Evidence

- 15% of the population (0-19) require first level mental health support at Tier 1, in Staffordshire this represents 26,000 children and young people.
- Of those children in Staffordshire's looked after system (5-15 years old) 110 children will have a mental health



problem.

- Between 1100 and 2100 young people (15-19) will attempt suicide in Staffordshire, and up to 4 may complete suicide.
- There is a 40% prevalence of mental health problems associated with children with learning disability, this would mean that approximately 2,220 children and young people (aged 5-19) might be expected to require mental health services.

### The Strategic Drivers

#### Children and Young People's Plan

Covers the Strategic direction for the Staffordshire Children's Trust. The document is currently being refreshed for 2008/9 and is based on a needs assessment of the population of Staffordshire. The document covers the 5 Every Child Matters outcomes and the partnership response from all organisations working with children across the County.

#### Child and Adolescent Mental Health Strategic Planning and Priorities

Provides an agreed three year partnership plan and focus on 8 key priorities for Staffordshire CAMHS, these reflect both locally identified need and Government Public Service Agreement (PSA) Targets. These priorities include a focus on improving services in respect of:

- prevention and early intervention
- children and young people with learning disabilities
- 16 and 17 year olds who require mental health services
- children and young people with complex, persistent and severe behavioural and mental health needs
- 'hard to reach' and vulnerable groups, including young offenders, children who are looked after, and those groups such as those from BME or rural communities causes specific disadvantage in gaining access to services
- 24 hour cover to meet urgent mental health needs of children and young people
- improving joint commissioning arrangements between partners including a clear performance framework which include monitoring and evaluation of outcomes to improve the effectiveness of CAMHS



## NI 56: Obesity among primary school children in Year 6

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
% obese: 17.3 % measured: 81.5 (National Child Obesity Data Collection 2007/08)	County	% obese: 17.7 % measured: 87	% obese: 17.8 % measured: 88.3	% obese: 17.8 % measured: 89.3

### Rationale for the Proposed Targets

North Staffordshire PCT had good coverage during the baseline period. Therefore, the baseline prevalence is likely to be a robust estimate.

South Staffordshire PCT had lower coverage. Therefore, as coverage increases in South Staffordshire PCT, the estimated prevalence of obesity is likely to increase (due to improved measurement rather than an increase in underlying prevalence). As the South Staffordshire PCT population accounts for more than 70% of children in Staffordshire County, this will have a sizable impact on the County figures.

The proposed targets represent a challenge to both PCTs. As a county, an increase of <0.5% between 2008/09 and 2009/10 and the prevalence rate to stabilise thereafter (an increase of approximately 0% in the subsequent year) is anticipated.

In addition, there are a number of indicators against which either at PCT or County level or at both have received a medium priority risk rating. Undoubtedly this will increase the level of scrutiny under which delivery of this target must be made.

There is confidence that progress will be made. However, it is important that this progress is recognised. Achieving a lower target rather than making progress whilst failing a higher target has consequences for both public confidence and service moral.

Partnership working requires transparency about what each partner will contribute to joint work towards agreed targets and goals. To ensure consistency and clarity, the proposed submission matches with vital signs trajectories submitted by the individual PCTs.

The following breaks down the information by PCT:

	North Staffordshire	South Staffordshire	Staffordshire
<b>Baseline (2006/07)</b>	Eligible: 2526 Coverage: 2182 (86.4%) Obese: 410 (18.8%)	Eligible: 7093 Coverage: 5655 (76.9%) Obese: 948 (16.8%)	Eligible: 9619 Coverage: 7837 (81.5%) Obese: 1358 (17.3)
<b>Target (2008/09)</b>	Eligible: 2183 Coverage: 1856 (85.0%) Obese: 348 (18.8%)	Eligible: 7270 Coverage: 6325 (87.0%) Obese: 1097 (17.3%)	Eligible: 9453 Coverage: 8181 (86.5%) Obese: 1445 (17.7%)
<b>Target (2008/09)</b>	Eligible: 2183 Coverage: 187786.0%) Obese: 352 (18.8%)	Eligible: 7142 Coverage: 6356 (89.0%) Obese: 1112 (17.5%)	Eligible: 9325 Coverage: 8233 (88.3%) Obese: 1464 (17.8%)
<b>Target (2008/09)</b>	Eligible: 2183 Coverage: 1900 (87.0%) Obese: 355 (18.7%)	Eligible: 6983 Coverage: 6285 (90.0%) Obese: 1102 (17.5%)	Eligible: 9166 Coverage: 8185 (89.3%) Obese: 1457 (17.8%)
<b>Change 2006/07 to 2010/11</b>	Coverage ≥ 85%, with year on year increases. North Staffs: decrease in prevalence of 0.1% (at 75% level) South Staffs: 'increase' of 0.7% Staffs County: 'increase' of 0.5%		

### The Evidence

- Young people who are overweight have a 50% chance of becoming overweight adults.



- Rates of obesity are rising in children. In boys and girls aged 2 – 10 years, rates of obesity increased from 10% in 1995 to 17% in 2005. A further 16% of boys and 12% of girls were overweight in 2005 (*Source: The Health Survey for England, 2005*)
- North Staffordshire and South Staffordshire data is not comparable; however South Staffordshire the percentage for overweight in reception children were comparable with the national average, except in East Staffordshire, where they were below. Percentages for obesity in Reception children were below the national average except in Cannock where they were 2% above at 12.0 %. Year 6 pupils were also measured; this demonstrated that Cannock Chase and South Staffordshire/Stafford had similar percentage to the national for obesity, while the other districts were below. All areas had higher than average percentage of overweight for year 6 pupils. As a whole the percentage for overweight children in South Staffordshire is only slightly higher than England and the West Midlands and the percentage for obesity is lower.

### The Strategic Drivers

#### Children and Young People's Plan

Covers the Strategic direction for the Staffordshire Children's Trust. The document covers the 5 Every Child Matters outcomes and the partnership response from all organisations working with children across the County.

#### Choosing Health

Identifies a number of key areas for health improvement including smoking, obesity, sexual health, children and young people, older people, mental health, reducing harm and sensible drinking.

#### Tackling Obesities – Future Choices-Project Report – Foresight (2007)

Independent report providing current and future national picture of obesity. Analysis of a wide range of evidence identifies healthcare costs of overweight as well as economic impact. Emphasises the need for action, long term sustainable interventions, the engagement of a range of partners and ongoing evaluation



## NI 68: Referrals to children's social care going on to initial assessment

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
79% (Staffordshire County Council: March 2007)	County	79%	79%	82%

### Rationale for the Proposed Targets

The spatial level for this target is County level. The rationale for the targets relates to the implementation of the CAF process across the County. The percentage of referrals going on to initial assessment is closely linked to the issue of thresholds for referral and appropriateness of interventions at an early stage. The implementation of the CAF over the next three years should lead to more targeted referral to agencies such as social care. More appropriate referrals should lead to a direct correlation with the numbers going on to initial assessment.

### The Evidence

- Neglect is a key priority for Central and Local Government as it is recognised that the effects of neglect are life long. Staffordshire has seen a year on year increase in the numbers of children being placed on the Child Protection Register on the grounds of neglect which indicates that, in terms of the life experiences of children in the County the need to tackle the causes of neglect and impact on the long term outcomes for children this is a critical area of action for the LAA and Children's Trust.
- In Staffordshire between 2006 and 2007 we saw an 11% increase in the numbers of children on the Child Protection Register on the grounds of neglect. The trend for 2007/8 is already showing a continuation of this with 41% of the children on the Child Protection Register in the first 6 months of the year being registered for neglect.

### The Strategic Drivers

#### Children and Young People's Plan

Covers the Strategic direction for the Staffordshire Children's Trust. The document is currently being refreshed for 2008/9 and is based on a needs assessment of the population of Staffordshire. The document covers the 5 Every Child Matters outcomes and the partnership response from all organisations working with children across the County.

#### Staffordshire Safeguarding Children Board's Business Plan 2007 – 2009

Covers the activity of the Board for the next 2 years and is based on the Working Together to Safeguard Children document which requires all areas of the Country to put these arrangements in place.



## NI 80: Achievement of a Level 3 qualification by the age of 19

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
45% (LSC: 2006/07)	County	49.0%	50.0%	51.0%

### Rationale for the Proposed Targets

### The Evidence

- The post-16 picture is complex and while Further Education Colleges have seen an increase in success rates for young people (2.2%); this has not been enough to close the gap with the rest of the region.
- In terms of young people, there have been increases in young people achieving a Level 2 qualification by age 19 (an average rise of 6% over a two year period) and in young people achieving a Level 3 qualification by age 19 (an average rise of 2.3% over a two year period).
- Performance at the level is better in Staffordshire than the regional picture (45.8%), but is below the national picture (48.0%)

### The Strategic Drivers

#### Aim Higher Programme (Staffordshire University)

Aim Higher has the express aim of increasing the number of young people (mainly 13 to 19) from a low income background who have the potential to move on into higher education.

#### 14 -19 Strategy

Staffordshire 14 to 19 strategy involves partnership working between the range of different local providers to improve the life chances for all young people in the area.

#### Children and Young People's Plan

This is a three year strategic plan 2007-10, which is reviewed annually. A key strand of the Children and Young People's Plan is Achieve Economic Well Being.

#### Plan to Engage Young People in Employment, Education and Training

The Plan to engage young people in employment, education or training has a primary goal of all young people being engaged in employment, education or training by 2013.



## NI 110: Young people's participation in positive activities

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
To be agreed in the early 2009 refresh of this LAA	County	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA

### Rationale for the Proposed Targets

To be agreed in the early 2009 refresh of this LAA

### The Evidence

- Culture underpins the state of a region and provides the glue that binds communities together. Evidence demonstrates that participation in cultural activities raises the aspirations of children and young people.

### The Strategic Drivers

#### Department for Culture, Media and Sport (DCMS) Regional Commentary for Staffordshire County Council 2007

This is a position statement reflecting the views of the regional agencies – Arts Council England, Museums Libraries and Archives, Sport England and the Regional Cultural Consortium (Culture West Midlands), through GOWM, on how cultural services meet the needs of local people, written against a regionally defined benchmark.



## NI 111: First time entrants to the Youth Justice System

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
To be agreed in the early 2009 refresh of this LAA	County	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA

### Rationale for the Proposed Targets

To be agreed in the early 2009 refresh of this LAA

### The Evidence

- The Youth Offending Service (YOS) primarily work with young people aged 10-17 across 3 youth offending sub regions. In 2006/07, there were a total of 2,273 young offenders (first offenders and re-offenders) in Staffordshire County, a rate of 27 per 1,000 population aged 10-17 years.
- In Staffordshire in 2006/07 young offenders committed a total of 3,999 offences (47per 1,000 10-17 population) or an average of 1.6 offences per offender.
- The highest number of offences by young people per 1,000 population were recorded in the North Staffordshire area.

### The Strategic Drivers

#### Staffordshire Youth Offending Service Annual Report

Delivery plan includes headings of preventing re-offending, early intervention, providing intensive community supervision, reducing re-offending, support access to substance misuse services.





**NI 112: Under 18 conception rate**

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
43.2 per 1000 17 year olds. (Department of Health: 2005)	County	30.9 per 1000	26.2 per 1000	21.6 per 1000

**Rationale for the Proposed Targets**

There are thirteen wards in the 2 Staffordshire PCTs' area that have under 18 conception rates which are significantly higher than England. Under 16 conceptions make up 20% of under 18 pregnancies. This rate is similar to the national average

**The Evidence**

- There are thirteen wards in South Staffordshire PCT area that have under 18 conception rates which are significantly higher than England.
- Under 16 conceptions make up 20% of under 18 pregnancies. This rate is similar to the national average.
- Reducing teenage pregnancy and supporting teenage parents is a high national and local priority and being a teenage parent can have adverse effects on an individual's health including increased mortality and morbidity and on other long term outcomes around education and employment. T
- The national target is to reduce the under 18 conception rate by 2010 and establish a downward trend in the under 16 year olds. Between 1998 and 2005 under 18 conception rates have reduced by 6.5% compared with 11.8% nationally.

**The Strategic Drivers****National Teenage Pregnancy Strategy**

Update on key developments for major elements of the national teenage pregnancy strategy including specific PSA target on reducing teenage and other related targets. There is significant variation across the country in the rate of under-18 conception and, despite overall national progress; in many local areas it is still high. Local Authorities and their partners, such as health services and the third sector, must work together to ensure that young people can access high quality services – including sexual and reproductive health – and make positive choices. Where this happens already, rates are declining. This indicator has a national target for 2010. Improving outcomes for teenage parents and their children is also part of the long-term effort to reduce future teenage pregnancies, narrow inequalities and tackle child poverty.



## NI 117: 16 – 18 year olds not in education, employment or training (NEET)

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
10.9% (Connexions 2007)	20 targeted wards (amalgamated target)	9.8%	9.3%	8.9%

### Rationale for the Proposed Targets

Looking back at the 'Top 20' wards data for April 2006 showed that 610 (14.0%) of the County's 1576 (6.7%) YP who were NEET appeared in this dataset. The comparable data for March 2008 showed 505 (11.0%) from 1433 (5.5%). This shows a reduction of 105/143 in those 'Top 20' wards v the County total an improvement of 17.2% v 9.3% at County level. The 'Top 20' reduction accounted for over 73% of the reduction in the County. This data justifies the Staffordshire approach in targeting these particular wards and demonstrates some narrowing of the gap between these target wards and the County average.

However, improvements of this magnitude are not won easily and reflect the concerted efforts of all the agencies with whom Connexions Staffordshire works in partnership to address this key issue. As performance improves it becomes harder to further improve and, given the progress to date, it is felt that targeting further improvement in excess of 18% would be unrealistic.

One of the conditions for the inclusion of this indicator was that delivery was focused on targeted wards. Where there is an \* next to the ward name, this indicates that the same wards occur as part of the targeted wards for NI 152. The targeted wards are:

Ward	March 2008	April 2007	April 2006
Belgrave*	9.2%	11.9%	13.0%
Glascote*	10.5%	12.9%	12.6%
Amington*	8.8%	8.6%	10.7%
Spital	10.0%	9.8%	11.4%
Cannock South*	9.6%	13.3%	17.1%
Cannock East*	11.5%	15.1%	12.9%
Cannock North*	8.7%	14.9%	16.1%
Brereton and Ravenhill*	9.7%	9.3%	10.1%
Penkside*	13.5%	14.9%	14.0%
Highfields and Western Downs*	13.9%	15.2%	13.8%
Stapenhill*	10.0%	12.8%	12.5%
Shobnall*	9.1%	11.5%	13.0%
Eton Park*	9.3%	12.9%	14.8%
Burton*	26.3%	27.4%	17.6%
Cross Heath*	15.1%	18.6%	18.9%
Knutton and Silverdale*	12.0%	15.8%	20.0%
Holditch*	15.6%	14.6%	19.0%
Chesterton*	8.8%	7.2%	14.2%
Kidsgrove	9.9%	8.5%	11.7%
Biddulph East*	13.3%	13.2%	13.8%

### The Evidence

- In March 2007, 7.6% of 16-18 year olds in Staffordshire were classed as NEET, slightly below the England average of 8%. This improved to 5.8% for the Winter Average (2007/08), the improvement however only ranked Staffordshire 8/11 with its statistical neighbours.
- Staffordshire NEET figures have fallen from 8.7% in November 2002 to 5.8% at the January 208 Winter Average. The hotspot areas listed above have an average almost twice that. The focus on these hotspots



aims to narrow the gap between them and the County average

- The distribution of NEETs is not even across the County with one third of all NEETs resident in just 20 of Staffordshire's 174 electoral wards. The concentration of children classed as NEET among these wards, varies from around 9% in Cannock North to 26% in the Burton ward, compared to the county average of less than 6%. In absolute terms Highfields and Western Downs (Stafford) and Biddulph East (Staffordshire Moorlands) represent the greatest challenges.

### **The Strategic Drivers**

#### **14 -19 Strategy**

Staffordshire 14 to 19 strategy involves partnership working between the range of different local providers to improve the life chances for all young people in the area.

#### **Children and Young People's Plan**

This is a three year strategic plan 2007-10, which is reviewed annually. A key strand of the Children and Young People's Plan is Achieve Economic Well Being.

#### **Plan to Engage Young People in Employment, Education and Training**

This plan to engage young people in employment, education or training has a primary goal of all young people being engaged in employment, education or training by 2013.



## NI 121: Mortality rate from all circulatory diseases at under 75

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
79.04 per 100,000 population (NCHOD, 2004/06)	County	71.43 per 100,000 population	67.19 per 100,000 population	63.20 per 100,000 population

### Rationale for the Proposed Targets

PSA01a and Vital Signs target. Trend based projections – annual rates used whereas 3 year pooled rates were used for Vital Signs trajectories

The following is a District breakdown.

Area	2008/09	2009/10	2010/11
South Staffs	71.43	67.19	63.2
North Staffs		66.3	61.3
Cannock	90.05	85.84	81.83
East Staffs	78.49	73.75	69.3
Lichfield	65.55	61.28	57.29
South Staffordshire	62.91	59.31	55.91
Stafford	57.58	53.53	49.76
Tamworth	79.71	74.98	70.53

### The Evidence

- Circulatory disease makes up 37% of all deaths in Staffordshire and 29% of premature deaths. Coronary heart disease makes up 18% of all deaths and 17% of premature deaths with stroke accounting for 10% of all deaths and 6% of premature deaths.
- Tamworth is a spearhead area and will require additional support with delivery due to the inequalities that exist and the correlation between deprivation and reduced life expectancy.

### The Strategic Drivers

#### Investing for Health 2007-2012

This identifies core priorities, sets out a joint programme of work with PCTs, guides investment and development decisions and links to the Regional Health and well being strategy. It identifies 7 challenges widening inequalities, variable quality and safety of services, lack of upstream investment, purchasing items which do not work, increasing cost, lack of public confidence, complex systems.

#### Joint Strategic Needs Assessment

A demographic foundation combining data from a range of sources including the PCT, district councils, county council, police and drug and action team which will be used to underpin the joint strategic needs assessment. This is a central part of the framework for the development of a JSNA for Staffordshire. The JSNA is a joint process between the PCT and local authority and will assist the future commissioning intentions. Specific needs assessments are also being conducted around alcohol end of life care, adult mental health, and older people mental health.

#### Our Health Our Care Our Say (2006)

Sets out a vision of more effective health and social care services provided out of hospitals using a more person centred community based approach based on local need with choice for patients. Contains a strong theme



around prevention of ill health through the promotion of healthy lifestyles and partnership working.

**Choosing Health (2004)**

Identifies a number of key areas for health improvement including smoking. Central to the delivery is the promotion of individual health, development of the workforce and the use of good robust data and health intelligence.

**Tackling Health Inequalities – A Programme for Action (2003)**

Three year national action plan based on the national inequalities targets to reduce infant mortality and increase life expectancy in the most disadvantaged areas.



## NI 123: Stopping smoking

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
Number of quitters: 4776 Rate: 720 per 100,000 population  (Smoking cessation data: 2004/05 to 2006/07)	County	Quitters: 4887 Rate: 719 per 100,000 population	Quitters: 4920 Rate: 719 per 100,000 population	Quitters: 4938 Rate: 719 per 100,000 population

### Rationale for the Proposed Targets

The targets have been proposed in line with the technical guidance to maintain current quit rates, whilst targeting areas of deprivation.

### The Evidence

- National surveys identify that over 70% of smokers want to quit. In Staffordshire there are estimated to be 159,600 smokers (21% of the adult population) with higher rates in Newcastle, Tamworth and Cannock Chase.
- Quit rates at four weeks for 2006/07 were between 61% and 45% compared to the national average of 53% for England.

### The Strategic Drivers

#### Investing for Health 2007-2012

This identifies core priorities, sets out a joint programme of work with PCTs, guides investment and development decisions and links to the Regional Health and well being strategy. It identifies 7 challenges widening inequalities, variable quality and safety of services, lack of upstream investment, purchasing items which do not work, increasing cost, lack of public confidence, complex systems.

#### Joint Strategic Needs Assessment

A demographic foundation combining data from a range of sources including the PCT, district councils, county council, police and drug and action team which will be used to underpin the joint strategic needs assessment. This is a central part of the framework for the development of a JSNA for Staffordshire. The JSNA is a joint process between the PCT and local authority and will assist the future commissioning intentions. Specific needs assessments are also being conducted around alcohol end of life care, adult mental health, and older people mental health.

#### Our Health Our Care Our Say (2006)

Sets out a vision of more effective health and social care services provided out of hospitals using a more person centred community based approach based on local need with choice for patients. Contains a strong theme around prevention of ill health through the promotion of healthy lifestyles and partnership working.

#### Choosing Health (2004)

Identifies a number of key areas for health improvement including smoking. Central to the delivery is the promotion of individual health, development of the workforce and the use of good robust data and health intelligence.

#### Tackling Health Inequalities – A Programme for Action (2003)

Three year national action plan based on the national inequalities targets to reduce infant mortality and increase life expectancy in the most disadvantaged areas.



## NI 135: Carers receiving needs assessment or review and a specific carer's service or advice or information

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
10.3% (RAP data: 2007)	County	13%	17%	21%

### Rationale for the Proposed Targets

Staffordshire's performance for indicator PAF C62 currently sits at 50% below the average for three-star authorities. Using C62 as a proxy, the three-year target is based on improvement towards this. Performance varies quite considerably across Staffordshire. In Newcastle and South Staffordshire targets have been exceeded whilst in Cannock, East Staffordshire and Staffordshire Moorlands performance is below target. We need to provide more carers with assessments and increase the level and variety of resources to move in line with three-star authorities.

Analysis of best practice in better-performing areas will help us to improve practice across the districts. Development in partnership working, building on recent successes through different districts' delivery plans should lead to more assessments, information, advice and services. This could involve:

- Enabling some other organisations to undertake carer's assessments on behalf of Social Care and Health.
- Raising awareness amongst carers of support that could be available to them following carer's assessments.
- Increased referrals for assessments via GP surgeries and other agencies.

Development of services and support to carers, e.g. leisure, learning, health promotion and supportive employment, of which carers could be made aware through assessments.

### The Evidence

- According to the Census 2001, we depend on about 90,000 carers in Staffordshire and it is estimated that they contribute well over £1,000 millions worth of care.
- Demographic changes indicate that there will be nearly a 60% increase in the demand for support from carers over the next 35 years. However, if current patterns of caring remain the same, there could be a shortfall of about 33,000 carers in Staffordshire.
- Caring can have a negative impact on health: In Staffordshire 13.4% of those caring for 20-50 hours/week reported they were not in good health and this rose to over one in five for those caring hours/week. A survey by Carers Association South Staffordshire showed 43% of respondents reporting that they suffered from depression.
- Many carers struggle to combine paid employment with caring. In Staffordshire 14,108 households had one carer working full time and 7808 part time. National research using Census information shows that working carers with heavy caring responsibilities are two to three times more likely than workers without caring responsibilities to be in poor health.
- Carers lose out financially. A Carers UK survey indicated that 3 out of 4 carers are worse off as a result of caring. Over half had given up work to care. Half end up subsidising the costs of disability of the person they care for. On average, carers retire eight years early, losing income and pension contributions.

### The Strategic Drivers

#### Strategy for Carers in Staffordshire

The Strategy was produced by the Staffordshire Carers Partnership Board to continue previous work aimed at fostering a multi agency approach to meeting the holistic needs of Staffordshire's carers. Four key priority areas are identified in the strategy: Identifying carers and assessing their needs; Raising the profile of carers' role and needs, particularly with gatekeepers to services and support; Promoting carers' health and ability to care safely; Increasing the number and range of breaks.



**Changing Lives**

This programme supports the commitments being made to carers and has led to developments in the governance and structures for developing support to carers.

**New National Carers Strategy**

This has 4 key work areas:

- Income
- Employment
- Health and Social Care
- Equalities

This indicates the drive to address the wider needs of carers, not just support to enable them to continue to care and Government has also demonstrated it's view of the importance of carers' contribution nationally by setting up of a new standing commission for carers and investing further in carers' services





### NI 136: People supported to live independently through social services (all adults)

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
2536 per 100,000 population  (RAP: 2007)	County	3000 per 100,000 population	3500 per 100,000 population	4000 per 100,000 population

#### Rationale for the Proposed Targets

Our Health, Our Care, Our Say advocated work in different ways, based on the principles of promoting independence, well being, choice and inclusion. The Local Authority Circular, "*Transforming Social Care*", states that social services should emphasise enablement and early intervention to maintain independence and reduce the need for crisis intervention. This change in direction requires a strategic shift in the way social care is delivered. The Changing Lives programme aims to transform Staffordshire's service delivery in line with these principles. This indicator provides some measure as to how much the programme is achieving its objectives.

Looking at the mean relative position of five current indicators that provide components of this indicator, Staffordshire is 24% below the three-star average (as at March 2007). In order to reach the three-star standard, performance must reach  $28.02 \div (1-0.24) = 36.87$  by the end of the three-year period. The interim targets represent a linear trajectory towards this.

#### The Evidence

#### The Strategic Drivers

##### Changing Lives

The strategy aims to ensure that people with disabilities and older people can live "ordinary lives" - in an ordinary home, in an ordinary street, using the same local facilities as everyone else - with the support they need to do this. The strategy is about enabling people to have control over their lives; live safe, healthy and fulfilled lives; have an active role in a stronger and prosperous community and access the support they need in order to be as independent as they choose.

##### Ageing with Opportunity

The aim of the strategy is to look at the whole range of activities carried out by the County Council and other partner organisations which are, or could be, important to improving the quality of life of older people in Staffordshire.

##### Our Health, Our Care, Our Say

Sets out a vision of more effective health and social care services provided out of hospitals using a more person centred community based approach based on local need with choice for patients.

##### Valuing People Now

Makes it a requirement to move away from traditional "day services" and ensure people are socially included.

##### Supporting People

The Supporting People programme offers vulnerable people the opportunity to improve their quality of life by providing a stable environment which enables greater independence.



## NI 146: Adults with learning disabilities in employment

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
To be agreed in the early 2009 refresh of this LAA	County	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA

### Rationale for the Proposed Targets

#### The Evidence

- A National CSIP survey in 2005 showed that 11% of people with learning disabilities accessed some kind of paid work (minimum of 16 hours per week) whilst that figure is below 1% in Staffordshire.
- A more recent Government survey indicated that across all working age groups 24% of vulnerable adults now access some kind of paid work. Again in Staffordshire the figure is much lower.

#### The Strategic Drivers



## NI 152: Working age population on out of work benefits

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
22.90% (Claimant rates to 20%)  (Working Age Client Group Data May 2007)	Targeted worst performing neighbourhoods (amalgamated target)	21.7%	20.7%	19.7%

### Rationale for the Proposed Targets

The target is based on a forecast of activity in mainstream that should impact on certain beneficiaries, based on the identified priority neighbourhoods. The following shows the calculations for the proposed targeted wards based on LSOAs with key benefit claimant over 20%. Where there is an \* next to the ward name, this indicates that the same wards occur as part of the 20 targeted wards for NI 117.

LSOA Code	Name of Ward	Persons	Claimants				% Claims
			08/06	11/06	02/07	05/07	
E01029809	Leek North	827	170	165	170	160	20.1
E01029752	Tillington	750	155	160	150	140	20.2
E01029598	Thistleberry	845	175	175	170	165	20.3
E01029499	Curborough	1014	205	210	205	205	20.3
E01029496	Chasetown	989	200	210	210	190	20.5
E01029351	Cannock East*	956	215	205	185	185	20.7
E01029824	Amington*	1119	225	235	240	225	20.7
E01029679	Wombourne South West	931	200	195	185	190	20.7
E01029350	Cannock East*	880	185	200	185	160	20.7
E01029346	Brereton and Ravenhill*	958	190	200	210	200	20.9
E01029421	Burton*	1605	340	335	340	330	21.0
E01029782	Cheadle North East	1167	235	255	245	245	21.0
E01029720	Holmcroft	968	210	205	205	195	21.0
E01029558	Holditch*	904	195	200	185	190	21.3
E01029390	Hednesford North	733	150	150	165	160	21.3
E01029492	Chadsmead	1148	255	240	245	240	21.3
E01029591	Seabridge	831	180	175	185	180	21.7
E01029543	Butt Lane	721	155	155	170	145	21.7
E01029421	Silverdale and Parksite	1065	225	230	245	235	21.9
E01029362	Cannock South*	967	210	215	225	205	22.1
E01029560	Holditch*	891	195	200	200	195	22.2
E01029716	Highfields and Western Downs*	892	205	210	195	185	22.3
E01029372	Etching Hill and the Heath	830	180	200	190	180	22.6
E01029828	Belgrave*	763	175	180	160	175	22.6
E01029437	Horninglow	855	185	195	195	200	22.7
E01029734	Penkside*	1206	275	270	270	280	22.7
E01029765	Biddulph East*	797	180	185	175	185	22.7
E01029763	Biddulph East*	903	210	200	210	205	22.8
E01029547	Chesterton*	925	215	205	210	220	23.0
E01029553	Cross Heath*	951	215	230	215	215	23.0
E01029445	Shobnall*	923	220	225	220	205	23.6
E01029450	Stapenhill*	884	220	205	210	200	23.6
E01029835	Castle	763	180	185	185	175	23.8
E01029468	Winshill	920	230	230	220	210	24.2
E01029453	Stapenhill*	833	200	195	215	210	24.6



E01029727	Manor	822	195	210	210	195	24.6
E01029427	Eton Park*	856	230	230	220	220	26.3
E01029717	Highfields and Western Downs *	1052	295	295	300	265	27.4
E01029548	Chesterton*	884	245	250	250	235	27.7
E01029358	Cannock North*	768	210	220	225	215	28.3
E01029566	Knutton and Silverdale*	765	220	225	225	215	28.9
E01029845	Glascote*	611	190	190	185	190	30.9
E01029554	Cross Heath*	889	270	275	285	280	31.2
All LSOAs above 20% claim rate (43 in total)		39361	9015	9125	9090	8800	

### The Evidence

- At May 2007 in Staffordshire some 65,430 people were claiming working age benefits. 37,595 of these claims were for sickness and disabled related benefits. In some of the most deprived neighbourhoods claim rates among the working age population exceed 25%.
- The number of claimants in 10 of the most disadvantaged wards in Staffordshire at May 2007 was 7,090. These 10 wards account for 18.9% of the County's claimants but account for only 6.5% of the population.

### The Strategic Drivers

#### Regional Economic Strategy

This covers the economic development needs of the West Midlands Region through themes of Business, People and Place.

#### DWP – In Work, Better Off

The strategy provides the strategic framework with the goal of 80% employment rate in all regions, reducing the numbers of working age people dependent on benefits and to close the gap between different groups.



**NI 154: Net additional homes provided**

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
2191 (Housing Flows Reconciliation Data: 2006/07)	County (amalgamated District target)	2745	2745	2745

**Rationale for the Proposed Targets**

The West Midlands Regional Spatial Strategy Phase Two Revision, Preferred Option, which was submitted in December 2007, requires the provision of some 54,900 net additional dwellings over the period 2006/2026 in Staffordshire excluding Stoke on Trent. This equates to an indicative provision of 2,745 net additions. The district breakdown is shown below:

District	2006-2026	Indicative Annual Average
Cannock	5800	290
East Staffs	12900	645
Lichfield	8000	400
Newcastle	5700	285
South Staffs	3500	175
Stafford	10100	505
Staffs Moorlands	7000	350
Tamworth	2900	145

2,745 (proposed minimum target) net additional dwellings represents a 25% increase over the rate achieved in 2006/07 and 9% over the 4 year average 2003/07.

Communities and Local Government has expressed concern about the level of housing provision included in the submitted document and has asked Government Office for the West Midlands to commission work to consider options as to how the level might be increased. These options may or may not affect Staffordshire and if they do the extent to which they might affect Staffordshire is very uncertain. Consequently, at the present time it is considered appropriate to keep to the annual levels included in the submitted Phase Two RSS Revision with the qualification that the level be considered a minimum. Targets may need to be adjusted as and when the RSS Revision process is further advanced. Monitoring will also have to take into account variations in delivery between local authorities across the county.

As with certain other indicators, the parties involved in the LAA are not directly responsible for the delivery of the target. The LAA partners can do much to facilitate the availability of land and services, but it is for the private sector, and in particular the house builders, to deliver the built dwellings. Consequently, it would be inappropriate to set over challenging targets that could result in the costly provision of unused potential development capacity.

**The Evidence**

- The Regional Spatial Strategy revision proposes that we will need to provide around 54,900 houses (net) in the 2006 to 2026 period. This equates to an indicative annual average build rate of 2,745 per year, with the provision of housing varying across our Districts from 2,900 in Tamworth Borough up to 12,900 in East Staffordshire Borough.
- Staffordshire County is generally less affordable than the West Midlands Region as a whole, but slightly more affordable than England. The districts of Lichfield, South Staffordshire, Stafford and Staffordshire Moorlands all have affordability ratios above the England average, while only East Staffordshire and Newcastle-under-Lyme have house price to incomes ratios more affordable than the West Midlands Regional average.

**The Strategic Drivers****Regional Spatial Strategy**

The strategy proposes that around 54,900 houses (net) should be provided in Staffordshire County in the 2006 to 2026 period – an indicative annual average build rate of 2,745 per year. A key issue for new housing provision will be the need to provide affordable housing, with technical work supporting the preferred option estimating the need for 6200 affordable housing units regionally per annum over the plan period arising from demographic need and through replacements needed as a result of “right to buy” legislation.

**Regional Housing Strategy**

The ultimate goal of the strategy is to secure mixed and balanced communities in the West Midlands and has the main purposes of reinforcing and applying the principles of urban and rural renaissance to the regions housing markets.



**NI 155: Number of affordable homes delivered (gross)**

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
375 (HSSA Returns: 2006/07)	County (amalgamated District target)	377	712	795

**Rationale for the Proposed Targets**

The following shows the district breakdowns. The baseline (2006/07) refers to the actual number of affordable homes delivered

District	Baseline	2008/09	2009/10	2010/11
Cannock	51	50	100	100
East Staffs	105	75	75	100
Lichfield	45	50	70	100
Newcastle	28	9	144	117
South Staffs	13	75	75	80
Stafford	54	50	55	80
Staffs Moorlands	11	20	80	80
Tamworth	68	28	138	138

The targets are based on the number of actual completions over 3 years. Developers build programmes can vary over time and these targets are based on current information available. The future target is the more difficult to forecast, given this, the 2010/11 target is a prudent one and should increase once the Districts become aware of other schemes that have not yet been identified.

It is important to stress that these targets are only estimates based on current forecasts of completions and they will therefore need to be reviewed on an annual basis. Also all districts will be reviewing their affordable housing policies in line with the revised RSS figures which will obviously impact upon our future figures as well.

It is suggested that this target be revisited in the coming 12 months when the District Strategic Housing Teams will be more aware of schemes in the development pipeline for 2010/11.

As a percentage increase – the targets are 101%, 189% and 212% increases.

**The Evidence**

- The Regional Spatial Strategy revision proposes that we will need to provide around 54,900 houses (net) in the 2006 to 2026 period. This equates to an indicative annual average build rate of 2,745 per year, with the provision of housing varying across our Districts from 2,900 in Tamworth Borough up to 12,900 in East Staffordshire Borough.
- Staffordshire County is generally less affordable than the West Midlands Region as a whole, but slightly more affordable than England. The districts of Lichfield, South Staffordshire, Stafford and Staffordshire Moorlands all have affordability ratios above the England average, while only East Staffordshire and Newcastle-under-Lyme have house price to incomes ratios more affordable than the West Midlands Regional average.

**The Strategic Drivers****Regional Spatial Strategy**

The strategy proposes that around 54,900 houses (net) should be provided in Staffordshire County in the 2006 to 2026 period – an indicative annual average build rate of 2,745 per year. A key issue for new housing provision will be the need to provide affordable housing, with technical work supporting the preferred option



estimating the need for 6200 affordable housing units regionally per annum over the plan period arising from demographic need and through replacements needed as a result of “right to buy” legislation.

#### **Regional Housing Strategy**

The ultimate goal of the strategy is to secure mixed and balanced communities in the West Midlands and has the main purposes of reinforcing and applying the principles of urban and rural renaissance to the regions housing markets.

#### **Lichfield District Council Housing Strategy**

There is an annual target to deliver 70 affordable homes per annum and the current policy is to achieve 25% affordable housing on sites over 15 units (however this policy is under review in line with the review of the Local Development Framework).

#### **South Staffordshire District Council Housing Strategy**

The Council aims to deliver approximately 600 affordable homes by 2011, requiring 30% affordable housing on housing sites over 0.5 hectares.

#### **Tamworth Borough Council Housing Strategy**

A total of 258 units of affordable housing are planned over the period to 2010.

#### **Cannock Chase District Council Housing Strategy**

There is a target to deliver 100 affordable homes per annum.

#### **Newcastle under Lyme Borough Council Housing Strategy**

The provision of affordable housing is a priority in terms of delivering new affordable housing there is a target to deliver 20% affordable housing.

#### **Staffordshire Moorlands District Council Housing Strategy**

The need for affordable housing is evidenced through the findings of the Housing Needs Survey 2003, which indicated a need for 114 units of affordable housing per annum for the next 5 years, necessitating the development of supplementary planning guidance to increase the target.

#### **East Staffordshire Borough Council Housing Strategy**

There is currently a target to deliver 75 new affordable units per annum.





## NI 156: Number of households living in temporary accommodation

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
293 (December 2004)	County (amalgamated District target)	80	80	80

### Rationale for the Proposed Targets

There is the central government target that the use of all temporary accommodation will be halved by 2010. This is compared to a baseline of the number of households reported on the PIE as being in all forms of temporary accommodation as at 31<sup>st</sup> December 2007.

Progress has been made by councils to achieve this aim, with all authorities reviewing their Homelessness Strategies by July 2008 which will include actions which will further progress this target. Reducing this type of accommodation usage will also help to meet the national target.

The following sets out a breakdown of the District baselines.

District	Baseline
Cannock	8
East Staffordshire	4
Lichfield	20
Newcastle	1
South Staffordshire	25
Stafford	58
Staffordshire Moorlands	6
Tamworth	121
<b>Total</b>	<b>243</b>

### The Evidence

- DCLG figures show that there has been rise in the numbers in temporary accommodation between the year ending 2006-2007.

District	31/3/06	31/3/07	30/6/07	30/9/07	31/12/07
Cannock	2	1	3	3	4
East Staffordshire	3	4	7	3	2
Lichfield	19	23	32	26	27
Newcastle	0	3	6	4	1
South Staffordshire	13	21	14	19	12
Stafford	0	4	4	3	4
Staffordshire Moorlands	15	13	11	3	17
Tamworth		63	37	43	19
<b>Total</b>	<b>52</b>	<b>128</b>	<b>114</b>	<b>111</b>	<b>86</b>

- Therefore the totals are as follows:

District	Total Households	Households with children	Number of children
Cannock	3	2	3
East Staffordshire	3	2	3
Lichfield	26	21	36
Newcastle	4	3	5
South Staffordshire	19	14	36
Stafford	3	3	6
Staffordshire Moorlands	3	8	12
Tamworth	43	32	55



Total	111	85	156
Based on the number of households living in temporary accommodation (September 2004) there are 1.4 children per household. This would equate to 483 children leaving temporary accommodation during 2007.			
<b>The Strategic Drivers</b>			
<b>Shelter Report: 'Sick and Tired: The Impact of Temporary Accommodation on the Health of Homeless Families</b>			
This report undertook research on a large number of families in temporary accommodation and that:			
57% of families health had suffered;			
47% of the families reported that their health had become worse			
Among those suffering depression, 63% said this had worsened			
60% of those with asthma or other chest and breathing problems said their condition had deteriorated			
45% of families reported visiting their doctor or hospital more frequently since becoming homeless			



### NI 163: Proportion of population aged 19-64 males and 19-59 females qualified to at least Level 2 or higher

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
65.7% (APS 2006)	County	2.0% improvement on baseline	5.0% improvement on baseline	9.0% improvement on baseline

#### Rationale for the Proposed Targets

The target proposal will just indicate a % increase on the baseline. This is because APS is subject to being refreshed.

#### The Evidence

- Staffordshire currently lags well behind the national averages of its population who are qualified to at least NVQ Level 4 or above (24.8% compared to 27.4% for Great Britain). There is wide variation between the localities of Staffordshire from Cannock Chase with 19.3% qualified to level 4 and above, to 28.2% in South Staffordshire.
- Staffordshire performs worse than the Great Britain average for Level 4 skills among the working age population. There are particular skills problems evident in Cannock Chase and Tamworth.
- The picture is the same regarding the working age population who have a Level 3 qualification or above, with 42.7% of the population having a Level 3 qualification, compared to the national average of 45.3%. Cannock, East and Tamworth all have rates below 40%. Similarly, Staffordshire performs worse than the national average for Level 2 skills among the working age population, with particular problems evident in Cannock Chase and Tamworth.

#### The Strategic Drivers

##### Learning and Skills Council Statement of Priorities

This sets out the key objectives for LSC over the period 2008/09 to 2010/11. The ambition is to get more people trained up to Level 2 and 3 (an increasingly Level 4) through the train to gain service.

##### Regional Economic Strategy

The strategy sets out the need to up skills levels as it is seen as a key contribution towards achieving the goal of increasing GVA to the national average

##### Sub National Review of Economic Development and Regeneration

This suggests a suite of changes to economic development activity at national, regional and sub regional levels. A key element of this will involve narrowing the gap between the most deprived areas and average performance. There is a direct correlation between skills, productivity and employment, and without an appropriately skilled workforce the country's businesses will find it increasingly difficult to compete.

##### Leitch Review of Skills

The review emphasised the need to provide a world class skilled workforce by 2020 with more than 90% of adults to have GCSE qualifications or vocational equivalent and 40% of the adult workforce should be qualified to Level 4 or higher

##### Staffordshire Economic Regeneration Strategy

This strategy seeks to develop a high value added economy, high skilled workforce in the area. It is recognised that to develop this workforce and economy will require significant improvements to the skills base, raising the proportion of people with Level 4 and improving the retention of graduates from the County's Universities.



## NI 165: Proportion of population aged 19-64 males and 19-59 females qualified to at least Level 4 or higher

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
26.5% (APS 2006)	County	1.5% improvement on baseline	3.0% improvement on baseline	5.5% improvement on baseline

### Rationale for the Proposed Targets

The target proposal will just indicate a % increase on the baseline. This is because APS is subject to being refreshed.

### The Evidence

- Staffordshire currently lags well behind the national averages of its population who are qualified to at least NVQ Level 4 or above (24.8% compared to 27.4% for Great Britain). There is wide variation between the localities of Staffordshire from Cannock Chase with 19.3% qualified to level 4 and above, to 28.2% in South Staffordshire.
- Staffordshire performs worse than the Great Britain average for Level 4 skills among the working age population. There are particular skills problems evident in Cannock Chase and Tamworth.
- The picture is the same regarding the working age population who have a Level 3 qualification or above, with 42.7% of the population having a Level 3 qualification, compared to the national average of 45.3%. Cannock, East and Tamworth all have rates below 40%. Similarly, Staffordshire performs worse than the national average for Level 2 skills among the working age population, with particular problems evident in Cannock Chase and Tamworth.

### The Strategic Drivers

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This sets out the key objectives for LSC over the period 2008/09 to 2010/11. The ambition is to get more people trained up to Level 2 and 3 (an increasingly Level 4) through the train to gain service.

#### Regional Economic Strategy

The strategy sets out the need to up skills levels as it is seen as a key contribution towards achieving the goal of increasing GVA to the national average

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#### Staffordshire Economic Regeneration Strategy

This strategy seeks to develop a high value added economy, high skilled workforce in the area. It is recognised that to develop this workforce and economy will require significant improvements to the skills base, raising the proportion of people with Level 4 and improving the retention of graduates from the County's Universities.



## NI 172: Percentage of small businesses in an area showing growth

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
To be agreed in the early 2009 refresh of this LAA	County	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA	To be agreed in the early 2009 refresh of this LAA

### Rationale for the Proposed Targets

To be agreed in the early 2009 refresh of this LAA

### The Evidence

- Improving labour market participation and enterprise through VAT registrations will help to close the current productivity gap on GVA per employee where Staffordshire currently lags well behind other areas in the West Midlands Region and the UK average.
- The employment rate in Staffordshire at 77.9% is above that of Great Britain as a whole (74.2%) it is important that to enable the continuing economic prosperity of Staffordshire, that a higher than average employment rate is at least maintained, and ideally increased to the 80% which is the target for employment of the DWP. There is variation between the employment rates among Staffordshire's districts with the lowest rate in Newcastle-under-Lyme (68.2%) and the highest rate in Lichfield (83.9%) – (although these figures are derived from the Annual Population Survey which is open to margins of error especially at the district council level – it may therefore be less prudent to attach financially based stretch targets to the data because of the potential for margins of error – especially at district council level).
- GVA per head in Staffordshire at 2005 is the lowest of any strategic authority in the West Midlands Region at a value of 75 where the UK average is 100. It is clearly very important to strengthen Staffordshire's performance in terms of GVA and this must be achieved through business growth in higher value added sectors, and encouraging lower and medium value added sectors to improve their practices to help improved the overall competitiveness of the area.
- In terms of business growth, we have a rate of 35.6 new VAT business registrations 10,000 population, which is above that of the West Midlands Region but below the UK average. In addition the VAT registration rates vary between our districts with the north of the County displaying significantly lower enterprise rates than other parts of the County. Business survival rates (business surviving at 3 years from registration) stand at 73% for the County, which compares favourably with the UK average of 71.3%.

### The Strategic Drivers

#### Regional Economic Strategy

Covers the economic development needs of the West Midlands Region through the themes of Business, People and Place. The key aim is to increase the output of the region which is currently lagging. This includes reducing the amounts of "workless" people in the region. The RES identifies that businesses are the engine of economic growth and prosperity – the strategy will focus on growth in businesses including:

- Creating new businesses both to develop economic activity and inclusion, and to attack some new and valuable markets;
- Growth and development in existing businesses, particularly those in the mid sized bracket;
- Stimulating new strategic industries for both products and services in growth and value added markets.

This growth will be expected to be concentrated in higher value added sectors, particularly among the 13 priority business clusters identified by AWM.



**Staffordshire County Council Economic Strategy**

Seeks to develop a high value added economy, high skilled workforce in the area into the future towards 2021. It recognises that although enterprise levels in some areas are now approaching national levels, innovation tends to be substantially below the average. The strategy highlights that it will seek to encourage innovative and competitive business through the provision of enterprise centres, developing an enterprising culture particularly among young people, and providing a range of high quality business friendly services which help improve rather than hinder business competitiveness.



## NI 175: Access to services and facilities by public transport, walking and cycling

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
Stafford Hospital 30 minutes – 20,480 60 minutes – 100,995	County	Stafford Hospital 30 minutes – 22,292 60 minutes – 112,995	Stafford Hospital 30 minutes – 22,896 60 minutes – 116,995	Stafford Hospital 30 minutes – 23,500 60 minutes – 120,995
Cannock Hospital 30 minutes – 76,025 60 minutes – 178,454		Cannock Hospital 30 minutes – 78,025 60 minutes – 186,454	Cannock Hospital 30 minutes – 80,025 60 minutes – 194,454	Cannock Hospital 30 minutes – 81,025 60 minutes – 198,454
(Local Transport Plan: 2005/06)				

### Rationale for the Proposed Targets

Improving access is a significant element of the Local Transport Plan and is one of the key priorities in Staffordshire's Community Strategy. Our household travel survey undertaken in autumn 2005 found that over one-fifth (21%) of Staffordshire's residents considered accessibility to be the most important transport issue in the County. Both consultation and mapping work has highlighted that access to hospitals is a major concern. The non-town centre locations of many hospitals can make them more difficult to reach than other destinations, particularly when needing to travel by public transport or on foot. Some hospitals specialise in certain kinds of treatment, which means that the ability to reach the nearest hospital does not necessarily constitute an acceptable level of access to healthcare.

Partnership working with the Public Patient Involvement Forum has led to the development of the Local Area Action Plan for Cannock and Stafford Hospitals detailed in section 4.12 of the Better Accessibility Strategy contained within the Staffordshire Local Transport Plan 2006-2011. Stafford and Cannock hospitals each specialise in different treatments, so it is important that the accessibility of each hospital is measured separately. It is estimated that both hospitals taken together have a catchment population in excess of 320,000, whilst the number of people able to reach one site or the other within one hour by public transport. In addition improved accessibility has already been achieved at Sir Robert Peel Hospital in Tamworth and we are currently working at improving accessibility at Queens Hospital in Burton upon Trent and in North Staffordshire.

Currently there is a suite of mandatory transport indicators applicable to all local authorities of which accessibility was one. These were included within the Staffordshire Local Transport Plan 2006-11. A local target was developed in response to this requirement and is as above. The draft LAA national indicator guidance for NI 175 also follows the mandatory LTP indicator methodology.

The trajectories for the target above were developed following analysis and the development of the Local Area Action Plan for the two hospitals. The target is based at a County level as the Local Transport Plan cannot influence outside this boundary.

### The Evidence

- While 19% of households in the County do not have access to a car, in 2001, 73% of Staffordshire's population in employment travelled by car, higher than the national rate of 62%. Over half (53%) of all journeys to work in Staffordshire of less than 2km are made by car. By 2011, there will be a 27% increase in the number of vehicle journeys in Staffordshire (from a 2001 base). Staffordshire has 18% of the total traffic flow of the West Midlands – the highest of any local authority area in the region.



- Lichfield has the lowest % of addresses within 350 metres of a bus stop (69%). Kidsgrove and Cannock also have a considerable proportion of properties outside the desired distance to a half hourly or better bus service, with 81% and 89% respectively. Burntwood has the highest proportion of addresses within 350 metres of a half hourly or better bus service with 95.0%, with overall access to bus services in the urban settlements being approximately 88%.
- When examining address points around rural settlements (with a population of less than 3000), 58% of address points fall within 800 metres of an hourly or better bus service, showing that around 40% of rural residents have limited or no access to a major centre by bus.

### **The Strategic Drivers**

#### **Staffordshire Local Transport Plan**

Covers a five year period up to 2011. It details three transport problems - accessibility, road safety and highway maintenance – and two issues which must be addressed in order that they do not become problems over the next five years and beyond. These issues are traffic (in particular congestion) and poor air quality (where it is the result of traffic).

#### **North Staffordshire Local Transport Plan**

The North Staffordshire LTP also covers a 5 year period to 2011. Prepared jointly with Stoke-on-Trent City Council, it includes Stoke-on-Trent, and the urban areas of Newcastle-under-Lyme Borough and Staffordshire Moorlands District that adjoin the city.

#### **The Future of Transport**

Its overall objective is to “balance the need to travel with the need to improve quality of life”. It details the need for a transport network that can meet the challenges of a growing economy and the increasing demand for travel, but can also achieve our environmental objectives.





### NI 186: Per capita CO<sub>2</sub> emissions in the LA area

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
7.7 (DEFRA: 2005)	County	3.9%	7.8%	11.8%

#### Rationale for the Proposed Targets

2008/09 target comprises 2.4% from national measures and 1.5% from local contribution. Staffordshire is not accountable for national measures.

2009/10 target comprises 4.8% from national measures and 3% from local contribution. Staffordshire is not accountable for national measures.

2010/11 target comprises 7.3% from national measures and 4.5% from local contribution. Staffordshire is not accountable for national measures.

The following table shows the district breakdowns:

District	Emissions (tCO <sub>2</sub> per annum)
Cannock Chase	6.1
East Staffordshire	10.0
Lichfield	8.6
Newcastle	6.7
South Staffs	7.1
Stafford	7.9
Staffordshire Moorlands	9.1
Tamworth	5.8
Staffordshire	7.7

#### The Evidence

- In 2004 Staffordshire produced an estimated 8,800kt of carbon dioxide, equivalent to 10.9 tonnes of CO<sub>2</sub> per person. These estimates are well above the West Midlands (9.1 tonnes per person) and UK rates (9.3 tonnes per person).
- The majority of carbon dioxide emissions in Staffordshire are estimated to be produced by industrial, commercial and public sector (42%).
- Carbon dioxide levels have increased from 280 ppm in 1750 to over 375 ppm today – higher than any previous levels that can be reliably measured (i.e. in the last 420,000 years).
- Increasing greenhouse gases are causing temperatures to rise; the Earth's surface warmed by approximately 0.6 centigrade degrees over the twentieth century. The Intergovernmental Panel on Climate Change (IPCC) projected that the average global surface temperatures will continue to increase to between 1.4 centigrade degrees and 5.8 centigrade degrees above 1990 levels, by 2100.

#### The Strategic Drivers

##### A Hard Rain: Staffordshire County Council's Corporate Climate Change Strategy

This plan sets out the basis of Staffordshire County Council's response to climate change. It details the actions that the County Council will implement to tackle climate change and also the policies and evidence that underpin this need for action. The document sets out the key bodies of evidence which support the ever growing consensus that climate change is occurring and that these changes can only be explained by human activity. The evidence base includes:

- The Intergovernmental Panel on Climate Change Report IPCC3;



- Gleneagles Communiqué; and
- The Stern Review.

The document also considers the implications for Staffordshire, analyses current carbon emissions and arrives at some broad climate change predictions for Staffordshire.

**Joint Environmental Prospectus (DEFRA/LGA)**

Contains a shared commitment to work together to instil a strategic approach to the environment, including reducing CO<sub>2</sub> emissions to 60% of 1990 levels by 2050, making substantial progress by 2020.



**NI 191: Residual household waste**

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
1096kg per household (Waste Data Flow: 2000/01)	County	800kg per household	775kg per household	735kg per household

**Rationale for the Proposed Targets**

The proposed targets equate to a 32.9% reduction from the baseline year.

**The Evidence**

- The residents of Staffordshire and Stoke-on-Trent create and dispose of about 600,000 tonnes of waste each year. That is enough waste to fill the National Exhibition Centre in Birmingham nearly 5 times over.
- In 2005/06 around 44% of waste in Staffordshire was landfilled, this was lower than the national rate of 62%. Staffordshire's recycling and composting rate in 2005/06 was higher than the national rate (34% and 27% respectively). Recycling and composting rates vary considerably across the district areas. In 2005/06 Lichfield recycled or composted 45% of its waste compared to only 17% in Newcastle-under-Lyme.

**The Strategic Drivers****Staffordshire and Stoke on Trent Joint Municipal Waste Management Strategy (The Zero Waste to Landfill by 2020 Strategy)**

The Joint Municipal Waste Strategy sets out a vision for future sustainable waste management within Staffordshire and Stoke-on-Trent to the year 2020 and beyond.

**Waste Strategy for England 2007**

Waste Strategy 2000 updated by the Waste Strategy for England 2007, produced by Central Government, and the EU Landfill Directive have set the challenge to minimise waste arisings, to recycle and recover value from waste, and to divert biodegradable waste from landfill.

**EU Landfill Directive (99/31/EC)**

The European Landfill Directive places a duty on member states to decrease the quantities of biodegradable wastes land filled to:

- 75% of 1995 levels by 2010
- 50% by 2013
- 35% by 2020

**Joint Environmental Prospectus (DEFRA/LGA)**

Contains a shared commitment to work together to instil a strategic approach to the environment, including maintaining a healthy environment; sustainably manage our planet's precious natural resources and decouple growth in waste from economic growth.



### NI 197: Improved local biodiversity – proportion of local sites where possible conservation management has been or is being implemented

Proposed Baseline (including source/year)	Proposed Spatial Level	Proposed Targets		
		2008/09	2009/10	2010/11
24.8% (Staffordshire Wildlife Sites Inventory: 2007)	County (amalgamated District target)	29.9% (+ 5%)	35.0% (+5%)	39.9% (+5%)

#### Rationale for the Proposed Targets

The proposed target will make an important contribution towards advancing the assorted habitat and species objectives contained within the United Kingdom Biodiversity Action Plan and the Staffordshire Biodiversity Action Plan (SBAP). In addition NI 197 assists Local Authorities to deliver on their duty to have regard to the purpose of conserving biodiversity under the Natural Environment and Rural Communities (NERC) Act 2006, which includes restoring and enhancing species populations and habitats, as well as protecting them.

The lack of active/positive management has been identified as significant factor in the degradation of 30% of local sites, and therefore local biodiversity. Baseline data in Staffordshire is collected and collated at the district/borough spatial distribution level therefore enabling precise spatial targeting. As an example of projected targets, preliminary estimates suggest that a 5% increase above the current baseline per annum across the period of the LAA indicator in active/positive management of Local Sites would secure the biodiversity interest on a total of over 100 sites throughout the participating districts and boroughs in Staffordshire.

The underlying figures presented in the baseline are based on the current number of Local Sites, both biological and geological in the County and have been collated following discussions with representatives from the participating local authority areas. The baseline figure is based on the number of Local Sites where positive conservation management is/has been implemented.

Districts	Total number of sites	Target number of sites (08/09)	Actual % increase (2008/09)
Cannock	36	1	7.69
East Staffs	159	4	5.55
Lichfield	74	4	5.13
Newcastle	78	4	5.13
South Staffs	72	8	5.03
Stafford	173	2	5.56
Staffs Moorlands	239	8	4.62
Tamworth	13	12	5.02
<b>Total</b>	<b>844</b>	<b>43</b>	<b>5.09</b>

  

Districts	Total % of sites in positive management (Baseline March 2008)	Total % of sites in positive management
Cannock	31	53.8
East Staffs	28	44.4
Lichfield	22	37.8
Newcastle	12	26.9
South Staffs	25	39.6
Stafford	25	41.6
Staffs Moorlands	17	30.6
Tamworth	35	50.2
<b>Total</b>	<b>24.8</b>	<b>39.9</b>

#### The Evidence

- In July 2007 there were 65 SSSIs in Staffordshire, covering approximately 3.8% of the county. Some 43%



of Staffordshire's SSSIs have been judged by Natural England as being in a favourable condition, slightly lower than the national rate of 45%.

- Linking locally and nationally important sites to allow wildlife to move and adapt in the face of Climate Change and other major drivers is vital to the quality of life in Staffordshire, yet in the two decades to 2000, 30% of the local sites were destroyed, or were downgraded from Grade 1 to Grade 2 status. Unlike SSSIs, local sites have no legal status and have little protection, although recognition of their value to the quality of life has helped in recent years to bring them an enhanced status in Local Plans. The spread of loss was uneven, with the southern districts of South Staffs, Lichfield and Tamworth all losing over 40% of their local site resource, whilst Moorlands and Cannock had less dramatic declines, both below 15%.
- Standing out within a total loss of 477ha of habitat destroyed between 1979-2000, the worst affected habitats were neutral grasslands (hay meadows) that had almost 200ha totally destroyed and marshy grassland that saw an 80ha destruction. These significant losses helped to define Weaver Hills (hay meadows) and Staffordshire Washlands (marshy grassland) as the Wildlife Trust's first two priority Landscapes for Living, within which to rebuild biodiversity.

### **The Strategic Drivers**

#### **Staffordshire Biodiversity Action Plan**

The Staffordshire Biodiversity Action Plan aims to prevent further loss and degradation of Staffordshire's natural environment and reverse the damage done to landscapes and natural habitats.

#### **The Biodiversity Convention**

The main aim of the Convention is essentially a commitment to conserving and sustaining global biodiversity.

#### **The UK Biodiversity Action Plan**

This report recommends that the best way forward is the production of local Biodiversity Action Plans (local BAPs). It also provides guidance for the development of local BAPs, which has been followed closely in the preparation of the Staffordshire Biodiversity Action Plan. Since this initial report, a further six volumes of 'Tranche 2' have now been published, these now detail over 400 species action plans and 40 habitat action plans.

#### **Local Biodiversity Action Plans in the UK**

There are now around 150 Local Biodiversity Action Plans across the country, mostly at a county level but also including some Company BAPs. These Local Biodiversity Action Plans (LBAPs) identify priority habitats and species, setting targets for their conservation and outlining the mechanisms for achieving these targets.



## 4. Delivering the LAA

### 4.1 Governance

Staffordshire County Council is the Accountable Body for the Countywide Sustainable Community Strategy and LAA. Therefore the County Council needs to be assured that the performance management, delivery and governance arrangements are fit for purpose and that they ensure the achievement of the Sustainable Community Strategy and LAA outcomes.

A review of the LAA governance structure was undertaken in 2007 by a GOWM consultant, Carol Hayden. She tested the structure by reviewing the effectiveness of the performance management arrangements. Her review included interviews with most of the key partners and stakeholders whilst her conclusions were tested at a workshop involving members of the Strategic and Executive Boards.

In general terms the review concluded that the county wide LSP and the LAA Strategic Board needed to be brought together to ensure the delivery of the long term vision for the people of Staffordshire. In addition, the bureaucracy involved in the governance arrangements hindered effective performance management and delivery of the LAA outcomes. It was agreed that the governance structure would be revisited in time for the start of delivery of the new LAA.

A paper containing proposals for the streamlined governance arrangements was considered and approved by Staffordshire County Council Cabinet on 16<sup>th</sup> April 2008. This paper is available from <http://www.staffordshire.gov.uk/yourcouncil/committees/cabinethomepage/cabinetmeetings/cabinet160408/>

The proposals will be discussed further by partners at a meeting of the existing LAA Executive Board on 6<sup>th</sup> June 2008.

### 4.2 Performance Management Arrangements

As it was agreed that the governance arrangements would need to be revisited for the new LAA, so too would the performance management arrangements. Therefore the performance management framework has been revisited to ensure it is fit for purpose for the new LAA in readiness for delivery to begin on 1<sup>st</sup> July 2008. This is available from [www.staffordshirepartnership.org.uk/refresh/performance/](http://www.staffordshirepartnership.org.uk/refresh/performance/)

### 4.3 Delivery Planning

To ensure that the new LAA for Staffordshire is successfully delivered, there needs to be consistency across the delivery planning process. It is also important that partners are aware of and adhere to the minimum standards for delivery planning, and that the partnership ensures that robust, performance manageable plans, which deliver the activities associated with the designated LAA indicators and so contribute to the achievement of the LAA outcomes, are in place.

An LAA Delivery Planning briefing was held for named LAA Delivery Leads on 22<sup>nd</sup> April. Bespoke briefings for those Leads unable to attend on the 22<sup>nd</sup> are continuing through April and early May. A Delivery Planning Information Pack has also been developed and contains the following sections:

- The Process
- LAA Delivery Planning Action Plan
- Roles and Responsibilities
- LAA Delivery Leads and LAA Target Leads



- Capturing the Information
- Delivery Planning: A Checklist
- LAA Delivery Planning: Useful Terms

The Delivery Planning Information Pack, together with information on delivery clusters and named LAA Delivery Leads is available from [www.staffordshirepartnership.org.uk/refresh/delivery/](http://www.staffordshirepartnership.org.uk/refresh/delivery/)

#### **4.4 Impact on Business Support Activities**

The delivery plan for NI 172 will seek to improve the co-ordination and joint working between local business support partners in Staffordshire and Business Link, with the aim of providing greater clarity and simplifying support provided to local businesses.



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Staffordshire Strategic Partnership